



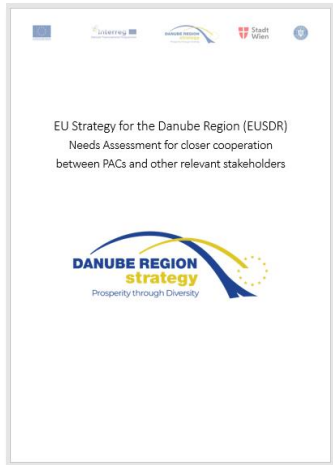
Meeting of the Steering Group of EUSDR Priority Area 9

10 June 2022






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



**Uptake on EUSDR
stakeholders management
and engagement
(workshop for PACs & teams)
– 29 June 2022, Oradea (RO)**



<https://danube-region.eu/about/key-documents/>

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 of the shortlisted strategic topics, which have been in each case allocated to possible EU funds, IPA III 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



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

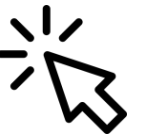


NEW! Guidance Paper for Embedding the EUSDR into EU Programmes - FROM ACTIONS TO FUNDING: further possible course of action, also putting emphasis on embedding the EUSDR in non-EU countries



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

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



b. Embedding Process

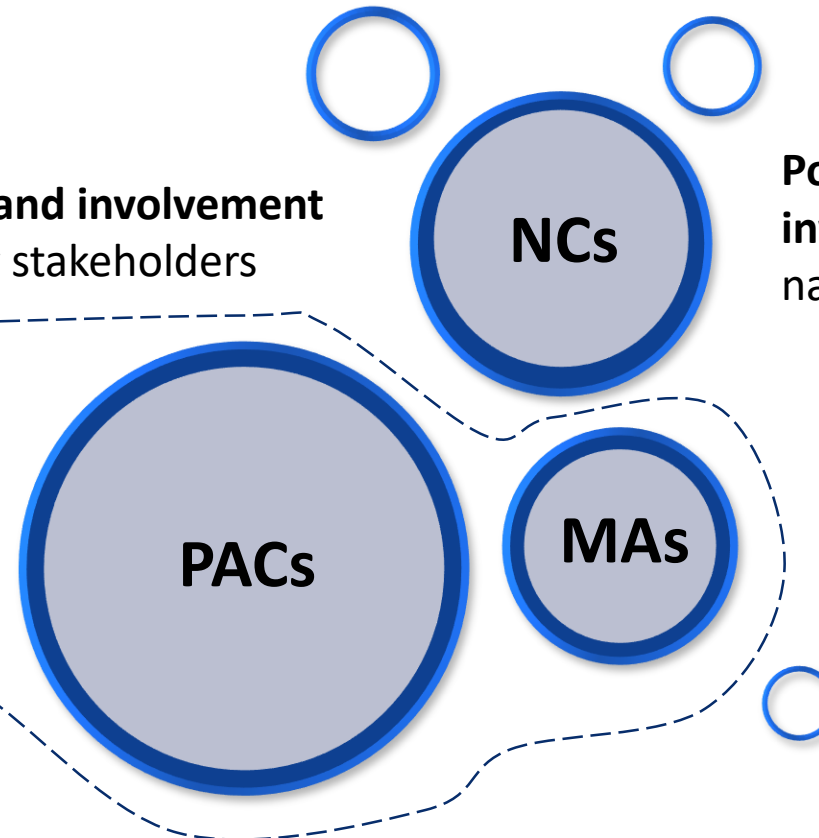
Next steps → focus on implementation phase

Organisation of 5 thematic meetings/workshops

within the framework of MA Networks, with PACs, MAs, Programmes, TRIO PCY, EC, DSP – to look for concrete use of the embedding tools to be implemented (calls, labelling, etc.)



