

EU STRATEGY FOR THE DANUBE REGION

*Steering Group Meeting of Priority Area 1b
Online, 02.06.2020*



Activities & the way forward November 2019 – May 2020



DANUBE STRATEGY POINT

THE ACTIVITIES

SUPPORT
for EUSDR
stakeholders
(Presidency,
NCs, PACs,
EC)

COORDINATION
between EUSDR
stakeholders and
financing /
funding
instruments

Internal and
external
**COMMUNI-
CATION**

**CAPACITY
BUILDING**
towards PACs
and non-EU
countries

MONITORING
and
EVALUATION
of the Strategy

I.a. Support for PACs, NCs & EUSDR Presidency

On-site meetings



DSP supported the **EUSDR HR PCY** in organising an on-site NC meeting (11/2019 in Zagreb) and PAC meeting (02/2020 in Zagreb). **PACs** were supported in organising their on-site SG meetings (11&12/2019).

Online Meetings



DSP supported the **EUSDR HR PCY** in organising an online NC meeting (05/2020). **PACs** were supported in organising their online SG meetings (05 & 06/2020). The DSP has provided the tools (Zoom & WebEx) for these tasks.

Needs Assessment



Based on the EUSDR Operational Evaluation (07/2019) the DSP elaborated a **Needs Assessment** for closer cooperation in SGs to enhance the participation of the different stakeholder groups of the member-states (to be published).

Streamlined communication



DSP is the coordinating and connecting structure between countries & key implementers of the EUSDR acting as a **communication hub**. DSP supported the **EUSDR HR PCY** in preparing a **Governance Paper and the Rules of Procedures for NCs**.

MRS support



DSP provides on a regular basis **information about MRS** (NC/PAC meetings). DSP supported the **EUSDR HR PCY** in establishing a **MRS TRIO PCY network** and promoted the 1st MRS Week of the EC (02/2020). In addition DSP is member of the **INTERACT Working Group on common capacity building support environment for MRS** as well as other Working Groups managed by Interact.

I. b. Revision of the Action Plan and Embedding

06/2019

Public Hearings

Workshop and thematic sessions on the Revision of the EUSDR Action Plan at an EUSDR Annual Forum side event in Bucharest, Romania

