

DANUBE STRATEGY POINT

*Activities & the way forward
March – November 2019*



*The 18th Steering Group Meeting of Priority Area 7
of EUSDR & DFCN meeting*

*4th December, 2019
Belgrade, Serbia*

INTRODUCTION

I. DSP team

II. Activities in 2019

a. Revision of the EUSDR Action Plan

b. Evaluation

c. Monitoring

d. Communication

e. Capacity Building

f. Miscellaneous

III. The way forward – activities for 2019 - 2020

I. THE DANUBE STRATEGY POINT



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II. A. REVISION OF THE EUSDR ACTION PLAN – DSP'S CONTRIBUTION 07/2019 – 10/2019

Consolidated Input Document of the Danube Countries for the Revision of the EUSDR Action Plan – final version endorsed by EUSDR NCs and handed over to the European Commission/DG Regio on 11th July 2019

Contributions to the organization of the 4th thematic session of the EUSDR Annual Forum - Boosting efficiency in connecting EUSDR key stakeholders and the civil society in the Process of revising the EUSDR Action Plan – 27th June 2019, Bucharest (Romania)

Public Hearings workshop on the Revision of the EUSDR Action Plan – 27th June 2019, Bucharest (Romania) – EUSDR Annual Forum side event – report handed over to the European Commission/DG Regio on 11th July 2019

Workshop on the revision of the Action Plan – 24th September 2019, Vienna (Austria) – report elaborated by DSP and disseminated on 3rd October 2019

II. B. EVALUATION

Evaluation of the effectiveness, communication and stakeholder involvement of the EUSDR

– final report on 17th June 2019

Final Report
17.06.2019

Evaluation of the effectiveness,
communication and stakeholder
involvement of the EUSDR

- ➡ Methodological approach
- ➡ Stocktaking of existing knowledge about the EUSDR
- ➡ Appraisal of the progress of the EUSDR (strategic dimension, governance dimension)
- ➡ Conclusions and recommendations

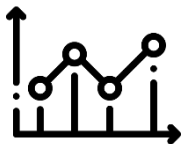
II. B. EVALUATION

Evaluation of the effectiveness, communication and stakeholder involvement of the EUSDR

Conclusions:



The major concrete achievement of EUSDR is the **set-up of cooperation structures** and partly the emergence of new cooperation patterns respectively partnerships



The **momentum of EUSDR** has decreased, but in some PAs **visible progress** has been achieved



To **tie budgets and funding opportunities to the strategy** is seen as a major point, which could raise the political interest

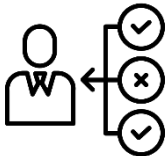


The **revision of the Action Plan** has been explicitly raised as an opportunity to rekindle the political interest from the European level and strengthen the governance structures of EUSDR.

II. B. EVALUATION



There is a need to **encourage the participation** in SG meetings as well as the **pro-active attitude** of the SG members



Lack of capacities and expertise as well as **staff fluctuation** of part of SG members are major obstacles



Broader **expert involvement** (including academia or Civil Society Organizations) should be considered as capacity reinforcement



Simplification within EUSDR structures and processes should become a deliberate objective, especially in order to reduce the administrative burden



It is necessary to ensure **adequate communication flows** to work on cross-cutting issues

II. C. MONITORING

- New Monitoring System will replace PAC reporting to EC and to DTP (Annex 1)
- DSP will ask for feedback from PACs on the very first draft in November/December 2019
- Relaunch SG Danuval in 1st Quarter of 2020
- Presentation of first draft in 1st Quarter of 2020
- Content of new Monitoring System:
 - Recent general developments in the reporting period
 - Core governance
 - PA main activities
 - Projects and Funding
 - Policy Impact
 - Opportunities and Challenges

II. D. COMMUNICATION

1. Support for organization of the EUSDR Annual Forum

- Information campaign on the EUSDR website and on social media platforms managed by DSP
- Participation in the exhibition organized as a side event of the EUSDR Annual Forum
- Support for EUSDR Presidency to organize the EUSDR Annual Forum (facilitating the information flow among EUSDR Presidency and the stakeholders, agenda, potential speakers)



