

30th Steering Group Meeting of EUSDR Priority Area 7

5 December 2025 | Belgrade, Serbia, and online



DSP support frame

Support for EUSDR core-stakeholders

Monitoring & Evaluation

Communication

Capacity Building

Youth involvement

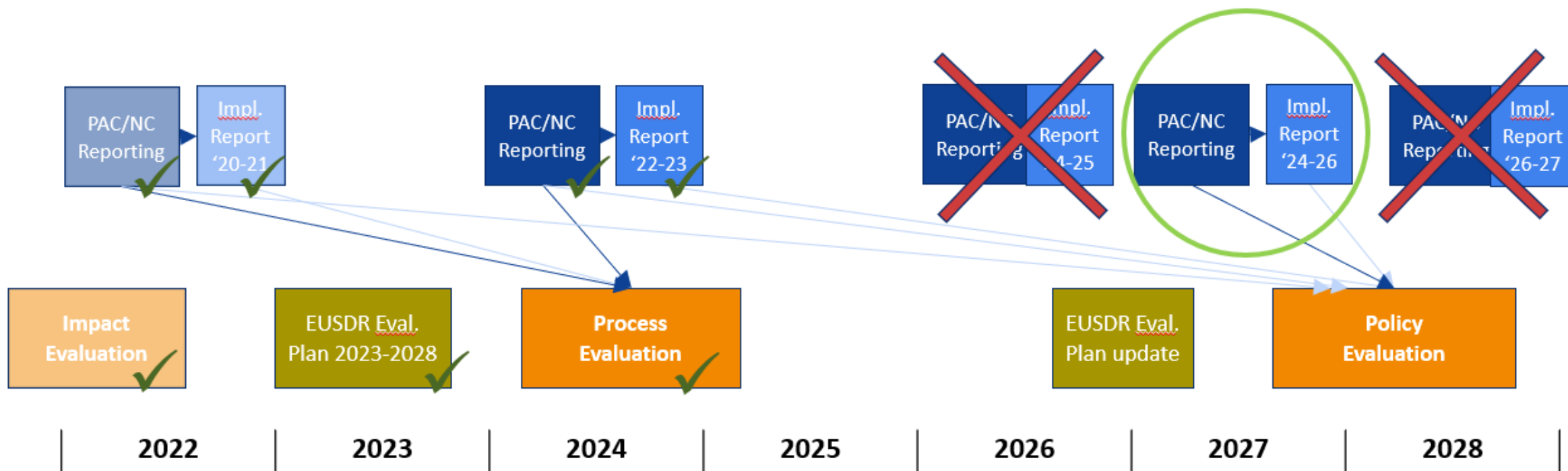


EUSDR Governance Development

- Based on the ongoing EUSDR Governance Development discussion (Governance Task Force in Spring/Summer 2025), all EUSDR core stakeholders were invited to propose changes to the current version of the **EUSDR Governance Architecture Paper**
- Proposals for changes in the Governance Architecture Paper were submitted – based on this, a twofold approach for a **questionnaire to PACs and NCs** was chosen:
 - **Elements that do not require substantial changes** of the Governance structure and mirror the current status quo
 - **Elements that aim at substantial changes** in the Governance and add/change new elements, roles and responsibilities
- Governance Development **Task Force Meeting** for elaboration of proposals in the questionnaire

EUSDR Monitoring & Evaluation

- **New timeline for PAC reporting**, following the new timeline for EC reporting (*based on information from Council Conclusions on 5th MRS Report*)



Council Conclusions on the 5th Report on the Implementation of EU Macro-regional Strategies

- On 16 September 2025, the Council of the European Union formally adopted its **Conclusions on the Fifth Report on the Implementation of EU Macro-regional Strategies (MRS)**, presented by the European Commission earlier this year
- These Conclusions **reaffirm the vital role of the four EU Macro-regional Strategies** in strengthening regional cooperation, resilience, and integration across Europe.



