

Interreg
Danube Region



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City of
Vienna



27th Steering Group Meeting of EUSDR Priority Area 9

07 - 08 November 2024 | Budva, Montenegro



Austrian Presidency
of the EU Strategy
for the Danube Region



DSP support frame

- ❖ Support for EUSDR core-stakeholders
- ❖ Embedding & Funding
- ❖ Monitoring & Evaluation
- ❖ Communication
- ❖ Capacity Building
- ❖ Youth



Embedding / Funding

practical steps for further alignment of the EUSDR and programmes in the implementation phase

- ❖ Learnings from the strategic implementation, further development and utilisation of the EUSDR embedding process
- ❖ Active embedding in the programme cycle - state of play and proposals

preparing the ground for the Embedding 2027-plus

- ❖ Conclusions for active embedding 2021-2027
- ❖ Further process and utilisation for 2027-plus



Embedding / Funding

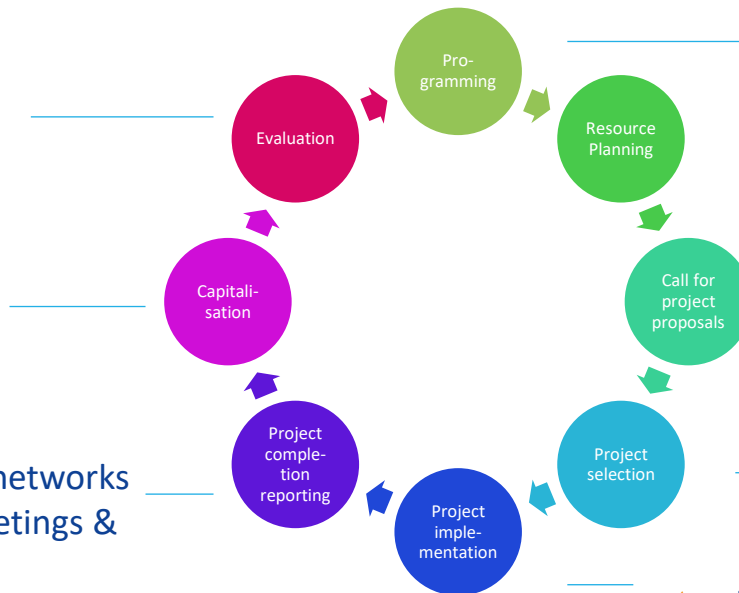
>> room for implementation and impact <<



- ✓ EUSDR PAC/NC reporting
- ✓ EUSDR Evaluations
- ✗ Coordination of Evaluation

- ✓ EUSDR PAC/NC reporting
- ✓ EUSDR Evaluations
- ✗ Capitalisation Strategy

- ✓ Participation in EUSDR/PA networks (Knowledge networks), meetings & events



- ✓ EUSDR MA Networks
- ✗ Coordination Platform

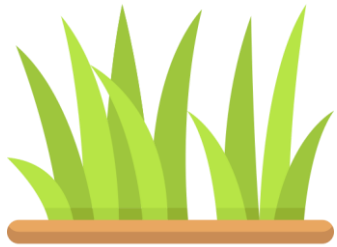
- ✓ EuroAccess Calls
- ✗ Tendering Platform coordination between the programmes

- ✓ EUSDR Embedding tools
- ✓ EUSDR Action Plan and shortlisted topics
- ✓ SMF Call 2024: PAC co-evaluation

- ✗ Platform for project communication and awareness-raising measures

Embedding / Funding

Planned strategic implementation, further development and utilisation of the EUSDR embedding process



11.2024
DG REGIO events
on post-27

10 – 11.12.2024
EUSDR NC-PAC
meeting (Vienna, AT)

11 – 12.09.2024
EUSDR PAC meeting
and seminar (Neusiedl
am See, Austria)



