

# EU STRATEGY FOR THE DANUBE REGION

*Steering Group Meeting of Priority Area PA 4*  
**26.05.2020**



# Activities & the way forward November 2019 – May 2020



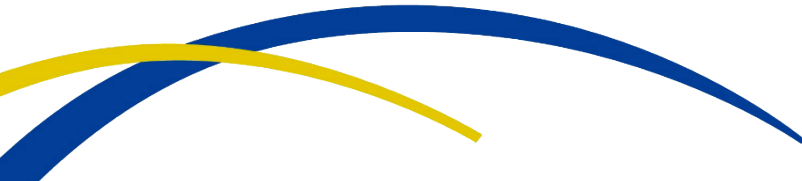
**DANUBE STRATEGY POINT**

# INTRODUCTION

## **I. Activities in 2019-2020**

- a. Support for PACs, NCs & EUSDR Presidency**
- b. Revision of the Action Plan and Embedding**
- c. Evaluation & Monitoring**
- d. Communication**
- e. Capacity Building**

## **II. The way forward – planned activities for 2020 - 2021**



## I.a. Support for PACs, NCs & EUSDR Presidency

### On-site meetings



DSP supported the **EUSDR HR PCY** in organising an on-site NC meeting (11/2019 in Zagreb) and PAC meeting (02/2020 in Zagreb). **PACs** were supported in organising their on-site SG meetings (11&12/2019).

### Online Meetings



DSP supported the **EUSDR HR PCY** in organising an online NC meeting (05/2020). **PACs** were supported in organising their online SG meetings (05 & 06/2020). The DSP has provided the tools (Zoom & WebEx) for these tasks.

### Needs Assessment



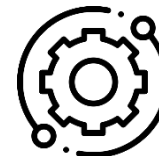
Based on the EUSDR Operational Evaluation (07/2019) the DSP elaborated a **Needs Assessment** for closer cooperation in SGs to enhance the participation of the different stakeholder groups of the member-states (to be published).

### Streamlined communication



DSP is the coordinating and connecting structure between countries & key implementers of the EUSDR acting as a **communication hub**. DSP supported the **EUSDR HR PCY** in preparing a Governance Paper and the Rules of Procedures for NCs.

### MRS support



DSP provides on a regular basis **information about MRS** (NC/PAC meetings). DSP supported the **EUSDR HR PCY** in establishing a MRS TRIO PCY network and promoted the 1<sup>st</sup> MRS Week of the EC (02/2020). In addition DSP is member of the **INTERACT Working Group** on common capacity building support environment for MRS as well as other Working Groups managed by Interact.

## I. b. Revision of the Action Plan and Embedding

**06/2019**

### Public Hearings

Workshop and thematic sessions on the Revision of the EUSDR Action Plan at an EUSDR Annual Forum side event in Bucharest, Romania

**09/2019**

### 1<sup>st</sup> Draft & Workshop

Draft of revised EUSDR Action Plan circulated to NCs and PACs for comments in line with an Information Workshop for NCs and PACs in Vienna, Austria

**04/2020**

### Revised AP

EUSDR Action Plan is official as SWD(2020)59 final.

### 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 EC/DG REGIO

### Final Draft

Final draft of revised EUSDR Action Plan circulated to NCs for national endorsement

**07/2018**

**11/2019**

## I. b. Revision of the Action Plan and Embedding

**1<sup>st</sup> Meeting:** Initial steps  
at **EUSDR EMB-DR**  
**Task Force Workshop**  
(national level):

**22<sup>nd</sup> January 2020,**  
**Vienna**

**3<sup>rd</sup> Meeting:** Further  
steps at **EUSDR NCs**  
**EMB-DR TF Meeting:**  
**20<sup>th</sup> February 2020,**  
**Brussels** (within ECs  
*First EU Macro-Regional  
Strategies Week*

NC/PAC agreement on the embedding process under the  
HR EUSDR PCY supported by the DSP

**2<sup>nd</sup> Meeting:**  
Presentation and  
Discussion at **PAC**  
**Meeting: 11<sup>th</sup> and 12<sup>th</sup>**  
**February 2020, Zagreb**