Information and involvement
of EUSDR key stakeholders



Political support and
involvement at
national level

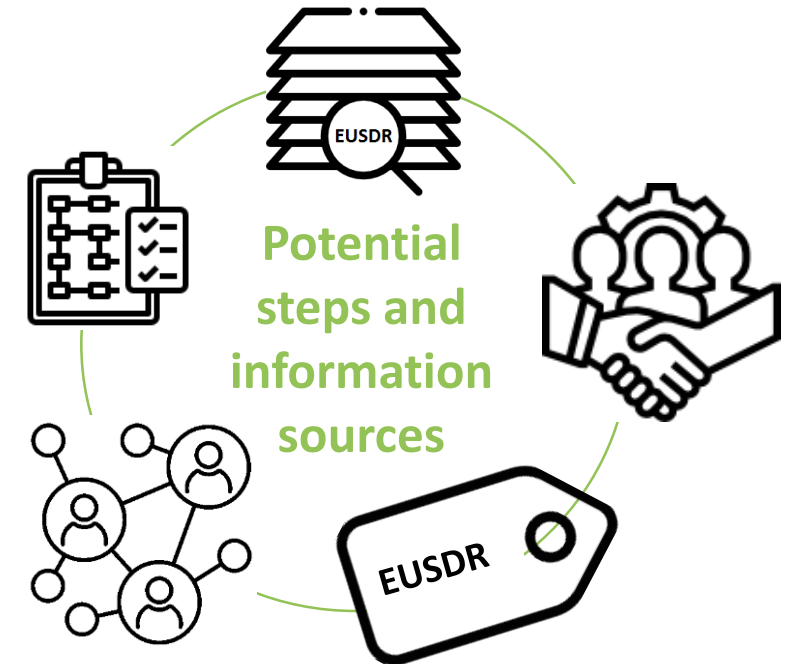
c. Monitoring the Outcomes of the Embedding Process

Programming Phase

- Reporting by EC after screening of OPs regarding the legal requirements
- Additional input from EUSDR Policy Evaluation, NCs (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., extra points for project proposals with MRS relevance or labelling of projects)
- Keeping track of programme evaluations



The consolidated paper from 10/2021 was shared with the EUSDR core stakeholders and is available on the [website](#).

Taken up by the UA PCY in their Guidance Paper for Embedding.

Further discussion with involved stakeholders is necessary!

c. Monitoring

- New EUSDR Monitoring Concept endorsed by NCs in 02/2022
- Reporting on the Progress and Achievements of the EUSDR Priority Areas implemented in 04/2022 via the new online tool
- To be used for: EC Reports on the Implementation of EU MRS, EUSDR Implementation Reports, decision making by NCs, future evaluations etc.
- Next reporting: 2024



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', and '6. Steering Groups'. The main content area is titled '6 Steering Groups' and contains several questions for reporting. Question 6.1 asks for a good practice example. Question 6.2 asks how SG members update regularly. Question 6.3 asks how to assess the commitment of SG members. Question 6.4 asks how DG REGIO and other relevant EU line DGs were involved. The form includes text input fields and a blue highlighted box for question 6.3. A 'Technical guidance' section at the bottom provides instructions on reporting periods, submission deadlines, and the use of green fields for additional information.

Progress and Achievements of the EUSDR Priority Areas

General introduction

This Reporting on the Progress and Achievements of the EUSDR Priority Areas (PA) contains three different types of data inputs:

- Sections marked **blue** contain original questions from the European Commission (EC) as in the **Questionnaire for MRS 2021 Coordinators**. The answers will be used by the EC to prepare the Report on the Implementation of EU Macro-Regional Strategies.
- Sections marked **green** contain original questions from the **Danube Transnational Programme (DTP)** and the respective answers already been submitted in the **Additional Information for the Project Progress Report**. These fields do not need to be revised. Further can be added in the text fields below the respective answers.
- Non-marked sections contain questions to gain further information on the activities in each PA and provide a significant contribution to the reporting.

The purpose of collecting the information is to compile a comprehensive reporting that includes information on progress and achievements of each Priority Area. It also fulfills the articulated needs for a more extensive reporting, provides data for future Impact/Policy Evaluation further to be used by the main stakeholders of the EUSDR as follows:

Priority Area Coordinators (PACs)
National Coordinators (NCs)
European Commission (EC)
Danube Strategy Point (DSP)

This Reporting covers the following 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

Technical guidance

PACs are kindly asked to consider the following aspects when assessing the Reporting Tool:

- **Reporting period:** the responses shall cover the years 2020 and 2021 and refer to the new Action Plan. The next reporting period will cover the years 2022-2023 and will take place in 2024.
- **Deadline for submission:** 31.10.2022
- Please answer all questions – the responses have a significant impact on the outcomes of the reporting. Questions marked with * are compulsory.
- When completing the form it is advisable to have information and documents regarding developments and activities within the PA at hand, e.g. information about projects, events, etc.
- Formulations shall be short and concise focusing on the main message.
- As explained above, information in **green (DTP Reporting)** fields do not need to be revised. However, PACs are free to add information in the text fields below the answers.

