

# Baden-Württemberg and the EU Strategy for the Danube Region



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# A Macro-Regional Strategy for the Danube Region: Stating the Case



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# The Macro-Region Danube Region



# Macro-regional Strategies - A new Tool

A common geographical area, cooperating across subjects and national borders

Improved regional development through better coordination and joint efforts

Comprises EU Member States and Non-Member States / bordering countries

2009 Strategy for the Baltic Sea, 2011 Strategy for the Danube Region, 2014 Adriatic-Ionian Strategy, 2015 Alpine Region



# The Four Pillars of the EUSDR

## Connecting the Region



## Protecting the Environment






## Building Prosperity



## Strengthening the Region



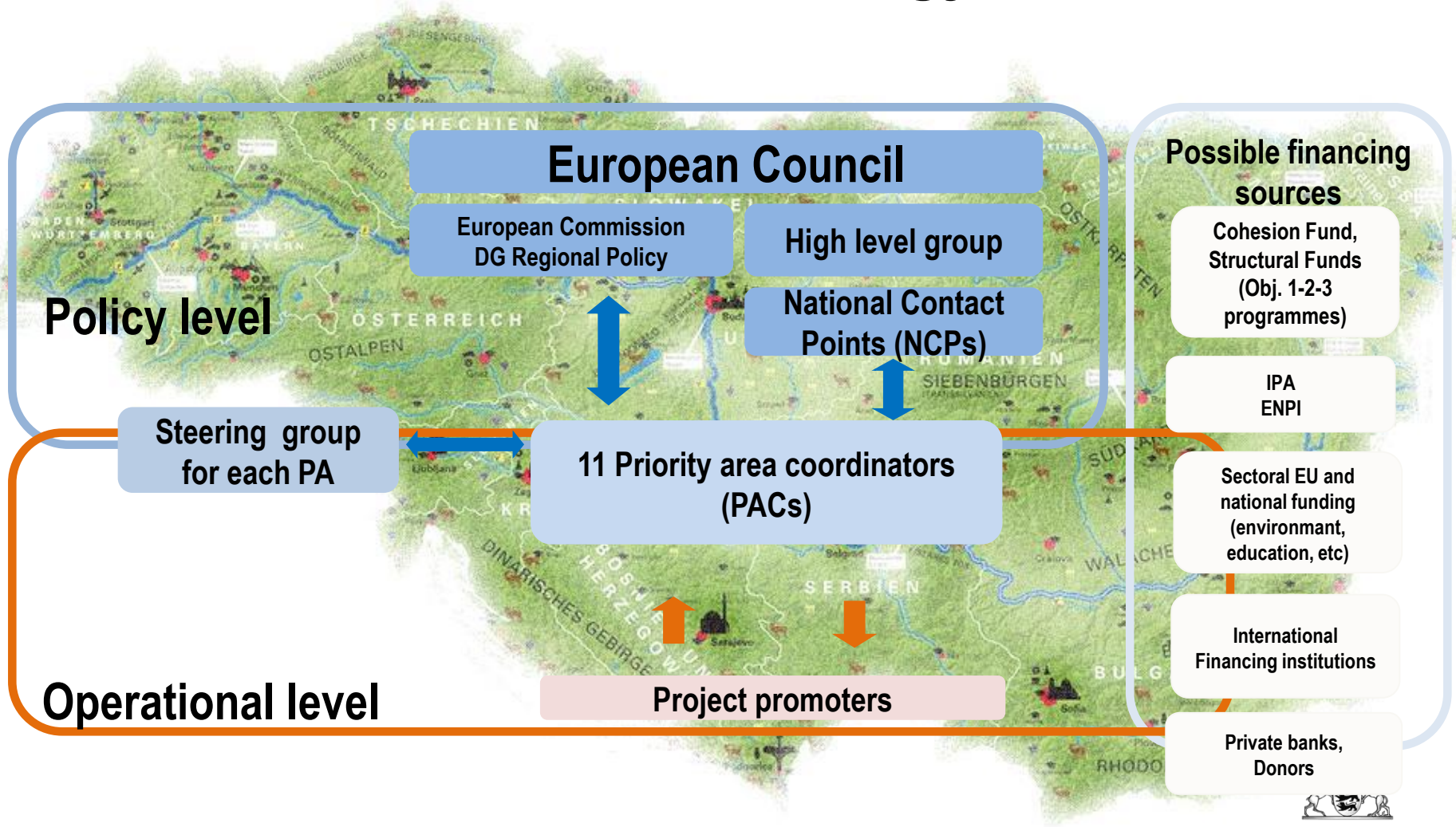
# Priority Areas and Countries in Charge

