



Online Meeting of the Steering Group of EUSDR Priority Area 9 – People and Skills

4 November 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

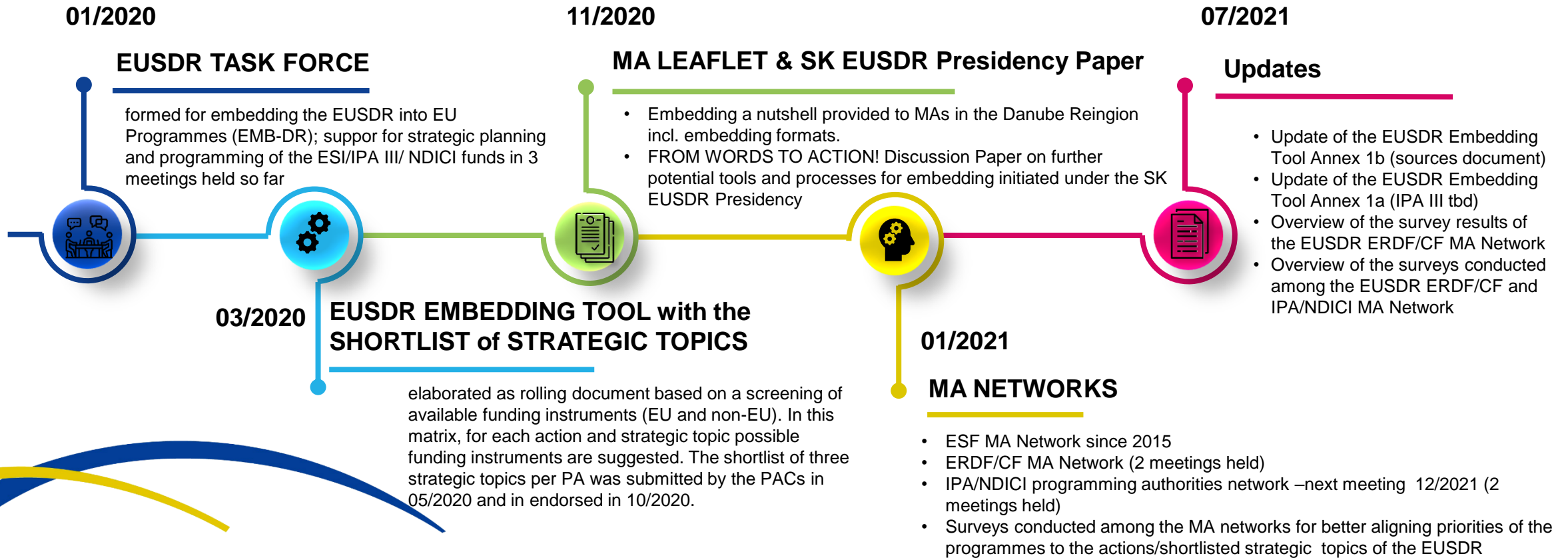


Subsequent workshop for PACs II: Plan with your stakeholders!
A workshop on stakeholder engagement



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



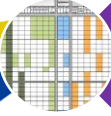
UPDATED! Sources for content of funding instruments (Annex 1b): a compilation of funding instrument sources to support PACs in their selection of strategic topics and NCs in approaching the MAs.



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

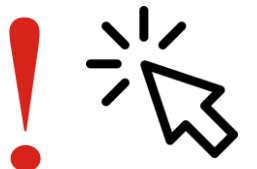


NEW! Overview of surveys of EUSDR MA Networks (ERDF/CF and IPA/NDICI): Based on the results of the surveys conducted in spring 2021, overviews were designed to better align priorities of the programmes to the EUSDR actions/shortlisted strategic topics



