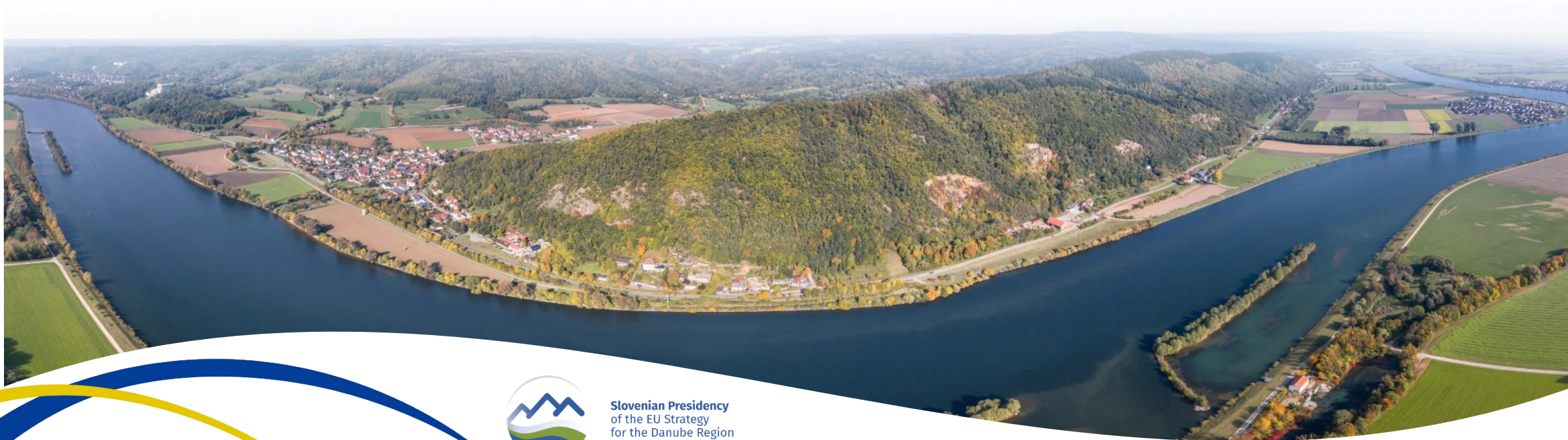


23rd Meeting of the Steering Group of EUSDR Priority Area 9

23 November 2022, online

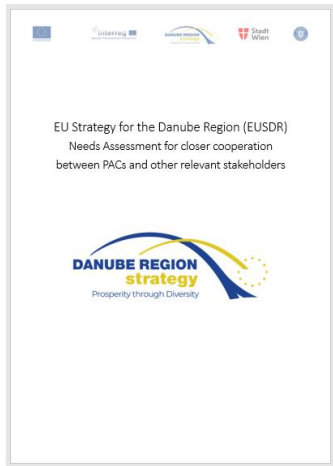


Update of the Activities in 2022 & the way forward






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



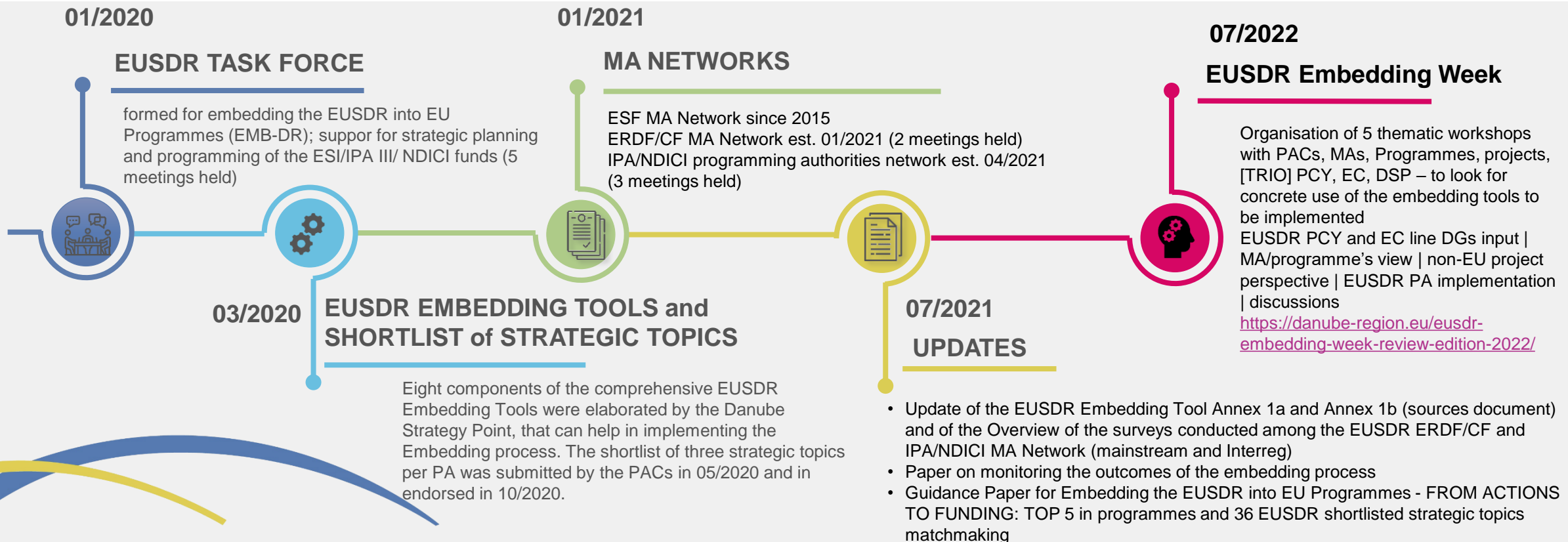
Uptake on EUSDR
stakeholders management
and engagement
(workshop for PACs &
teams)
29 June 2022, Oradea (RO)



- <https://danube-region.eu/about/key-documents/>
- [Needs Assessment Direct Download](#)
- [Needs Assessment Annexes Direct Download](#)

