



Online Meeting of the Steering Group of EUSDR Priority Area 10

31 May 2022



Update on the EUSDR Presidency | Results from the EUSDR Policy/ Impact Evaluation



DANUBE STRATEGY POINT

Update on the EUSDR Presidency

- **Ukrainian EUSDR Presidency**

01 Nov '21

31 Oct '22



The Ukrainian Presidency
of the EU Strategy
for the Danube Region

- **Contacts at the EUSDR website**

<https://danube-region.eu/contact/national-coordinators/>

- **Website of the Ukrainian EUSDR Presidency:**

<https://danube-ua.eu/en/>

- **Facebook page of the Ukrainian EUSDR Presidency:**

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

- **Twitter-Account of the Ukrainian EUSDR Presidency:**

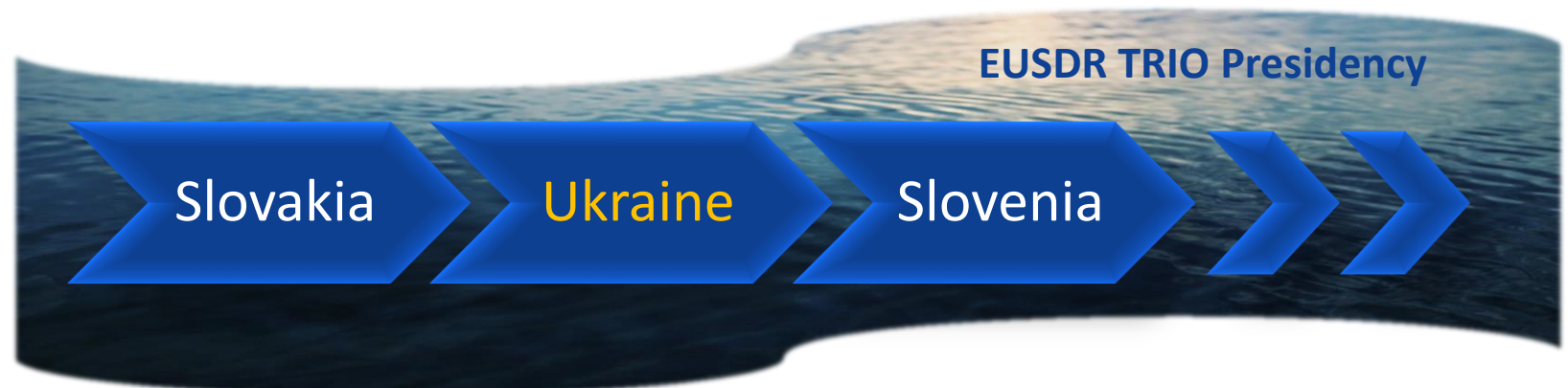
https://twitter.com/UA_EUSDR

Update on the EUSDR Presidency

- 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. ”



Outlook 2022

EUSDR Presidency	When & where
EUSDR NC-PAC Meeting	19 May 2022 (online)
EUSDR PAC Meeting	September 2022 (tbc)
EUSDR NC-PAC and EUSDR TRIO Meeting	September 2022 (tbc)
11 th EUSDR Annual Forum	October 2022 (tbc)

PACs and their teams	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)	September/October 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)



Policy/Impact Evaluation - Conclusions

Implementation

- the revised EUSDR Action Plan 2020 is coherent, relevant, appropriate and realistic
- implementation of the EUSDR Action Plan 2020 is going well
- current tools and processes are working well
- the new monitoring system makes use of DTP reporting and enables coordinated submissions to the EC MRS implementation report

Impact

- important effects can be expected along the impact pathways for all PAs, i.e., change can be expected in capacities, behaviours and policy change
- high contribution expected for EU Cohesion Policy goals and the European integration
- medium contribution to the European Green Deal and Digital Europe, less to recovery and resilience objectives
- comparatively low contribution to Sustainable Development Goals (SDGs)
- the EUSDR embedding process is assessed as comprehensive and complete



