



DANUBE STRATEGY POINT (DSP) 2019 ACTIVITIES

Outlook



EUSDR Priority Area 1B
“To improve mobility and multimodality: road, rail and air transport”
18th SG Meeting of the EUSDR PA 1B
26th March 2019, Belgrade, Serbia



DSP ACTIVITIES 2019

1. **Action Plan Revision – DSP as supporting secretariat:**
 - I. Strategy
 - II. Presidency (RO / HR), Stakeholders
2. **Evaluation / Monitoring**
 - I. Evaluation of the Strategy
 - II. Monitoring – New Reporting Tool for PAs & SGs
3. **Communication**
 - I. Narrative for EUSDR
 - II. Online & Social media
4. **Capacity Building**
 - I. Workshops for PACs
 - II. Non-EU-Countries: “Tool kit” to support the implementation of the strategy
5. **Miscellaneous**
 - I. Implementation Report 2016 – 2018
 - II. Annual Forum 2019





1. REVISION OF THE EUSDR ACTION PLAN

1. Revision of the EUSDR Action Plan Revision

- DSP as supporting secretariat:
 - I. Strategy
 - II. Presidency (RO / HR)

Detailed report:

11:20-12.30 Revision of the EUSDR implementing documents





2. EVALUATION / MONITORING

I. Evaluation of the Strategy

- Evaluation via external provider
- Based on consultation with SG DANUVAL (NC-meeting Bucharest, 14.-15.2.2019)
- Procurement: 20.2.-4.3. tender via EUSDR-website
- 3. Tenderers / applications
- Decision taken: METIS
- Timeline: till 26. April 2019 as draft, in order to feed into AP Revision consolidated input.





2. EVALUATION / MONITORING

Options for the EUSDR's evaluation coordinated by DSP

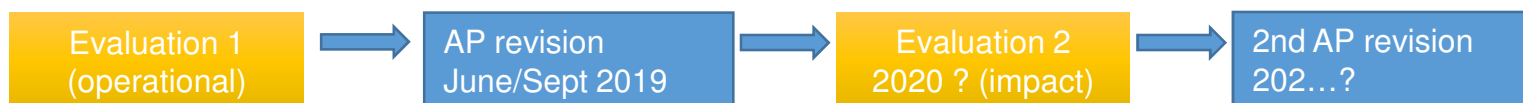
1



Advantages: Political momentum, alignment with programming/intervention logic etc., lower costs

Disadvantages: Real change is unlikely, is evidence-base duly considered?/time pressure

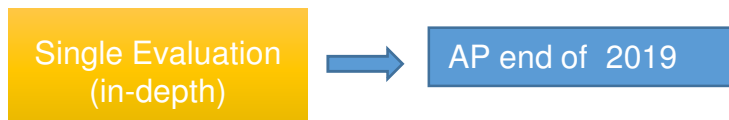
2



Advantages: Structured process, continuous adaptation, evidence-based, consensus

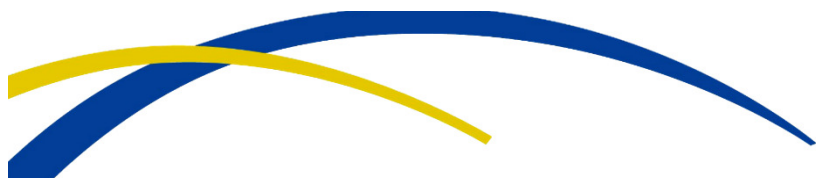
Disadvantages: Potential costs (can they be covered?)

3



Advantages: Alignment with EUSBSR, structured evaluation but with political momentum, compromise between option 1 and 2

Disadvantages: Does timeline fit the planning of the upcoming period?





2. EVALUATION / MONITORING

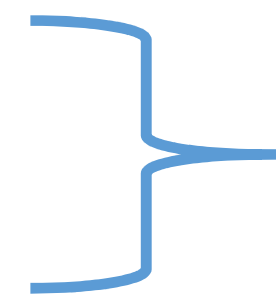
II. Monitoring – New Reporting Tool for PAs & SGs

- Proposal for new Monitoring/Reporting Tool
- Doing more with less effort?

PAC Report to DTP

Additional Info (sections B1/B2)

Reporting to Commission
(every 2 years)



PAC Report to DTP
(technical)

New Reporting (policy-oriented, strategic)





2. EVALUATION / MONITORING

II. Monitoring – New Reporting Tool for PAs & SGs

- **Main Elements:**
 - Developments in the reporting period
 - Policy impact
 - Governance
 - Projects and funding
 - Opportunities and challenges
- **New elements:**
 - Advocacy and impact on law
 - Capitalisation
 - Institutional change
 - Coordination and cooperation across funding sources
 - Stronger Engaging the SG Members?