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 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

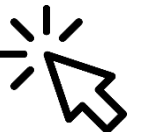


NEW! Guidance Paper for Embedding the EUSDR into EU Programmes - FROM ACTIONS TO FUNDING: further possible course of action, also putting emphasis on embedding the EUSDR in non-EU countries



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

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



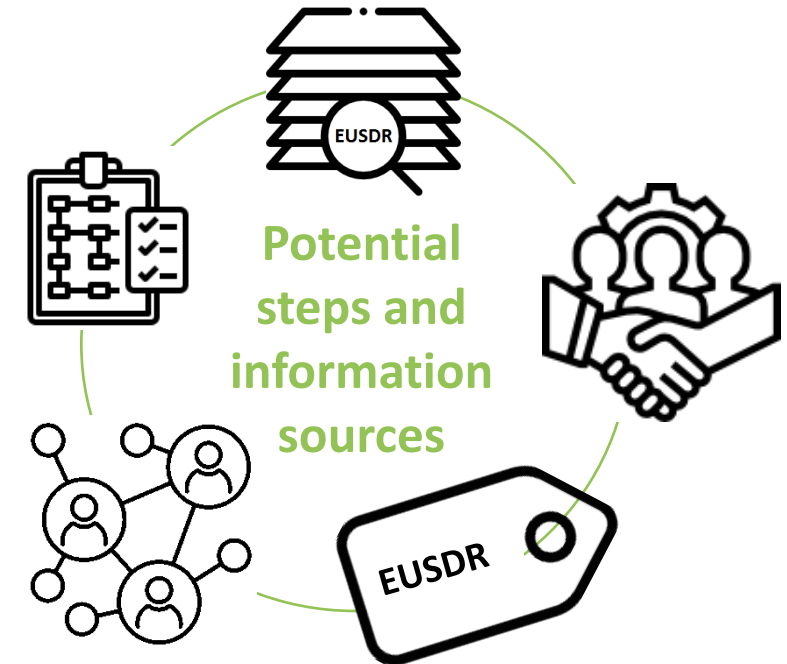
c. Monitoring the Outcomes of the Embedding Process

