

# 29<sup>th</sup> Steering Group Meeting of EUSDR Priority Area 9

06 - 07 November 2025 | Sarajevo, Bosnia and Herzegovina



# DSP support frame

---

**Support for EUSDR core-stakeholders**

---

**Monitoring & Evaluation**

---

**Communication**

---

**Capacity Building**

---

**Youth involvement**

---



# Support for EUSDR core stakeholders

- Support the EUSDR effective **governance and processes**
- Safeguard **institutional memory** through documentation, updated contact lists, and shared calendar
- Support smooth **internal coordination** within the EUSDR and **cooperation with stakeholders**
- Technical and thematic assistance for **PA events and Steering Group meetings**
- Support exchanges and joint initiatives **across PAs and with other EU Macro-regional Strategies**
- Enhance the **visibility and communication** of PA activities and achievements



# EUSDR Governance Development

- Based on the ongoing EUSDR Governance Development (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

- **All documents** (Evaluation Reports, EUSDR Implementation Reports, etc.) **available on the [EUSDR website](#)**



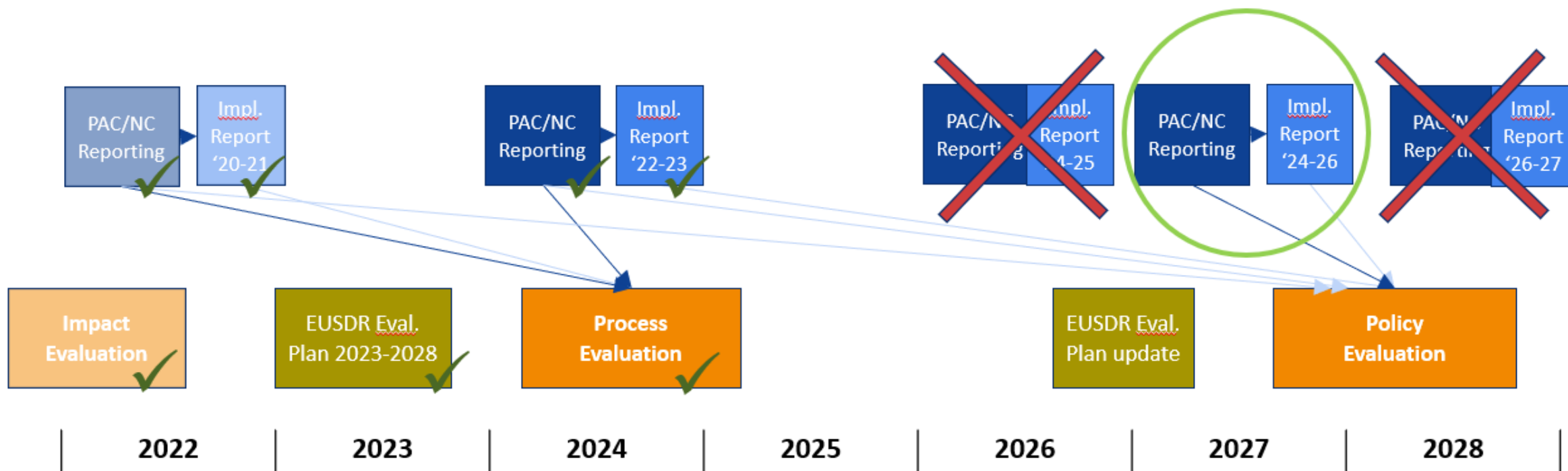
Council Conclusions on 5<sup>th</sup> MRS Report

- *RECOGNISES* the continuous work being carried out to establish **effective monitoring and evaluation systems for the Strategies**, including through updates to action plans, and *WELCOMES* the work of relevant Strategies' technical **support structures and units in monitoring and evaluating the Strategies**. *WELCOMES* also initiatives such as that under the Interact Interreg programme aimed at supporting that work
- *CALLS* on the Commission to review progress on the strategic and operational objectives outlined in these conclusions in the **next report on the implementation of Strategies by the end of 2027**.

 new reporting timeline

# EUSDR Monitoring & Evaluation

- **New timeline for PAC reporting**, following the new timeline for EC reporting (*preliminary, based on information from Council Conclusions on 5<sup>th</sup> MRS Report; further information will follow*)



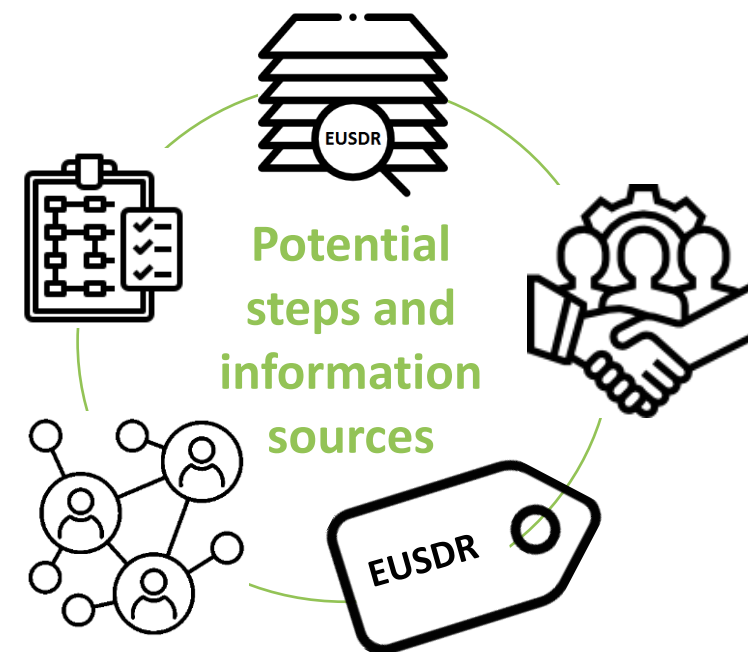
# Monitoring and evaluation of the embedding process 2021-2027

