



# Online Meeting of the Steering Group of EUSDR Priority Area 4 – Water quality

19 October 2021



# a. Support for PACs, NCs & EUSDR (TRIO) PCY

- Needs Assessment for closer cooperation between PACs and other relevant stakeholders

## Schedule:



Preliminary PAC survey: Who are your stakeholders?  
An overview of recent PA stakeholder cooperation



Workshop for PACs I: Understand your stakeholders!  
A workshop on stakeholder management

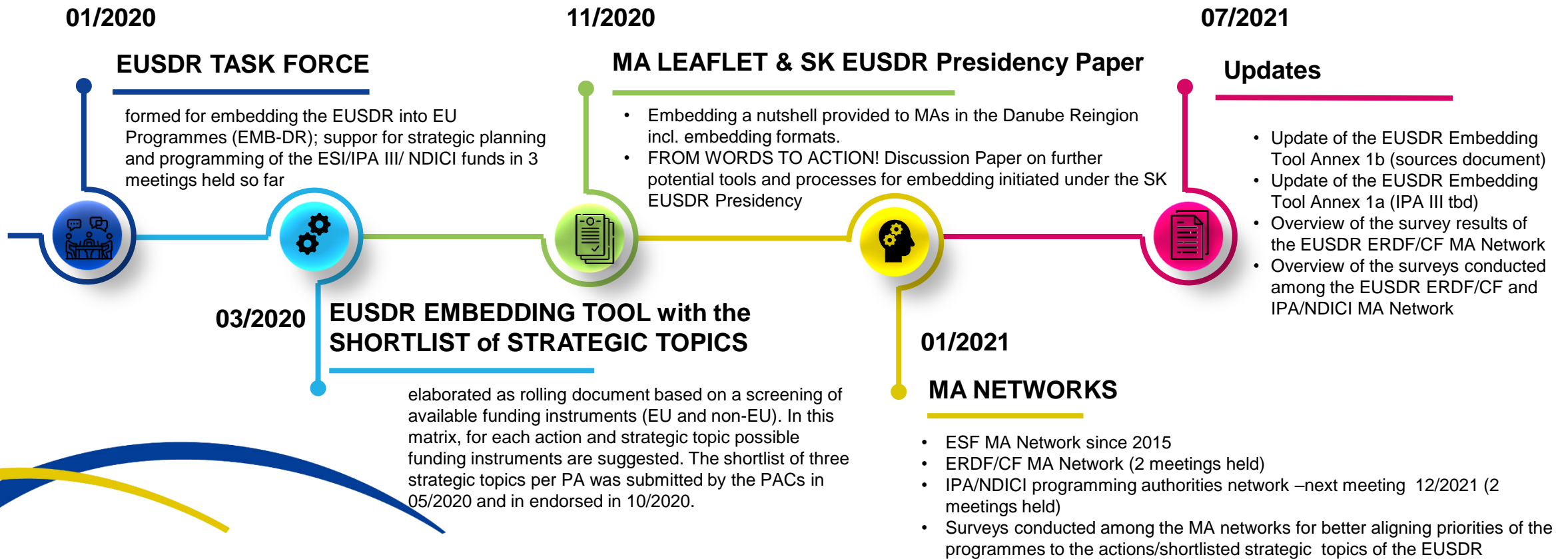


Subsequent workshop for PACs II: Plan with your stakeholders!  
A workshop on stakeholder engagement



# b. Embedding Process

## • Summary



## b. Embedding Process

- Recap: tools elaborated



**The Guidance Paper for Embedding of the EUSDR** : comprehensive instructions for the EUSDR Embedding process including a table filled in by Priority Areas to provide up to three strategic topics (per PA) and detailed description of each strategic topic (shortlist)



**UPDATED! The EUSDR Embedding Tool (Annex 1a)**: Actions of the EUSDR AP and the shortlisted strategic topics, which have been allocated to possible EU funds, IPA III (tbd) and NDICI funds as well as to the Annexes D of the Country Reports 2019 and 2020



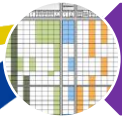
**UPDATED! Sources for content of funding instruments (Annex 1b)**: a compilation of funding instrument sources to support PACs in their selection of strategic topics and NCs in approaching the MAs.