09/2019

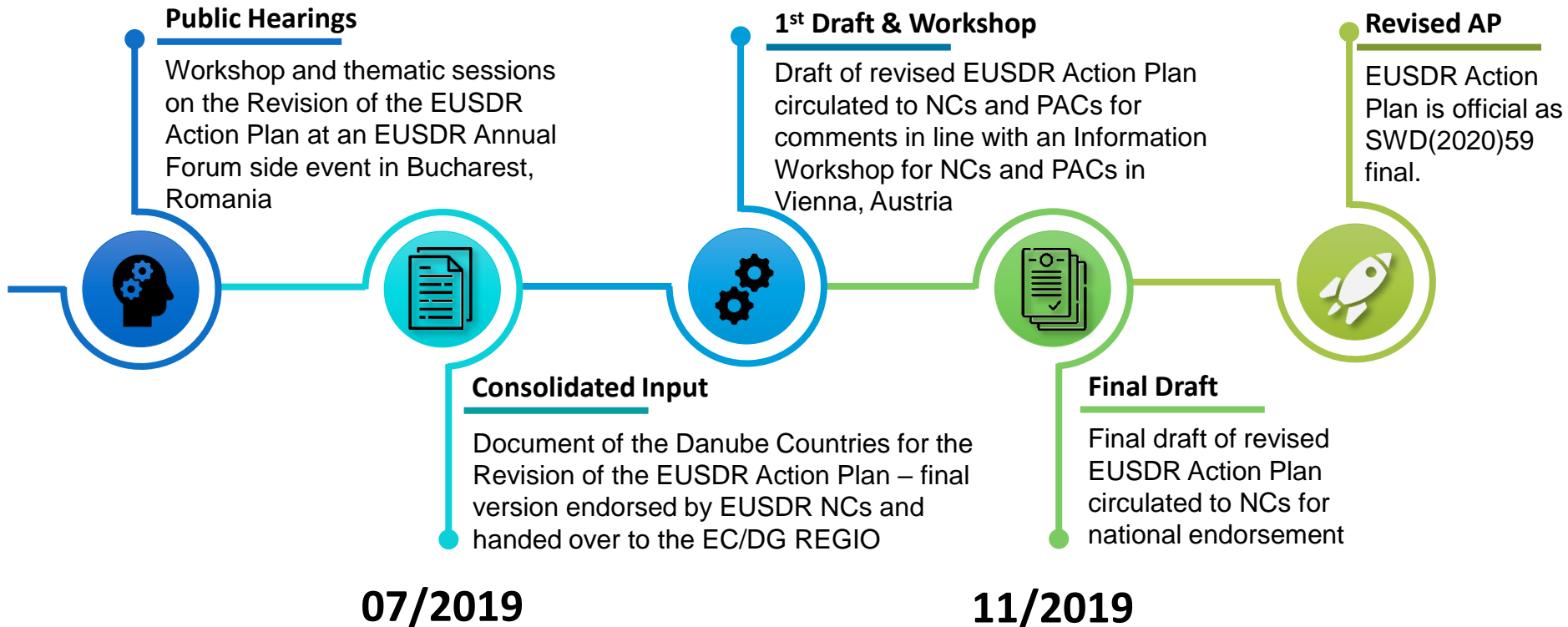
1st Draft & Workshop

Draft of revised EUSDR Action Plan circulated to NCs and PACs for comments in line with an Information Workshop for NCs and PACs in Vienna, Austria

04/2020

Revised AP

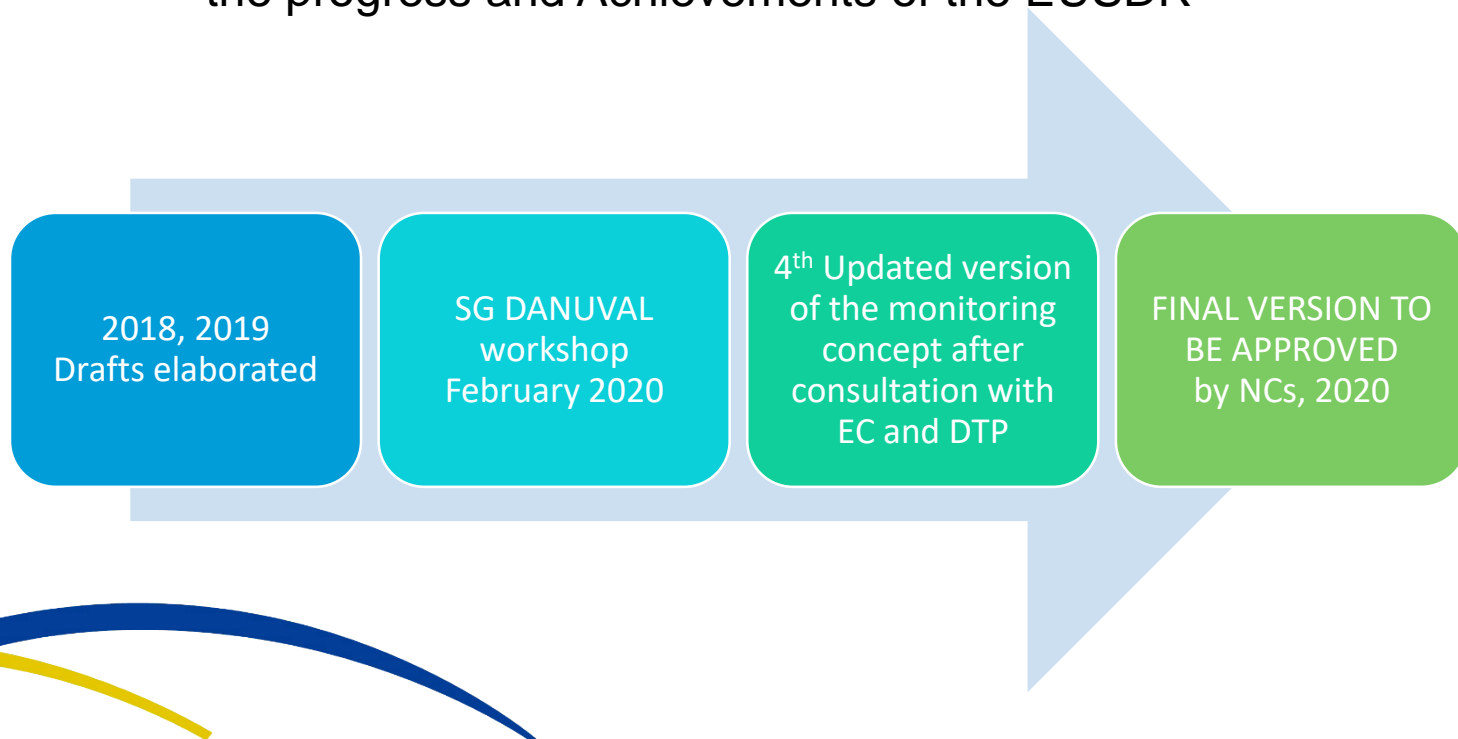
EUSDR Action Plan is official as SWD(2020)59 final.