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 EUSDR Monitoring (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

- 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: '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 three 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:

Section **6.4** is partially visible: 'How were DG REGIO and/or other relevant EU line DGs involved in the work of your SG? *'. Below the main content, there is a 'Technical guidance' section with instructions on how to use the tool and a list of topics covered by the reporting.



d. Communication

2nd online media campaign developed for 10 weeks (May 15th – Jul 24th 2022)

- 116 web portals from 14 EUSDR countries used to display EUSDR videos & electronic banners in the national languages of the Danube Region & EN
- Facebook pages targeted based on geographic criterion (all UE + EUSDR region) and
- 5 international news portals (www.euronews.com, www.politico.eu, www.euractiv.com, www.voxeurop.eu, www.eureporter.co)

Results:

Videos – 1,222,113 views (the no. of times a video was run); 68,545 clicks; 1,378,327 reach (the no. of unique people who watched the video)

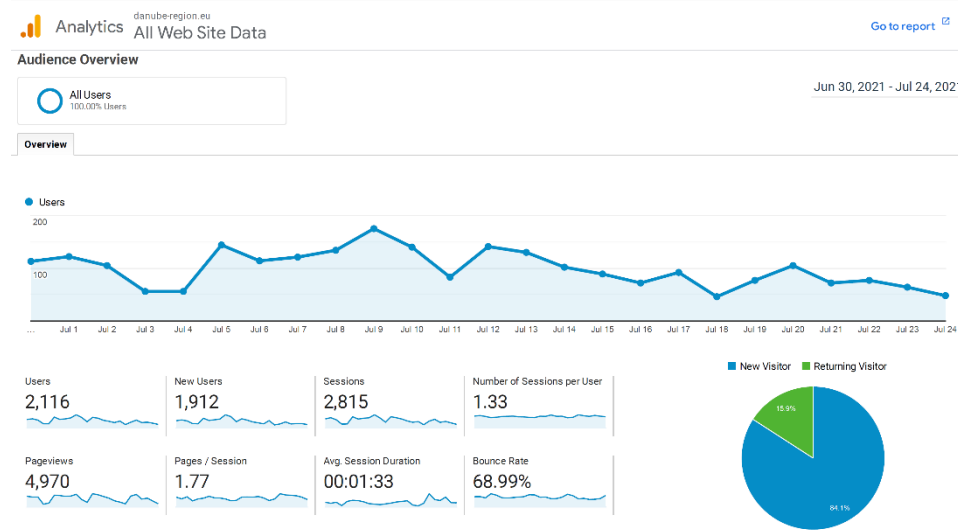
Banners – 15,873,978 impressions (the no. of times a banner is displayed); 168,718 clicks; 10,511,085 reach (the no. of unique people who watched the banner)



