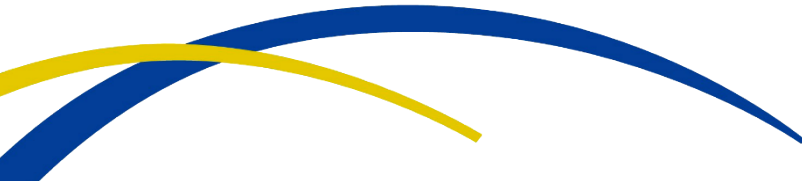




DANUBE STRATEGY POINT ACTIVITIES

**October 2018 – March 2019
&NEXT**

**April, 2019
Bratislava**



DSP ACTIVITIES 2019

1. Action Plan Revision – DSP as supporting secretariat:

- I. Strategy
- II. Presidency (RO / HR), Stakeholders

2. Evaluation / Monitoring

- I. Evaluation of the Strategy
- II. Monitoring – New Reporting Tool for PAs & SGs

3. Communication

- I. Narrative for EUSDR
- II. Online & Social media

4. Capacity Building

- I. Workshops for PACs
- II. Non-EU-Countries: “Tool kit” to support the implementation of the strategy

5. Miscellaneous

- I. Implementation Report 2016 – 2018

1. REVISION OF THE EUSDR ACTION PLAN

1. Revision of the EUSDR Action Plan Revision

- DSP as supporting secretariat:
 - I. Strategy
 - II. Presidency (RO / HR)



2. EVALUATION / MONITORING

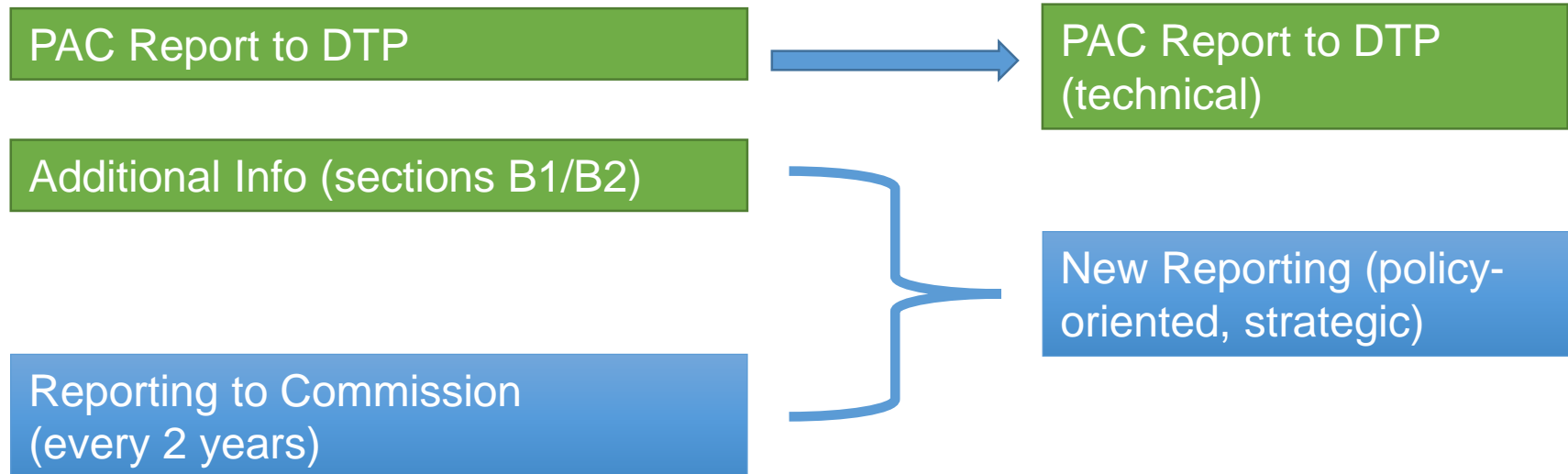
I. Evaluation of the Strategy

- Evaluation via external provider
- Based on consultation with SG DANUVAL (NC-meeting Bucharest, 14.-15.2.2019)
- Procurement: 20.2.-4.3. tender via EUSDR-website
- 3. Tenderers / applications
- Decision taken: METIS
- Timeline: till 26. April 2019 as draft, in order to feed into AP Revision consolidated input
- On 4th April 2019, the ESPON workshop “*From evidence to action: territorial trends and challenges identified in the ESPON projects. Fostering policy coherence in the Danube Region*” took place in Vienna