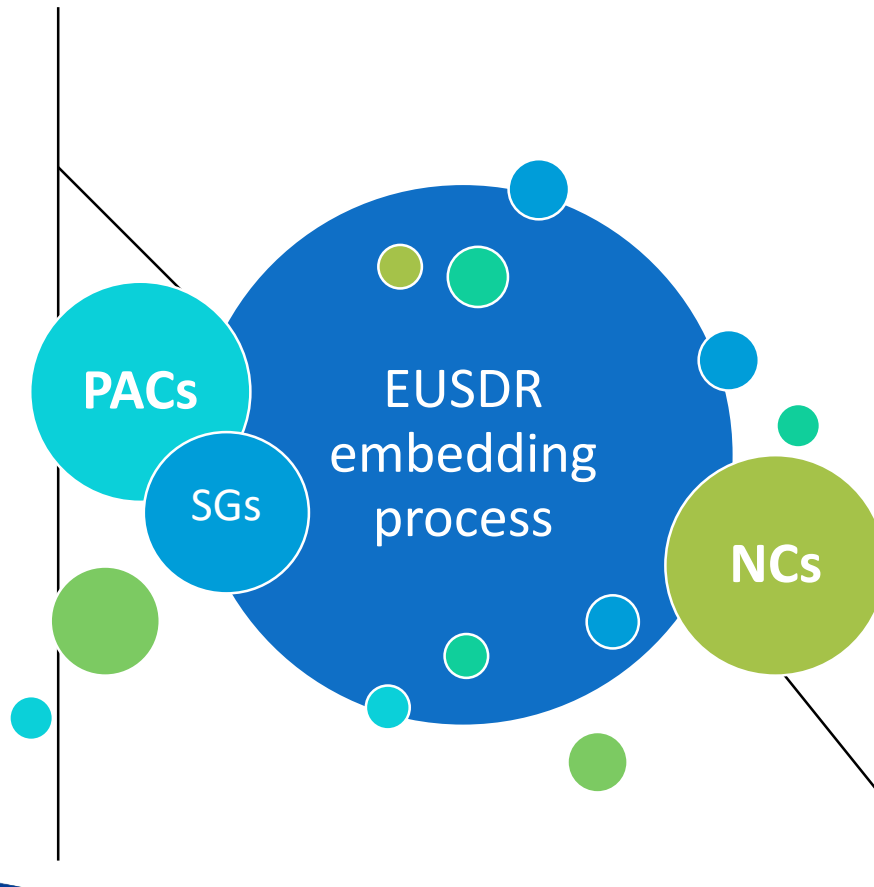
Presentation and  
Discussion of first results  
**25<sup>th</sup> May 2020 at NC**  
**meeting (online via**  
**WebEx)**



## I. b. Revision of the Action Plan and Embedding - Proposed Course Of Action I

**PACs** play a key role in identifying and thematically and contextually designing the strategic topics.

→ Swiftly agree on the concise strategic topics within the 2021-2027 planning and programming process, in order to allow a targeted embedding



**NCs** are key actors for the embedding process in each participating country. They:

- coordinate with the authorities responsible for the ESI, IPA and NDICI funds
- identify areas of cooperation with respective national/regional line ministries

## **I. b. Revision of the Action Plan and Embedding - Proposed Course Of Action II**

- I. Based on the new Action Plan, PACs are to propose a shortlist of up to three strategic topics (per PA) to be included in the relevant national/regional operational programmes.**

➤ Deadline: **4 May 2020**

- II. The NCs in agreement with the PACs approve the shortlist of strategic topics.**

- Proposed timing: next online NC meeting on **25 May 2020.**
- Consolidated version by DSP, NCs consultation with MAs
- Meeting with PACs to discuss the results of the consultations
- Endorsement by NCs



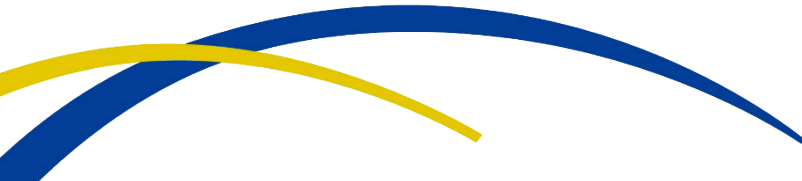
## **I. b. Revision of the Action Plan and Embedding - Proposed Course Of Action III**

**III. NCs are asked to convene meetings in their countries as soon as possible with the managing authorities responsible for the strategic planning and programming of the ESI/IPA/NDICI funds and other relevant stakeholders.**