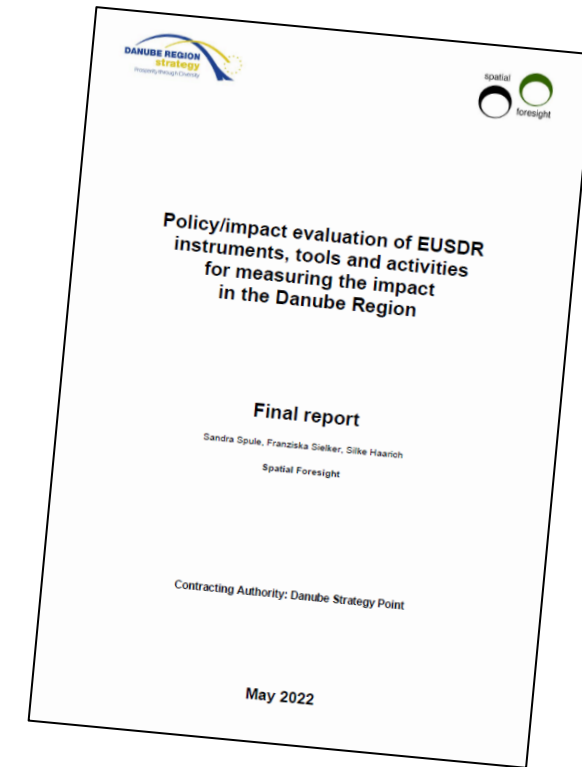
Policy/Impact Evaluation - Conclusions

Communication

- awareness about the EUSDR is rising and every fifth resident of the Region knows the Strategy
- internal communication measures are efficient in reaching the target group
- external communication was kick-started in 2020 by new strategic documents - EUSDR Communication Strategy and EUSDR Communication Guide
- most external communication measures are appropriate; however, their efficiency can vary greatly depending on their prior knowledge of the EUSDR

COVID-19

- the pandemic effects are mainly negative but there are also some positive ones
 - negative effects on personal contact, networking and coordination
 - positive effects from digitalisation, reduced travel costs, and wider outreach with digital/videoconference formats for meetings and conferences
- the EUSDR Action Plan 2020 has not lost its relevance and appropriateness due to COVID-19