II. D. COMMUNICATION

2. Communication Strategy

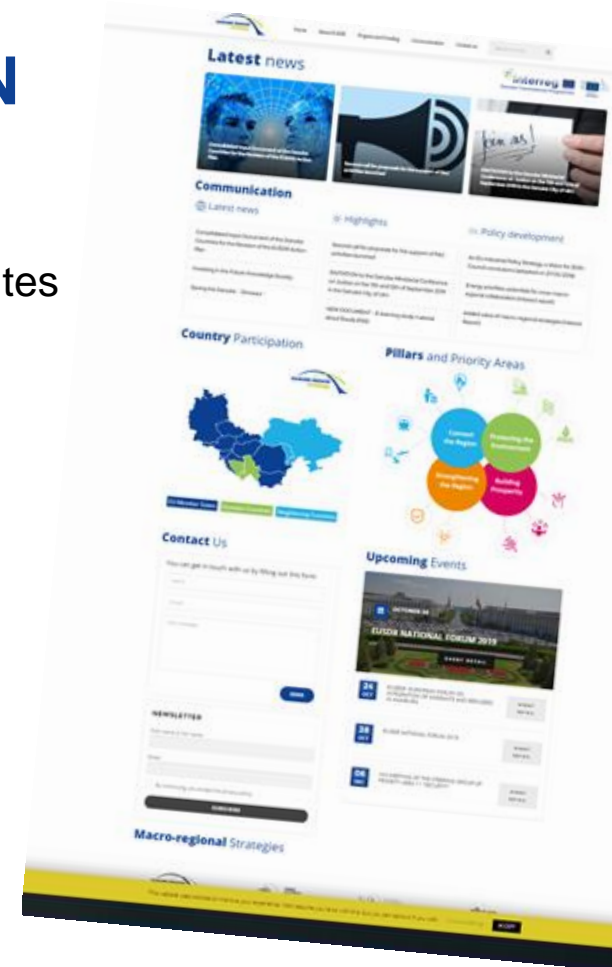
- Webinar on 5th March – establish objectives and missing target groups
- External experts contracted
- Webinar on 26th September – development of the EUSDR Communication Strategy – messages & audience
- Webinar on 22nd October – effective messages, communication channels, roles & responsibilities, intervention logic of the Communication Strategy

II. D. COMMUNICATION

New EUSDR websites

- contract for hosting and maintenance of the EUSDR websites
- new websites published in October 2019

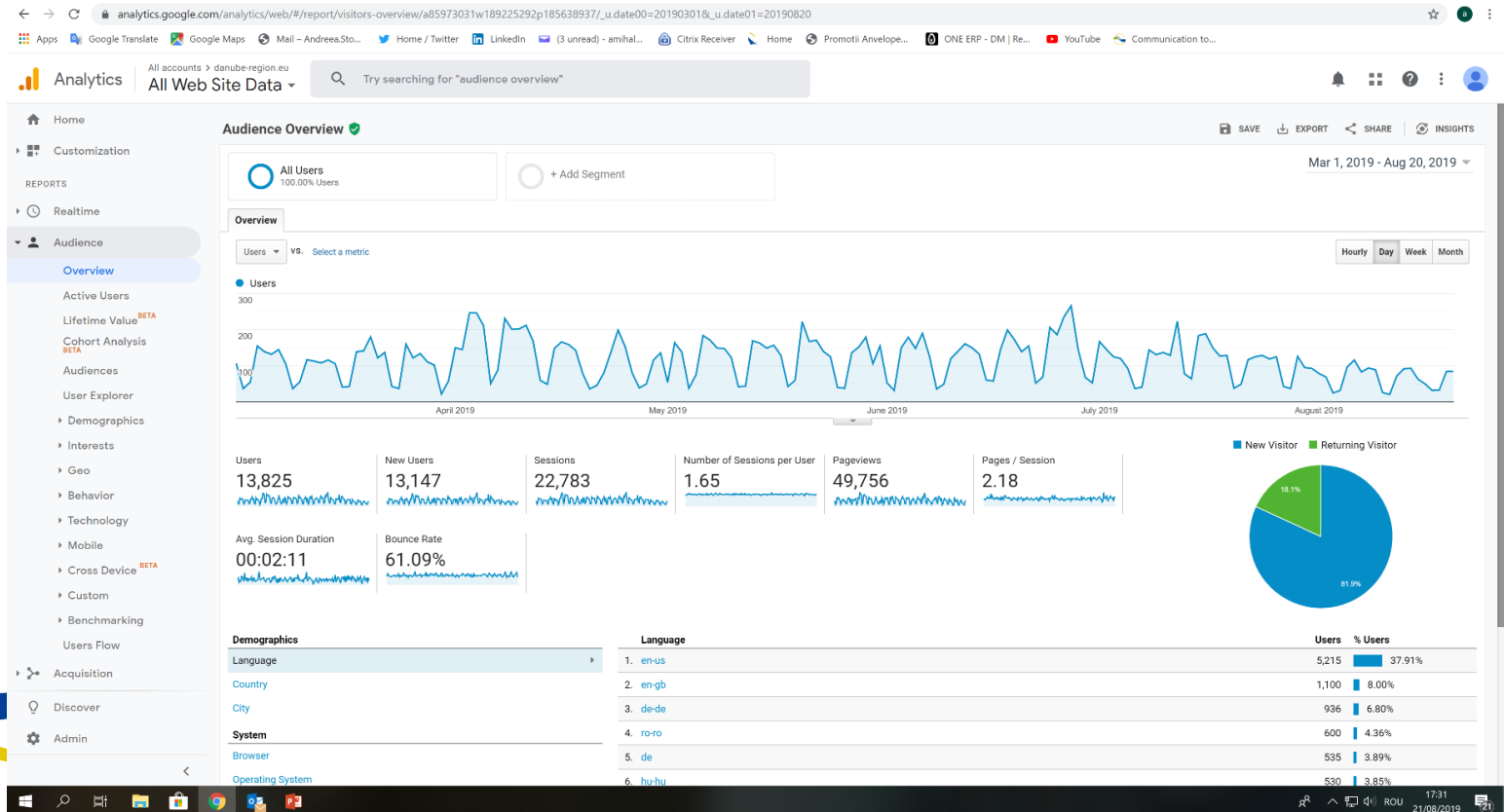
- www.danube-region.eu
- <https://navigation.danube-region.eu>
- <https://transport.danube-region.eu>
- <https://energy.danube-region.eu>
- <https://cultureandtourism.danube-region.eu>
- <https://waterquality.danube-region.eu>
- <https://environmentalrisks.danube-region.eu>
- <https://www.danube-nature.eu>
- <https://knowledgesociety.danube-region.eu>
- <https://competitiveness.danube-region.eu>
- <https://peopleandskills.danube-region.eu>
- <https://capacitycooperation.danube-region.eu>
- <https://security.danube-region.eu/>