c. Policy/Impact Evaluation



- Conducted by Spatial Foresight from 07/2021 to 05/2022
- Scope: implementation, impact, communication, COVID-19
- Data collection: desk research, online-survey, interviews



→ Final Report delivered and available

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

→ Final Report to be delivered

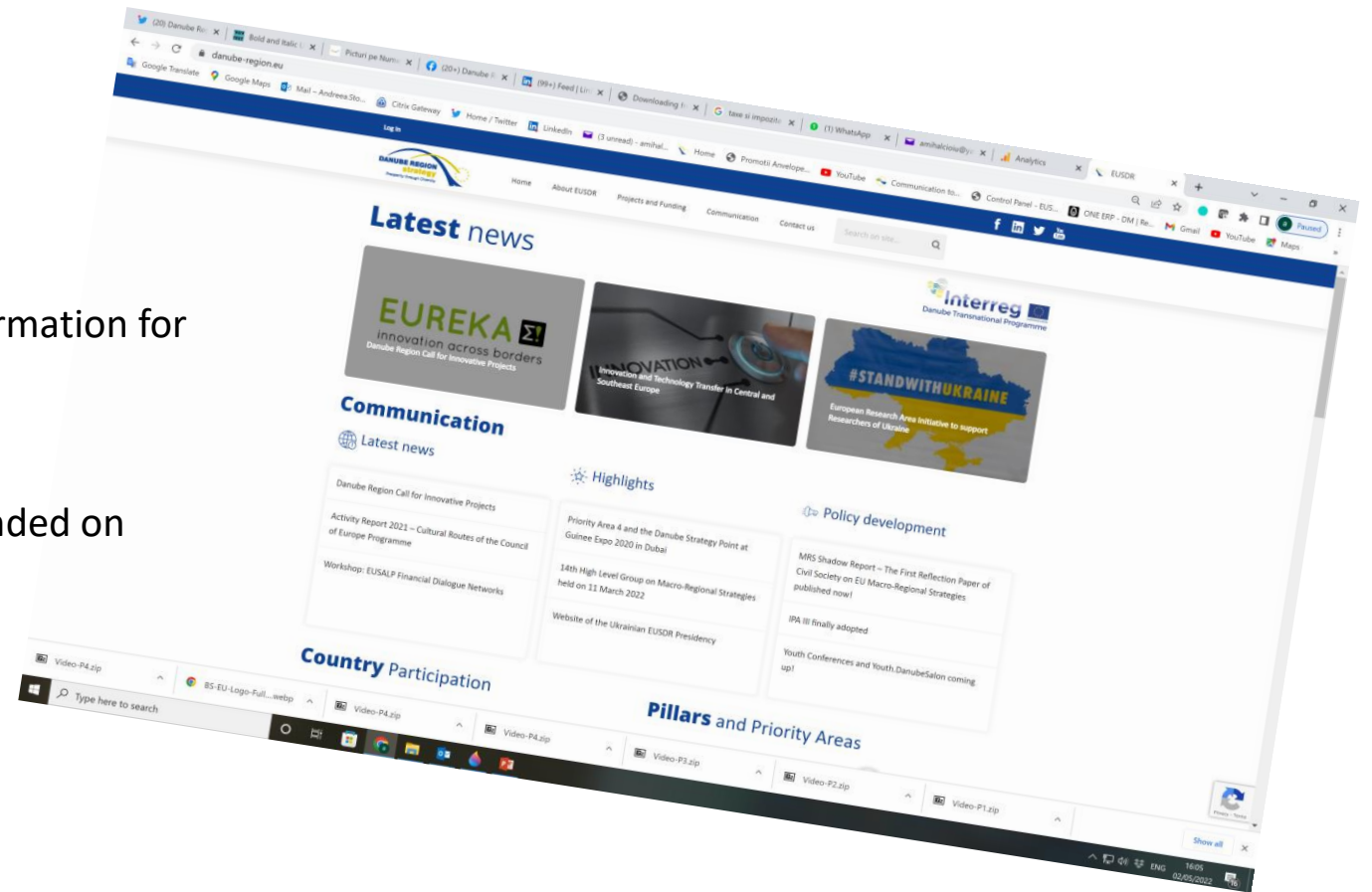


d. Communication

- EUSDR website
- www.danube-region.eu

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

- **Users:** 21,188 new users from Oct 2021 to Apr 2022
- **Average session duration:** 1:49 min (people who landed on EUSDR webpage spent about 2 minutes for reading)