12.11.2024
EUSDR MA Network
meeting (online)



17.10.2024
Cross-MRS WG on
Embedding

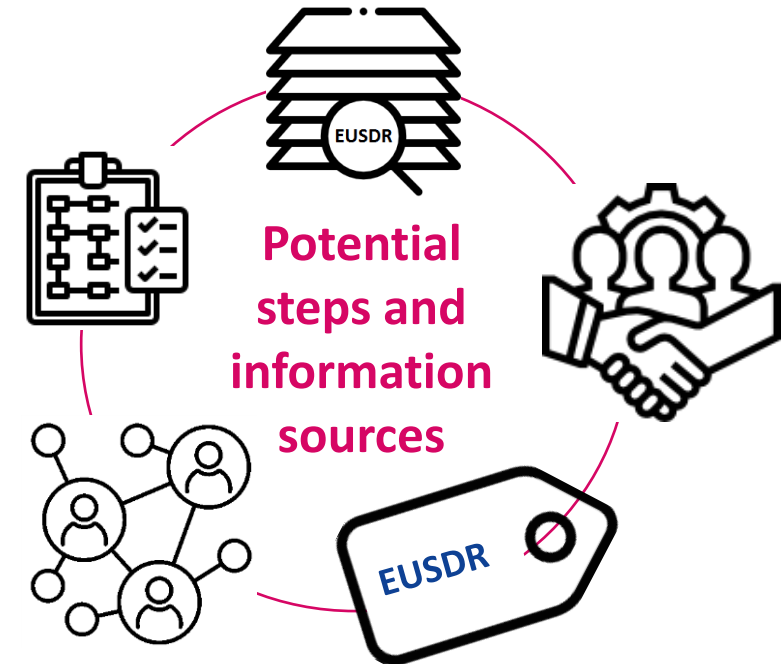
Monitoring the outcomes of the embedding process

Programming Phase

- Mapping of cooperation actions, including MRS embedding, by INTERACT (based on EC screening of ERDF programmes)
- Additional input from EUSDR Evaluations, NCs (e.g. Task Force EMB-DR) and managing/programming authorities (MA network meetings)

Implementation Phase

- Scanning calls for EUSDR relevance via [EuroAccess](#)
- Monitoring of projects via PAC Reporting Tool
- Monitoring of projects via managing/programming authorities (e.g. labelling of projects, extra points for project proposals with MRS relevance, a standing point at programme MC meetings?)
- Keeping track of programme evaluations



→ Interim and final report/analysis on outcomes of Embedding (2025 & 2028)



Monitoring/Reporting

PAC Reporting (spring 2024)

- Via online reporting tool
- Progress and Achievements of the EUSDR Priority Areas, including questions from the EC

NC Reporting (spring 2024)

- Questionnaire directly from/to the EC
- Kind request to send a copy to DSP

→ **EUSDR Implementation Report 2022-2023 to be published in December 2024**



Inputs also provide the basis for other reports and follow-up activities, i.e.:

- 5th Commission report on the implementation of macro-regional strategies
- EUSDR Process/Implementation Evaluation
- Basis for decision-making, support for strategic coordination and for keeping an overview of the participation and achievements within the EUSDR
- Enhanced grounds for more targeted stakeholder support from DSP



Evaluation

EUSDR **Evaluation Plan 2023-2028**, developed in close cooperation with SG DANUVAL, available on the [EUSDR Website](#).

EUSDR Process/Implementation Evaluation 2024/2025

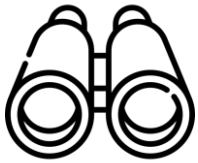
- Evaluation topics: political commitment, governance, implementation, funding, policy impact
- External evaluator: M&E Factory
- Data collection conducted in Summer 2024 – **THANK YOU** to all stakeholders who contributed
- Final Evaluation Report in March 2025

EUSDR Policy Evaluation 2027/2028

- Focus on policy impact and embedding/funding

Danube Strategy Flagships

Why Danube Strategy Flagships?



strengthen internal and external communication of the Strategy and the visibility of the topics, initiatives and prospects in the Danube Region



illustrate the progress achieved in implementing the EUSDR and demonstrate exemplarily significant improvement in the Region that is induced by cooperation