- Intranet will be provided comprising e.g. meeting minutes and presentations as well as official documents

II. D. COMMUNICATION

EUSDR website



II. D. COMMUNICATION

4. EUSDR social platforms

Facebook page Community

Sept 12th 2019: 3061 follows, 2876 likes

+ This week story campaign



II. D. COMMUNICATION

4. EUSDR social platforms

Twitter Tweets

Updated:

Sept 12th 2019 – 1026 follows

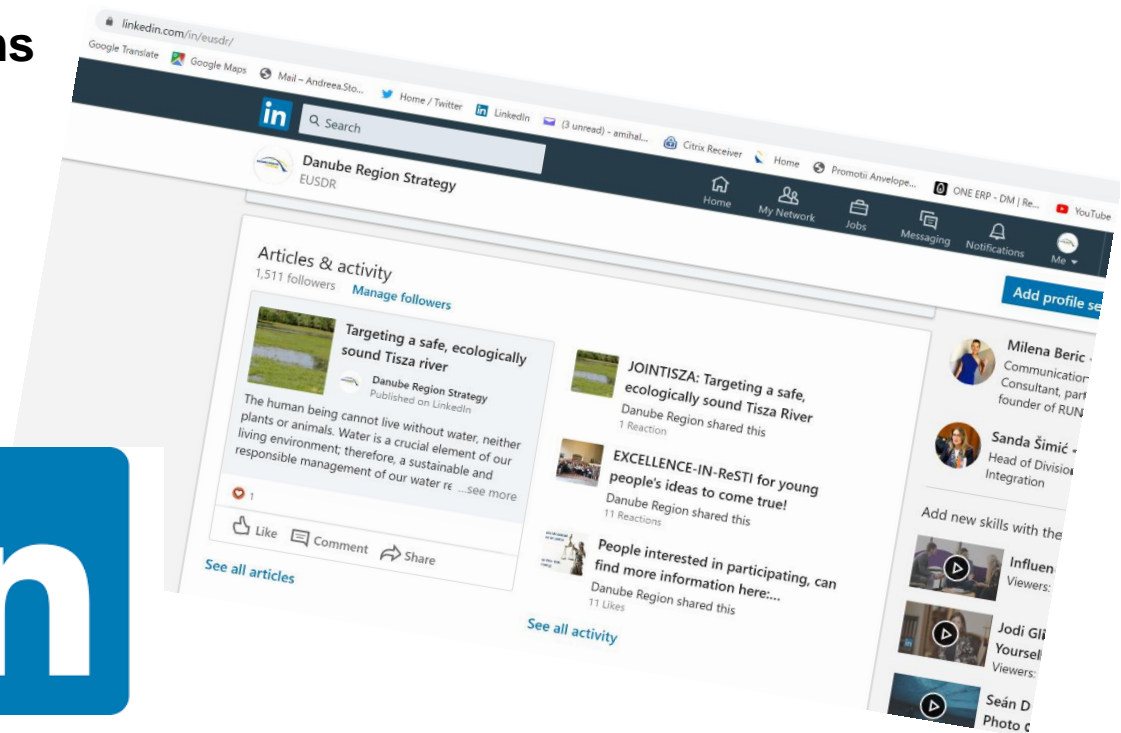


II. D. COMMUNICATION

4. EUSDR social platforms

LinkedIn - Community
Updated:

Sept 12th 2019
– 1498 connections



II. D. COMMUNICATION

5. EUSDR Newsletter – 1st edition produced and disseminated in June, 2019; 2nd edition published in October 2019; 2 editions in 2020

6. Promotional materials – produced and disseminated

7. EUSDR success stories brochure

8. Joint online NC/PAC calendar

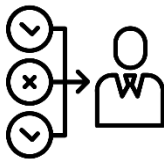
II. E. CAPACITY BUILDING



Cross – MRS Capacity Building activities – cooperation with INTERACT



Capacity building event for the actors involved in the EUSDR implementation in Chisinau (Moldova) upon MD NC request



Development of the training session for PACs planned for December 2019 in Zagreb (Croatia)

II. F. MISCELLANEOUS

Implementation Report 2016 – 2018 – drafted and circulated among PACs and NCs



☞ Illustrating developments and achievements in the period 2016 - 2018

☞ Focusing on activities on general EUSDR level and especially taking into account activities on Priority Area level

☞ Considering the 3 dimensions on PA level:
(1) cooperation & policy embedding
(2) highlights and
(3) projects – implementation & monitoring

III. THE WAY FORWARD

PLANNED ACTIVITIES FOR 2019 - 2020

Support for EUSDR Croatian Presidency 2019/2020

The Danube Strategy – 10 Years Later

Goal: to identify the **role of macro-regional cooperation**,
to **evaluate** the achieved **results** and to determine the
future direction of its development



III. THE WAY FORWARD

PLANNED ACTIVITIES FOR 2019 - 2020

Support for EUSDR Croatian Presidency 2019/2020

The Danube Strategy – 10 Years Later

Political Objectives

1. Strengthening the role of regional development
2. Creating synergies between macro-regional strategies and the Cohesion Policy
3. Cooperation with the countries of the Western Balkans



III. THE WAY FORWARD

PLANNED ACTIVITIES FOR 2019 - 2020

Support for EUSDR Croatian Presidency 2019/2020

The Danube Strategy – 10 Years Later

Thematic priorities

1. **Cooperation between scientific institutions and economic stakeholders**
2. Environmental protection and sustainable economic development
3. Inland waterways, tourism and smart villages
4. Civil protection
5. Regional and local government capacity building



CROATIAN
PRESIDENCY
OF THE EU
STRATEGY FOR THE
DANUBE REGION

III. THE WAY FORWARD

PLANNED ACTIVITIES FOR 2019 - 2020

Support for EUSDR Croatian Presidency 2019/2020

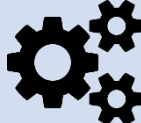
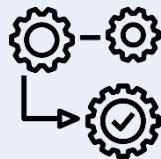

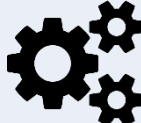
- main events announced

Event	Date	Location
NCs meeting	21 -22.11.2019	Zagreb, Croatia
Meeting of Presidencies of 4 MRS	January 2020 (TBC)	Zagreb, Croatia
PACs meeting	February 2020 (TBC)	Zagreb, Croatia
Ministerial meeting	March 2020 (TBC)	Zagreb, Croatia
Joint NCs/PACs meeting	May 2020 (TBC)	Zagreb, Croatia
The 9 th edition of EUSDR Annual Forum 2020	October 2020	Zagreb, Croatia

III. THE WAY FORWARD

PLANNED ACTIVITIES FOR 2019 - 2020

Support for NCs & PACs

Needs assessment for closer cooperation in SGs and attracting stakeholders of the member states		under development
Needs assessment for closer cooperation between PACs and relevant stakeholders (funding institutions, DGs, Civil Society Fora, regional/local authorities etc.)		to be developed and disseminated
Workshops and seminars on cross-cuttings (horizontal topics)		to be organized
Guidelines for identifying and listing Strategic Projects/Flagship initiatives and Projects/Light Tower Projects		to be developed

III. THE WAY FORWARD

PLANNED ACTIVITIES FOR 2019 - 2020

Communication

Support for the organization of the 9 th EUSDR Annual Forum, Zagreb		
Communication Strategy		to be developed and approved by the NCs
DSP Communication Plan 2020		to be developed and approved by the NCs
EUSDR Newsletters		2 editions/year to be published
Leaflet		to be produced and disseminated
Website and social media platforms		to be permanently updated
Online promotional campaigns		to be carried on
EUSDR smart application		concept to be developed
Promotional materials		to be produced and disseminated

III. THE WAY FORWARD

PLANNED ACTIVITIES FOR 2019 - 2020

Evaluation/Monitoring

- SG DANUVAL revived
- Policy/Impact evaluation – to be conducted
- New Monitoring – to be further developed and approved

Capacity Building

- 1st training session for the PACs to be organized
- Tool – kit for the non-EU countries – concept to be developed

THANK YOU FOR YOUR ATTENTION!

QUESTIONS?

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