d. Communication

- EUSDR social media platforms



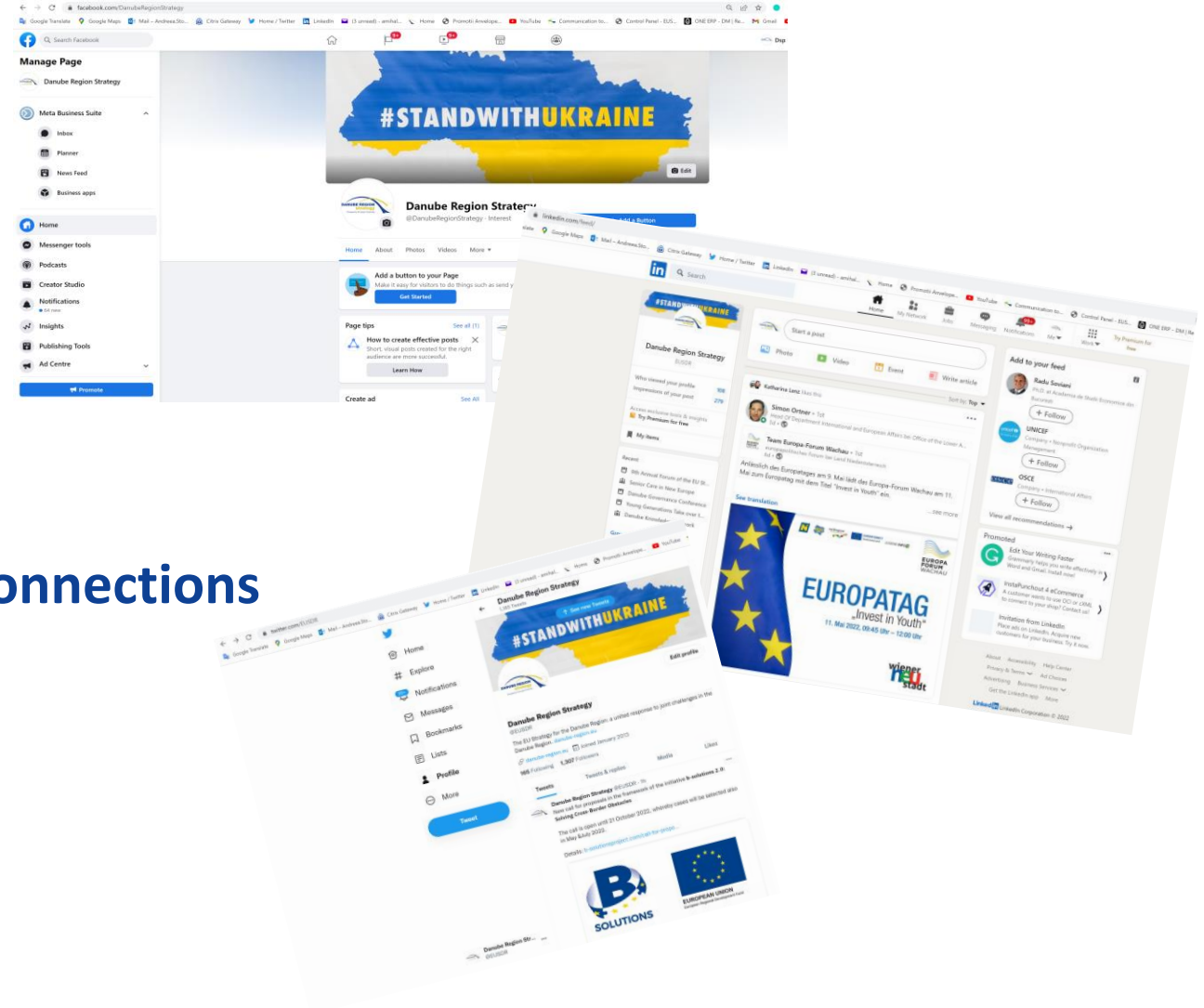
#EUSDR – 7,331 followers



/danube-region-strategy – 2,452 connections



@EUSDR – 1,307 followers





d. Communication