2. EVALUATION / MONITORING

II. Monitoring – New Reporting Tool for PAs & SGs

- Proposal for new Monitoring/Reporting Tool
- Doing more with less effort?



2. EVALUATION / MONITORING

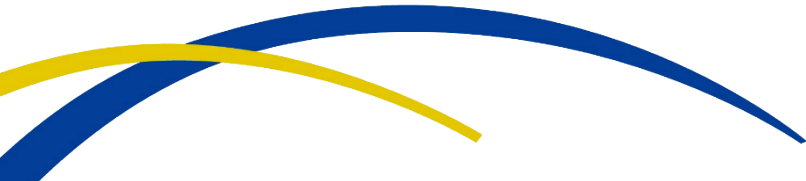
II. Monitoring – New Reporting Tool for PAs & SGs

- **Main Elements:**
 - Developments in the reporting period
 - Policy impact
 - Governance
 - Projects and funding
 - Opportunities and challenges
- **New elements:**
 - Advocacy and impact on law
 - Capitalisation
 - Institutional change
 - Coordination and cooperation across funding sources
 - Stronger Engaging the SG Members?



3. COMMUNICATION

3. **Communication Plan of Danube Strategy Point** – approved during the NCs meeting from Bucharest, 14-15th February 2019



3. COMMUNICATION

3. Communication Strategy of EUSDR

- The first draft of the EUSDR Communication Strategy was elaborated by the DSP's communication officer in November and disseminated to NCs and PACs for feedback or endorsement;
- On December 5th - 6th, 2018 during the joint meeting in Vienna the communication officer presented the Communication Strategy and received feedback (observations, comments, amendments);
- Bilateral discussions conducted with NCs and PACs;
- Webinar on March, 5th 2019 in order to get a common vision regarding the objectives that should be reached and the most important target groups to disseminate information to;
- At PACs and NCs request, an external expert will be contracted to work with DSP & PACs in order to finalize the second draft.

3. COMMUNICATION

3. Communication

I. Narrative for EUSDR

“The future past”

The EUSDR is not a funding tool, but it can draw a picture of the future of the Danube Region in its social, environmental and economic cohesion. Thus, the creation of a narrative of the strategy and by highlighting success-stories can and should have a positive impetus on the national and local politics.

On one hand the creation of a common narration should be the first and crucial step to reach out to all political stakeholders – European, national, regional and local likewise. On the other hand, the narrative must also be able to reach the people of the Region through positive pictures that a vast number of target groups can relate to in a positive way and can identify with.



3. COMMUNICATION

3. Communication



- II. Online & Social media - Daily updates, Analytics – Like, Add, Comment!
- Website: <https://www.danube-region.eu/>
 - Twitter: <https://twitter.com/eusdr>
 - Facebook: <https://www.facebook.com/DanubeRegionStrategy> + This week Story Campaign
 - LinkedIn: <https://www.linkedin.com/in/danube-region-strategy-48456b17a>
 - EUSDR-Calendar: <https://tinyurl.com/eusdr-calendar>

3. COMMUNICATION

3. Communication

When the new DSP took over the administration of the EUSDR social platforms the situation was the following:

Facebook page: 2615 followers. Today, after 3 months of providing content, images and text, it reaches 2899 followers - the grow is organic, no payment! (from October to January the page was blocked because of identification elements)