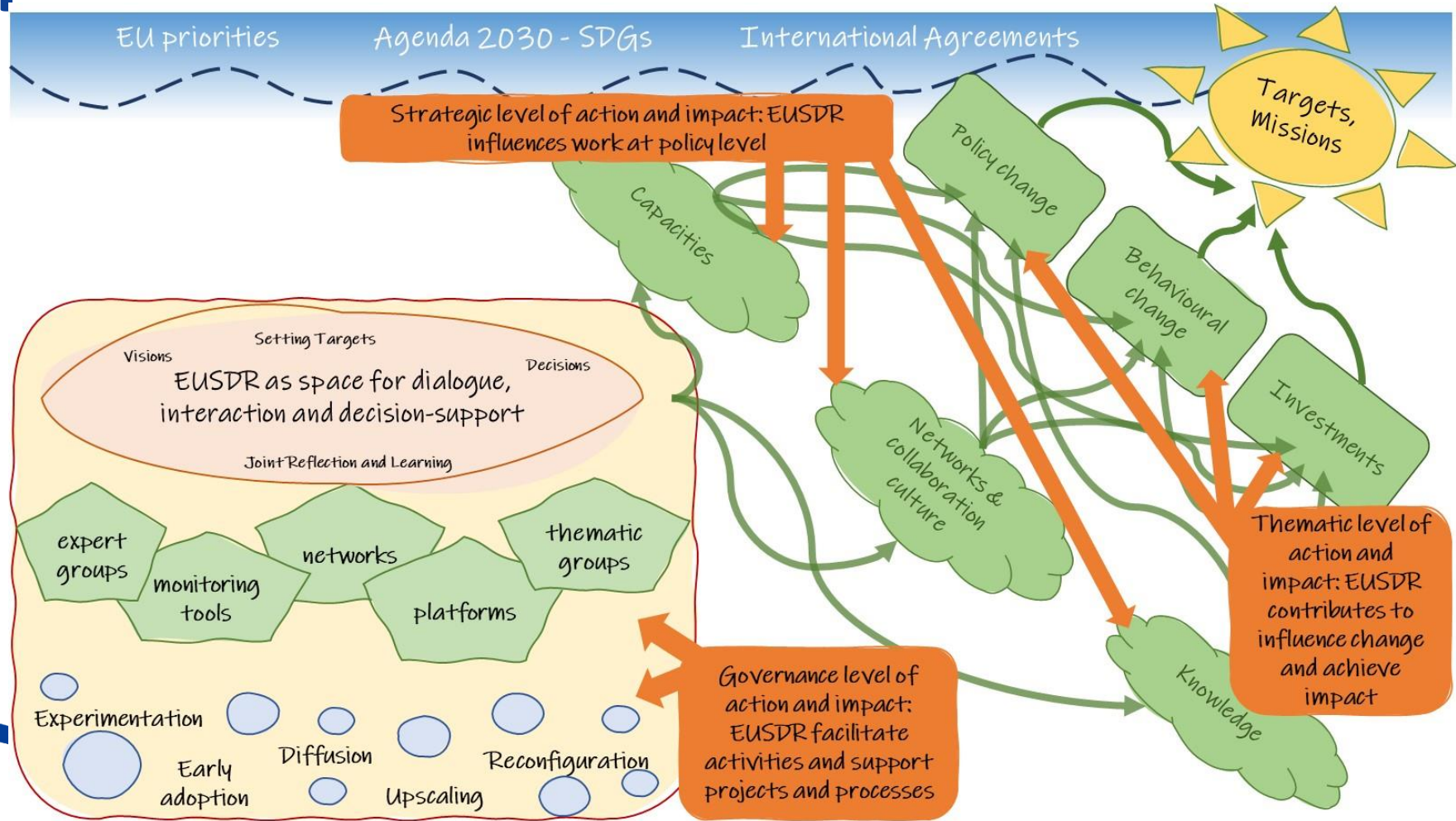


Policy/Impact Evaluation - Recommendations

1. Ensure that all PAs **contribute to the overarching objectives and horizontal topics** (e.g., digitalisation, smart specialisation, climate change/energy, SDGs) - work on a **cross-PA approach** how each PA could provide its input
2. Reconsider how to flexibly **attend to cross-cutting developments** emerging in short and medium-term such as, for example, COVID-19 pandemic, war in Ukraine, circular economy, etc.
3. Ongoing **empowerment of key stakeholders** to facilitate wider impact - increased outreach beyond core groups and more professional communication of the EUSDR implementation
4. Take on board the **positive lessons from the COVID-19 pandemic**, for example the benefits of online meetings and virtual conferences
5. Develop a **common EUSDR impact model** that structures activities at three levels: strategic, thematic and governance/facilitation

Policy/Impact Evaluation - Recommendations

- example of an impact model
- might be used for internal monitoring and reporting; communication with stakeholders
- can be applied to each PA, to a horizontal framework and to the EUSDR as a whole.



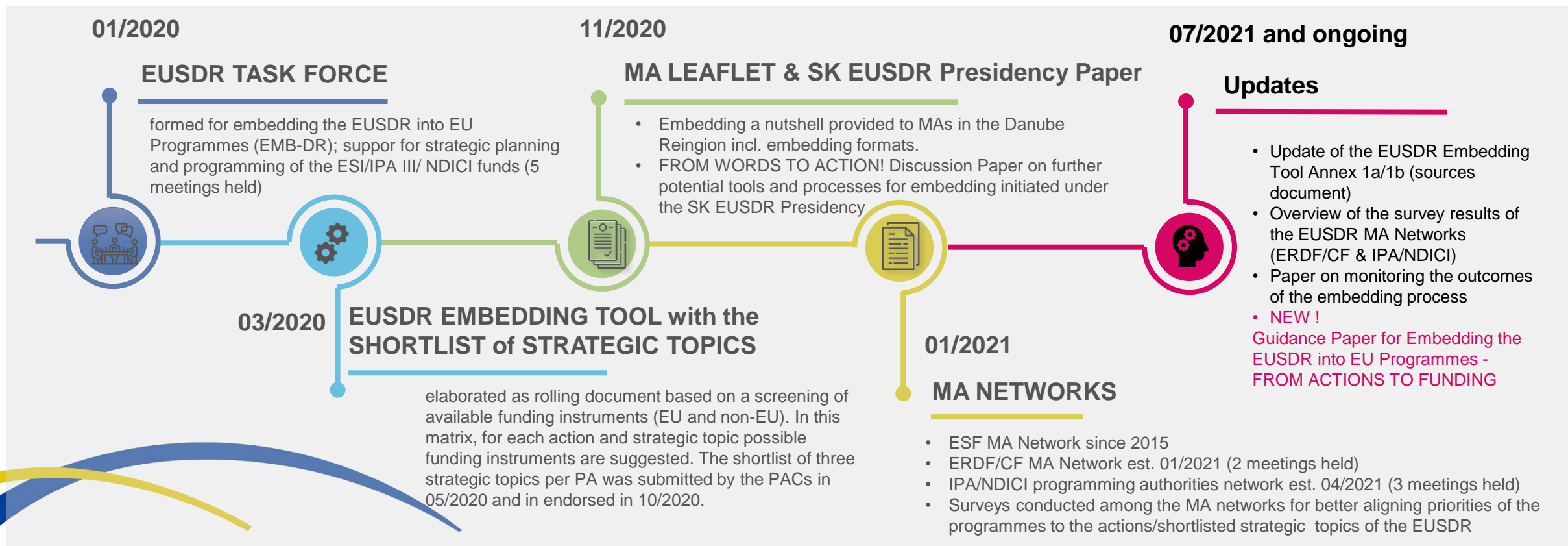
Danube Strategy Embedding in EU Programmes