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

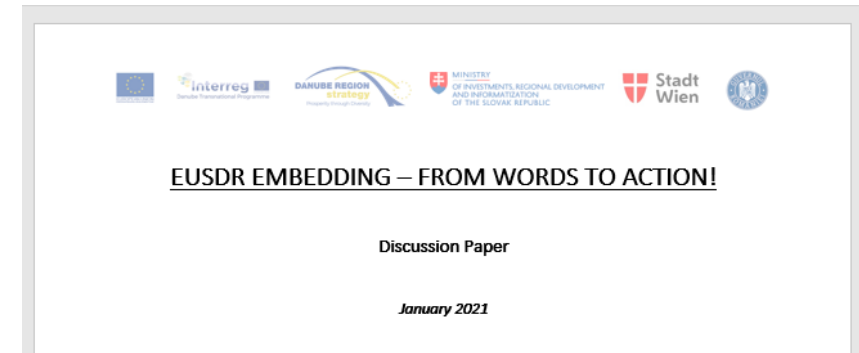
- **‘Overview’:**
overview of detailed Policy Objectives (PO) and specific objectives (SO) indicated by the MAs and NCs per country, programme and funding source.

Underlying regulation: Amended proposal for a REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on the European Regional Development Fund and on the

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

Countries	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 2021-2027	ERDF/JTF	x					x	x					
BG	Competitiveness and Innovation	ERDF	x	x	x			x						x
BG	Programme Research, Innovation	ERDF	x	x	x			x						
BG	Environment	ERDF/CF	x					x				x	x	x
BG	Transport Connectivity	ERDF/CF	x					x						
BG	Development of Regions	ERDF/JTF	x					x						
BG	Interreg-PA CBC BG - RO	ERDF/PA III	x					x						
BG	Interreg VLA - CZ	ERDF	x					x				x		x
BG	Development of Regions	ERDF/PA/NDICI	x	x			x	x		x		x	x	x
IT	Integrated Regional Operational Programme	ERDF	x		x			x				x		x
IT	Transport	ERDF/CF	x					x				x	x	x
CZ	Environment	ERDF/CF	x					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	x									x		
CZ	CBC DE Saxony - CZ	ERDF	x			x		x				x		x
CZ	CBC DE Bavaria - CZ	ERDF/ESF+	x	x				x				x		x
CZ	CBC AT - CZ	ERDF/ESF+	x	x				x				x		x
CZ	John Amos Comenius	ERDF/ESF+	x	x			x							

SHEET 1: OVERVIEW



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 (ERDF 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	(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, in particular in the Danube Region PA 7 ACTION 2: To promote participation of SMEs in research and innovation programmes, in particular in 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 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				
	(ii) reaping the benefits of digitalisation for citizens, companies, research organisations and authorities	PA 8 ACTION 1: To foster development of an Innovative Digital Ecosystem in the Danube Region PA 8 ACTION 2: To support SMEs when tackling the digitalisation of their world PA 8 ACTION 5: Enhance the application of Artificial Intelligence (AI) technologies in the Danube Region SMEs PA 10 ACTION 1: To improve institutional capacities in order to provide high-quality public services				
	enhancing sustainable growth and competitiveness of SMEs and job creation in SMEs, including by productive investments	PA 8 ACTION 1: To foster cooperation and exchange of knowledge between SMEs, academia, the public sector and civil society PA 8 ACTION 3: Improvement of framework conditions for SMEs 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