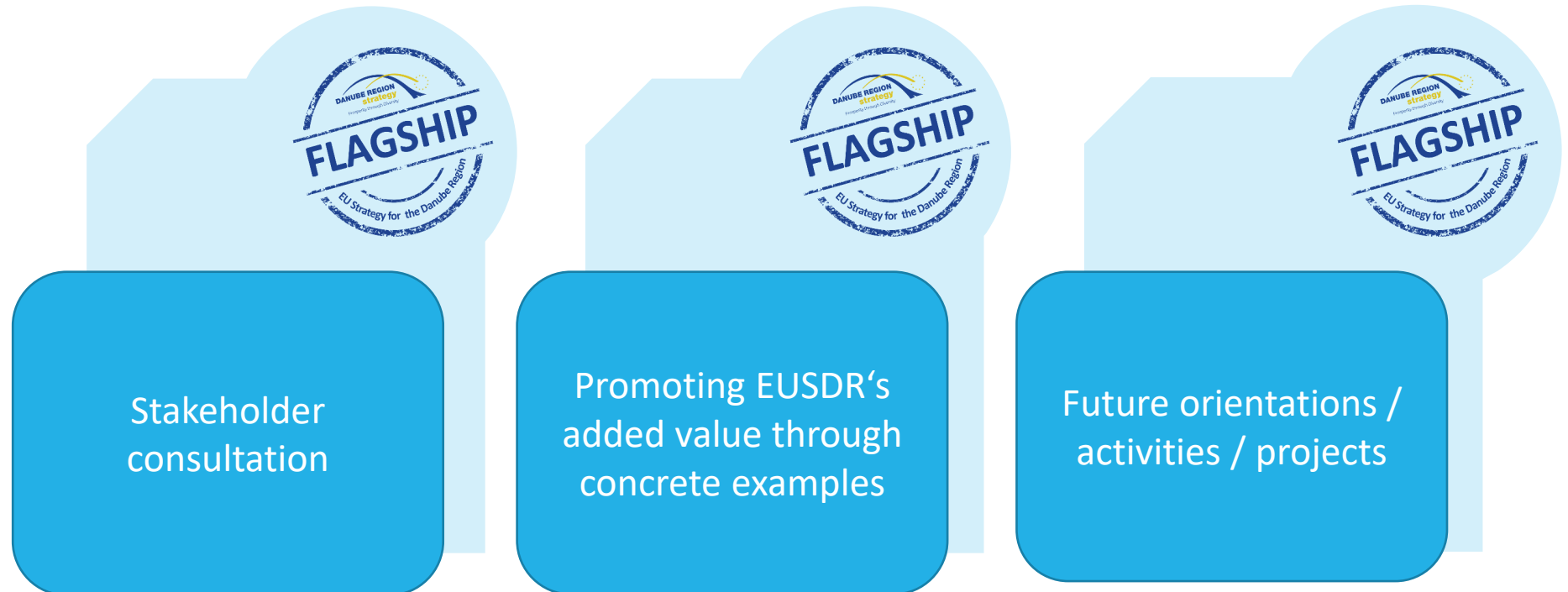
strengthening a sector or branch, generating value chains or model solutions to important common challenges faced within the Danube Region





Danube Strategy Flagships

How to exploit Danube Strategy Flagships?




Danube Strategy Flagships

How to exploit Danube Strategy Flagships?



You may consider sharing our campaign, disseminating the Danube Strategy Flagships via newsletter and/or internally within your units, stakeholder groups etc.