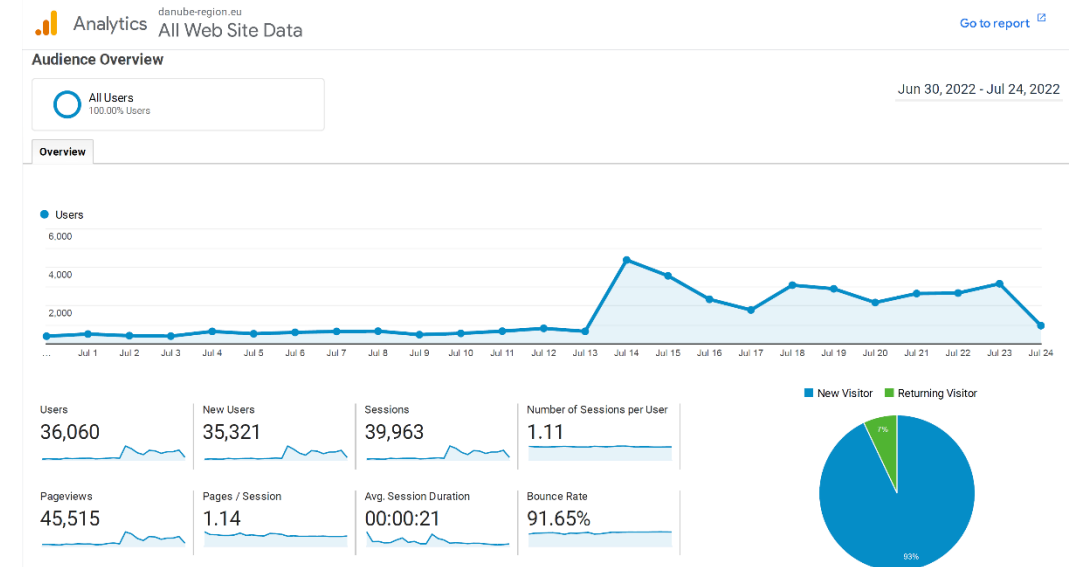
d. Communication

• EUSDR website www.danube-region.eu

- Content updated constantly for latest news, events, lists of NC, PACs and SG members
- Significant number of new users during the online media campaign as result of views & clicks of videos and banners as compared to the same period of time in 2021, when no campaign was running