**MA Leaflet to embed the EUSDR into EU programmes 2021 – 2027**: the how, the why, the what summary of EUSDR embedding for representatives of managing/programming authorities, NCs, PACs and other stakeholders working on embedding into EU programmes



**EUSDR EMBEDDING – FROM WORDS TO ACTION! Discussion Paper**: discussion paper on further potential tools and processes for embedding initiated under the SK EUSDR PRESIDENCY



**NEW! Overview of surveys of EUSDR MA Networks (ERDF/CF and IPA/NDICI)**: Based on the results of the surveys conducted in spring 2021, overviews were designed to better align priorities of the programmes to the EUSDR actions/shortlisted strategic topics



For EUSDR embedding process and the EUSDR tools elaborated, please visit:

<https://danube-region.eu/projects-and-funding/embedding-2021-2027/>



# EMBEDDING AND THE COORDINATION OF FUNDING

## The EUSDR ERDF/CF MA Network survey results

- ‘Overview’: overview of detailed Policy Objectives (PO) and specific objectives (SO) indicated by the MAs and NCs per country, programme and funding source.

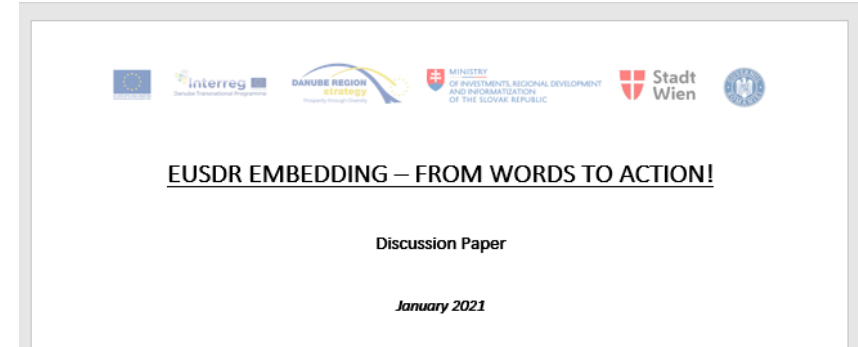
Summary: There might be more information in a cell than you can see. Double click the cell to display the entire content.

Underlying regulation: Amended proposal for a REGULATION OF THE EUROPEAN PARLIAMNT AND OF THE COUNCIL on the European Regional Development Fund and on the Overview of detailed Policy Objectives (PO) and specific objectives (SO) network

Countries' Thematic priorities

Country	Operational Program	Funding source	PO 1	SO 1.1 (i)	SO 1.2 (ii)	SO 1.3 (iii)	SO 1.4 (iv)	PO 2	SO 2.1 (i)	SO 2.2 (ii)	SO 2.3 (iii)	SO 2.4 (iv)	SO 2.5 (v)	SO 2.6 (vi)
AT	UG ERDF & JTF Austria 2021	ERDF/JTF	x					x	x					
BG	Competitiveness and Innovation	ERDF	x	x	x			x						x
BG	Programme Research, Innovation and Digitalisation	ERDF	x	x	x			x						
BG	Environment	ERDF/CF						x				x	x	x
BG	Transport Connectivity	ERDF/CF						x	x					
BG	Development of Regions	ERDF/JTF												
BG	Interreg-PA CBC BG - RO	ERDF/PA III	x									x		
BG	Interreg VI-A CBC	ERDF										x		x
BG	Operational Program Regional Development 2021-2027	ERDF/PA/NDICI	x	x			x	x	x			x	x	x
IT	Integrated Regional Operational Programme	ERDF			x							x		x
IT	Transport	ERDF						x						
CZ	Environment	ERDF/CF						x	x	x		x	x	x
CZ	Interreg Central Europe	ERDF		x	x			x	x	x	x	x		
CZ	Interreg Europe	ERDF		x				x						
CZ	CBC CZ - PL	ERDF	x			x					x			x
CZ	CBC SK - CZ	ERDF												
CZ	CBC DE Saxony - CZ	ERDF	x									x		x
CZ	CBC DE Bavaria - CZ	ERDF/ESF+	x	x								x		x
CZ	CBC AT - CZ	ERDF/ESF+	x	x								x		x
CZ	John Amos Comenius	ERDF/ESF+	x	x			x							

PO/SO focus



### Discussion paper by the SK EUSDR Presidency

- National synergy – capitalisation calls
- Implementation of synchronised calls

# EMBEDDING AND THE COORDINATION OF FUNDING

## The EUSDR ERDF/CF MA Network survey results

- ‘EUSDR shortlisted topics’: overview of the 36 EUSDR shortlisted strategic topics, aligned to the priorities of the ERDF/CF MAs based on the indicated POs/SOs.

To quickly view a specific Priority Area, just select in the filter below.  
You may also use the filter per Policy Objective.