- 
- newsletters
 - internally within units
 - externally with stakeholder groups

Stakeholder
consultation



Promoting
EUSDR's added
value through
concrete
examples




Future
orientations/
activities/
projects

Danube Strategy Flagships


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Stakeholder
consultation



- DSP campaigns
(videos, social media posts, articles etc.)
- PA campaigns

Promoting EUSDR's
added value through
concrete examples

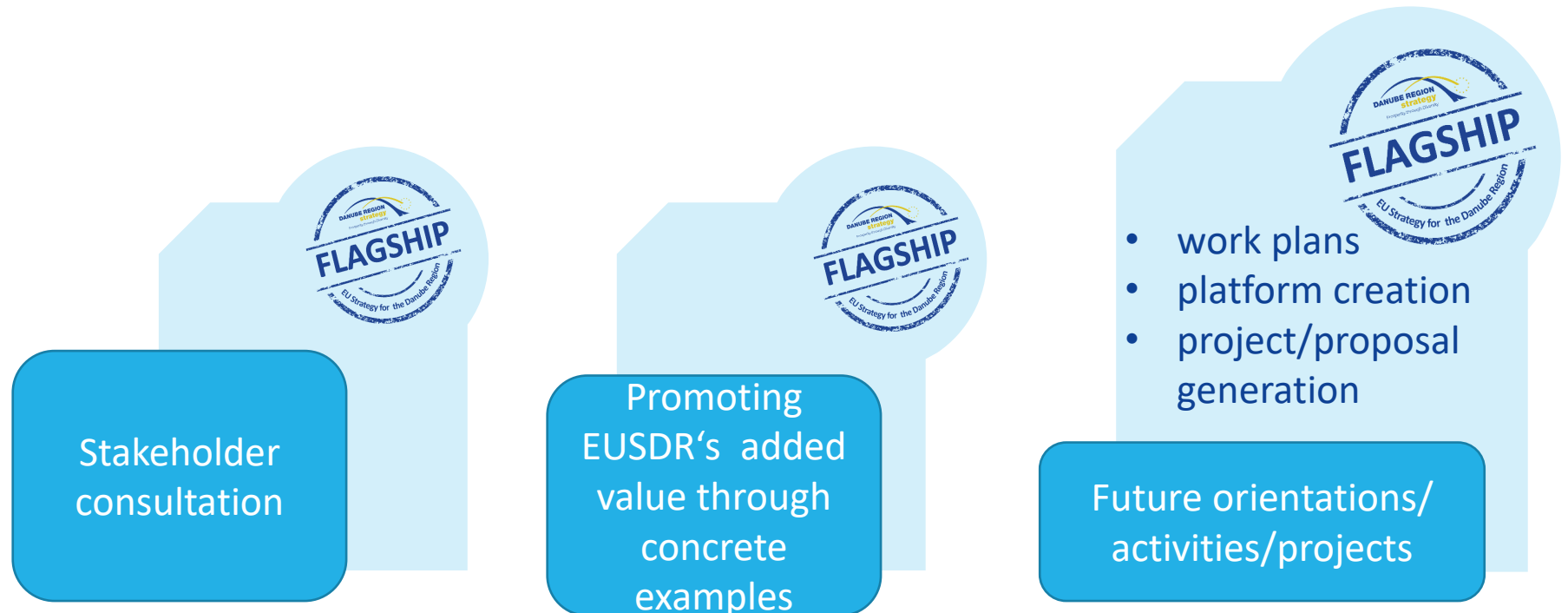


Future
orientations/
activities/
projects



Danube Strategy Flagships

How to exploit Danube Strategy Flagships?



Danube Strategy Flagships 2022-2024

- **Danube Strategy Flagships social media campaign by DSP :**

<https://www.linkedin.com/today/author/eusdr>

<https://www.facebook.com/DanubeRegionStrategy>

<https://x.com/eusdr?lang=en&mx=2>

https://www.instagram.com/p/C6xzCsxiTke/?img_index=1

- **Danube Strategy Flagships videos 2023 by DSP:**

<https://www.youtube.com/@DanubeRegionStrategy/videos>

- **Danube Strategy Flagships promotion in a leaflet for SG members & in newsletters/on the website for stakeholders 2022 and 2023 by EUSDR PA 10:**

<https://capacitycooperation.danube-region.eu/revealing-the-stars-of-progress-the-2023-flagship-projects/>

- **Danube Strategy Flagships certificate ceremonies 2023 and 2024 by EUSDR PA 8:**