I.c. Evaluation & Monitoring

1. New Monitoring Concept for EUSDR

- To be implemented as an online tool from 2022
- A strategic decision making support tool for NCs on the on the progress and Achievements of the EUSDR



I.c. Evaluation & Monitoring

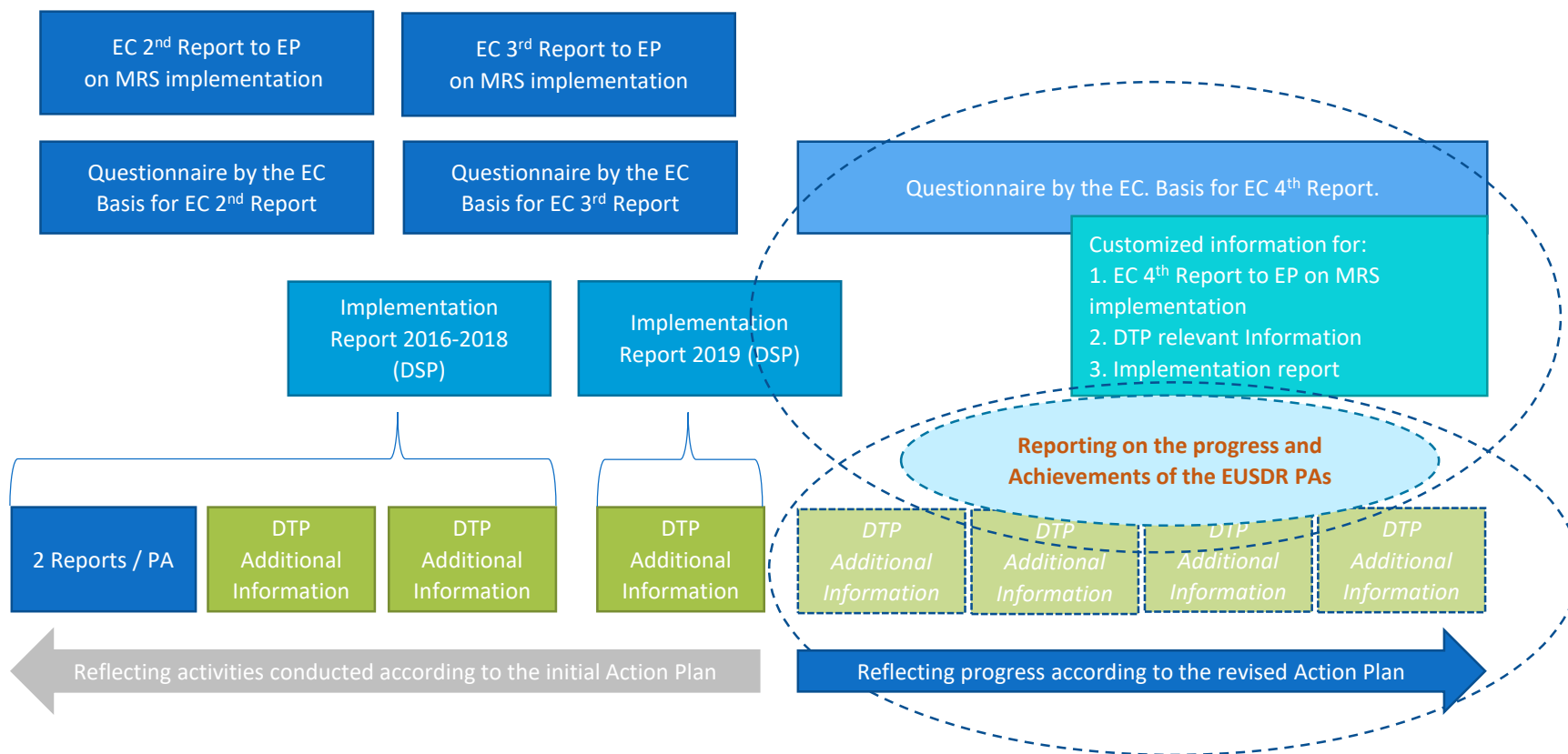
2. Design of new PAC Monitoring:

- 2019 no further reporting to DSP. Information for Implementation report can be extracted from EC and DTP reporting
- Input for the *Questionnaire for MRS Thematic Area Coordinators to EC* will follow 1:1 via the new PAC Monitoring
- Input given in the *Additional Information for the Project Progress Report to DTP* will be included 1:1 in the new PAC Monitoring from all four reports; PACs will have the possibility to summarize the input and to add further information
- Further Questions on the progress and achievements in each PA to gain further information

- one comprehensive Monitoring
- no double reporting
- NCs as target groups for strategic decision making



I.c. Evaluation & Monitoring



I.c. Evaluation & Monitoring

New PAC Reporting			
Reporting Period		Released in	Reference
2019	(1 year)	2020	"Old" Action Plan
2020–2021	(2 years)	2022	New Action Plan
2022–2023	(2 years)	2024	New Action Plan