## 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

# 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 continuation of 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

*Proposed new layout, with PA logos upon request*



Interreg  
Danube Region



Co-funded by  
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.

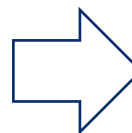
Danube Strategy Flagships strengthen internal and external communication of the Strategy and the visibility of the topics, initiatives and prospects in the Danube Region. They illustrate the progress achieved in implementing the EUSDR and demonstrate exemplarily significant improvement in the Region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

*This certificate is proudly awarded to*

**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.

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: XX XXXXXX 2026

Priority Area(s): PA X

Interreg  
Danube Region



Co-funded by  
the European Union




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 MOLDOVA



MINISTERSTVO  
OSVETY I NAUKY  
REPUBLIKY SLOVENSKO

# Danube Strategy Flagships - Promotion

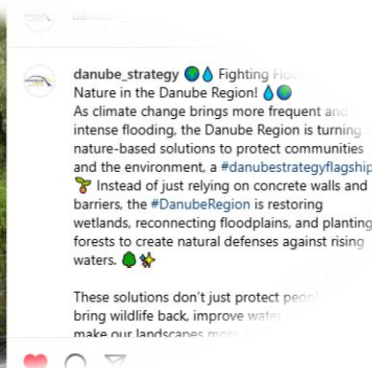


Addressing Social Policies in the Danube Region  
The Region Strategy (EUSDR) is driving collaboration across the region to tackle shared challenges and align social and economic policies.



Addressing Social Policies in the Danube Region: The Role of the Social Fund (ESF) Network

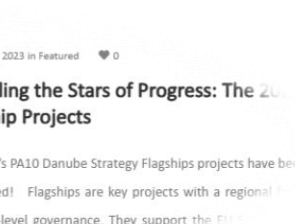
The Region Strategy (EUSDR) has been instrumental in...



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



Danube Strategy Flagships



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



Promotion  
through  
Certificate  
Ceremonies



# 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 5<sup>th</sup> 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 registration forms, surveys,
- Easier version for uploading/editing content in the backend (similar to Word)

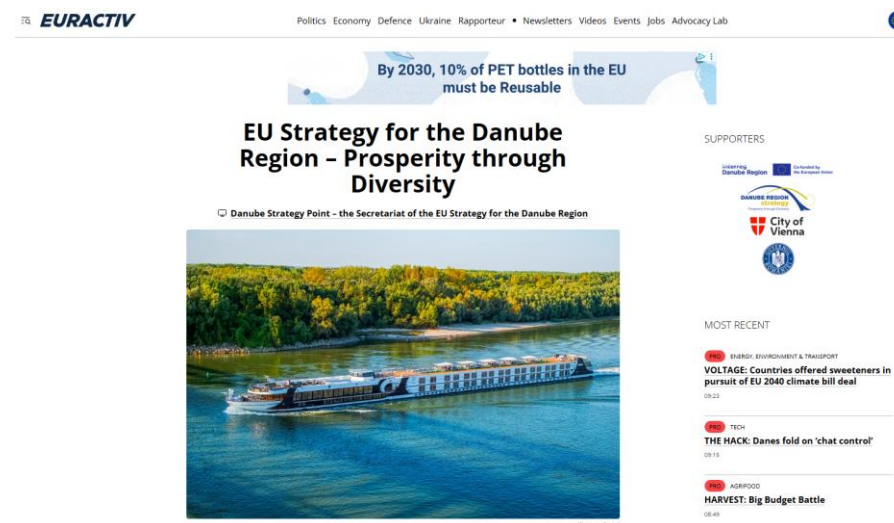




# Communication

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 that will be 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



# 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
- 79 applications submitted → 15 out of 18 mandates filled (1 mandate still vacant for MD, UA, BG).
- 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 February 2026
- 5<sup>th</sup> 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 14<sup>th</sup> 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>

## Network Priorities:

- Partnership Building & Advocacy in the EUSDR — coordinated cooperation with institutions; visibility in policy processes
- International Youth Activities & Opportunities within the EUSDR — mobility projects, exchanges; youth-led initiatives
- Critical Thinking & Media Literacy — collaborative educational efforts against disinformation; democratic participation

# Danube Youth Organisations Network (DYON)

## 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.
- Ensure presence at the EUSDR Annual Forum in BiH (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