<https://competitiveness.danube-region.eu/>

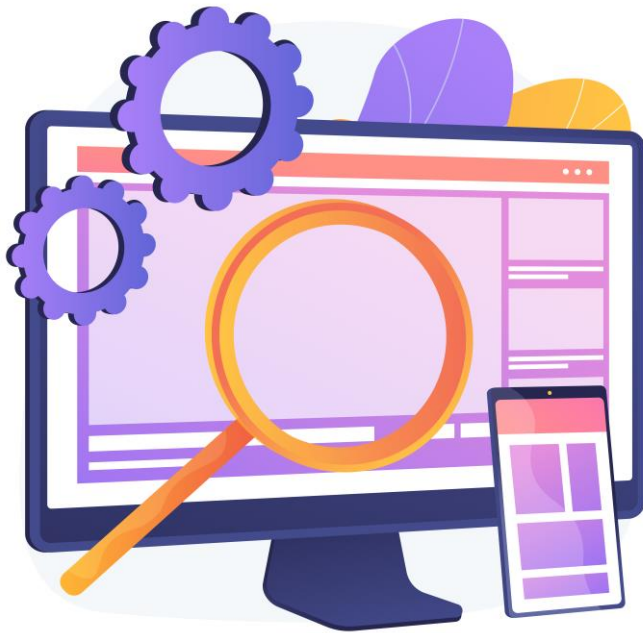


Communication



- Social media platforms constantly updated (Followers: 3605 on LinkedIn, 7474 on Facebook, 1482 on X, 372 on Instagram, as of 16 Sept 2024)
- Videos & e-banners produced in January 2024 to promote Flagships 2023 & relevant PAs
- Social media campaign to promote Flagships 2024 on social media channels managed by DSP (starting 15 October 2024)
- Align **communication** activities more with the Austrian EUSDR PCY for more **visibility** and future Bosnian & Herzegovinian EUSDR PCY (promoting events through posts social media and articles on the main EUSDR website, on the dedicated sub-page)
- Relaunch of the EUSDR website (including 12 PA sites)

Estimated time plan for relaunching the website



- First version: **end of 2024** → tests will follow with the provider and DSP
- Testing phase for PACs (duration: 1 month) → **February/ March 2025** → during the testing phase a workshop will be offered to PACs
- New website(s) expected to go live → **March 2025**

Capacity Building

- **Development of a capacity building (CB) framework :**

a Capacity Building Need Assessment (CBNA) is currently ongoing in order to develop a CB framework for the EUSDR core stakeholders in respect to their roles, responsibilities and collaboration relationships:

- **first phase:** collect data for a capacity building analysis using three methodological tools:
 - ✓ **exploratory interviews** – conducted at the beginning of March 2024
 - ✓ **focus groups** – held in the first two weeks of April 2024
 - ✓ **questionnaires** - sent to the stakeholders in April 2024



Capacity Building

- Development of a capacity building (CB) framework :
 - second phase:
 - analyse data for a capacity building assessment
 - develop a framework for improving capacity building through tailored trainings.

Based on the CBNA, **five training sessions** will be provided

- first training session will be organised in 2025.



DYC current developments



second **DYC mandate** year ended on **31 October 2024** (one-time 50% of DYC members remain – WP as of 02.2024).



Peer learning, transfer of knowledge and inclusion of the new members as a crucial task **within the DYC** (a concept for this will be elaborated by the DYC at the 3rd Danube Youth Camp, 27-29 October 2024, Vienna)

- Kind request to PACs/teams to be patient with the new members while they learn the ropes 😊



Meetings between PAs and (new) DYC members can be facilitated by the DSP.

DYC switch of members as of 1 November 2024



Approx. **18 experienced DYC members** will remain for one more year; approx. **10 new ones** will be appointed.