Discussion paper by the SK EUSDR Presidency

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

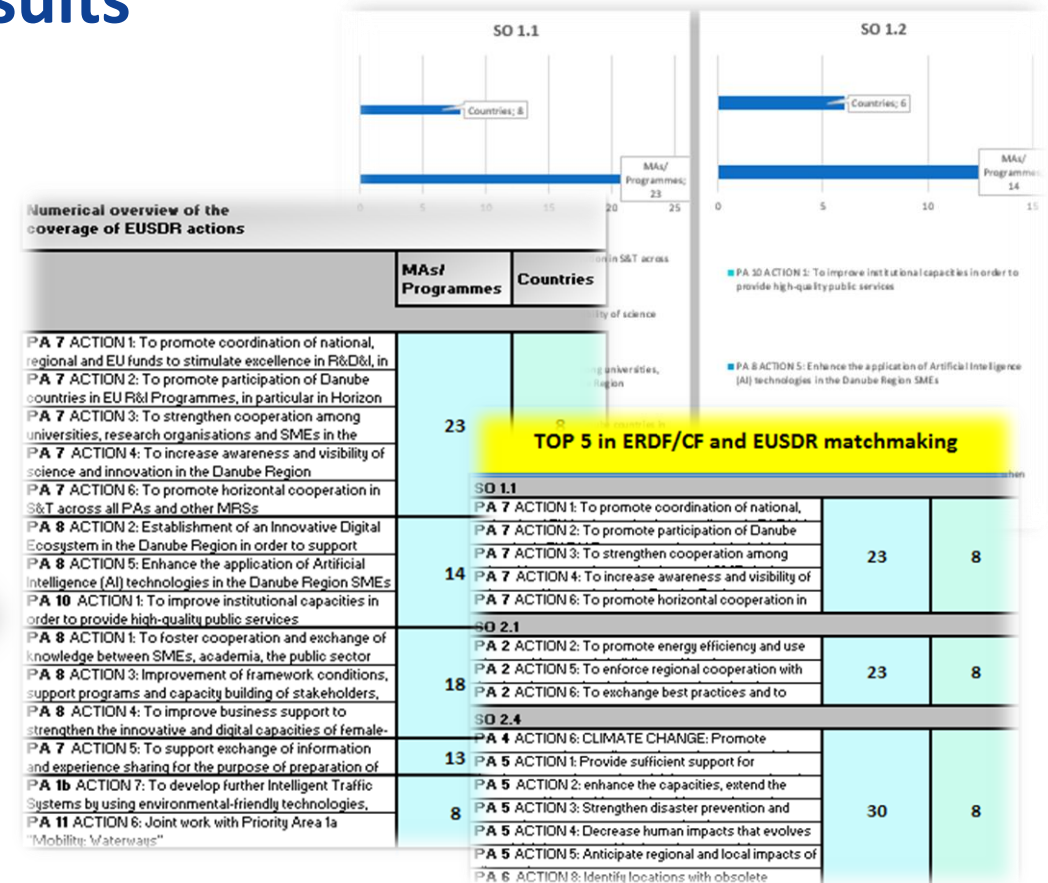
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c. Monitoring & Evaluation

• 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' section of the monitoring tool. It includes a navigation bar with tabs for 'Guidance Note', 'Abbreviations', '1 Achievements', and '2 Horizontal and Cross-cutting Activities'. The main content area is titled 'Progress and Achievements of the EUSDR Priority Areas' and contains a 'General introduction' section. This section explains the purpose of the reporting tool, which is to compile a comprehensive report on progress and achievements for the EUSDR Priority Areas. It also lists the types of data inputs required, such as sections marked 'blue' for original questions from the European Commission (EC) and 'green' for additional information from the Danube Transnational Programme (DTP). The form includes a table for reporting on progress and achievements, with columns for 'Priority Area Coordinators (PACs)', 'National Coordinators (NCs)', 'European Commission (EC)', and 'Danube Strategy Point (DSP)'. The table lists various topics for reporting, including 'Main achievements in the Reporting Period 2020-2021', 'Specific Horizontal and Cross-cutting Activities', 'Capitalisation', 'Funding', 'Cooperation with EUSDR main Stakeholders', 'Steering Groups', 'Involvement and Cooperation with other Stakeholders', 'Policy Development', and 'Opportunities and Challenges'. The form also includes a 'Technical guidance' section with instructions on how to use the tool, such as the reporting period (2020-2021) and the deadline for submission (30 November 2021). The form is designed to be user-friendly, with clear instructions and a structured layout for reporting progress and achievements.