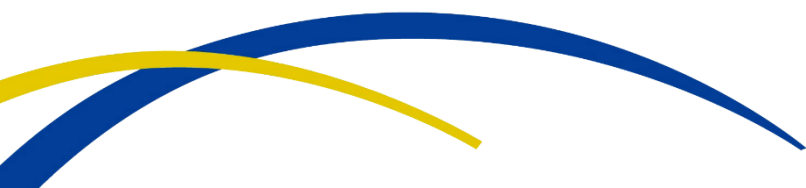
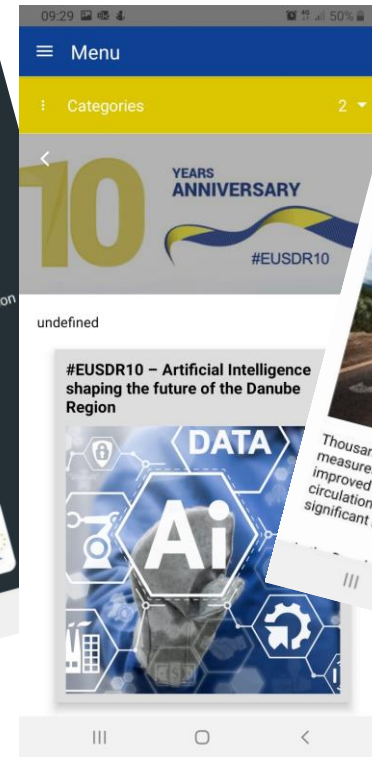
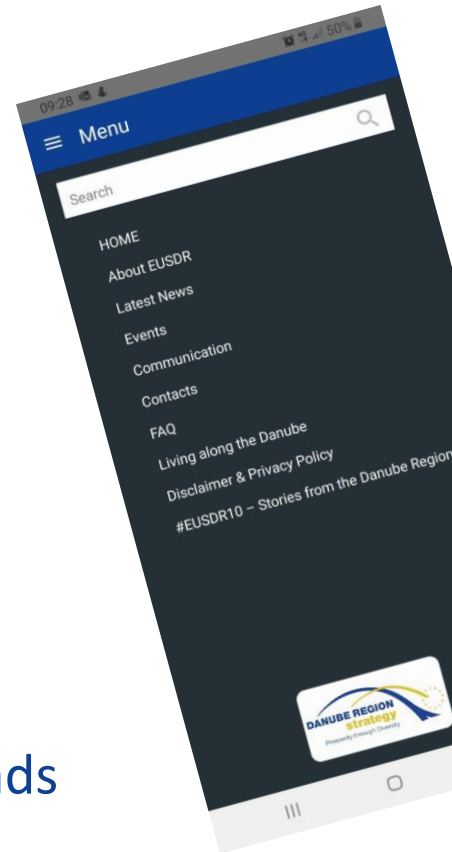
- The EUSDR app for Android



and iOS



- 64 downloads for Android and 77 downloads for iOS since its launching in June 2021