➤ Proposed timing: ongoing process

**IV. Raising awareness on national level through organisation of thematic events**

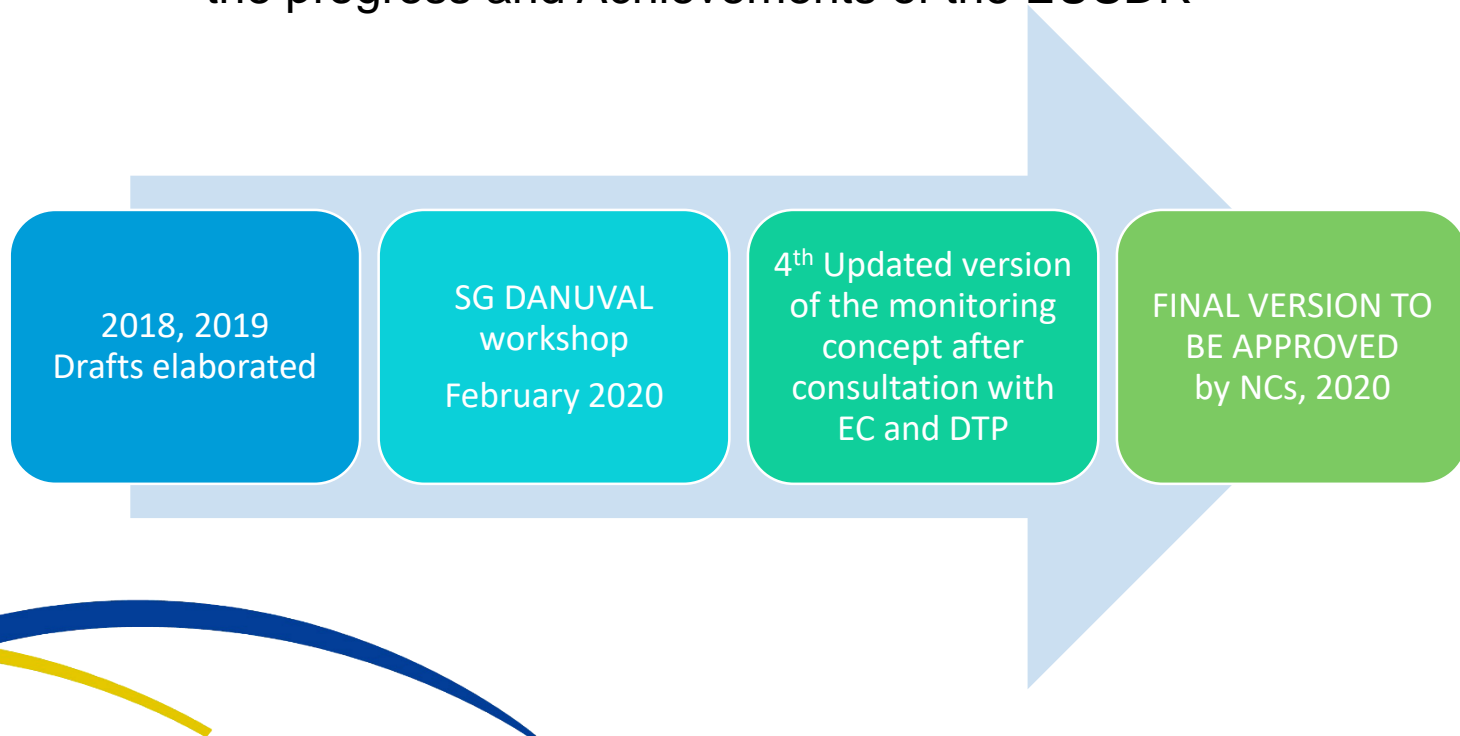
➤ Proposed timing: ongoing process



## I.c. Evaluation & Monitoring

### 1. New Monitoring Concept for EUSDR

- To be implemented as an online tool from 2022
- A strategic decision making support tool for NCs on the on the progress and Achievements of the EUSDR