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:

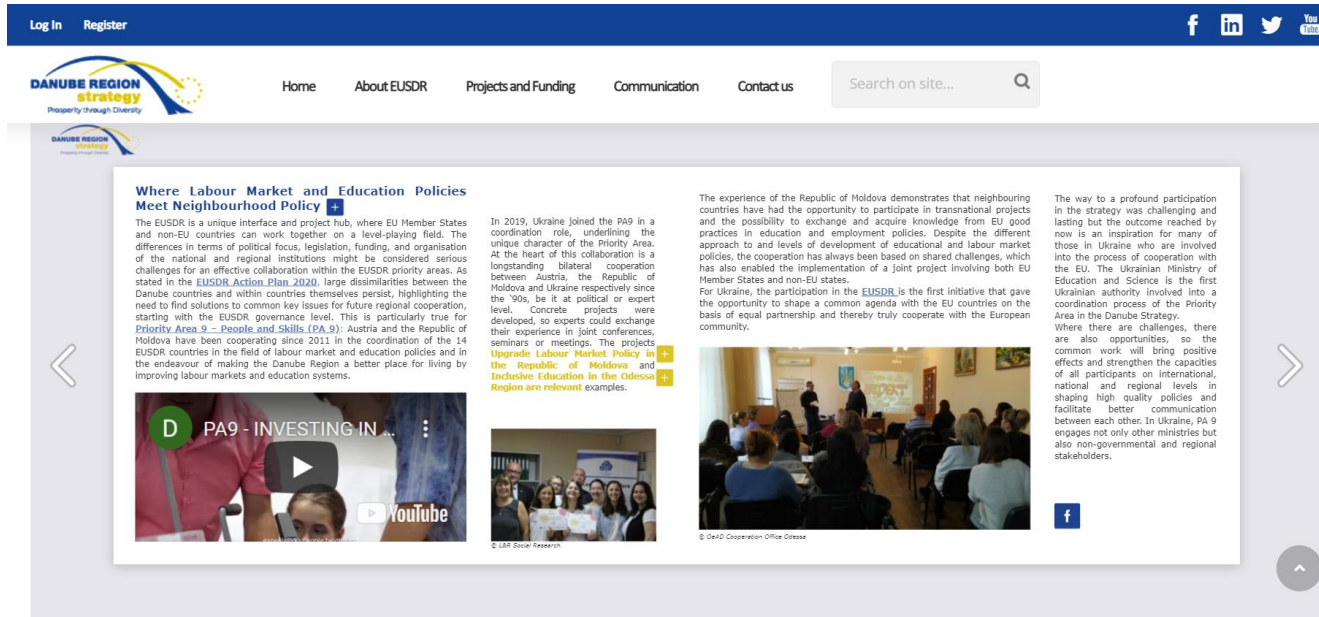
→ www.espon.eu/TEVI2050



d. Communication

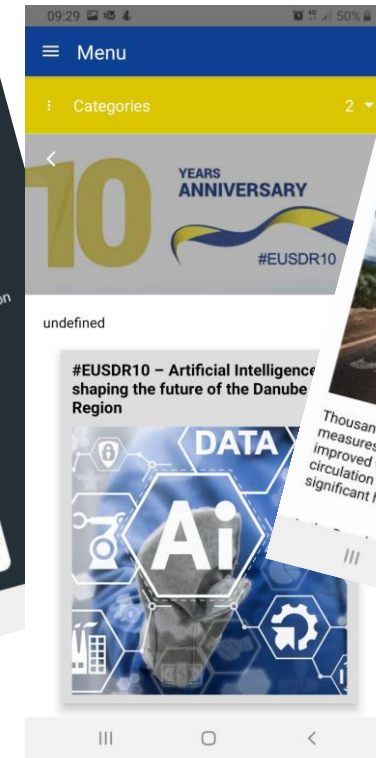
Interactive brochure: *Stories that make us*