Policy Objective	Specific Objective	Actions from Action Plan (Final SVD of EC as of 4/26/20)	AUSTRIA	ERDF	ERDF	ERDF
			ERDF	ERDF	ERDF	ERDF
			ERDF	ERDF	ERDF	ERDF
PO 1: a more competitive and smarter Europe by promoting innovative and smart economic transformation and connectivity investments	(i) developing and enhancing research and innovation capacities and the uptake of advanced technologies	PA 7 ACTION 1: To promote coordination of national, regional and EU funds to stimulate excellence in R&D, in research and innovation programmes, in particular Horizon Europe				
		PA 7 ACTION 2: To promote participation of SMEs in research and innovation programmes, in particular Horizon Europe				
		PA 7 ACTION 3: To strengthen cooperation among universities, research organisations and SMEs in the Danube Region				
		PA 7 ACTION 4: To increase awareness of SMEs about research and innovation opportunities in the Danube Region				
		PA 7 ACTION 6: To promote horizontal cooperation in S&T across all PAs and other MRSs				
		PA 8 ACTION 1: To foster development of an Innovative Digital Ecosystem in the Danube Region to support SMEs when tackling the digital world				
		PA 9 ACTION 5: Enhance the application of Artificial Intelligence technologies in the Danube Region SMEs				
		PA 10 ACTION 1: To improve institutional capacities in order to provide high-quality public services				
		PA 8 ACTION 1: To foster cooperation and exchange of knowledge between SMEs, academia, the public sector and civil society, in order to enhance the digital capacity building of stakeholders, to enhance the collaboration between cluster				
		PA 8 ACTION 3: Improvement of framework conditions for investment and capacity building of stakeholders, to enhance the collaboration between cluster				
		PA 8 ACTION 4: To improve business support to strengthen the innovative and digital capacities of female-led-SMEs				

thematic /  
objectives  
focus



SHEET 3: EUSDR shortlisted topics

**EUSDR EMBEDDING – FROM WORDS TO ACTION!**  
Discussion Paper  
January 2021

- Incorporation of the objectives of the Danube Strategy expressed in the form of 36 shortlisted topics into Partnership Agreements and operational programmes (mainstream and cross-border ones)
- Implementation of activities contributing to the EUSDR objectives outside of a Member State
- National synergy - capitalisation calls
- Implementation of synchronised calls

# EMBEDDING AND THE COORDINATION OF FUNDING

## The EUSDR ERDF/CF MA Network survey results

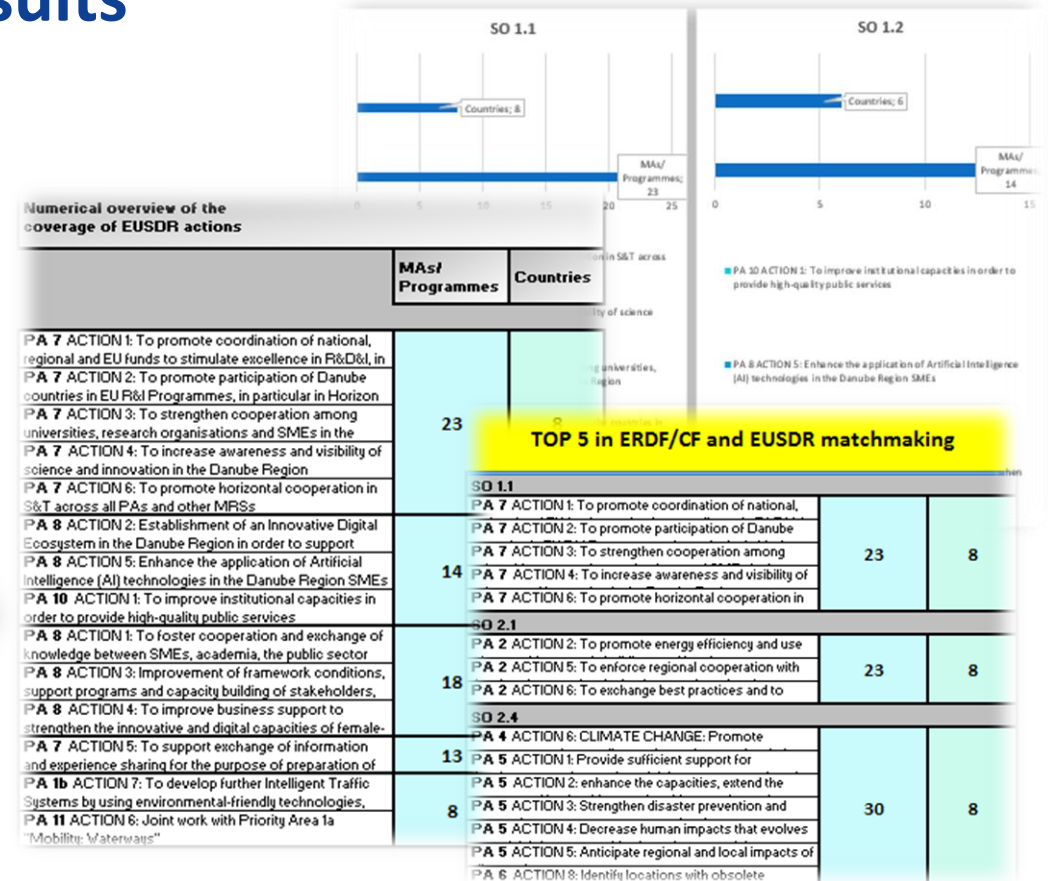
### 'EUSDR shortlisted topics':

