

SUGESTIONS REGARDING THE EU STRATEGY 2020

1. Future strategy should contain in the first part **three essential analysis**:
 - a) Analysis of strengths and weaknesses of the Lisbon Strategy, revealing the main causes which have generated them;
 - b) SWOT analysis of European Union in 2010, after the implementation of the Lisbon Strategy and taking into account the effects of the crisis;
 - c) The world trends that show in generating and using knowledge in leading domains such as computer, telecommunications, nanotechnologies, biotechnology, management, ecology, education, development, etc..

2. The strategy itself is recommended to be structured into **six main components**:
 - A. Mission** - future state of the European Union, what kind of Europe do we want to have in 2020 and after
 - B. Strategic objectives** - a small number of objectives, structured in three categories:
 - Economic;
 - Social;
 - Ecological / Green.
 - C. Basic options** – starting from mission, objectives, the SWOT analysis and the trends worldwide, the main directions and ways of action to be taken in European Union. These can be structured in different ways:
 - Variant A on areas: education, research, industry, agriculture, transport, management, demography, public administration, finance, banks, etc..;
 - Variant B on decision-making levels: the European Union, Member States, regions, local and traders.
 - D. Resources** required at the European Union level, by category:
 - human;
 - information and knowledge;
 - technical and material;
 - financial.
 - E. Terms** for objectives, the main strategic options and resources assigned.
 - F. Competitive advantages** (economic, social, environmental, etc.) generated, which will ensure the leading position of the European Union in the world.

3. In the future strategy should be **strong marked more essential elements**, which in the current draft are omitted in the whole or chronically underestimated:
 - developing and modernizing the public sector, which influences largely the functionality and performance of the economy and society, processes that depend decisively on the will of the political factors of EU and national level;

- utilizing the great potential of SMEs (99% of all economic agents), their specificity in terms of knowledge based economy, sector that is a huge source of economic and social prosperity, inadequately capitalized;

- promoting professional management of all governance at all levels:

- European Union;

- National;

- Regional;

- Local;

- Economic agents,

without which there can't be successfully implemented the future 2020 Strategy and there can't be used the specific opportunities of the knowledge based economy. Without any **strong mechanisms of governance of public administration and management of organizations** - which reflect deep changes generated by the crisis 2009-2010 and the lessons generated - addressed as strategic options, will not be possible in 2020 not even the results (modest) of Lisbon Strategy from 2010.

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