## I.c. Evaluation & Monitoring

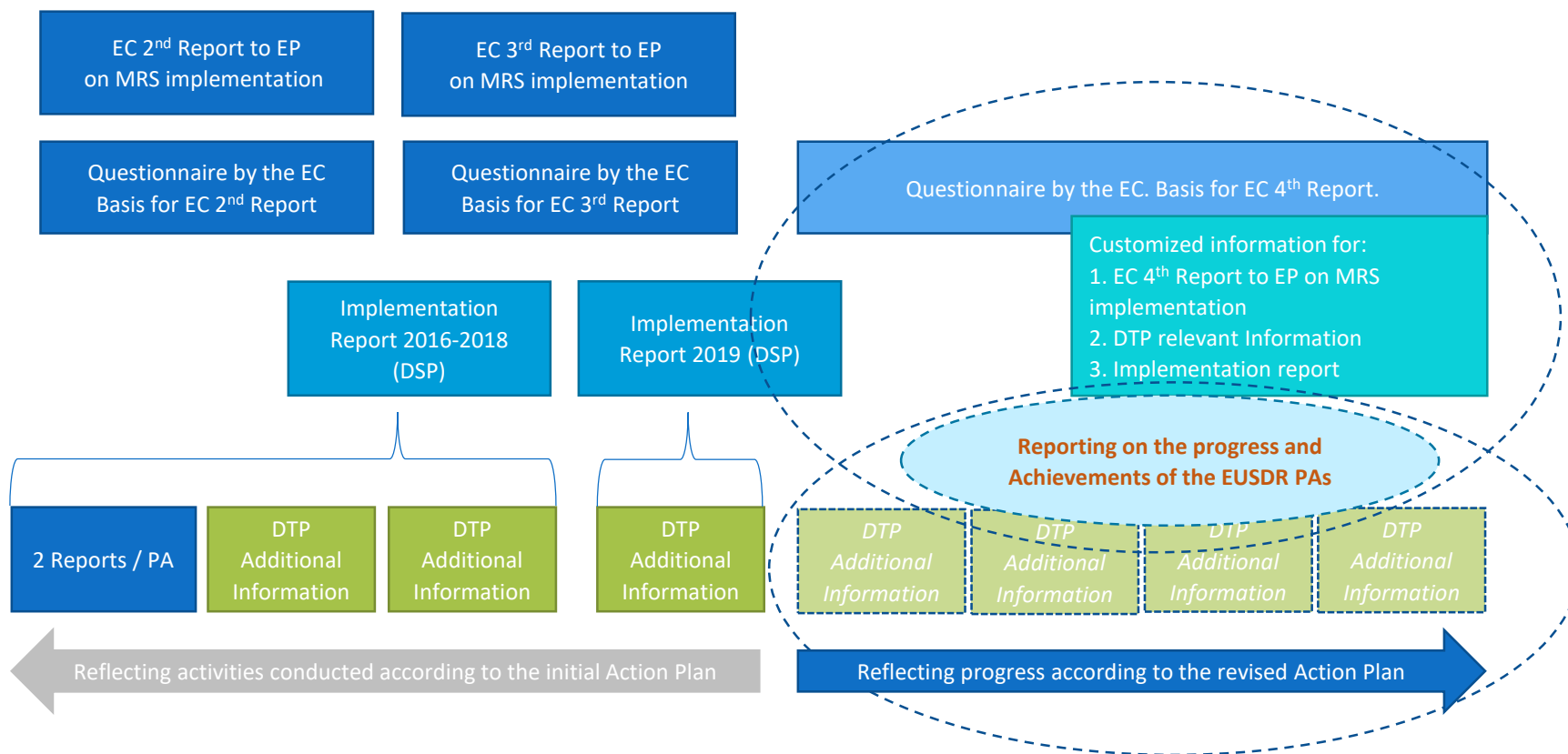
### 2. Design of new PAC Monitoring:

- 2019 no further reporting to DSP. Information for Implementation report can be extracted from E and DTP reporting
- Input for the *Questionnaire for MRS Thematic Area Coordinators to EC* will follow 1:1 via the new PAC Monitoring
- Input given in the *Additional Information for the Project Progress Report to DTP* will be included 1:1 in the new PAC Monitoring from all four reports; PACs will have the possibility to summarize the input and to add further information
- Further Questions on the progress and achievements in each PA to gain further information

- one comprehensive Monitoring
- no double reporting
- NCs as target groups for strategic decision making



## I.c. Evaluation & Monitoring



## I.c. Evaluation & Monitoring

New PAC Reporting			
Reporting Period		Released in	Reference
2019	(1 year)	2020	"Old" Action Plan
2020–2021	(2 years)	2022	New Action Plan
2022–2023	(2 years)	2024	New Action Plan

Biennial Report (once in 2 years)			
Reporting Period		Released in	Reference
2016–2018	(3 years)	2019 (2020)	"Old" Action Plan
2019	(1 year)	2020	"Old" Action Plan, PAC Reporting unchanged (EC, DTP reporting)
2020–2021	(2 years)	2022	New Action Plan, New PAC Reporting in Place
2022–2023	(2 years)	20224	New Action Plan, New PAC Reporting in Place

## I.d. Communication

Why don't we start by watching a movie? 😊

<https://danube-region.eu/2020/04/the-danube-region-a-unique-place-where-life-loves-to-live/>