overview of the 36 EUSDR shortlisted strategic topics, aligned to the priorities of the ERDF/CF MAs based on the indicated POs/SOs.

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PO 1: a more competitive and smarter Europe by promoting innovative and smart economic transformation and connectivity investments	(i) developing and enhancing research and innovation capacities and the uptake of advanced technologies	<p>PA 7 ACTION 1: To promote coordination of national, regional and EU funds to stimulate excellence in R&amp;D&amp;I, in research and innovation programmes, in particular in Horizon Europe</p> <p>PA 7 ACTION 2: To promote participation of Danube countries in EU R&amp;I Programmes, in particular in Horizon Europe</p> <p>PA 7 ACTION 3: To strengthen cooperation among universities, research organisations and SMEs in the Danube Region</p> <p>PA 7 ACTION 4: To increase awareness and visibility of science and innovation in the Danube Region</p> <p>PA 7 ACTION 6: To promote horizontal cooperation in S&amp;T across all PAs and other MRSs</p>				
	(ii) reaping the benefits of digitalisation for citizens, companies, research organisations and authorities	<p>PA 8 ACTION 1: To foster cooperation and exchange of knowledge between SMEs, academia, the public sector and civil society in the Danube Region</p> <p>PA 8 ACTION 3: Improvement of framework conditions and capacity building of stakeholders, to enhance the collaboration between cluster</p> <p>PA 8 ACTION 4: To improve business support to strengthen the innovative and digital capacities of female-led-SMEs</p>				

thematic / objectives focus



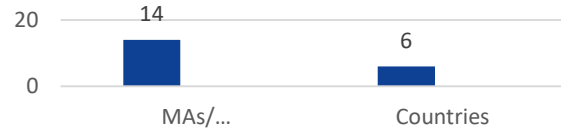
SHEET 3: EUSDR shortlisted topics



PA 7: R&I/S3/post COVID-19



PA 8: artificial intelligence/digitalisation



PA 10: eGovernment/eGovernance



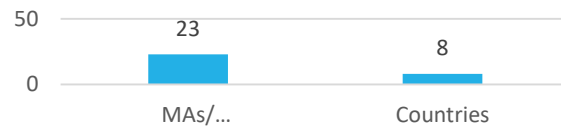
PA 8: cluster



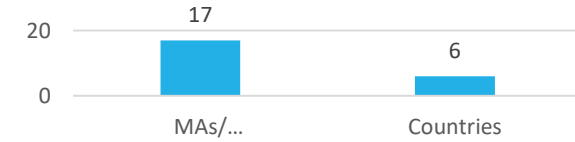
PA 8: female entrepreneurship



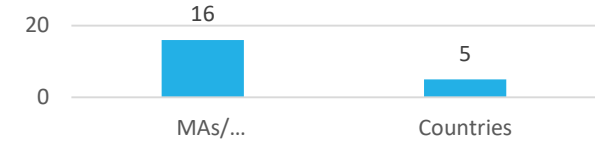
PA 2: energy efficiency/decarbonisation



PA 2: renewable energy resources



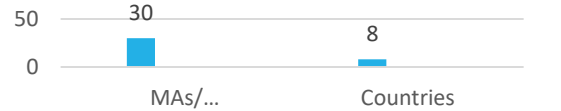
PA 2: energy transition/green & carbon free Europe



PA 4/5: climate change/adaption



PA 5: flood risk management



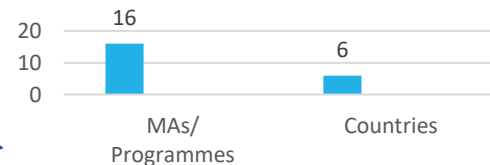
PA 5: disaster management



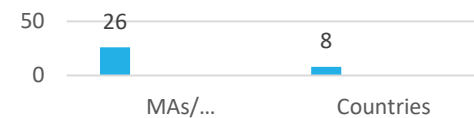
PA 4: hazardous & emerging substances/waste water



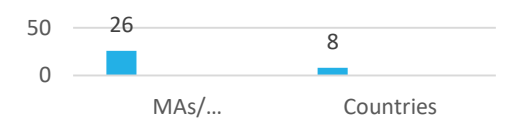
PA 4: water/agriculture



PA 1b: traffic stakeholders/ plane routes



PA 6: endangered umbrella species





## b. Embedding Process

- What is needed now?