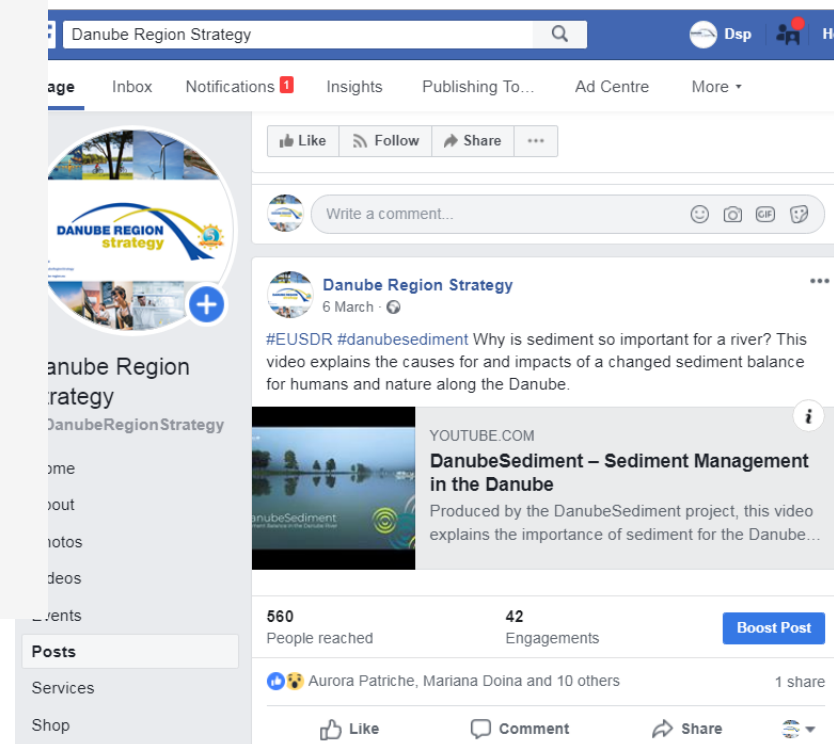
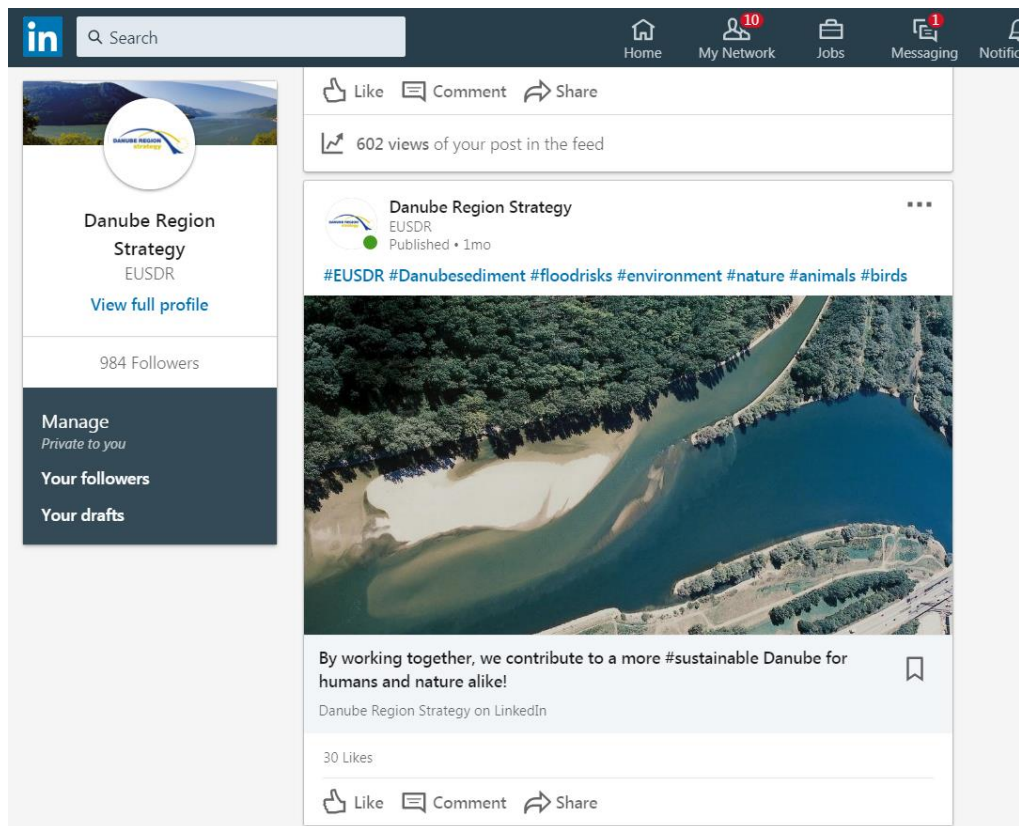
This week story campaign --> attracts lots of people and increase visibility online.