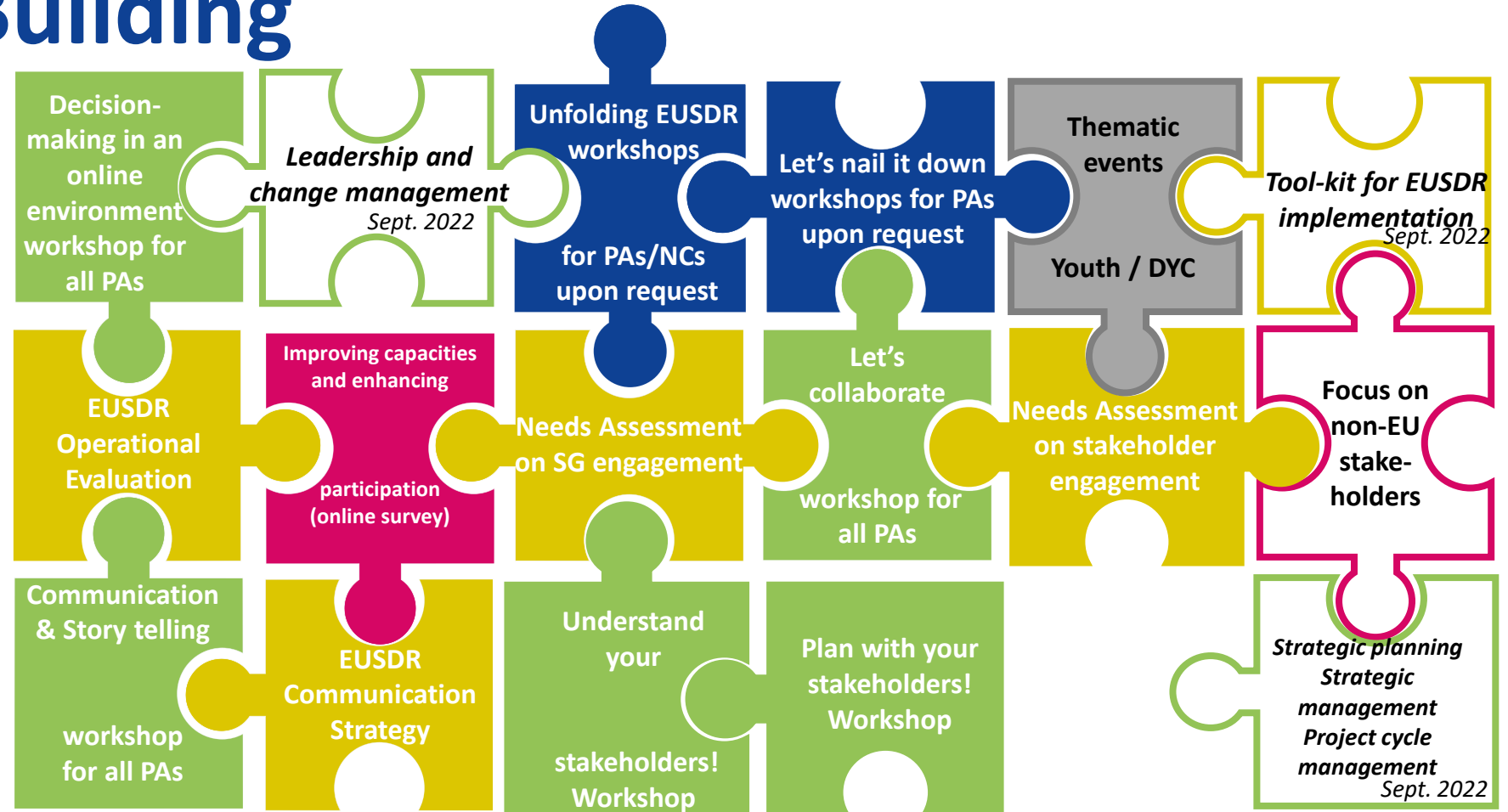
d. Communication

- **May - July 2022** → a new online media campaign running, displaying animated banners & videos on news portals from all 14 Danube Region countries
 - **2 communication workshops** dedicated to PACs & their teams to be organised on **29 - 20 June in Oradea, Romania** (topics: storytelling & digital communication)
 - **EUSDR Smart app** → new contract for maintenance and support
-
- ✓ *Constant updates on the social media platforms & EUSDR website*
 - ✓ *Disseminating information on the EUSDR'S 11th edition of the Annual Forum*
 - ✓ *Editing & disseminating of EUSDR internal & external newsletters*

e. Capacity Building

• Process

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

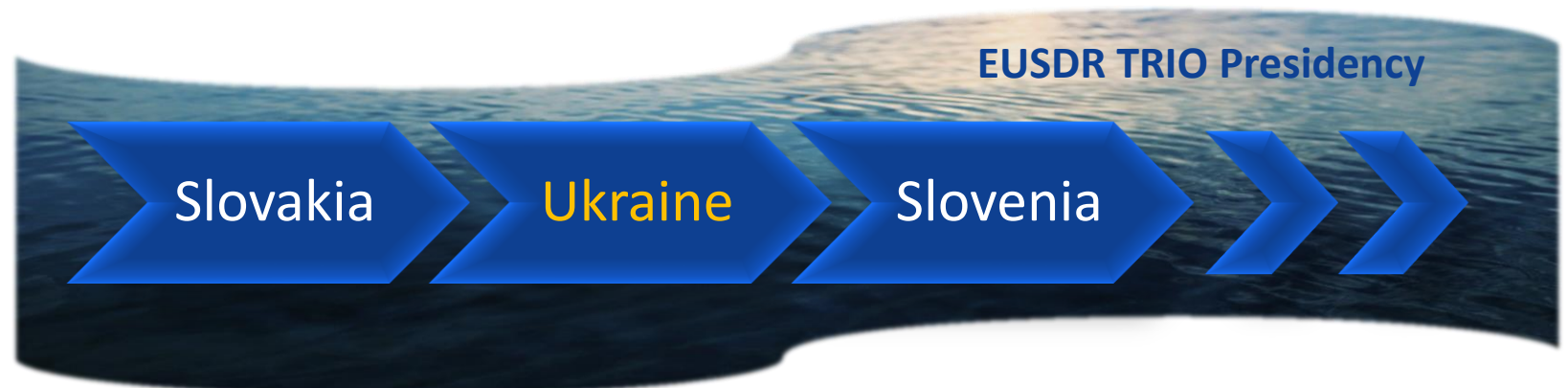


f. What's next?