*CPR/REGULATION (EU) 2021/1060 (Article 22.3 (d)(i)): for each specific objective the related types of actions and their expected contributions to [...] MRS [...], where appropriate.*

What are the **relevant national priorities** for the ERDF/CF & IPA/NDICI programming?

How can the **strategic topics** of the EUSDR be brought into these programmes?

What **support** is needed here from **which stakeholders** (EC, NC, MAs, DSP etc.)?

EU BUDGET  
FOR THE FUTURE

#EUBudget



© European Commission

# c. Monitoring & Evaluation

## • EUSDR Monitoring Tool

- beta-version shared with PACs in July 2021
- to be implemented as an online tool from 2022 (reporting once in 2 years)
- one comprehensive monitoring (EC, DTP & additional questions)
- no double reporting
- strategic decision making support tool for NCs



The screenshot displays the 'Progress and Achievements of the EUSDR Priority Areas' reporting tool. It features a navigation bar with tabs for 'Guidance Note', 'Abbreviations', '1 Achievements', '2 Horizontal and Cross-cutting Activities', '6 Steering Groups', '7 Involvement and Cooperation with Other Stakeholders', and '8 Policy Development'. The main content area is titled '6 Steering Groups' and contains several sections:

- 6.1** Please describe one good practice example resulting from the cooperation and teamwork with your SG. \*  
Please describe briefly.
- 6.2** How do the SG members (including observers and members of Working Groups, Task Forces, or Advisory Bodies) update regularly on the developments in their thematic expertise? \*  
Please describe briefly (e.g. written Annual Report, oral reporting of SG members in SG meetings, etc.).
- 6.3** How do you assess the commitment of your SG members? With regard to the governance of your PA (including SG), what progresses have been made in the period covered by the 3rd report? Does the SG have the necessary means/administrative capacity/empowerment to successfully fulfil its mandate? What are the (remaining) challenges? What improvements would you recommend and what could be done to implement such improvements?  
Please describe briefly.
- 6.4** How were DG REGIO and/or other relevant EU line DGs involved in the work of your SG? \*  
Please describe briefly.

Below the main content, there is a 'General introduction' section with a list of reporting topics: 1. Main achievements in the Reporting Period 2020-2021, 2. Specific Horizontal and Cross-cutting Activities, 3. Capitalisation, 4. Funding, 5. Cooperation with EUSDR main Stakeholders, 6. Steering Groups, 7. Involvement and Cooperation with other Stakeholders, 8. Policy Development, 9. Opportunities and Challenges. A 'Technical guidance' section provides instructions on reporting periods (2020 and 2021) and submission deadlines (XX/XXXXXX/2022).

# c. Monitoring & Evaluation

## • Policy/Impact Evaluation

- Conducted by Spatial Foresight from 07/2021 to 04/2022
- Scope: implementation, impact & communication
- Data collection:
  - Desk research
  - 2 Online-surveys (PACs & NCs in 11/2021; ESIF/IPA/NDICI programming authorities in 01/2022)
  - Interviews



**ESPON TEVI2050** – Territorial Scenarios for the Danube and Adriatic Ionian Macro-regions:

→ [www.espon.eu/TEVI2050](http://www.espon.eu/TEVI2050)





## d. Communication

- Online media campaign

- From April 16<sup>th</sup> to June 30<sup>th</sup> 2021

- Displayed video & banner on 28 news portals in the #EUSDR countries, with significant results:

- A.1 Google Display Ads News Focus - **17,298,492** impressions (video + banner), **10,381,582** reach (video + banner)
- A.2 Google Display Ads General (only banner) - **20,589,017** impressions, **12,400,333** reach
- B – FACEBOOK (video + text messages) - **9,478,897** impressions, **6,335,166** reach

\* impressions = the number of times the content is displayed

reach = total number of people who see the content displayed/ unique users

#EUSDR10 – Stories from the Danube Region



23.09.2021

#EUSDR10 – The road safety on the RADAR

Thousands of lives can be saved if appropriate measures for road safety are taken. Road design, improved vehicle standards, upgraded laws on