## I.d. Communication

### The EUSDR Communication Strategy



**December 2019** –  
EUSDR  
Communication  
Strategy Drafted  
by DSP

**February 2020** –  
draft EUSDR CS  
sent to NCs for  
endorsement

**March 2020** –  
Comments  
received &  
clarification  
discussions

**April 2020** –  
joint work with  
the NCs for  
establishing a  
common agreed  
vision and slogan

## I.d. Communication

### EUSDR website

- Constantly updated with information relevant for all EUSDR Pas
- **New users** (Jan 1<sup>st</sup> – May 13<sup>th</sup>) – **7,480** of a total of 7,640 (when new service provider stepped in, old statistics on visitors were lost ☹)
- **Average session duration: 2 min**  
(people who landed on EUSDR webpage spent about 2 minutes for reading)
- **April 7<sup>th</sup>** – the new **EUSDR Action Plan** was published → **200 new visitors**



## I.d. Communication

### EUSDR social media platforms

Facebook: **#EUSDR**

### Facebook page Community

Updated:  
14<sup>th</sup> May, 2020

### Campaigns by DSP:

- *Back to school in the #Danuberegion* campaign
- Promoting *new EUSDR Action Plan* campaign



## I.d. Communication

### EUSDR social media platforms

Twitter: **@EUSDR**

Twitter Tweets

Updated:  
14<sup>th</sup> May 2020



## I.d. Communication

**EUSDR social media platforms**

**LinkedIn: [/danube-region-strategy](#)**

**LinkedIn Community:**

**1,925 connections**

**Updated:**

**14<sup>th</sup> May 2020**



## I.d. Communication

**EUSDR success stories brochure** – printed in 12 languages

- available online: <http://www.danube-region.eu/Publications>
- ready to be sent by mail to the EUSDR countries

**EUSDR leaflet** – printed in 12 languages

- ready to be sent by mail to the EUSDR countries





## I.d. Communication

**Videos and electronic banner to be promoted on online campaign**

The video and electronic banner is prepared by DSP for autumn 2020  
The video is available here: <https://youtu.be/EeyylzfeuOg>



## I.d. Communication

**EUSDR Newsletter** – 2<sup>nd</sup> issue produced and distributed for the external public (April 2020) and 2<sup>nd</sup> issue produced and distributed for the EUSDR governance (April 2020)



EUSDR Newsletter – JOINT EFFORTS FIGHTING COVID-19



**Joint online EUSDR PCY/NC/PAC calendar**  
is constantly updated

**NCs, PACs and SGs lists** modified by request, when staff changing occurs

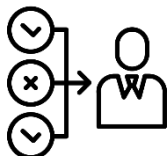
## I.e. Capacity Building



EUSDR Communication workshop - Key messages and stakeholder involvement - December 2019 in Zagreb (Croatia) contributed to both development of EUSDC Communication Strategy elements and enhancement of communication skills of the participants.



Cross – MRS Capacity Building activities – cooperation with INTERACT & other 3 MRS developing Common capacity building programme



*Joint 2020 PAC workshop (topic and logistics tbd)*

## I.e. Capacity Building

### Key messages and stakeholder involvement - December 2019, Zagreb (HR)


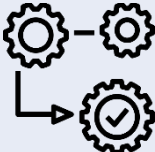

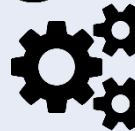
- 26 participants  
(7 PAs & 3 NCs & PCY)
- Supported by **Chelgate**
- Facilitated by **DSP**

- working as a
- Focus group
  - Copywriters
  - Journalists







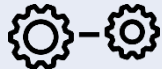

## II. The way forward - planned activities for 2020 - 2021

### Support for NCs & PACs

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

## II. The way forward - planned activities for 2020 - 2021

### Communication

Support for the organization of the 9 <sup>th</sup> EUSDR Annual Forum		
<b>Communication Strategy</b>		to be finalized and approved by the NCs
<b>EUSDR Newsletters</b>		2 editions/year to be published
<b>Website and social media platforms</b>		to be permanently updated
<b>Online campaigns</b>		to be carried on
<b>EUSDR smart application</b>		concept to be developed
<b>Promotional materials</b>		to be produced and disseminated



## II. The way forward - planned activities for 2020 - 2021

### Policy Impact Evaluation

- In connection with
  - Updated Action Plan
  - Monitoring of PAs
  - Monitoring of Embedding of EUSDR
- Based on Operational Evaluation from 07/2019
- Uniting several processes and providing an extensive and comprehensive Tool



**THANK YOU FOR YOUR ATTENTION!**

**QUESTIONS?**

*Do not hesitate to contact us:*  
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