- <https://danube-region.eu/communication-tools/multimedia/>



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)



d. Communication

- **Online media campaign**
 - From **April 16th to June 30th 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



🕒 29.09.2021

#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



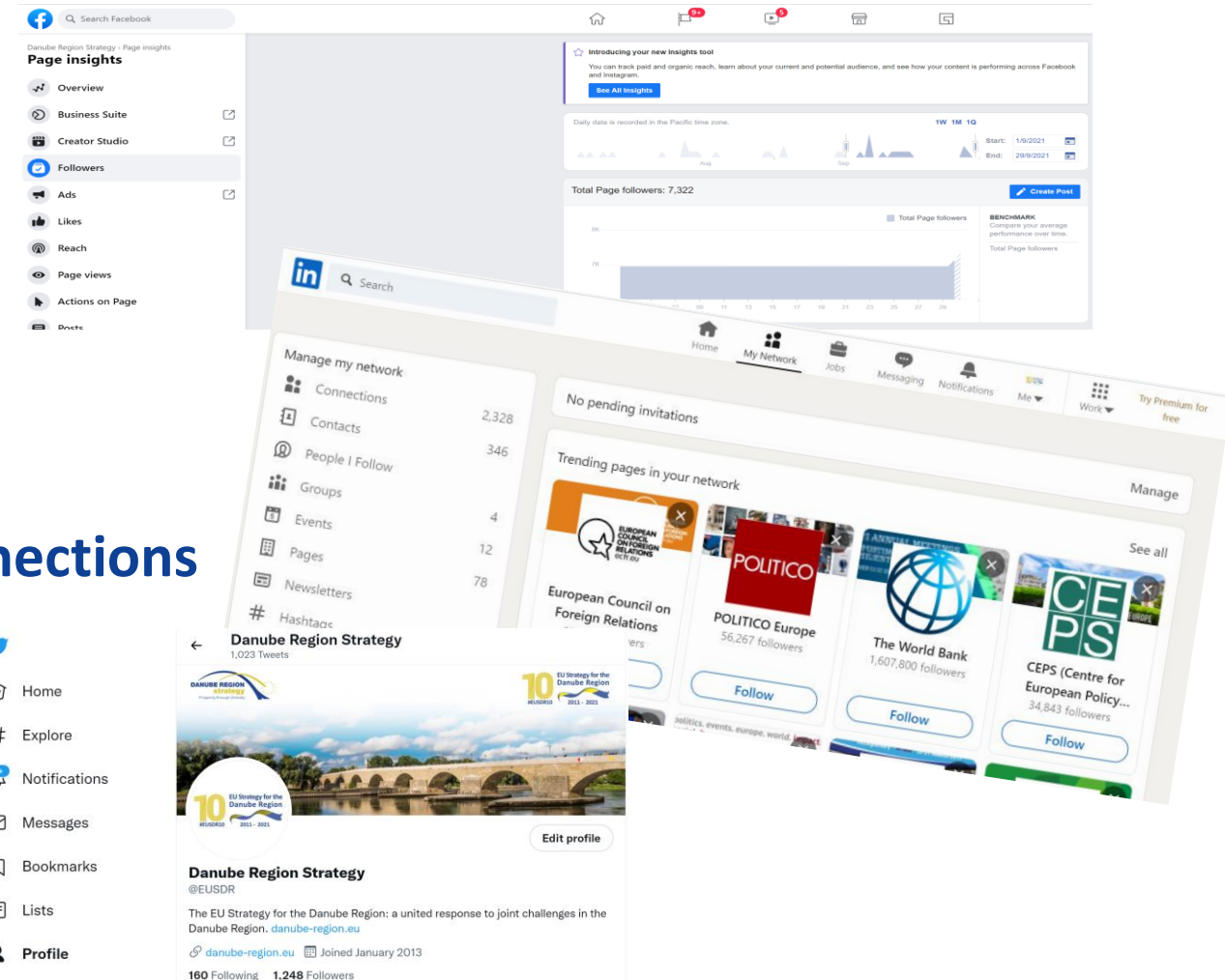
#EUSDR – 7,322 followers



/danube-region-strategy – 2,328 connections



@EUSDR – 1,248 followers

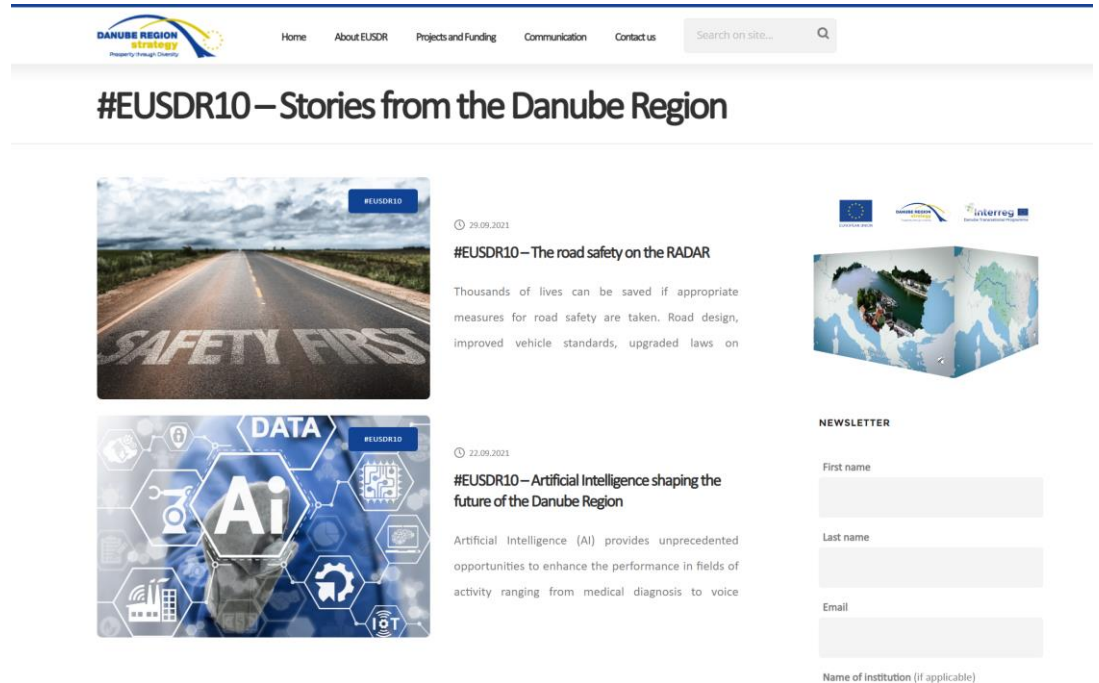


d. Communication

- EUSDR website