# d. Communication

- EUSDR social media platforms



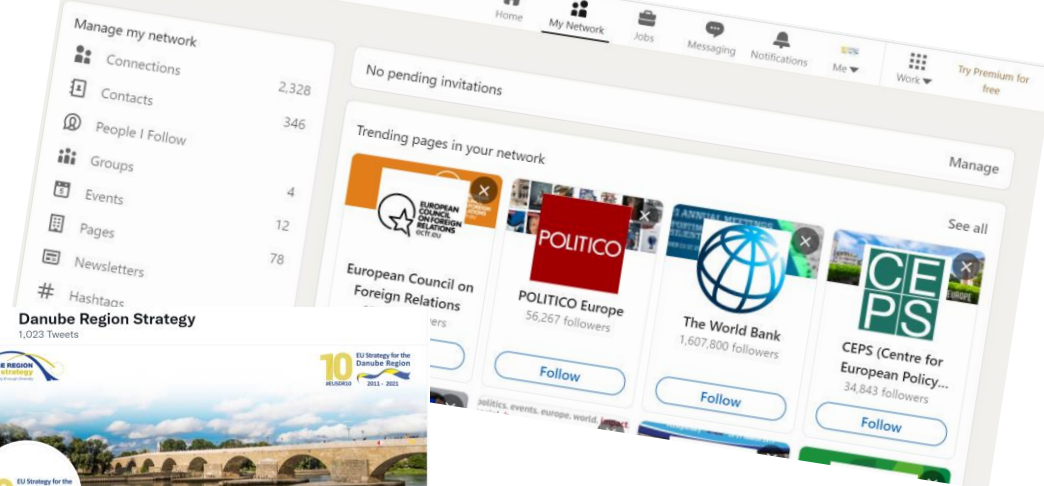
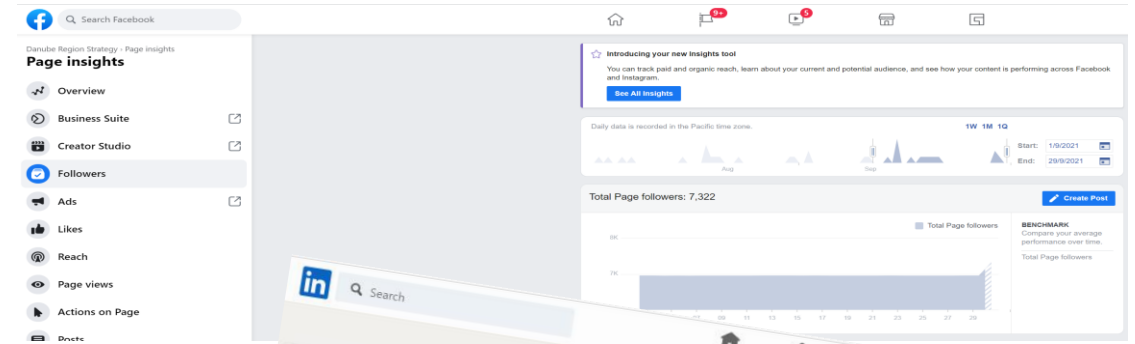
#EUSDR – 7,322 followers



/danube-region-strategy – 2,328 connections



@EUSDR – 1,248 followers



- Home
- Explore
- Notifications
- Messages
- Bookmarks
- Lists
- Profile

Danube Region Strategy

1,023 Tweets

**Danube Region Strategy**  
@EUSDR

The EU Strategy for the Danube Region: a united response to joint challenges in the Danube Region. [danube-region.eu](http://danube-region.eu)