Biennial Report (once in 2 years)			
Reporting Period		Released in	Reference
2016–2018	(3 years)	2019 (2020)	"Old" Action Plan
2019	(1 year)	2020	"Old" Action Plan, PAC Reporting unchanged (EC, DTP reporting)
2020–2021	(2 years)	2022	New Action Plan, New PAC Reporting in Place
2022–2023	(2 years)	20224	New Action Plan, New PAC Reporting in Place

I.d. Communication

Why don't we start by watching a movie? 😊

<https://danube-region.eu/2020/04/the-danube-region-a-unique-place-where-life-loves-to-live>



I.d. Communication

The EUSDR Communication Strategy



December 2019 –
EUSDR
Communication
Strategy Drafted
by DSP

February 2020 –
draft EUSDR CS
sent to NCs for
endorsement

March 2020 –
Comments
received &
clarification
discussions

April 2020 –
joint work with
the NCs for
establishing a
common agreed
vision and slogan

I.d. Communication

EUSDR website

- Constantly updated with information relevant for all EUSDR Pas
- **New users** (Jan 1st – May 13th) – **7,480** of a total of 7,640 (when new service provider stepped in, old statistics on visitors were lost 😞)
- **Average session duration: 2 min**

(people who landed on EUSDR webpage spent about 2 minutes for reading)

- **April 7th** – the new **EUSDR Action Plan** was published → **200 new visitors**



I.d. Communication

EUSDR social media platforms

Facebook: **#EUSDR**

Facebook page Community

3,215 followers

Campaigns by DSP:

- *Back to school in the #Danuberegion* campaign
- Promoting *new EUSDR Action Plan* campaign



I.d. Communication

EUSDR social media platforms

Twitter: **@EUSDR**

Twitter Tweets

1,116 followers



I.d. Communication

EUSDR social media platforms

LinkedIn: [/danube-region-strategy](#)

**LinkedIn Community:
1,925 connections**



I.d. Communication

EUSDR success stories brochure – printed in 12 languages

- available online: <http://www.danube-region.eu/Publications>
- ready to be sent by mail to the EUSDR countries

EUSDR leaflet – printed in 12 languages

- ready to be sent by mail to the EUSDR countries



I.d. Communication

EUSDR Newsletter – 2nd issue produced and distributed for the external public (April 2020) and 2nd issue produced and distributed for the EUSDR governance (April 2020)



EUSDR Newsletter – JOINT EFFORTS FIGHTING COVID-19

Joint online EUSDR PCY/NC/PAC calendar
is constantly updated

NCs, PACs and SGs lists modified by request, when staff changing occurs



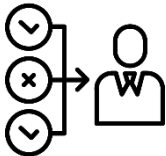
I.e. Capacity Building



EUSDR Communication workshop - Key messages and stakeholder involvement - December 2019 in Zagreb (Croatia) contributed to both development of EUSDC Communication Strategy elements and enhancement of communication skills of the participants.




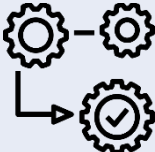

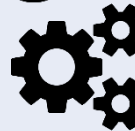
Cross – MRS Capacity Building activities – cooperation with INTERACT & other 3 MRS developing Common capacity building programme



Joint 2020 PAC workshop (topic and logistics tbd)





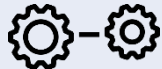

II. The way forward - planned activities for 2020 - 2021

Support for NCs & PACs

Needs assessment for closer cooperation in SGs and attracting stakeholders of the member states		under development
Needs assessment for closer cooperation between PACs and relevant stakeholders (funding institutions, DGs, Civil Society Fora, regional/local authorities etc.)		to be developed and disseminated
Workshops and seminars on cross-cuttings (horizontal topics)		to be organized
Guidelines for identifying and listing Strategic Projects/Flagship initiatives and Projects/Light Tower Projects		to be developed

II. The way forward - planned activities for 2020 - 2021

Communication

Support for the organization of the 9 th EUSDR Annual Forum		
Communication Strategy		to be finalized and approved by the NCs
EUSDR Newsletters		2 editions/year to be published
Website and social media platforms		to be permanently updated
Online campaigns		to be carried on
EUSDR smart application		concept to be developed
Promotional materials		to be produced and disseminated

II. The way forward - planned activities for 2020 - 2021

Policy Impact Evaluation

- In connection with
 - Updated Action Plan
 - Monitoring of PAs
 - Monitoring of Embedding of EUSDR
- Based on Operational Evaluation from 07/2019
- Uniting several processes and providing an extensive and comprehensive Tool



THANK YOU FOR YOUR ATTENTION!

QUESTIONS?

Do not hesitate to contact us:
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