Priority Area	Countries in Charge of Coordination
<b>P1A</b>    <b>Waterways Mobility</b> <b>P1B</b>    <b>Rail-Road-Air Mobility</b> <b>P2</b>    <b>Sustainable Energy</b> <b>P3</b>    <b>Culture &amp; Tourism</b>	<b>Austria, Romania</b> <b>Slovenia, Serbia</b> <b>Hungary, Czech Republic</b> <b>Bulgaria, Romania</b>
<b>P4</b>    <b>Water Quality</b> <b>P5</b>    <b>Environmental Risks</b> <b>P6</b>    <b>Biodiversity &amp; Landscapes</b>	<b>Hungary, Slovakia</b> <b>Hungary, Romania</b> <b>Germany (Bavaria), Croatia</b>
<b>P7</b>    <b>Knowledge Society</b> <b>P8</b>    <b>Competitiveness of Enterprises</b> <b>P9</b>    <b>People &amp; Skills</b>	<b>Slovakia, Serbia</b> <b>Germany (Baden-Württemberg), Croatia</b> <b>Austria, Moldova</b>
<b>P10</b>    <b>Institutional Capacity &amp; Cooperation</b> <b>P11</b>    <b>Security</b>	<b>Austria (Vienna), Slovenia</b> <b>Germany, Bulgaria</b>