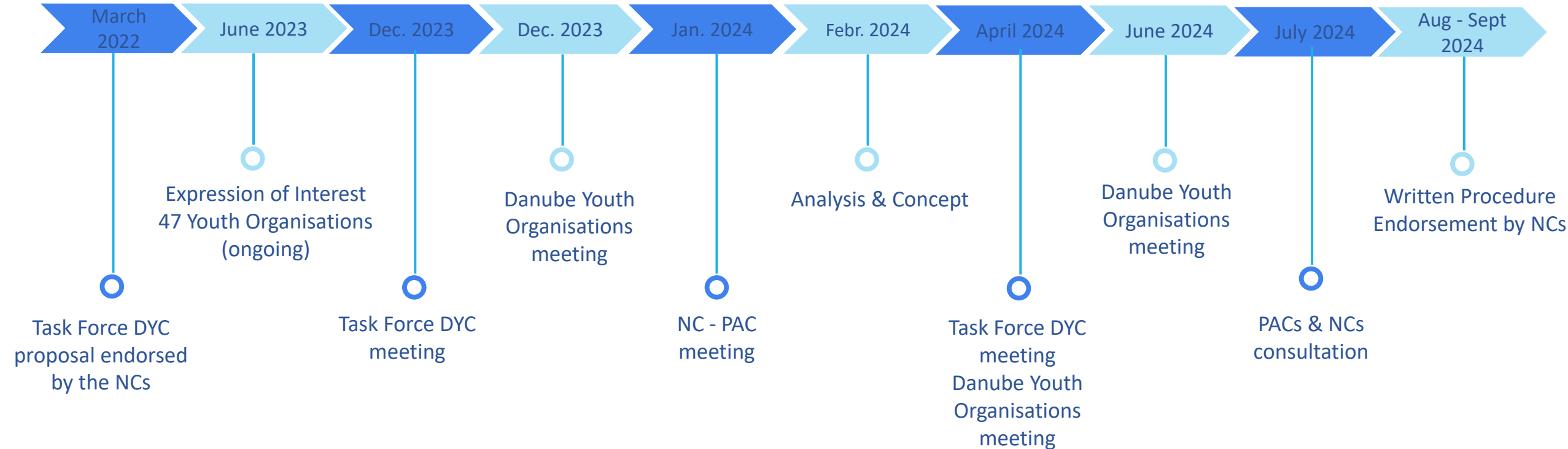
Call for Participation: [application form](#) open until mid-October for candidates from **AT (1), BA (1), HR (1), CZ (1), DE (1, only BY), HU (1), MD (1), RS (1) and SK (2)**



New members will choose PAs, depending on fields of interest, until end of 2024

- Kind reminder to PACs/teams: professional background in the field of the PA is not a prerequisite 😊

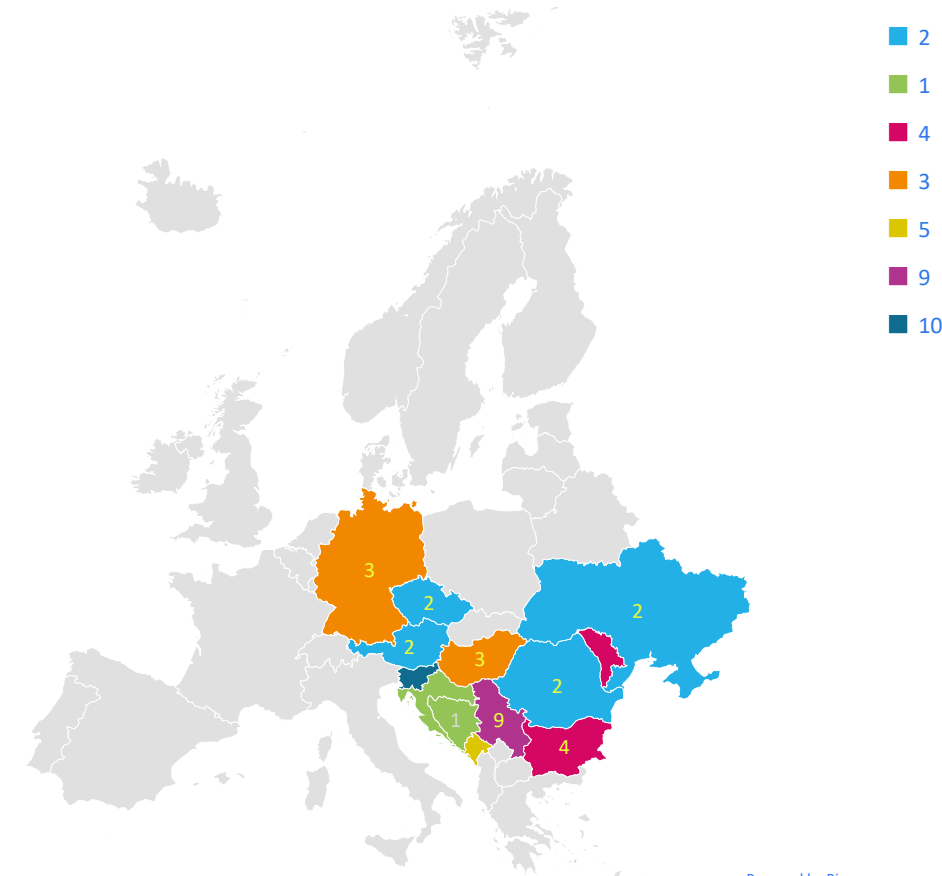
Danube Youth Organisations Network (DYON)