Jun 30th – Jul 24th 2021
VS
Jun 30th – Jul 24th 2022





d. Communication

• EUSDR social media platforms



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

– 7,524 followers



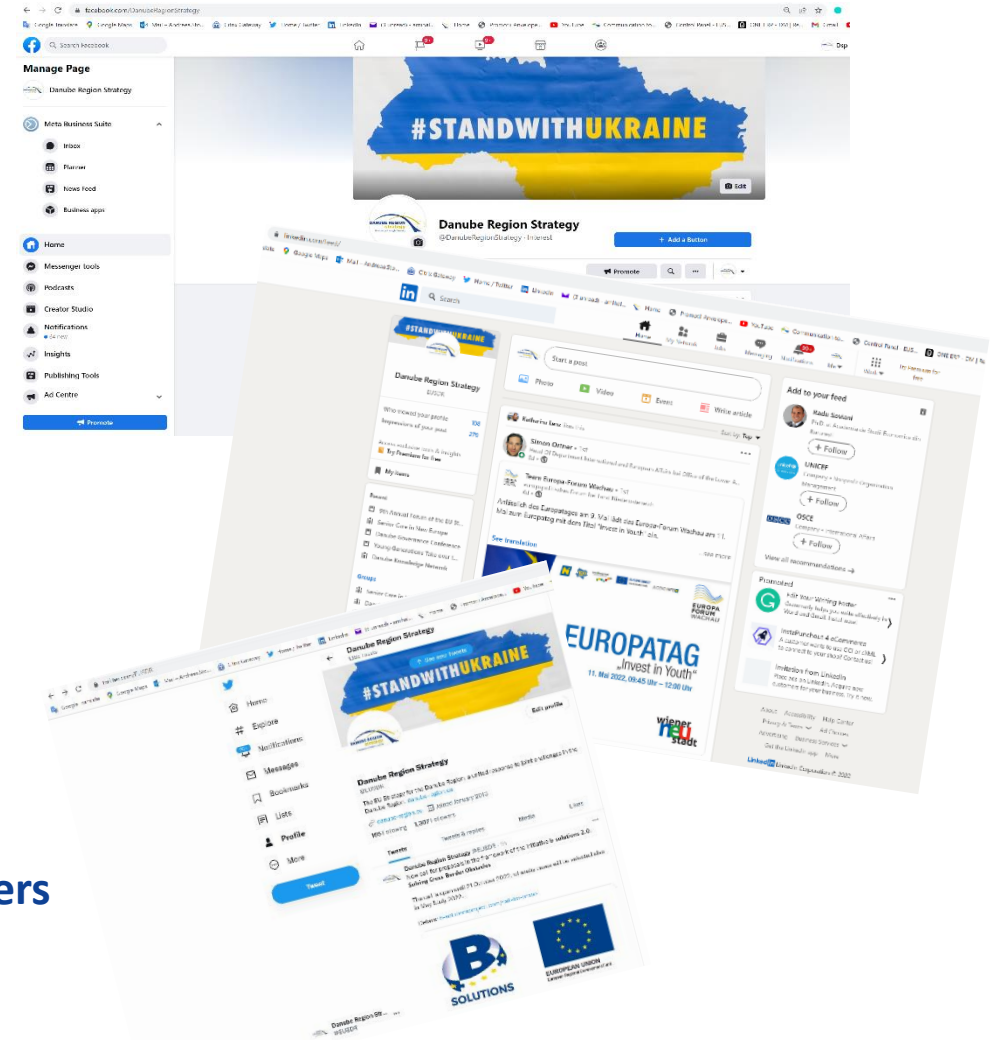
<https://www.linkedin.com/in/eusdr/> – 2,524 connections