DANUBE STRATEGY POINT

Embedding Process

• Summary



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

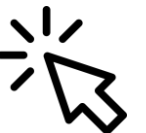


NEW! Guidance Paper for Embedding the EUSDR into EU Programmes - FROM ACTIONS TO FUNDING: further possible course of action, also putting emphasis on embedding the EUSDR in non-EU countries



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

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



NEW Guidance Paper for Embedding the EUSDR into EU Programmes

- In line with the previous strategic documents of the EUSDR Embedding process (Guidance and Discussion Paper by the HR EUSDR PCY and the SK EUSDR PCY).
- Describes a process in motion.
- In the tradition of the other two strategic papers of the EUSDR PCYs, the document covers the status quo of embedding as well as the possibilities of implementation steps within the term of a Presidency.
- Following the proposals from the EC/Council, guidance will be given on further steps that can be elaborated by the main stakeholders of the EUSDR and the managing/programming authorities in dedicated workshops.



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

TOP 5 in programmes and 36 EUSDR shortlisted strategic topics matchmaking

SO	TOP 5 priorities	Priority Area	MAs/ program mes	Countries
1.1	Actions 2/3/4/5: To promote inclusiveness of the European Research Area and crossing innovation gap through capacity building, promoting research excellence and supporting collaboration in EU R&I programmes	PA 7	24	11
	Actions 1/3/4/5: Stimulating the effective preparation and implementation of national and regional Smart Specialisation Strategies			
	Action 3: To respond to emerging challenges in the Danube region (e.g. COVID -19 crisis and its negative consequences) through research, innovation and strengthening knowledge society			
1.3	Further development of the clusters, clusters and regional development	PA 8	20	11
	Female entrepreneurship			
2.1	Increase energy efficiency and promote the decarbonisation of the heating and cooling sector	PA 2	25	11
2.4	Climate change	PA 4	35	12
	Supporting the implementation of the Danube Flood Risk Management Plan and sub-basin flood risk management plans in 2021-2027	PA 5		
	Disaster management			
	Climate change adaption			
2.7	Traffic stakeholders/plane routes*	PA 1b	28	12
	Endangered umbrella species*	PA 6		
	Green infrastructure*			
	Soil-related ecosystem services*			

Embedding Process

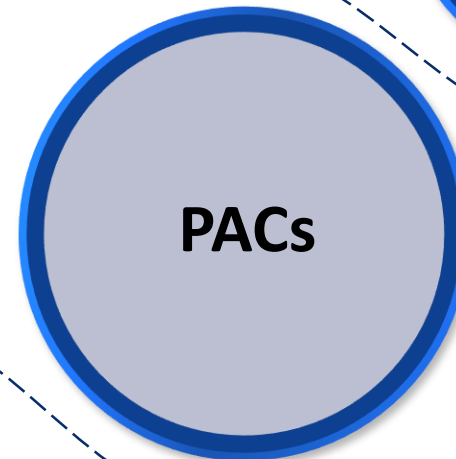
Next steps → focus on implementation phase

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

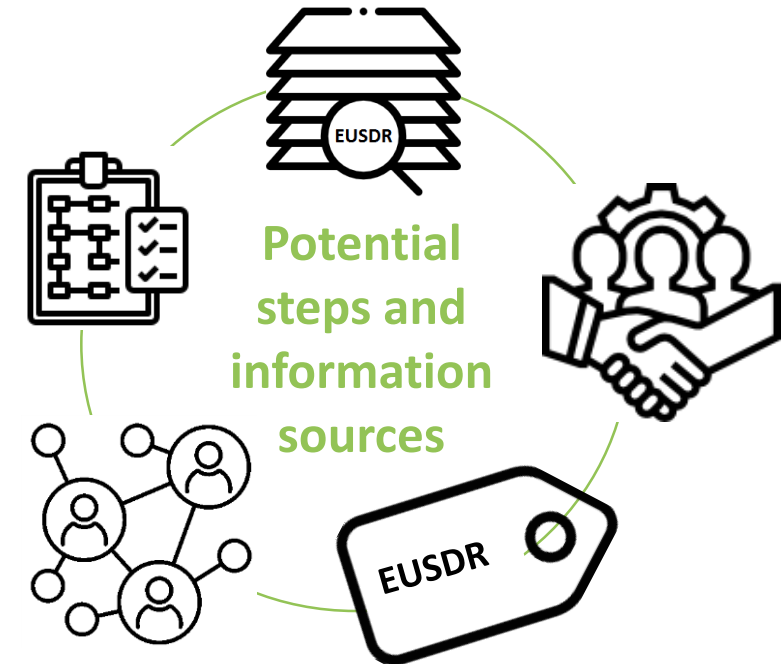
Monitoring the Outcomes of the Embedding Process

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!