- *Strengthening Regional Cooperation for a Resilient Danube Region, Mostar, 3 April 2025*
- *1<sup>st</sup> 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*





# EUSDR events



## OCTOBER 2025

<b>07</b> OCT	EUSDR PA 4 WORKSHOP: "CONNECTING THE DOTS FOR MIGRATORY FISH" ● Tuesday, Budapest, Hungary	<a href="#">EVENT DETAIL</a>
<b>08</b> OCT	JOINT STEERING GROUP MEETING OF THE EUSDR PILLAR 2 (PRIORITY AREAS 4, 5, AND 6) ● Wednesday, Budapest, Hungary	<a href="#">EVENT DETAIL</a>
<b>09</b> OCT	EUSDR PA 5 THEMATIC SG MEETING ON CLIMATE CHANGE ADAPTATION AND GREEN INFRASTRUCTURE ● Thursday, Budapest, Hungary	<a href="#">EVENT DETAIL</a>
<b>09</b> OCT	CONFERENCE ON "FUTURE OF BUSINESSES WITHIN THE DANUBE REGION" - GYŐR, HUNGARY ● Thursday, Győr, Hungary	<a href="#">EVENT DETAIL</a>
<b>10 - 11</b> OCT	3RD INTERNATIONAL DANUBE CUP 2025 ON ENTREPRENEURSHIP RESEARCH ● Friday, Győr, Hungary	<a href="#">EVENT DETAIL</a>
<b>13 - 15</b> OCT	EUROPEAN WEEK OF REGIONS AND CITIES ● Monday, Brussels, Belgium	<a href="#">EVENT DETAIL</a>
<b>16 - 17</b> OCT	1ST INTERNATIONAL CONFERENCE OF THE DANUBE LABOUR MARKET POLICY PLATFORM FOR ROMA INCLUSION ● Thursday, Vienna, Austria	<a href="#">EVENT DETAIL</a>
<b>20</b> OCT	EUSDR PA5 CONSULTATION MEETING IN PODGORICA, 20 OCTOBER 2025 ● Monday, Podgorica, Montenegro	<a href="#">EVENT DETAIL</a>
<b>28 - 30</b> OCT	16TH EUSBSR ANNUAL FORUM ● Tuesday, Gdansk, Poland	<a href="#">EVENT DETAIL</a>

## NOVEMBER 2025

<b>03</b> NOV	STEERING GROUP MEETING EUSDR PA 3 ● Monday, Sarajevo, Bosnia and Herzegovina	<a href="#">EVENT DETAIL</a>
<b>04</b> NOV	12TH DANUBE PARTICIPATION DAY ● Tuesday, Sarajevo, Bosnia and Herzegovina	<a href="#">EVENT DETAIL</a>
<b>04</b> NOV	MEETING OF THE DANUBE TRANSFER CENTRE NETWORK (SIDE EVENT OF THE BA EUSDR ANNUAL FORUM, PARTICIPATION BY INVITATION ONLY) ● Tuesday, Sarajevo, Bosnia and Herzegovina	<a href="#">EVENT DETAIL</a>
<b>05</b> NOV	STEERING GROUP MEETING EUSDR PA 8 ● Wednesday, Sarajevo, Bosnia and Herzegovina	<a href="#">EVENT DETAIL</a>
<b>05</b> NOV	STEERING GROUP MEETING EUSDR PA 1A ● Wednesday, Vienna, Austria	<a href="#">EVENT DETAIL</a>
<b>05 - 06</b> NOV	14TH EUSDR ANNUAL FORUM ● Wednesday, Congress Centre of the Hotel Holiday	<a href="#">EVENT DETAIL</a>
<b>06 - 07</b> NOV	STEERING GROUP MEETING EUSDR PA 9 ● Thursday, Sarajevo, Bosnia and Herzegovina	<a href="#">EVENT DETAIL</a>
<b>06</b> NOV	DIGITALISATION - A BOOST FOR COMPETITIVENESS, EFFICIENCY AND SUSTAINABILITY ● Thursday, Sarajevo, Bosnia and Herzegovina	<a href="#">EVENT DETAIL</a>
<b>12 - 14</b> NOV	DANUBE RECTORS' CONFERENCE ● Wednesday, Tuzla, Bosnia and Herzegovina	<a href="#">EVENT DETAIL</a>

## DSP Team



**Cristina CUC**  
Pillar Officer (Pillars 2 & 3)  
Bucharest

Communication Officer  
Bucharest

Capacity Building Officer  
Bucharest



**Anamaria DUNCA**  
Project Officer  
Bucharest

**Robert LICHTNER**  
Coordinator  
Vienna



**Raphael SACHS**  
Pillar Officer (Pillars 1 & 4)  
Vienna



**Nicole HAUDER**  
Evaluation Officer  
Vienna



**Katharina SCHMIDT**  
Project Officer  
Vienna



# Thank you for your attention!

**Cristina Cuc**  
Pillar Officer (Pillar 2 and 3)

[cristina.cuc@eusdr-dsp.eu](mailto:cristina.cuc@eusdr-dsp.eu)  
[www.danube-region.eu](http://www.danube-region.eu)