- Emergency situation implementation

“ In the face of the ongoing war in Ukraine, the EUSDR National Coordinators in a Written procedure formally endorsed the instalment of a **Temporary EUSDR Presidency** to be held by the remaining members of the TRIO, supported by the Danube Strategy Point.

For the time being, the **Temporary EUSDR Presidency takes over the EUSDR Presidency's duties and tasks** until the Ukrainian National Coordination informs otherwise. ”



f. What's next?

- **Danube Strategy Flagships**



- **Guidance Paper for identifying and listing Danube Strategy Flagships** elaborated by DSP in close cooperation with PACs, endorsed by NCs in 03/2022
- Next step: **submission of minimum one and maximum three Danube Strategy Flagships** per PA via the [online form](#) until 15 July 2022
- Following the submissions, the DSP will prepare the list of Danube Strategy Flagships, **distribute** them among the NCs and other EUSDR stakeholders, and **promote** them as outlined in the Guidance Paper



<https://danube-region.eu/projects-and-funding/eusdr-strategic-projects/>

f. What's next?

• Launch of the Danube Youth Council call

Open call for applications from 9 May – 15 August 2022

Kind request to promote the call via your channels

referring to the information and application form provided on

- <https://danube-region.eu/danube-youth-council/> (accessible from 9 May onwards)
- EUSDR social media (posts to be published on 9 May – please share and spread the word)

• Role of the **DYC**:



Advisory role within
EUSDR governance



Catalyst for dynamic exchange and
learning processes



Supporting EUSDR
communication



Contributing to improved
capacity building, communication and
cooperation for young people in the
Danube Region



f. What's next?

• Danube Youth Council: EU & MRS Context

• EU Policies & Initiatives (selection):

- [EU Youth Strategy](#), Council Resolution of 26/11/2018
- [Manifesto for young people by young people to shape the European cooperation policy](#) by DG REGIO
- [Eastern Partnership Youth Programme, EU4Youth – Youth Engagement Roadmaps](#)
- European Year of Youth 2022

• MRS:

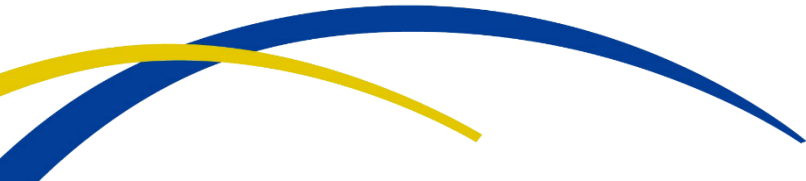
- EUSALP Youth Council <https://eusalp-youth.eu/> (co-financed by the EC)
- Baltic Sea Youth Platform <https://bsyp.eu> (co-financed among others by ERASMUS)
- Youth participation events in EUSAIR
- Youth Dialogue at the 2nd EU MRS Week (1-5/03/2021) & youth session at upcoming 3rd EU MRS Week!





f. What's next?

What	When & where
Uptake on EUSDR stakeholders management and engagement (workshop for PACs & teams)	29 June 2022 (Oradea, RO)
Storytelling techniques in disseminating EUSDR narrative and key messages (workshop for PACs & teams)	29 June 2022 (Oradea, RO)
Developing digital communication skills for EUSDR's promotion (workshop for PACs)	30 June 2022 (Oradea, RO)
Tool kit for EUSDR implementation (publication)	November 2022
Strategic planning (workshop for non-EU stakeholders)	5 September 2022 (online)
Strategic management (workshop for non-EU stakeholders)	12 September 2022 (online)
Project cycle management (workshop for non-EU stakeholders)	19 September 2022 (online)
Leadership and change management (workshop for PACs)	26 September 2022 (online)





Thank you very much for your attention!

Do not hesitate to contact us!
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