<https://twitter.com/EUSDR> – 1,352 followers



<https://www.youtube.com/danuberegionstrategy> - 69 subscribers

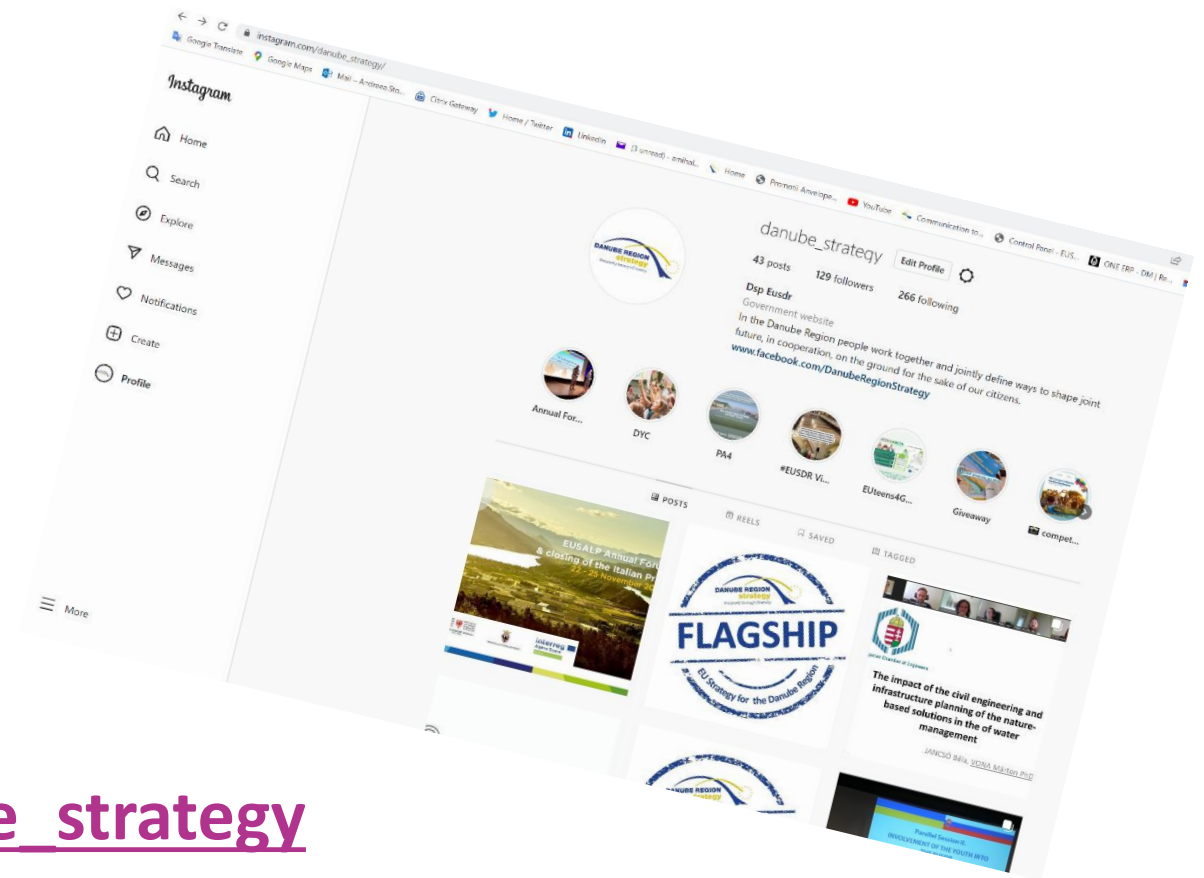


d. Communication



NEW! EUSDR Instagram page

- established in Sept 2022
- 129 followers
- content provided constantly



https://www.instagram.com/danube_strategy

d. Communication

- **Danube Strategy Flagships**

- Following an extensive process and great efforts by all involved stakeholders, the List of Danube Strategy Flagships 2022 was published on the [EUSDR Website](https://danube-region.eu/projects-and-funding/eusdr-strategic-projects/) (under projects and funding - Danube Strategy Flagships: <https://danube-region.eu/projects-and-funding/eusdr-strategic-projects/>) as well as in the [EUSDR Intranet](#).
- **27 #danubestrategyflagships** provided by PACs



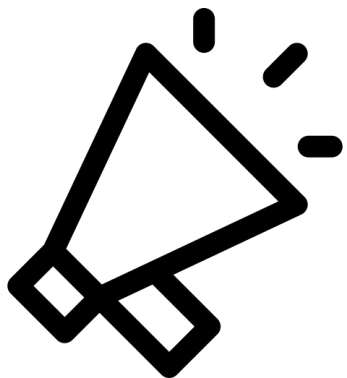
d. Communication

- Social media campaigns on Danube Strategy Flagships
 - autumn 2022: from Oct 5th – Dec 22nd, one #danubestrategyflagship per PA in 12 consecutive weeks is promoted on EUSDR social media platforms (Facebook, LinkedIn, Twitter and Instagram)
 - spring 2023: promoting the other #danubestrategyflagship.



d. Communication

Promotion of Danube Strategy Flagships



We kindly ask you to actively promote the Flagships and spread the word on regional, national and international/transnational levels.

→ short, precise and visually appealing templates and a certificate make it easier for you to promote the EUSDR and - through the implementation of strategic projects and processes - the idea of transnational cooperation and cohesion policy in Europe and the Danube Region.