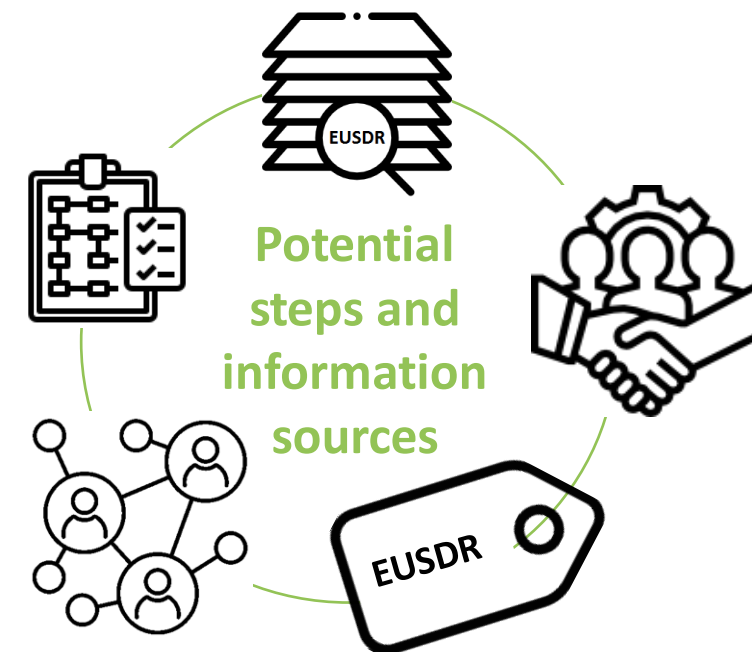
Monitoring and evaluation of the embedding process 2021-2027

Interim Report on the outcomes of the embedding process

- Carried out in 2026 by DSP, in cooperation with BG EUSDR PCY
- Based on **data received from PAC Reporting 2024** and EUSDR **Process/Implementation Evaluation 2024/25**

Further potential information sources:

- **Programming phase:** mapping of cooperation actions, including MRS embedding, by INTERACT (based on EC screening of ERDF programmes); input from NCs (e.g. Task Force EMB-DR, Reporting 2024) and managing/programming authorities (MA network meetings)
- **Implementation phase:** scanning calls for EUSDR relevance via [EuroAccess](#); monitoring of projects via managing/programming authorities (e.g., labelling of projects, extra points for project proposals with MRS relevance); keeping track of programme evaluations



→ Final report/analysis on outcomes of Embedding expected in 2028

Communication

- **Social media platforms** constantly updated on LinkedIn, Facebook, X, Instagram, Bluesky) → content related posts are checked with/verified by PACs
- New **EUSDR LinkedIn page** since August 2025
- **Social media campaign** to promote Danube Strategy Flagships 2025 on social media channels managed by DSP
- Production of dedicated **videos for the Danube Strategy Flagships**, planned for 2026
- **Align communication activities** with the Bosnian & Herzegovinian & upcoming Bulgarian EUSDR PCY for more visibility (promoting events through posts on social media and articles on the main EUSDR website, on the dedicated sub-page)
- **Disseminating articles on DG Regio's website for more visibility**
- Council Conclusions on 5th MRS Report → *APPRECIATES the reinforced communication activities both at Strategy-specific level and in common events. HIGHLIGHTS at the same time the importance of continuing to implement strategic communication and increasing further the public's knowledge of the mainstream programmes and strategies and the visibility of their impact and results;*



Communication

New EUSDR Website is live

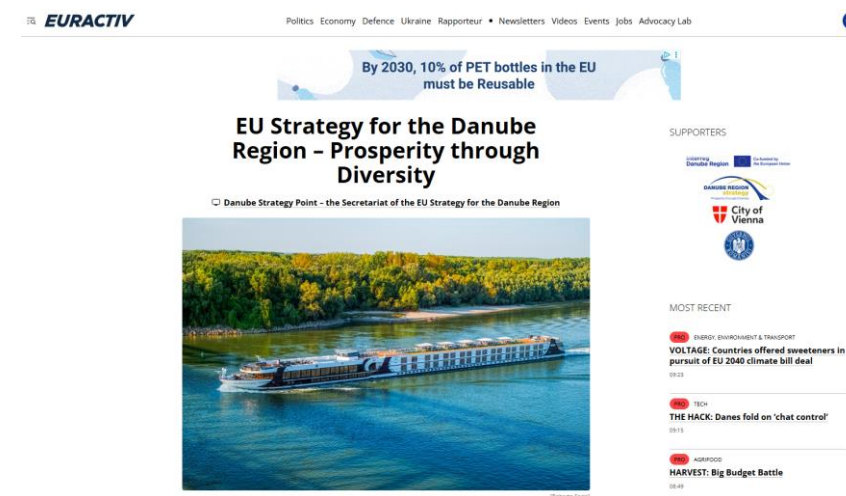
- PAs had the opportunity to check the respective website in testing mode for 2 months → feedback was sent, and amendments took place on developer's side
- Unitary menus/ submenus for all PAs based on reflecting the content and the EUSDR and PAs' brand identity
- New eForm plugin containing more functions for surveys
- Easier version for uploading/editing content in the backend (similar to Word)