Twitter page: 891 followers. Today it reaches 970 followers.

A new page was created on **LinkedIn** platform, which has gather almost 1,000 connections in 3 months of activity.

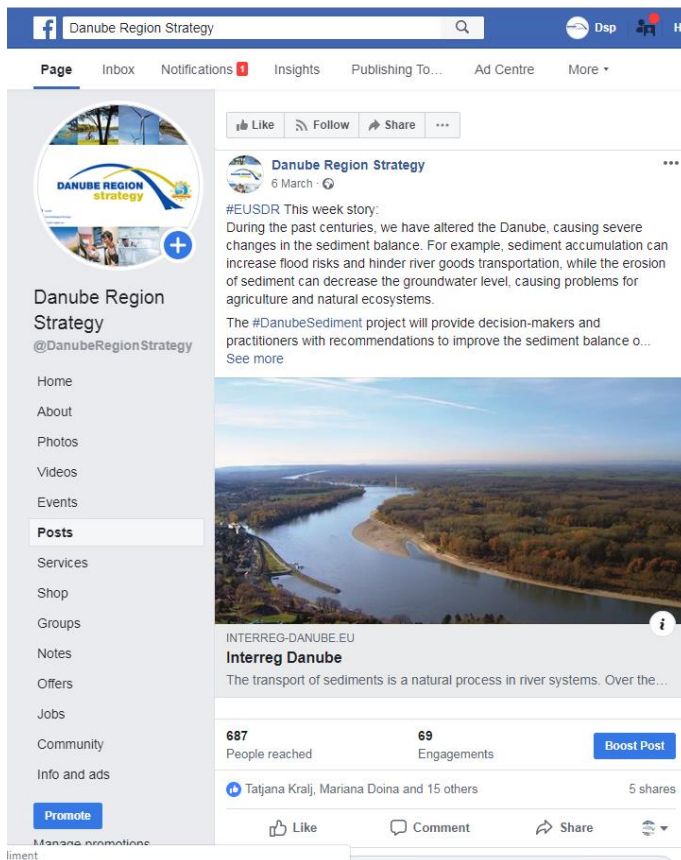
3. COMMUNICATION

3. Communication



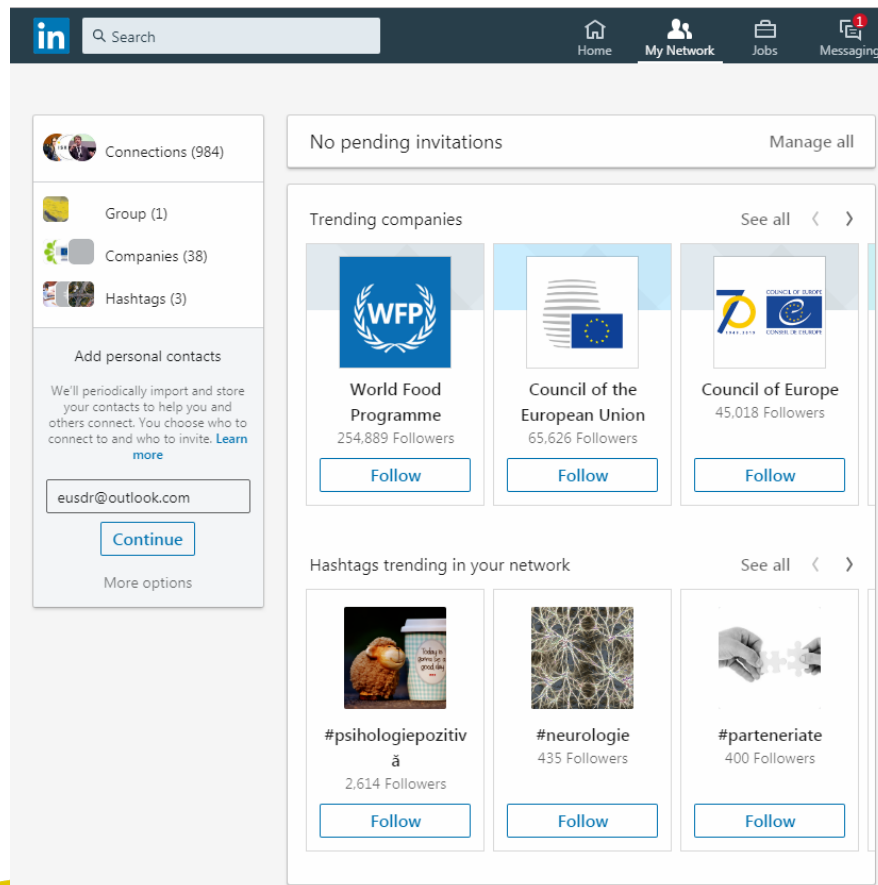
3. COMMUNICATION

3. Communication

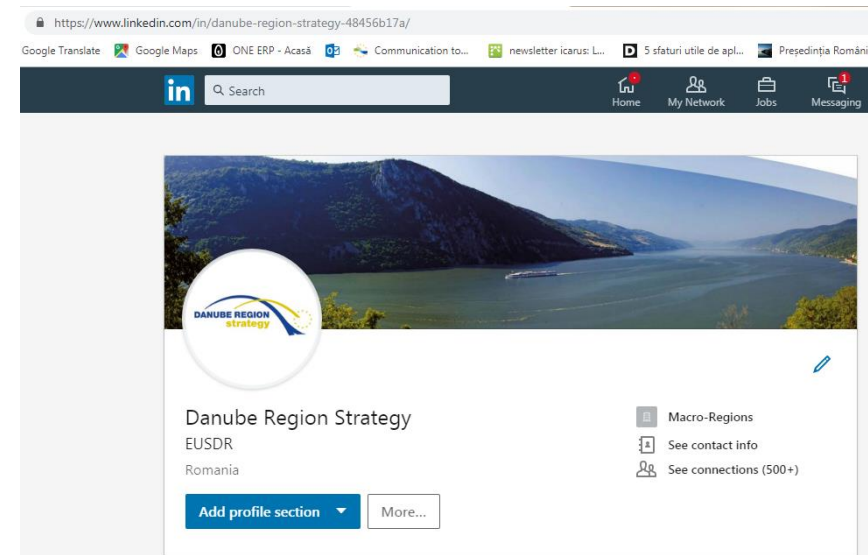


3. COMMUNICATION

3. Communication



LinkedIn profile page showing connections and trending companies. The profile is for the Danube Region Strategy, with 484,566 followers. The page displays a search bar, navigation links (Home, My Network, Jobs, Messaging), and a list of connections (984). The trending companies section includes the World Food Programme (254,889 Followers), the Council of the European Union (65,626 Followers), and the Council of Europe (45,018 Followers). The hashtags trending in the network include #psihologiepozitivă (2,614 Followers), #neurologie (435 Followers), and #parteneriate (400 Followers).