Danube Youth Council



DANUBE STRATEGY POINT

Danube Youth Council (DYC)

- **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](#)

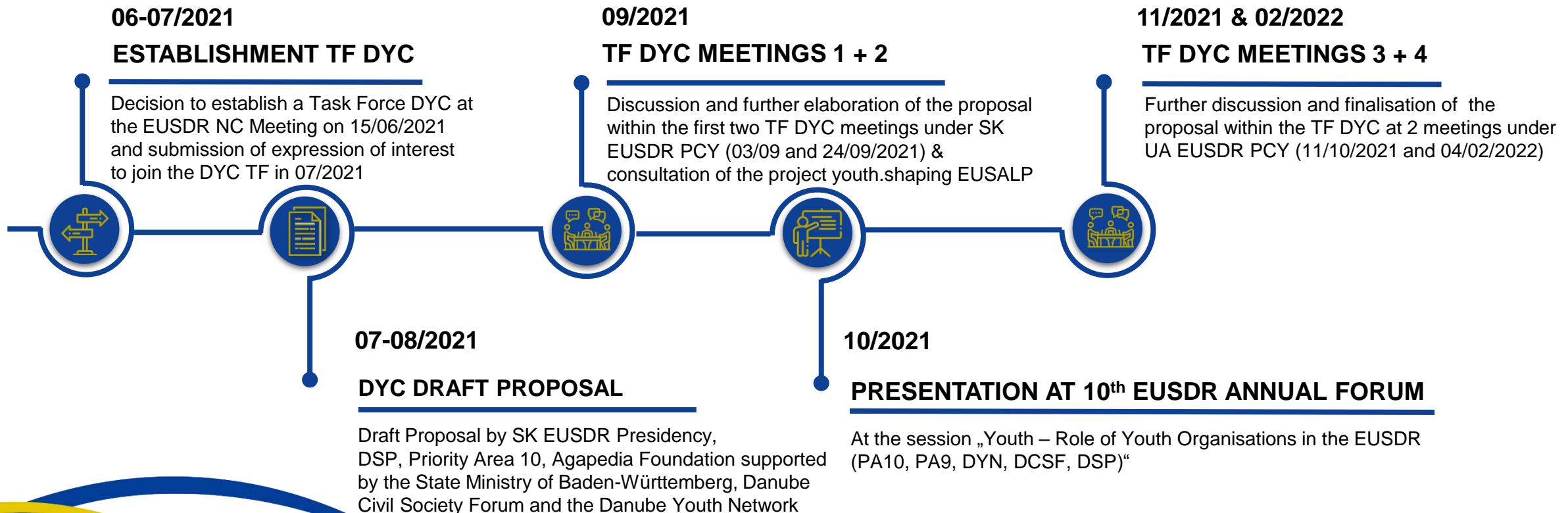
- **MRS:**

- 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!



Danube Youth Council (DYC)

• The process so far



Danube Youth Council (DYC)

- **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

- **Please share and spread the word via your channels: Open call 9/05-15/08**

referring to the information and application form provided on

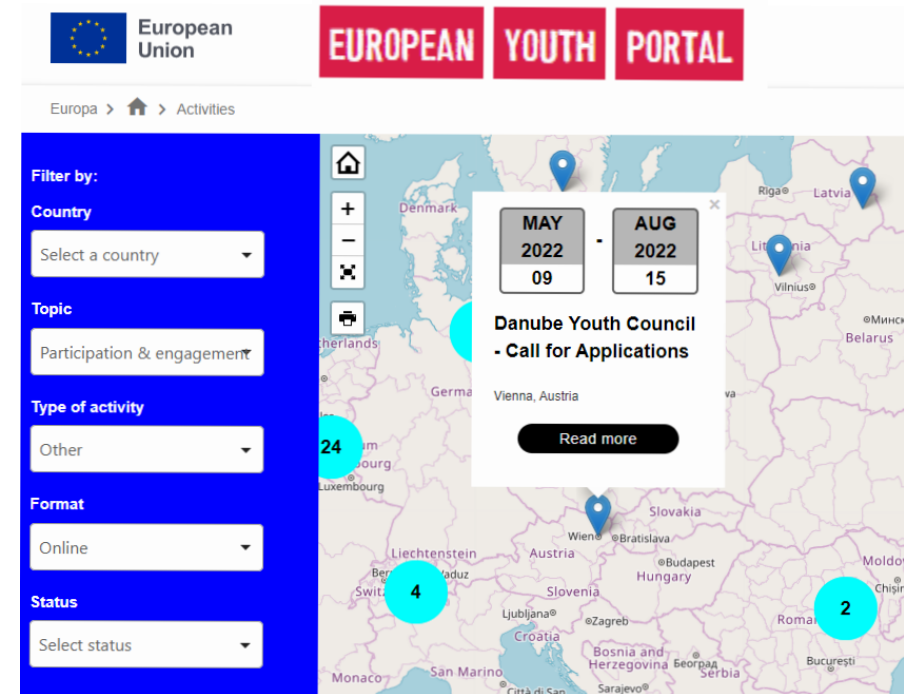
<https://danube-region.eu/danube-youth-council/> and EUSDR social media (posts published on 9 May)