[danube-region.eu](http://danube-region.eu) Joined January 2013

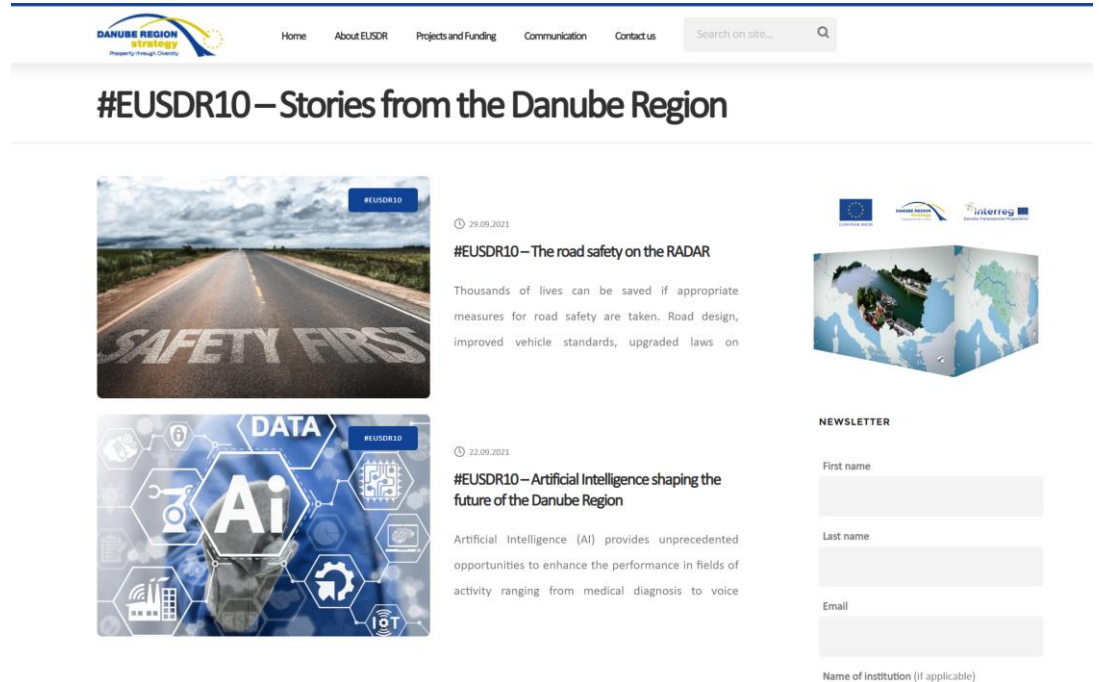
160 Following 1,248 Followers

## d. Communication

- EUSDR website
- [www.danube-region.eu](http://www.danube-region.eu)

Constantly updated with newest & most relevant information for the EUSDR target groups

- **Users:** 19,338 new users from April to Sept 2021
- **Average session duration:** 1:38 min (people who landed on EUSDR webpage spent about 2 minutes for reading)
- **NEW:** [#EUSDR10 – Stories from the Danube Region](#) including articles about successful projects and/or process implemented in 10 years of EUSDR (from Sept 22nd to Dec 8<sup>th</sup> – 1 article per week)



The screenshot shows the website for #EUSDR10 – Stories from the Danube Region. The header includes the Danube Region Strategy logo and navigation links: Home, About EUSDR, Projects and Funding, Communication, and Contact us. A search bar is located on the right. The main content area features two articles:

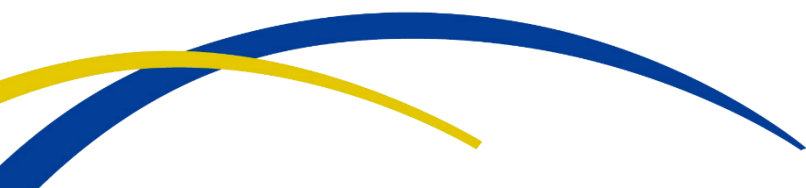
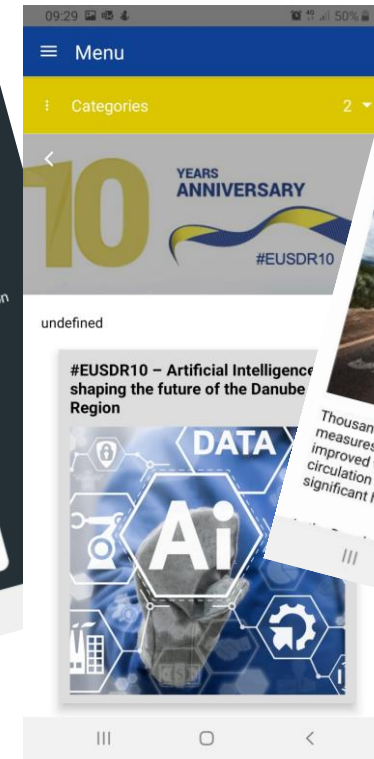
- #EUSDR10 – The road safety on the RADAR** (dated 29.09.2021): Accompanied by an image of a road with "SAFETY FIRST" painted on it. The text states: "Thousands of lives can be saved if appropriate measures for road safety are taken. Road design, improved vehicle standards, upgraded laws on..."
- #EUSDR10 – Artificial Intelligence shaping the future of the Danube Region** (dated 22.09.2021): Accompanied by an image with "DATA" and "Ai" text and various icons. The text states: "Artificial Intelligence (AI) provides unprecedented opportunities to enhance the performance in fields of activity ranging from medical diagnosis to voice..."

On the right side, there is a map of the Danube region and a newsletter sign-up form with fields for First name, Last name, Email, and Name of institution (if applicable).