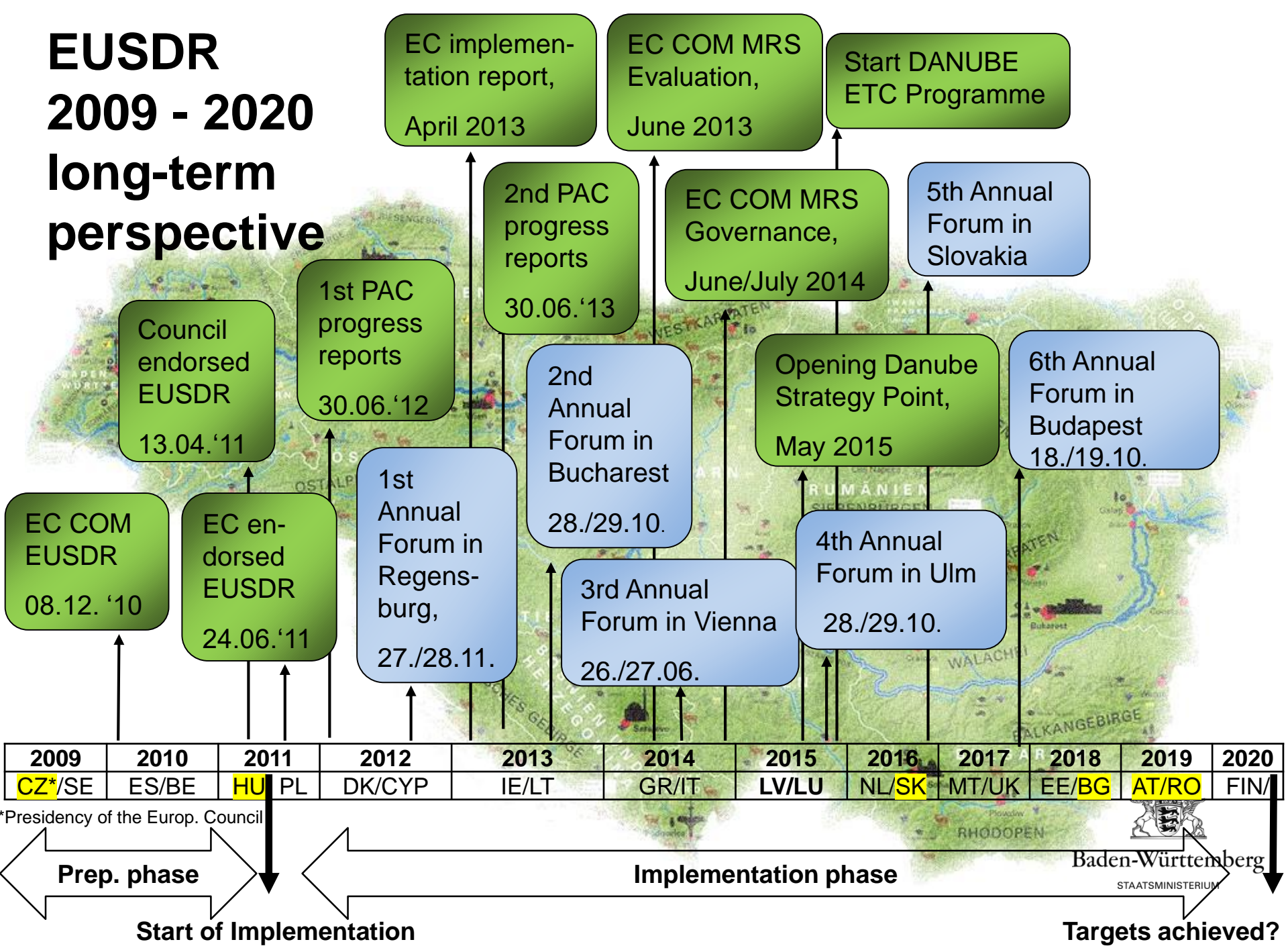




# The Governance of the Strategy



# EUSDR 2009 - 2020 long-term perspective





# The Strategic Importance of the EU Danube Strategy for Baden-Württemberg

Close Connections: Migration towards the East 300 years ago;  
today more than ½ Mio. inhabitants with roots in the Danube area

