

PRIORITY AREA 8 OF THE EU STRATEGY FOR THE DANUBE REGION:

Competitiveness As An Effective Way To Unlock Growth And Support Enterprises In The Danube Region

115 MILLION PEOPLE 14 COUNTRIES 12 PRIORITY AREAS 1 STRATEGY



The EU Strategy for the Danube Region (EUSDR) is a macro-regional strategy adopted by the European Commission in 2010 and endorsed by the European Council in 2011. By implementing the strategy, the aim is to create synergies and coordination between existing policies and initiatives taking place across the Danube Region and to tackle challenges of this region:



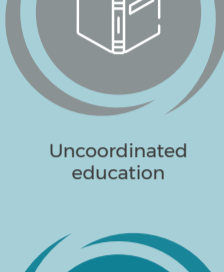
Environmental threats (water pollution, floods, climate change)



Untapped shipping potential and lack of modern road and rail transport connections



Insufficient energy connections



Uncoordinated education



Uneven research and innovation systems



Uneven socio-economic development



Shortcomings in safety and security

To create a prosperous region and to positively affect the inhabitants of the basin of the 2.857 km long Danube River, an area that stretches from the Black Forest (Germany) to the Black Sea (Romania, Moldova, Ukraine), nine EU Member States (Austria, Bulgaria, Croatia, Czech Republic, Germany, Hungary, Romania, Slovakia, Slovenia), three Accession Countries (Bosnia and Herzegovina, Montenegro, Serbia) and two Neighbouring Countries (Moldova, and Ukraine) are working closely on the economic cohesion, education, social inclusion and research and innovation.



PRIORITY AREA 8: Competitiveness of Enterprises

The Priority Area 8 (PA 8) of the EUSDR aims to support the competitiveness of enterprises in the Danube Region and it is coordinated by Baden-Württemberg (Germany) and Croatia.



PRIORITY AREA 8: 5 Key Actions

- To foster cooperation and exchange of knowledge between SMEs, creative industry, academia, the public sector and civil society in areas of competence in the Danube Region
- To establish an Innovative Ecosystem in the Danube Region in order to support SMEs when tackling the challenges of a digitalised world
- To improve framework condition, support programs and capacity building of stakeholders, to enhance the collaboration between cluster initiatives and regional innovation strategies, with an accent on rural areas
- To improve business support to strengthen the innovative and digital capacities of female-led-SMEs
- To enhance the application of Artificial Intelligence (AI) technologies in the Danube Region SMEs

PEOPLE BEHIND POLICIES

Experts work together to achieve specific goals and make a difference in the Danube community.

Priority Area Coordinators (PACs): Ministry of Economy and Sustainable Development of Croatia and Ministry of Economic Affairs, Labour and Tourism Baden-Württemberg, Germany, are responsible for the management of the Priority Area 8.

Steering groups advise and assist the work of the PACs. Working Groups are also created around sub-themes and tasks in order to tackle the issues more effectively on the operational level.

Working Group for Innovation and Technology Transfer

Pursuing solutions for a successful technology and knowledge transfer

Working Group for Digital Danube

Generating new digital business models, products, processes or services

Working Group for Female Entrepreneurship

Delivering innovative and practical tools for strengthening female entrepreneurial skills in the digital age

Working Group for Artificial Intelligence

Assisting SMEs to enhance and permanently update their knowledge in the field of Artificial Intelligence to remain competitive

Working Group for Clusters and Regional Development

Supporting clusters of the Danube region to strengthen their role in the regional development

THE IMPORTANCE OF MACRO - REGIONAL STRATEGIES:

A transnational approach set-up beyond borders for the countries located in the same region to jointly tackle key challenges, capture opportunities, and build prosperity.