2. EVALUATION / MONITORING

II. Monitoring – New Reporting Tool for PAs & SGs

Examples:

- **Development of your thematic area in each of the EUSDR countries:**

Illustrative description of the development in the reporting period in each country in the thematic field and related to the PA's work, be it at national / regional or local territorial level (to be completed by the Steering Group Members – if applicable).

- **Core governance:**

Please describe the functioning of the Steering Group, Working Groups, participation in Annual Forums, NC meetings, NC PAC meetings, thematic forums. Please describe also your activities as PAC and the cooperation mode between the PACs within your thematic area. Please also describe how you make use of electronic tools to coordinate the thematic area (e.g. simplified written procedures, questionnaires...)





3. COMMUNICATION

3. Communication

I. Narrative for EUSDR

“The future past”

The visibility of EUSDR is rather low. The political impetus of the Strategy has been on decline during the past years. Due to many reasons, the Danube Strategy has moved out of focus in some member states and this has also been noted by the EU commission.

The EUSDR is not a funding tool, but it can draw a picture of the future of the Danube Region in its social, environmental and economic cohesion. Thus, the creation of a narrative of the strategy and by highlighting success-stories can and should have a positive impetus on the national and local politics.

The decline of visibility should be seen as a chance to back the trend of the past years and to leap forward. The notorious window of opportunity should be taken literally as a chance for a change, especially in connection with the Revision of the EUSDR's Action Plan scheduled for October 2019.

On one hand the creation of a common narration should be the first and crucial step to reach out to all political stakeholders – European, national, regional and local likewise. On the other hand, the narrative must also be able to reach the people of the Region through positive pictures that a vast number of target groups can relate to in a positive way and can identify with.





3. COMMUNICATION

3. Communication

- II. Online & Social media - Daily updates, Analytics – Like, Add, Comment!
 - Website: <https://www.danube-region.eu/>
 - Twitter: <https://twitter.com/eusdr>
 - Facebook: <https://www.facebook.com/DanubeRegionStrategy>
 - LinkedIn: <https://www.linkedin.com/in/danube-region-strategy-48456b17a>

 - EUSDR-Calendar: <https://tinyurl.com/eusdr-calendar>





3. COMMUNICATION

EUSDR-Calendar:

- EUSDR-Calendar with all relevant events of EUSDR (based on the event-list of the RO presidency and other PA-relevant meetings).
To fulfil its purpose and keep everybody up-to-date (be it for information and participation purposes or for a better planning of your own events), we kindly ask you to provide the DSP (office@eusdr-dsp.eu) with any new and relevant events planned in the future.





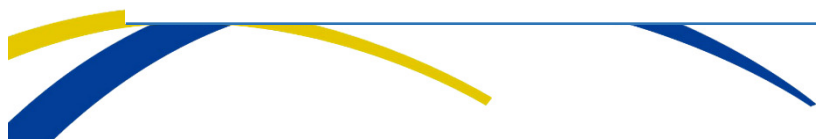
3. COMMUNICATION

3. Communication

II. Online & Social media

WEBSITE NEXT STEPS www.danube-region.eu

1.4.2019 – contract via DSP Vienna	COMM: Events, newsletter, calendar, user-login
Relaunch of main page and PA-sites (single system, look&feel, hosting, support via DSP)	DB interconnected across all sites
DSP as service provider for all PAs (technical matters, contact via PAs)	SEO / Analytics, RSS
State of the art system, responsiveness, security	Social media & community (Facebook, Twitter, YouTube, LinkedIn)
GDPR	Questionnaire for PACs for TOR - Relaunch