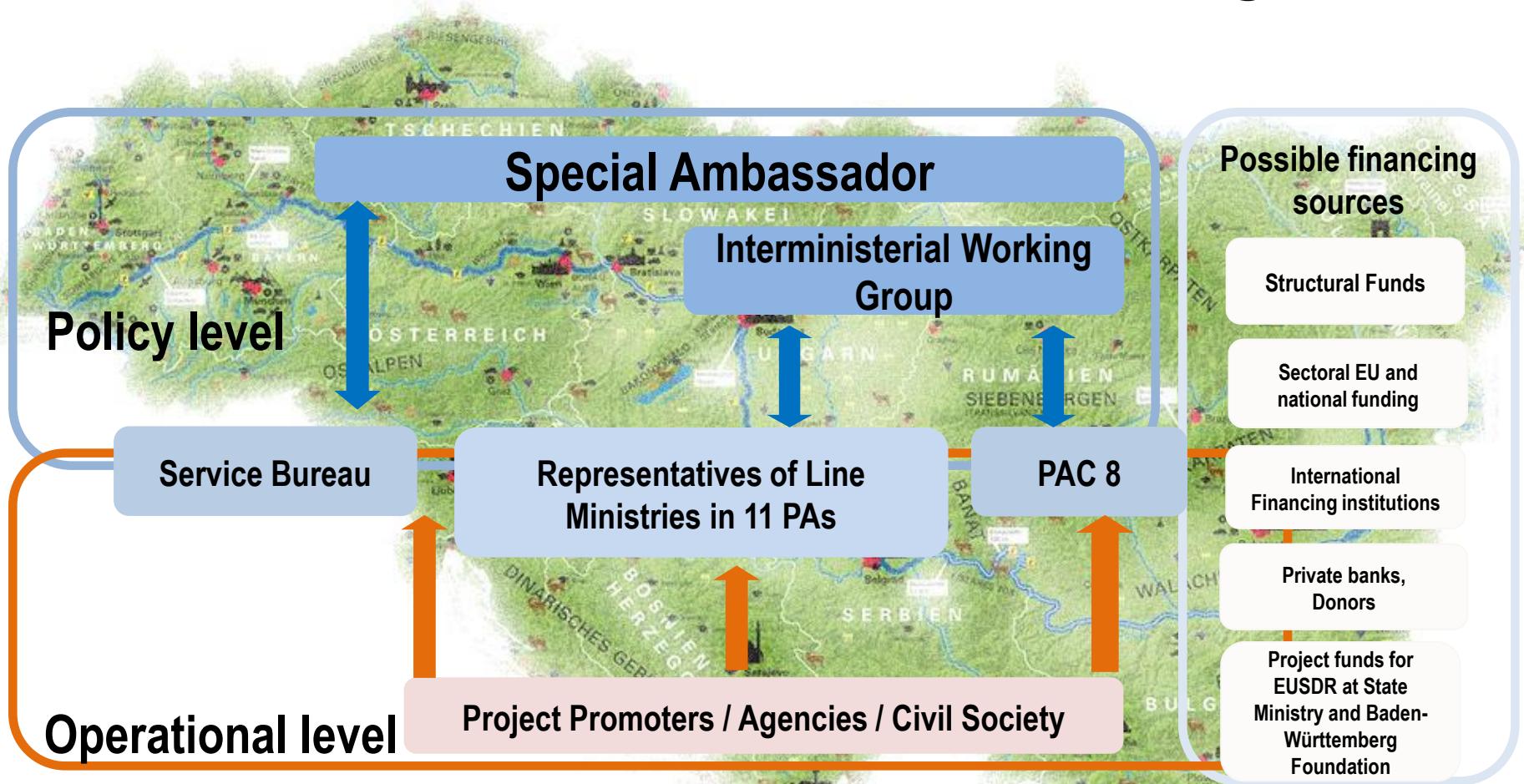
Economic Potential: Transition countries are growth markets;  
profile of our local economy fits well to demand within the region