Communication

Online media campaign → running from 15 September – 9 November 2025

- **Objectives:** raise awareness on EUSDR; increase social media community, mainly on LinkedIn and Instagram; increase the number of visitors on the EUSDR website
- **Visuals:** 13 videos & 13 e-banners promoting the Danube Strategy Flagships 2023 & EUSDR in general
- An **article** promoting EUSDR displayed on the **Euractiv** web portal for 4 weeks
- Social media: **LinkedIn & Instagram**, targeting geographical area, age, interests, education & occupation
- An **impact analysis** will be developed once the campaign is over, and its results will contribute to updating the EUSDR Communication Strategy



Danube Strategy Flagships

- **List of Danube Strategy Flagships 2025** published on [EUSDR Website](#)
- Total of 30 Danube Strategy Flagships (new or updated)
 - 13 new Danube Strategy Flagships
 - 17 updated Danube Strategy Flagships
- **PAC-Survey** on Danube Strategy Flagships
 - Major outcome: From now on, Danube Strategy Flagships will be selected in autumn/winter (second SG meeting of the year) for the upcoming year so that they can already be promoted/exploited at the beginning of the year
 - This means that the next selection will be in autumn/winter 2026 (Danube Strategy Flagships 2027)
 - The Danube Strategy Flagships 2025 will therefore be also promoted in 2026



Danube Strategy Flagships Certificate

New layout, with PA logos upon request



Interreg
Danube Region



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the European Union




Certificate

DANUBE STRATEGY FLAGSHIP

This certificate is proudly awarded to

**TransAC - Establishing a Danube training academy as measure
against brain drain from rural and crisis regions**

Danube Strategy Flagships are projects or processes that contribute to the implementation of the EU Strategy for the Danube Region (EUSDR), have a clear macro-regional dimension and a multi-level governance approach. They are of high importance for the Danube Region's economic, social and territorial cohesion and for improving the quality of life in the Danube Region.

Danube Strategy Flagships strengthen internal and external communication of the Strategy and the visibility of the topics, initiatives and prospects in the Danube Region. They illustrate the progress achieved in implementing the EUSDR and demonstrate exemplarily significant improvement in the Region that is induced by cooperation.

EUSDR National Coordinators and Priority Area Coordinators with the respective Steering Groups, in their capacity as representatives and key implementers of the EUSDR, as well as the Danube Strategy Point, are committed to contribute to and promote Danube Strategy Flagships in accordance with the Guidance Paper for identifying and listing Danube Strategy Flagships.

Date: 4 July 2025



Priority Area(s): PA 9 People & Skills





DANUBE REGION
strategy
People & Skills

Certificate

DANUBE STRATEGY FLAGSHIP

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Project/process title

Danube Strategy Flagships are projects or processes that contribute to the implementation of the EU Strategy for the Danube Region (EUSDR), have a clear macro-regional dimension and a multi-level governance approach. They are of high importance for the Danube Region's economic, social and territorial cohesion and for improving the quality of life in the Danube Region.

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Date: XX XXXXXX 2026

Priority Area(s): PA X

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Federal Ministry
Labour, Social Affairs, Health,
Care and Consumer Protection
Republic of Austria

Federal Ministry
Education
Republic of Austria



MINISTRY OF EDUCATION
AND SCIENCE
OF UKRAINE



MINISTERUL EDUCAȚIEI ȘI CERCETĂRII
AL REPUBLICII ROMÂNIA



MINISZTERISÉG
OKTATÁS ÉS KUTATÁS
HUNGÁRIÁ

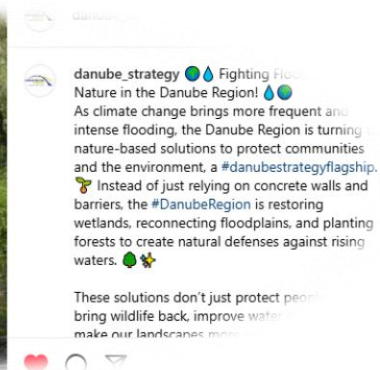
Danube Strategy Flagships - Promotion



...ing Social Policies in the Danube Region
... Region Strategy (EUSDR) is driving collaboration across
... to tackle shared challenges and align social and ... mehr



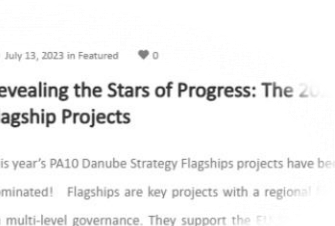
...ing Social Policies in the Danube Region: The Role of the
... Social Fund (ESF) Network
... Strategy
... Strategy (EUSDR) has been instrumental in form