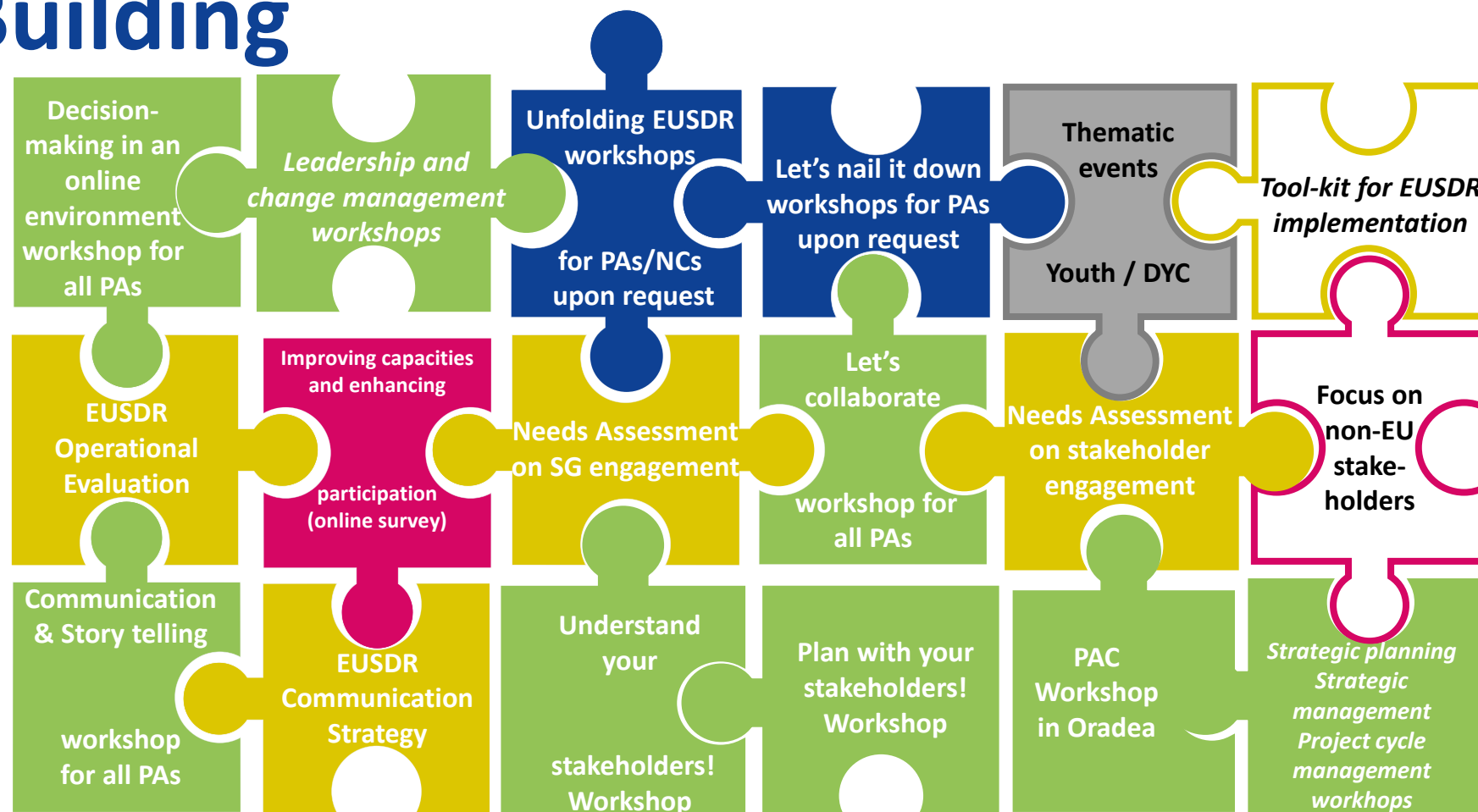
→ You may consider sharing our campaign, disseminating the Flagships via newsletter and/or internally within your units, stakeholder groups etc.



e. Capacity Building

• Process

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



f. Danube Youth Council

- Established as of **October 2022**, funded via Technical Assistance from EC co-funded by the City of Vienna for the period of one-year October 2022 - October 2023
- Mission of the DYC:** contribute to the implementation of the Strategy, which offers an opportunity for real impact, and bring new perspectives on the EUSDR by providing input input on thematic level
- Enforcing DYC**
 - Oct 5th → the kick-off meeting between DSP and DYC members (online)
 - Oct 19th – 20th → at the 11th edition of the EUSDR Annual Forum in Košice (Slovakia), two DYC members contributed in “Involvement of Youth into the EUSDR” panel of discussions.
 - Dec 12th - 16th 2022 → the first Danube Youth Camp organised in Vienna, providing an intense capacity building programme with all the information necessary for DYC’s active involvement in the implementation of the EUSDR.



g. What's next?

- **Capacity Building for the Danube Youth Council (DYC) members**

→ 12 - 16 December 2022 in Vienna

- **Role of the DYC:**



Advisory role within
EUSDR governance



Supporting EUSDR
communication



Catalyst for dynamic exchange and
learning processes



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

Thank you very much for your attention!

Do not hesitate to contact us!
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