- www.danube-region.eu

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

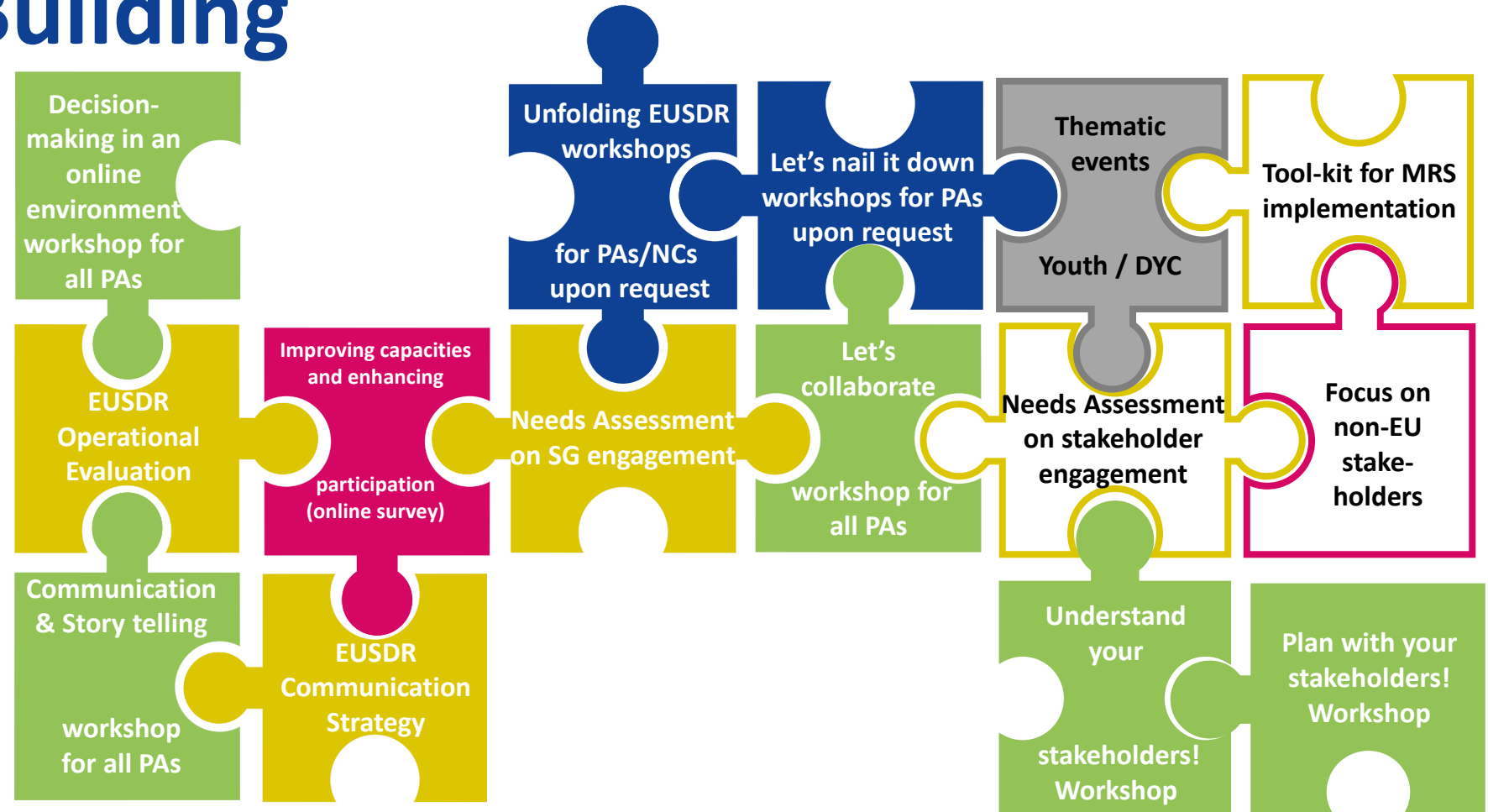
- **Users:** 19,338 new users from April to Sept 2021
- **Average session duration:** 1:38 min (people who landed on EUSDR webpage spent about 2 minutes for reading)
- **NEW:** [#EUSDR10 – Stories from the Danube Region](#) including articles about successful projects and/or process implemented in 10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



e. Capacity Building

• Process

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



f. What's next?

Upcoming events

Discussion on: Draft Guidelines for EUSDR Strategic Projects/Processes



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- Labelling of (only) cross-sectoral strategic projects/processes
- Labelling of projects/processes in planning/preparatory phase
- Endorsement of strategic projects/processes by NCs
- Terminology
- Format of the template (word or online)

Thank you very much for your attention!

Do not hesitate to contact us!
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mihaela.florea@eusdr-dsp.eu