LinkedIn profile page for the Danube Region Strategy. The profile is for the Danube Region Strategy, with 484,566 followers. The page displays a search bar, navigation links (Home, My Network, Jobs, Messaging), and a list of connections (984). The trending companies section includes the World Food Programme (254,889 Followers), the Council of the European Union (65,626 Followers), and the Council of Europe (45,018 Followers). The hashtags trending in the network include #psihologiepozitivă (2,614 Followers), #neurologie (435 Followers), and #parteneriate (400 Followers).

3. COMMUNICATION

EUSDR-Calendar:

- EUSDR-Calendar with all relevant events of EUSDR (based on the event-list of the RO presidency and other PA-relevant meetings).
To fulfil its purpose and keep everybody up-to-date (be it for information and participation purposes or for a better planning of your own events), we kindly ask you to provide the DSP (office@eusdr-dsp.eu) with any new and relevant events planned in the future.



3. COMMUNICATION

3. Communication

II. Online & Social media

WEBSITE NEXT STEPS www.danube-region.eu

1.4.2019 – contract via DSP Vienna

COMM: Events, newsletter, calendar, user-login

Relaunch of main page and PA-sites (single system, look & feel, hosting, support via DSP)

DB interconnected across all sites

DSP as service provider for all PAs (technical matters, content via PAs)

SEO / Analytics, RSS

State of the art system, responsiveness, security

Social media & community (Facebook, Twitter, YouTube, LinkedIn)

GDPR

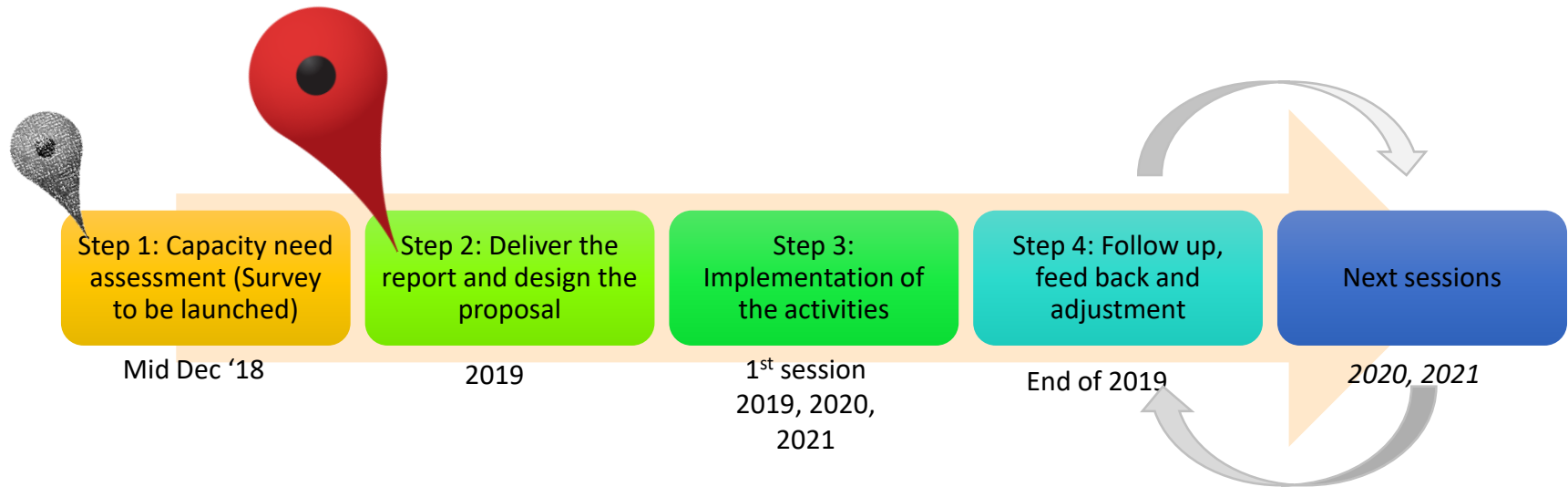
Questionnaire for PACs for TOR - Relaunch