<https://linked.com/posts/eusdr>

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

<https://twitter.com/eusdr>



https://europa.eu/youth/year-of-youth_en

Danube Youth Council (DYC)

- Submissions so far:



AT



BG



HR



CZ



BW & BY



HU



MD



ME



RO



RS



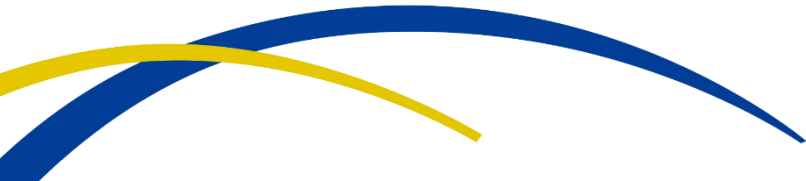
SI



SK



UA



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/>

What's next?

• Danube Strategy Flagships criteria



- Can be projects (single or grouped in clusters), processes, networks, platforms etc.
- Can be planning/preparatory phase, in implementation/ongoing phase or completed

- Connection to the EUSDR:** Links or contributes to one or more targets and Actions of the respective Priority Area as described in the EUSDR Action Plan⁸.
- Macro-regional dimension:** Involves at least two EUSDR participating states and has a high macro-regional impact (effect) in at least two participating states from the Danube Region.
- Multi-level governance approach:** Involves different actors (e.g. policy makers, policy implementers, research institutions, civil society etc.) and/or several levels (supranational, national, regional, local) in the development/consultation and/or implementation process.