Success of Danube Strategy is vital for the EU in total

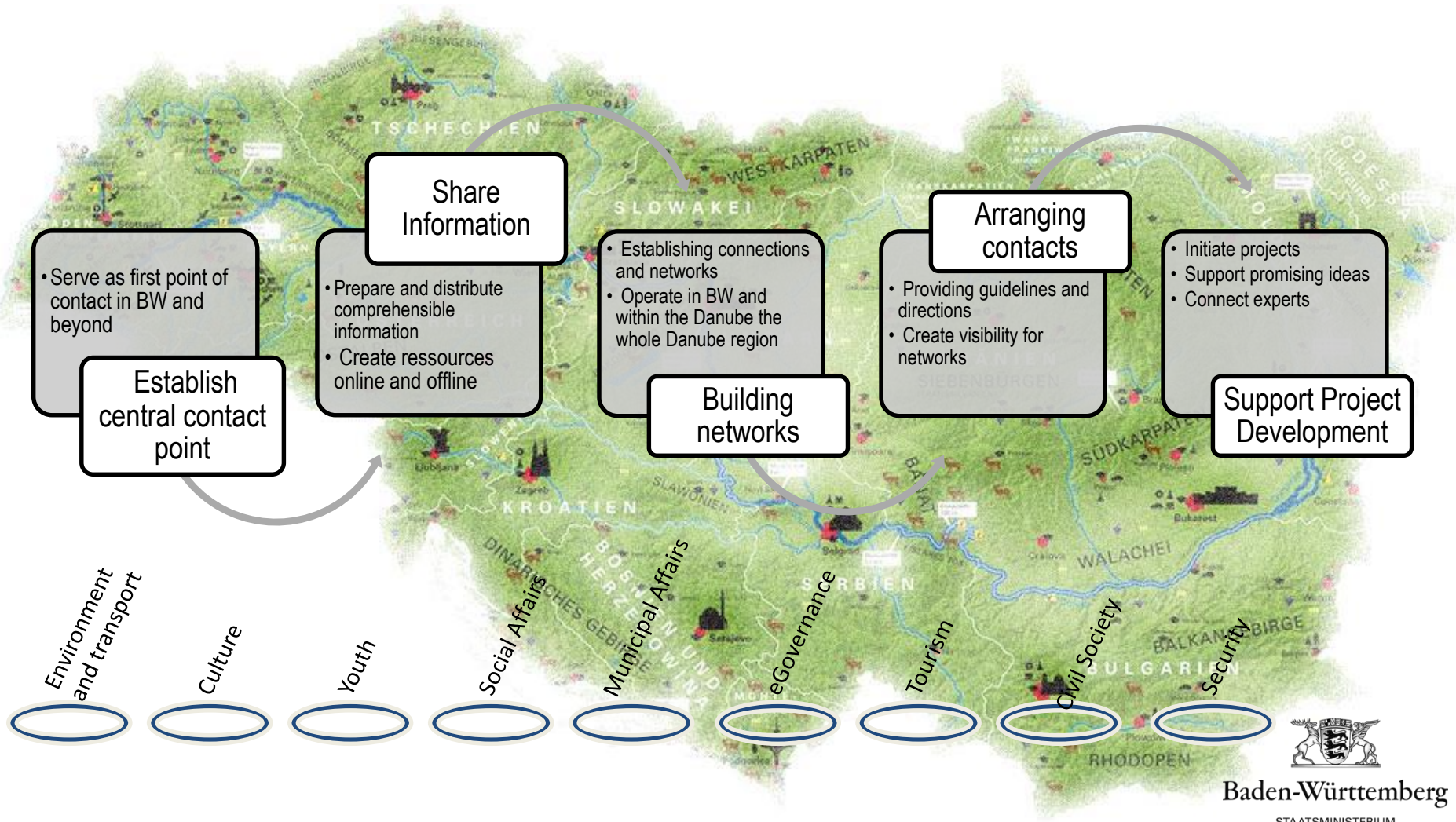
Makro-regional strategies are a suitable tool for direct engagement  
of federal states



# Governance within Baden-Württemberg




# Service Bureau for the Danube Strategy





# Focal Points for Baden-Württemberg within the Danube Strategy

A large, stylized map of Baden-Württemberg and the Danube region serves as the background. The map is green and blue, showing the Danube river and various regions like 'WESKARPATEN', 'SUDKARPATEN', 'BANYAT', 'ODESKA', 'WOLDAWIEN', 'BIRGE', and 'RHODOPEN'.

Small and Medium-sized enterprises

A photograph of an industrial facility with several tall smokestacks against a dark, cloudy sky.

Environmental Technologies and Renewable Energies

A photograph of a chef in a white uniform and hat, working in a kitchen. The chef is focused on a task, possibly preparing a dish.A photograph of a large crowd of people gathered for a public event or protest. Many people are holding flags and banners.

# The quest for large-scale, sustainable projects – leverage as a key factor?



# Future Challenges

Ensuring Long-Term Governance and Ownership.

Interlinking bottom-up initiatives with top-down instruments such as the Action Plan.

Creating clear incentives for project promoters to engage in the Strategy, also beyond the Interreg V B Danube programme.





# And finally, the EUSDR is **NOT**...

... an automatic, politically-driven fast track to ensure funding for all projects (big or small).

... a funding programme on its own, with billions to spend.

... a mechanism for short-term fixes of political challenges (e.g. to deal with situation of fugitives, crisis management in case of floodings etc.).

# Thank you very much for your interest!



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