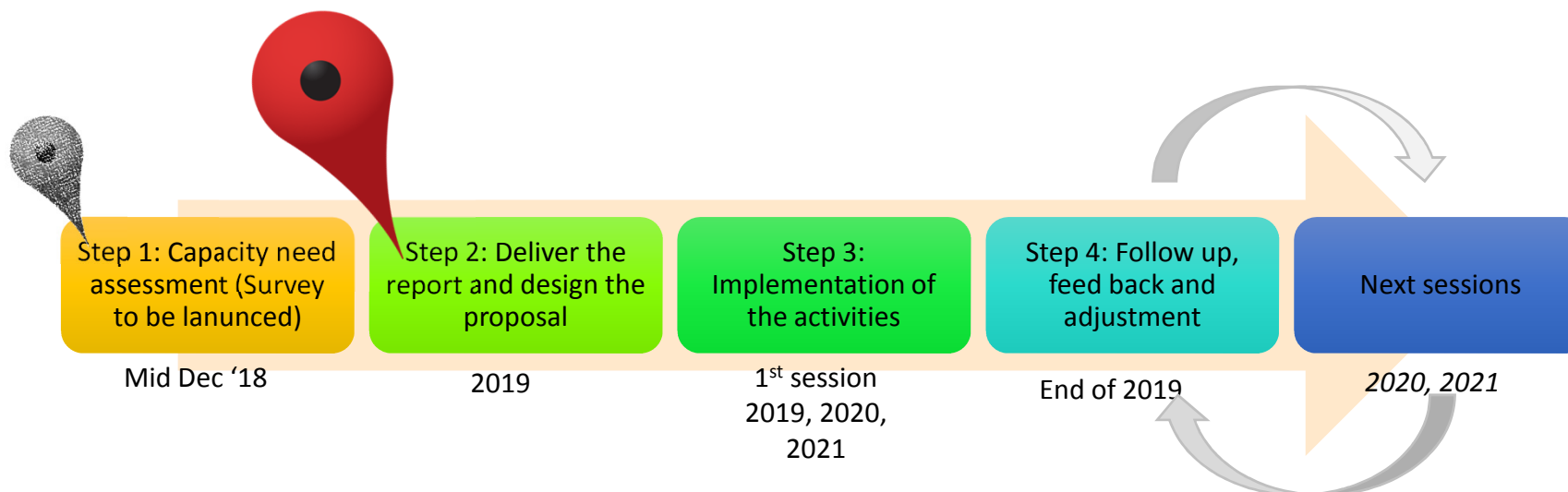


4. CAPACITY BUILDING

4. Capacity Building

I. Workshops for PACs

- Capacity need analysis
- 3 capacity building workshops (1 session/year)
- Survey started Jan '19. Proposals by PACs & NCs included





4. CAPACITY BUILDING

4. Capacity Building

I. Workshops for PACs

*What are the **3 key results** you think your position should achieve and which means are you already using for achieving them?*

- Internal and external **communication**
- **project generation** and **capitalization** of results
- **empowerment for stakeholders;**
- **improved coordination of PA thematic activities** in Danube region that would lead to a common approach of Danube countries in European policy
- smooth **project implementation** and reporting





4. CAPACITY BUILDING

4. Capacity Building

I. Workshops for PACs

<i>What are the 3 main challenges you face in your activity as PAC/PAC team member and how do you tackle them?</i>	
Stakeholder involvement and mobilization of political support	Setting up a policy process and feeding this process with updated technical content and regular progress report.
Lack of time	
Increasing the added value of EUSDR	Identification of cross-thematic cooperation fields with other PAs Focus on targets and actions which are manageable by PACs in short and medium terms. Setting up a policy process and feeding this process with updated technical content and regular progress report.
Communication and PR results	position papers were sent to stakeholders
Lack of appreciation of our work by SGs	<i>I feel often as a lonesome pioneer;</i>



4. CAPACITY BUILDING

4. Capacity Building

I. Workshops for PACs

*Please indicate **topics** you consider relevant for your job (and which could be organized as part of the EUSDR capacity building activities within the upcoming 3 years)*

Communication and
storytelling

Capitalization of
results and
identification of
synergies

Enhancing
cooperation and
workflow

Approaching further
stakeholders

Strategic Planning





4. CAPACITY BUILDING

4. Capacity Building

- II. Non-EU-Countries: “Tool kit” to support the implementation of the strategy
 - Design a “tool kit” to support the implementation of the strategy in view of the next MFF
 - 3 dedicated events
 - Internships at the DSP Offices (*DSP can not offer travel related expenditures, therefore costs have to be supported by the employer of the “intern”. The request for internship and the final report will be sent for information to the NCs.*)





5. MISCELLANEOUS

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I. Implementation Report 2016 – 2018

EUSDR Implementation Report 16-18: basics

- **Focus on major developments and achievements, particular focus on PAs**
- **Prospective key elements:**
 - **General milestones & evolvments**
 - **Developments at PA level** (*consolidated synthesis of 1-2 pages*)
 - Cooperation & policy embedding
 - Highlights
 - Projects – implementation & monitoring
 - **Cross-cutting cooperation**
 - **Conclusions & Outlook**
- **Annex: Project Sheets**
- **Annex Target / Activity Matrix (DTP)**





5. MISCELLANEOUS

5. MISCELLANEOUS

I. Implementation Report 2016 – 2018

Basic documents for generating the Implementation Report 2016-2018

2016: PA reports to DSP	<input checked="" type="checkbox"/>	<i>Ok, available</i>
2017: PAC reports to DTP	<input checked="" type="checkbox"/>	<i>Ok, available</i>
2018: PA & NC contributions to DG REGIO (for 2nd MRS report)	<input checked="" type="checkbox"/>	<i>Ok, available</i>
2018: PAC reports to DTP	<input type="checkbox"/>	<i>PACs are asked to send Annex „Additional Information“ to DSP as soon as they are able to</i>





5. MISCELLANEOUS

V. MISCELLANEOUS

II. Annual Forum 2019

- Agenda by RO Presidency
- To be send out soon to all stakeholders
- Support of DSP for the RO Presidency
 - DSP to organise the 4th thematic session to deal with „Public hearings“ to the Revision of the EUSDR Action Plan - tbd





THANK YOU FOR YOUR ATTENTION!

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