b. 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)**

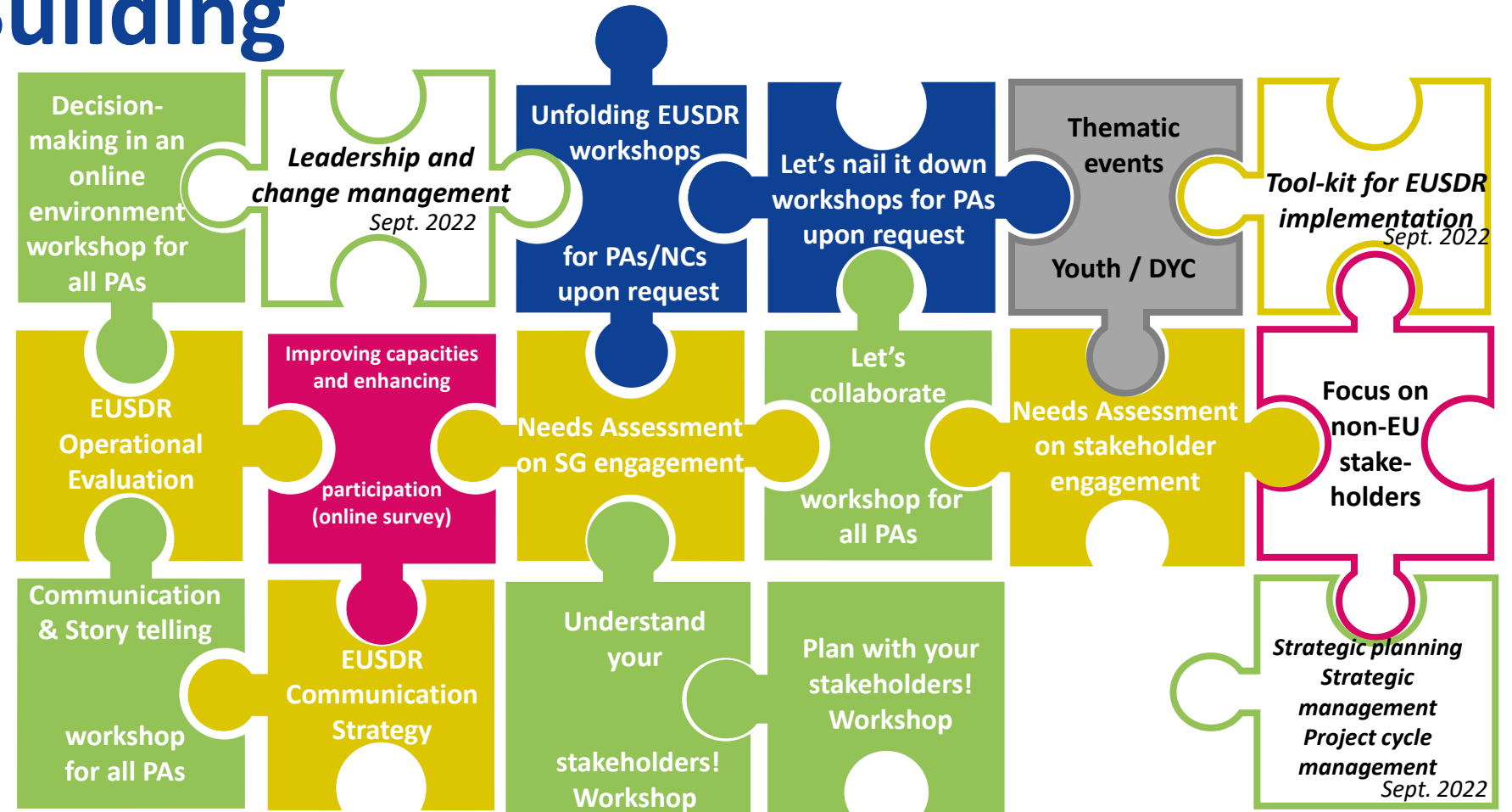


<https://danube-region.eu/about/key-documents/>

c. Capacity Building

• Process

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

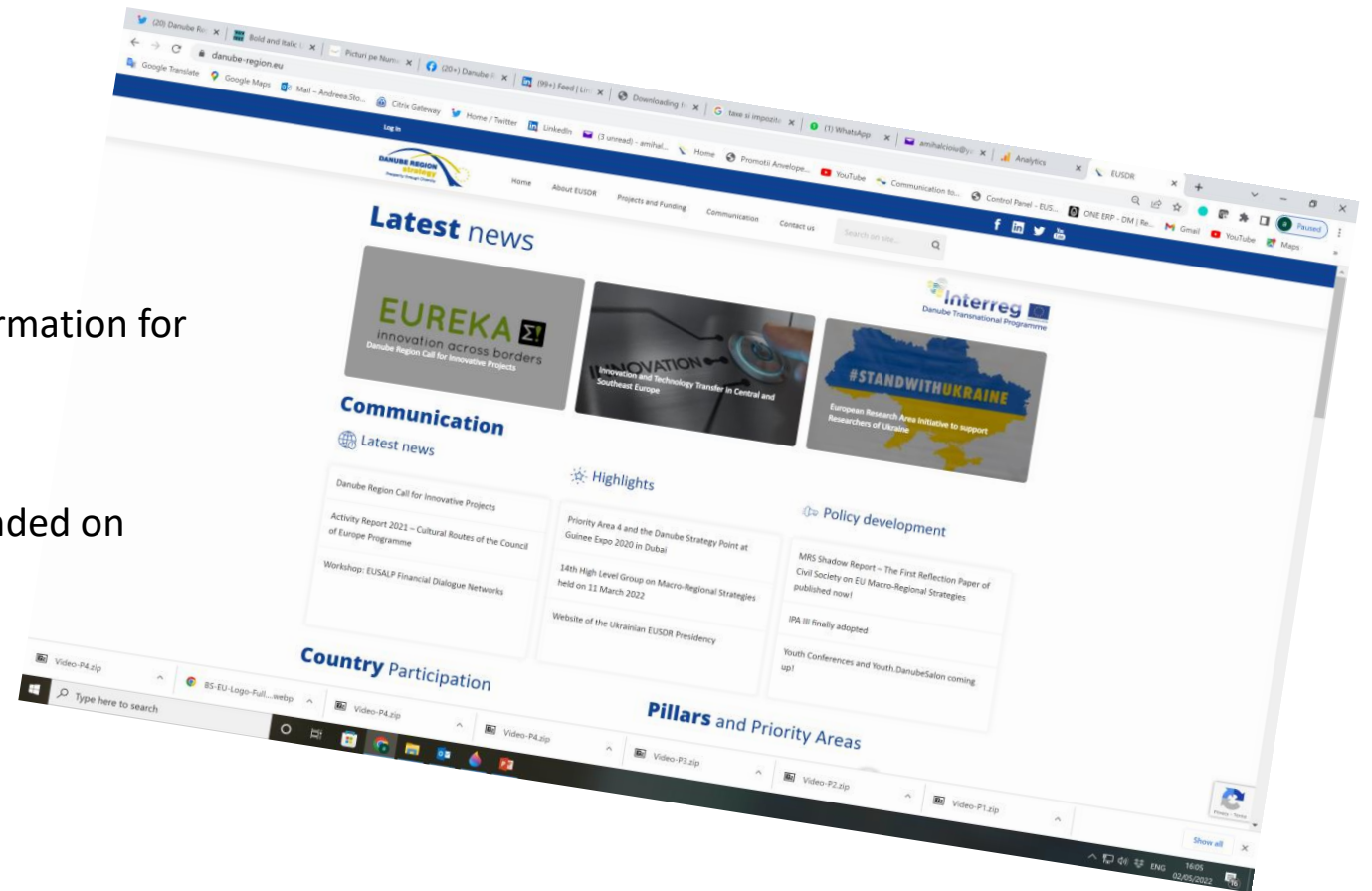


d. Communication

- 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



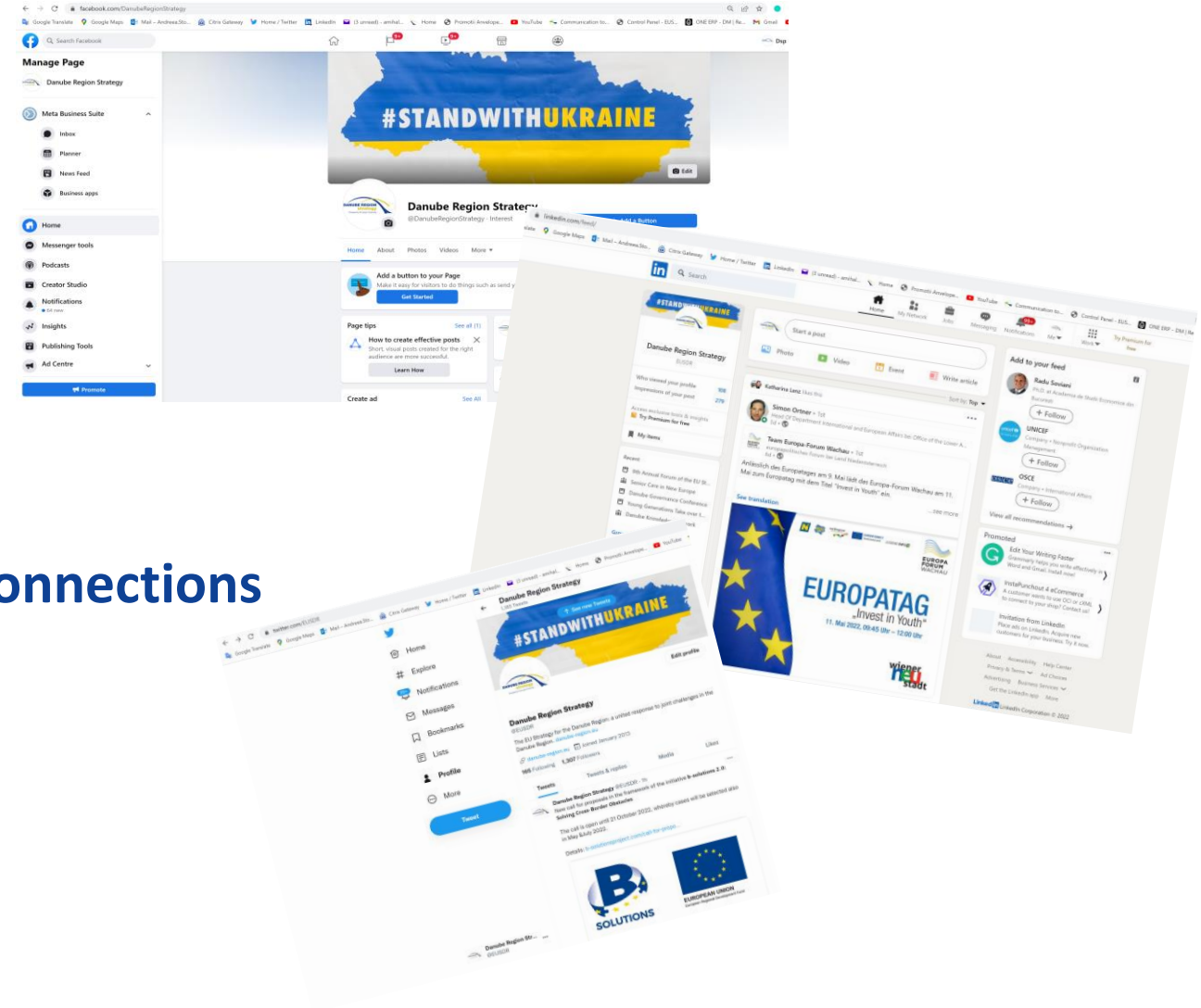
#EUSDR – 7,331 followers



/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

✓ *Preparing ToR for new contracts services in 2022*

- **May - July 2022** → a new online media campaign will run, 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 10th edition of the Annual Forum*

✓ *Editing & disseminating of EUSDR internal & external newsletters*

Thank you very much for your attention!

Do not hesitate to contact us!
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