



Republic of Croatia
Ministry of Economy, Labour and
Entrepreneurship



European Commission



Baden-Württemberg
WIRTSCHAFTSMINISTERIUM

European Union Strategy for Danube Region

PRIORITY AREA 8: TO SUPPORT THE COMPETITIVENESS OF ENTERPRISES, INCLUDING CLUSTER DEVELOPMENT



Danube eRegion Conference, Ljubljana, 20 September 2011



Introduction

- The length of the river about 3000 km and 14 neighboring countries
- The area of the Danube basin: 115 million inhabitants
- Trade: EU, CEFTA Treaties
- Economic infrastructure, production facilities



EU-integration

„Europe 2020“
Strategy for intelligent,
sustainable and
integral development

Goals?



Main Actions from Action Plan (PA 8) 1/2

- To foster cooperation and exchange of **knowledge** between **SMEs, academia** and the **public sector**
- To improve business support to strengthen the capacities of **SMEs** for **cooperation** and **trade**
- To support enterprises through high performing **training** and **qualification schemes**
- To prioritise the effective implementation of measures provided for under the **Small Business Act for Europe**



Main Actions from Action Plan (PA 8) 2/2

- To improve the competitiveness of **rural areas** and in particular of the agriculture sector
- To **eliminate cross border barriers** and bottlenecks to people and business
- To improve **framework conditions for SMEs** in areas where competitive infrastructure is missing - **clustering**
- ⇒ Better use of existing initiatives such as the **South East European Centre for Entrepreneurial Learning – SEECEL**



Implementation • Framework 1/1

➤ No new EU Funds

⇒ better use of existing funds is emphasised

➤ No new EU structure

⇒ The implementation is through existing bodies, whose complementarity must be maximised

➤ No new EU legislation

⇒ The Strategy requires no changes to EU legislation



Implementation • Framework 1/2

- National, Regional and Local resources
- EU Programmes, e.g. Structural Funds, Cohesion Funds
- IPA
- ENPI
- EIB, EIF, EBRD
- ➔ accessing and combining funding, especially from public and private sources below the EU level is crucial



Implementation • Structure

EU-Strategy

- European Council and EU Commission

Action Plan

- EU Commission and National Contact Points



Priority Areas

- Priority Area Coordinators (PAC)

EUSDR Secretariat

- **INTERACT Vienna**

Activity Areas/Projects

- Project Manager



How Danube eRegion Conference could contribute to more efficient support to the implementation of the EUSDR

- Information and best practises exchange – **networking**
- **Projects'** development & implementation
- **Creative ideas** – content of the Danube Strategy



Information system to support EUSDR implementation



Project Fiche example



| | |
|--|--|
| Project title | Danube Bike Path Initiative |
| Thematic priority | Tourism |
| Project description | The Danube Bike Path Initiative aims at the installation of a continuous network of bike paths around the Danube river which means that existent paths have to be upgraded, connected and enlarged.....We are therefore organizing the construction of new paths but also planning to turn little used small streets into bicycle lanes.....It is also an important task to establish a clear and consistent signage that does not only display distances to the next destinations, but also to sights all around the Danube river.....In order to provide an attractive and convincing touristic offer we are about to make sure that all designated paths are well drivable for bikes which means that gravel paths and beaten tracks have to be upgraded... etc |
| Project manager (including contact address, e-mail, phone, fax) | Max Clustermann Donaustraße 8 D - 78166 Donaueschingen E-Mail: max.clusterm@danube-bike.eu Phone: 0771 748953 Fax: 0771 748955 |
| Timetable | In a first step we intend to establish regionally limited bike path networks focusing on the ... Danube Area, South XXX and the Danube Area between YYY and ZZZ These networks should be accomplished by mid-20**. By and by they will be connected to a single vast network of bike paths connecting the Danube spring with the Black Sea. This should be accomplished by the year 20**. |
| Project status | Planning phase |
| Objective(s) | The primary objective is to provide an attractive transnational touristic offer in order to strengthen the touristic industry. Furthermore, the cultural exchange and the development of a comprehension for environmental protection measures represent crucial objectives of our initiative. |
| Benefits for the Danube region, Sustainability | All the region will profit from a better coordinated, more interesting and sportive touristic offer. Moreover we hope to intensify the cultural exchange among the citizens of the different Danube countries. |
| Instruments used | Geography Connect (special software), Distance measuring machine, and so forth |
| Funding (Total budget and shares) | This initiative is mainly financed by the local touristic industries (65 %) but also by state programmes (20 %). Moreover we are supported by the European Fund for Regional Development (15 %). The total budget from the beginning of the project in 20** till the foreseen completion in 20** amounts to about Euro 124 Mio. |
| Partners (including contact address, e-mail, phone, fax) | Interdanube Tourist Association Donauwegerl 4 A – 1010 Wien E-Mail : danube-bike@ita.at Phone : 0043 01 23489 Fax : 0043 01 23488 |



Contacts

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Thank you for your attention