

# COMPETITIVENESS OF ENTERPRISES (CLUSTER DEVELOPMENT) WITHIN EU STRATEGY FOR THE DANUBE REGION



# DANUBE REGION



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- Longitude of 3000 km and 115 Million people
- 9 EU Countries (Germany, Austria, Hungary, Czech Republic, Slovenia, Bulgaria and Romania) and 5 non EU countries ( Serbia, Bosnia and Herzegovina, Montenegro, Ukraine and Moldova)
- Challenges: environmental threats, lack of road and rail transport, insufficient energy connections, uneven socio-economic development, uncoordinated education, research and innovations systems, shortcomings in safety and security....



# EUSDR

- A macro-regional strategy which provides framework (endorsed by the European Council in 2011) to address common challenges faced by a defined geographical area relating to Member States and third countries
- Intends to develop coordinated policies and actions in the area of the river basin, reinforcing the commitments of Europe 2020 towards the smart, sustainable and inclusive growth based on four pillars and eleven priority areas
- The key element is coordination, by encouraging the increase in the level and quality of network activities, strengthening the existing regional and interregional cooperation but also fostering new cooperation
- The Strategy is not focusing on funding - *The Danube Transnational Programme* provides co-financing the activities carried out by the Priority Area Coordinators (PACs) of the EUSDR



## Connecting the Region

PA 1: Waterways and Rail-Road-Air Mobility

PA 2: Sustainable Energy

PA 3: Culture and Tourism

## Protecting the Environment

PA 4: Water Quality

PA 5: Environmental Risks

PA 6: Biodiversity and Landscapes

## Building Prosperity

PA 7: Knowledge Society

PA 8: Competitiveness of Enterprises -Cluster Development

PA 9: People and Skills

## Strengthening the Region

PA 10: Institutional Capacity and Cooperation

PA 11: Security



# Organisational Structure

- National Coordinators
- Priority Area Coordinators (2 countries per priority):
  - Germany/BW: Dr. Judit Schrick-Szenczi & Croatia: Nirvana K. Butković
- Steering group (esp. governmental representatives)
- Working groups (SME, universities etc.)



# PA 8 Working Groups

Innovation and  
Technology  
Transfer

Cluster  
cooperation

Innovative Dual  
Education

Digitalisation

Women  
Entrepreneurship



# Way Ahead

- **Organisation of DCP (Danube Competitiveness in Practice) events twice/year**
  - SG meetings, WG meetings, political pick-up meetings & on-the-spot visits
  - To foster cooperation and exchange of knowledge between SMEs, academia and the public sector
  - To get in touch with intermediaries and SMEs
- **Preparation of strategic projects**
  - Funding opportunity within the frame of the next and last DTP Call ( <http://www.interreg-danube.eu/> )
  - Synergies between the macroregional strategies (Alpine and Danube)





# Way Ahead

- **Preparation of a Policy Paper for Streamlined Funding**
  - Inclusion of experts and relevant authorities
  - Lack of coordination hampering effective transnational cooperation
  - Clear need for concrete policy recommendations
- **Elaboration of a White paper for Strengthening Capacities of Clusters**
  - A very effective way to reach the critical mass of SMEs
  - Give them the most appropriate support to strengthen their competitiveness and knowledge of clusters management and business support organisations
- **Supporting of the Capitalisation strategy of the DTP**
  - Pole meetings, development of project proposals