## d. Communication

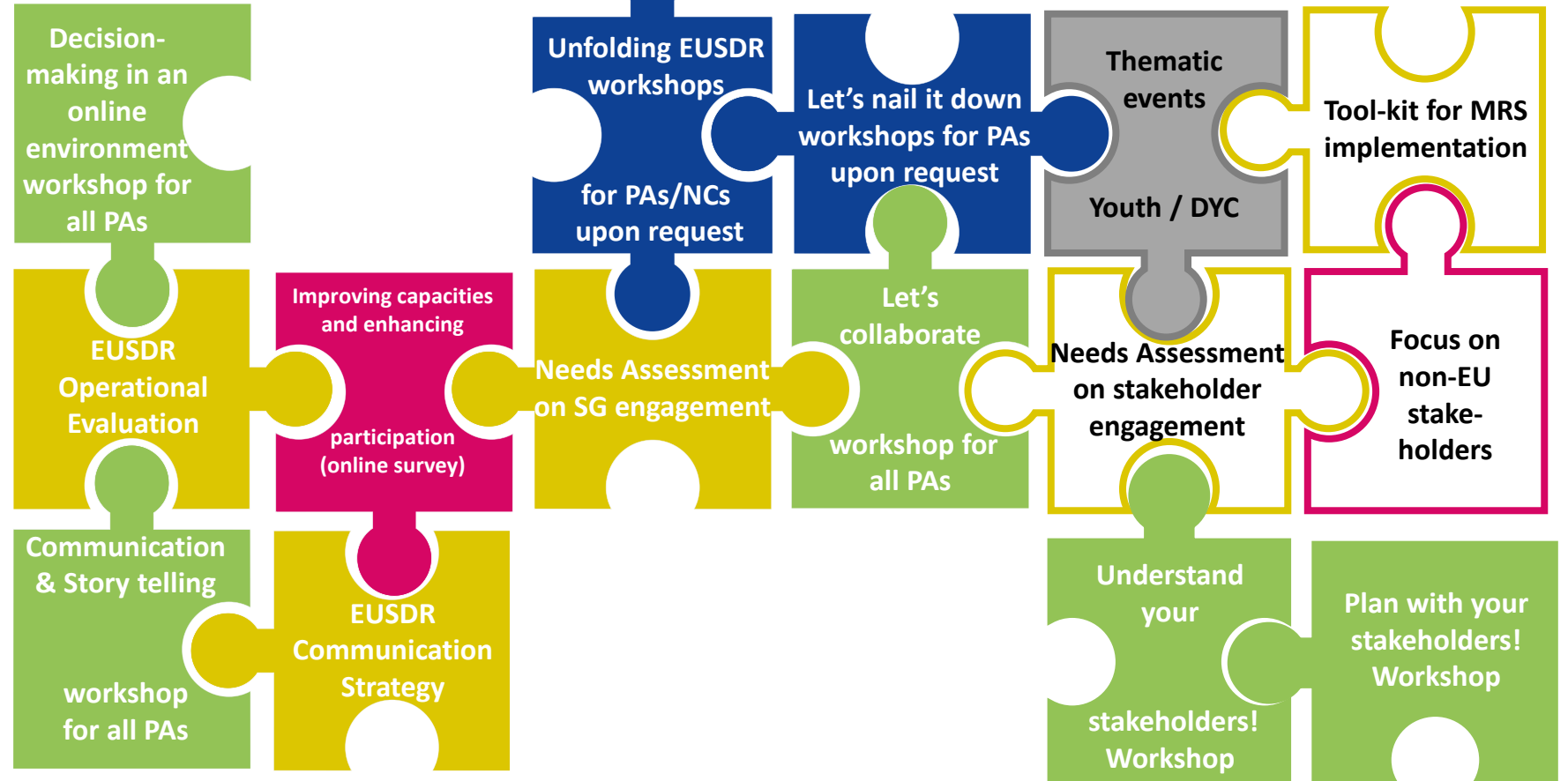
- The EUSDR app for Android and iOS
- 43 downloads for Android and 37 downloads for iOS since its launching in June 2021
- New section created to celebrate #EUSDR10 (it takes article from the website)



# e. Capacity Building

## • Process

-  Publications
-  Events for EUSDR key stakeholders
-  Events for EUSDR key stakeholders upon request







## f. What's next?

### The 10<sup>th</sup> Annual Forum of the EU Strategy for the Danube Region *TOWARDS A GREEN AND DIGITAL DANUBE REGION*



**26 – 27 October 2021,  
Bratislava & online**

**Thematic session: Biodiversity – threats and opportunities**  
(organised by SK Ministry of Environment, SK Centre for Scientific and Technical Information and SK Presidency) – **27 October 2021**

**Side event - Impact of Climate Change on Forests –  
CLIMAFORCEELIFE Opening Conference (online) – 26 October 2021**



**Thank you very much for your attention!**

**Do not hesitate to contact us!**  
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