4. CAPACITY BUILDING

4. Capacity Building

I. Workshops for PACs

- Capacity need analysis
- 3 capacity building workshops (1 session/year)
- Survey started Jan '19. Proposals by PACs & NCs included



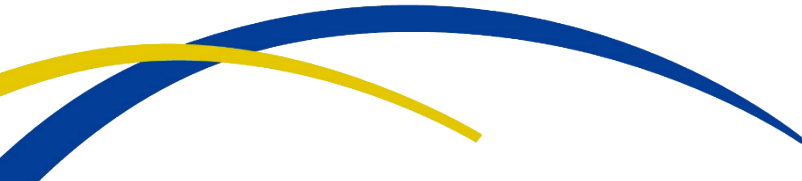
4. CAPACITY BUILDING

4. Capacity Building

Online capacity needs survey dedicated to PACs

Main findings: key results PACs should achieve

- Internal and external **communication**
- **project generation** and **capitalization** of results
- **empowerment for stakeholders**;
- **improved coordination of PA thematic activities** in Danube region that would lead to a common approach of Danube countries in European policy
- smooth **project implementation** and reporting



4. CAPACITY BUILDING

4. Capacity Building

Online capacity needs survey

Main findings: challenges PAC/PAC team members face and how do they tackle them?	
Stakeholder involvement and mobilization of political support	Setting up a policy process and feeding this process with updated technical content and regular progress report.
Lack of time	
Increasing the added value of EUSDR	Identification of cross-thematic cooperation fields with other PAs Focus on targets and actions which are manageable by PACs in short and medium terms. Setting up a policy process and feeding this process with updated technical content and regular progress report.
Communication and PR results	position papers were sent to stakeholders
Lack of appreciation of our work by SGs	<i>I feel often as a lonesome pioneer;</i>

4. CAPACITY BUILDING

4. Capacity Building

Online capacity needs survey

Main findings: topics considered relevant for the PACs

Communication and
storytelling

Capitalization of
results and
identification of
synergies

Enhancing
cooperation and
workflow

Approaching further
stakeholders

Strategic Planning

4. CAPACITY BUILDING

4. Capacity Building

Non-EU-Countries: “Tool kit” to support the implementation of the strategy

- Design a “tool kit” to support the implementation of the strategy in view of the next MFF
- 3 dedicated events
- Internships at the DSP Offices (*DSP can not offer travel related expenditures, therefore costs have to be supported by the employer of the “intern”. The request for internship and the final report will be sent for information to the NCs.*)

Capacity Building



5. MISCELLANEOUS

5. MISCELLANEOUS

I. Implementation Report 2016 – 2018

EUSDR Implementation Report 16-18: basics

- **Focus on major developments and achievements, particular focus on PAs**
- **Prospective key elements:**
 - **General milestones & evolvments**
 - **Developments at PA level** (*consolidated synthesis of 1-2 pages*)
 - Cooperation & policy embedding
 - Highlights
 - Projects – implementation & monitoring
 - **Cross-cutting cooperation**
 - **Conclusions & Outlook**
- ***Annex: Project Sheets***
- ***Annex Target / Activity Matrix (DTP)***

5. MISCELLANEOUS

5. MISCELLANEOUS

I. Implementation Report 2016 – 2018

Basic documents for generating the Implementation Report 2016-2018

2016: PA reports to DSP	<input checked="" type="checkbox"/>	<i>Ok, available</i>
2017: PAC reports to DTP	<input checked="" type="checkbox"/>	<i>Ok, available</i>
2018: PA & NC contributions to DG REGIO (for 2nd MRS report)	<input checked="" type="checkbox"/>	<i>Ok, available</i>
2018: PAC reports to DTP	<input type="checkbox"/>	<i>PACs are asked to send Annex „Additional Information“ to DSP as soon as they are able to</i>



THANK YOU FOR YOUR ATTENTION!

QUESTIONS?

Do not hesitate to contact us:
office@eusdr-dsp.eu