Promotion on EUSDR
Social Media Channels
(LinkedIn, Instagram,
Facebook, X, Bluesky)



Danube Strategy Flagship



Promotion by
EUSDR PAs (e.g.,
on PA Websites)
or by project
partners



Promotion
through
Certificate
Ceremonies



Capacity Building

- Based on the Capacity Building Needs Assessment carried out in 2024, five **training sessions** are offered to all EUSDR core stakeholders (NCs, PACs, SG members)
 1. Onboarding and Institutional Memory Consolidation – 23.09.2025, Brussels, BE ✓
 2. Policy Analysis and Advocacy Skills – 07.11.2025, Sarajevo, BA ✓
 3. Effective Communication, Collaboration, Consensus-Building and Negotiation Skills – 2026
 4. Strategic Planning for EUSDR Objectives – 2027
 5. Leadership and Self-Leadership – 2028
- As a horizontal theme, “Cross-Cultural Administrative Contexts” will be the basis on which all trainings will be built in terms of structure and content
- 40 participants (per training session) from NCs, PACs, and SGs representatives (first-come-first-serve basis)



DYC current developments



- 10 experienced DYC members prolonged mandate for one more year
- 17 out of 18 mandates filled (1 mandate still vacant for UA, applications received)
- New mandate year: 1 November 2025 – 31 October 2026
- Onboarding procedure for new members: starting November 2025
- DYC members' choice of PAs → by end of December 2025
- Meetings between PAs and (new) DYC members → expected for January/February 2026
- 5th Danube Youth Camp → 15-17 March 2026, Sofia

DYC involvement in PA activities

- Contribute/share youth vision on various publications (studies/brochures/surveys/policy papers)
- Contribute to projects development
- Participation and support in events organisation (SG, conferences, WS) – input on the agendas, organise sessions dedicated to youth
- Danube Strategy Flagships selection
- Disseminate information within youth networks



→ on-site participation of minimum **one** DYC member in **one** SG meeting per year shall be covered by the PA

DYC Youth Position Paper

- Presented at 14th EUSDR Annual Forum, Sarajevo, Bosnia and Herzegovina
- Three key insights:
 - **Engage:** Participation improved, but policy impact remains a challenge; stronger involvement of rural and marginalized youth emphasised as a key priority
 - **Connect:** Raising awareness on youth involvement and mobility programmes (Interreg Volunteer Youth, Erasmus+, European Solidarity Corps, etc.)
 - **Empower:** high NEET rate (Not in Education, Employment, or Training), rural youth face poor digital access → promising pilots (“Back on Track” for NEETs, “PATHS” for rural career guidance) should be scaled up and embedded into youth policies
- Key recommendations:
 - Strengthen structured **youth input into policymaking**
 - Improve outreach to and inclusion of **marginalised youth**
 - Ensure **long-term funding** for youth organisations
 - Recognise **skills** from volunteering and youth work
 - Foster **DYC-DYCON collaboration** for a broader impact



Danube Youth Organisations Network (DYON)

DYON - Boot Camp 2025 → 13–20 July 2025 | 6 countries | Bosnia and Herzegovina: Sarajevo, Potočari/Srebrenica, Boračko Lake, Konjic, Umoljani <https://dyon.vision/dyon-video-2025-web.mp4>

Agreed next steps:

- Establish a shared communication channel for updates, calls, and ideas
- Develop a DYON members database (expertise, capacities, contacts) for easy project matchmaking
- Presence at the EUSDR Annual Forum in Sarajevo (November 2025) to introduce the network & advocate for youth
- Create a basic public landing page: network overview, members, themes, strategic goals



Bosnian and Herzegovinian EUSDR Presidency

EUSDR Annual Forum, 05-06 November 2025

- Over 400 registered participants
- Meeting of Ministers of Foreign Affairs
- Sarajevo Danube Declaration signed
- Over 25 session, organised also by EUSDR PAs



Bosnian and Herzegovinian EUSDR Presidency

- *Strengthening Regional Cooperation for a Resilient Danube Region, Mostar, 3 April 2025*
- *1st National Participation Day Bosnia and Herzegovina, Sarajevo, 13 May 2025*
- *Advancing Connectivity, Interoperability, and Resilience of the Danube Region Railway Network, Sarajevo, 5 June 2025*



Webinar “AI Shift: Tools, trends & tips for MRS”

09 December 2025, 10.00-12.30 C.E.T.

- Explore the use of AI tools which can ease the daily work of EU MRS stakeholders
- Open for all EU MRS stakeholders
- Workshop delivered by Interact



register here:



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Thank you for your attention!

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