Danube Youth Organisations Network (DYON)

Regional distribution

- Open network, complementary structure to the DYC.
- Established in 2024, under the coordination of AT EUSDR PCY.
- Provide framework for partnerships for joint projects and initiatives, exchange of good practices and experiences, and organisation of joint events.
- Exact setup, scope and activities of the DYON remain to be defined.
- Last DYON meeting took place on 30 September 2024.



<https://danube-region.eu/dyon/>

Summary: What's next?

Monitoring & Evaluation

- Process/
Implementation
Evaluation
2024/2025
Q3-Q4/Q1
- Implementation
Report
Q4

Capacity Building

- Capacity Building
Need Assessment
(CBNA) training
Q1/Q 3-4

Youth

- DYON
development
meeting
Q4/Q1
- Application/
selection of new
DYC members
Q3-Q4

Communication

- Danube
Strategy
Flagships
Q3-Q4
- Updates of
EUSDR/PA
websites
Q4/Q1-2



EUSDR events

Scope	Date	Location
Danube Region Business Forum	6 November 2024	Vienna, Austria
Danube Rectors' Conference	13-15 November 2024	Krems, Austria
Art of Cooperation Conference	13-15 November 2024	Budapest, Hungary
9 th EUSALP Annual Forum	14-15 November 2024	Brdo pri Kranju, Slovenia
28 th International Danube Navigation and Tourism Conference	25-27 November 2024	Budapest, Hungary
Danube Youth Leadership Stakeholders Roundtable Empowering the Next Generation in Water Management	26-27 November 2024	Bratislava, Slovakia
Enhancing Regional Cooperation in the Danube basin: EUSDR PA 5 consultation with EU accessing countries - Republic of Serbia	27 - 28 November 2024	Belgrade, Serbia and online
8th Danube Region Transport Days (DRTD)	3 December 2024	Ljubljana, Slovenia
NC-PAC Meeting	10-11 December 2024	Vienna, Austria
27 th ICPDR Annual Meeting	11 December 2024	Vienna, Austria

SG meetings	Date	Location
PA 9	7-8 November 2024	Budva, Montenegro
PA 7	15 November 2024	Krems, Austria
PA 2	20 November 2024	Budapest, Hungary
PA 5	21 November 2024	Budapest, Hungary
PA 10	28-29 November 2024	Stuttgart, Germany
PA 1a	13 December 2024 (<i>tbc</i>)	online
PA 11	<i>tbc</i>	Sofia, Bulgaria (<i>tbc</i>)

	very important ☺		cross-MRS
	PA-related		EUSDR-internally



Download at: <https://danube-region.eu/communication/events/> & visit the: [EUSDR Calendar of events](#)

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