

# Danora Marie Marie





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A united response to challenges affecting a fifth of the EU and over 100 million inhabitants, the EU Strategy for the Danube Region follows in the footsteps of the EU Strategy for the Baltic Sea Region and builds on its good practices.

No new EU funds, no new EU legislation, and no new EU structures: instead, a focus on closer synergies between authorities at all levels to maximize the impact of actions and funding.

The Danube Region needs results. Four pillars set out the key goals and these are translated into action through over 200 projects which have leaders and deadlines.

Recent accessions to the EU have created opportunities in the Region.

For example, innovation and cutting-edge research areas are among the Region's strengths: the strategy facilitates knowledge-sharing and networking to foster growth. Modern infrastructure and communication are needed to open the Region up, to itself and to the outside world.

Environmentally, the Danube is home to some of Europe's rarest species and is rich in biodiversity, but the basin is vulnerable to pollution through, for example, old-fashioned energy generation and waste water discharge. Flooding and water shortages also threaten delicate ecosystems and the people living in the area.

The Strategy provides a framework for sustainable, cooperative action to deal with these, and other challenges. But its success depends on people in the Region taking up the actions it sets out and building a prosperous, secure future for themselves and their children.

In this edition of Panorama we take a close look at the type of projects the Strategy is facilitating and ask experts how the Region will look in 2020 and how they feel the Strategy will feed into this vision. Panorama offers you an overview which sets out the key roles played by various bodies and how they support each other for success.

**Dirk Ahner** 

Director General, European Commission Directorate-General for Regional Policy

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# EU STRATEGY FOR A PROSPEROUS DANUBE REGION

The Danube, Europe's second longest river at around 2 850 km, links the Black Forest to the Black Sea and runs through ten countries, with four more in its basin. Hydro-electric power stations, a Pan-European transport corridor and home to some of Europe's rarest species – the pressures placed on the river are often conflicting and the Region's political changes have had their impact on how challenges are met.

Following in the steps of the EU Strategy for the Baltic Sea Region, the 'first of its kind' macro-regional approach taken, the EU Strategy for the Danube Region will harness the various efforts of the Region's stakeholders, giving them the means to create a secure, prosperous and fair Region for all its 115 million residents.

### WHY THE STRATEGY IS NEEDED

Covering one fifth of the EU's area, the Danube Region's wellbeing is inextricably linked to the Union's as a whole. Many of the Region's problems know no borders: flooding, transport and energy links, environmental protection and challenges to security all demand a united approach.

Economic disparities and under-investment in infrastructure, legacies of pre-1990 times, need to be addressed. Migration, climate change and security can have a particularly intense impact in the area due to the Region's political and geographical characteristics. Environmental issues are particularly pressing both for reasons of biodiversity and to protect cultural heritage.

# WHO DECIDED WHAT ACTIONS TO TAKE?

The Commission was asked by the Region's member countries to come up with a framework to provide efficient solutions to the key challenges.

Steered by the Commission's Directorate-General for Regional Policy, extensive consultation solicited a wide range of ideas and concerns. This was backed up by an online public consultation process to ensure a transparent approach that addresses the priorities and embraces the solutions put forward by those living in the Region, for those living in the Region.

The four priorities that came to light are called 'pillars' and are: connecting the Danube Region; protecting the environment in the Danube Region; building prosperity in the Danube Region and strengthening the Danube Region.

As a coherently structured framework, the Strategy represents a new form of cooperation for partners in the area and focuses on coordinating existing financial instruments and policies, not creating new ones, nor creating new institutions or new bureaucracy.

## **Making it work**

Every pillar contains several priority areas which identify detailed action and projects to transform words to results on the ground. Priority Area Coordinators, experts based in line ministries and agencies, will make the actions happen and be the main channel for reporting and assessment.

Four factors are considered when actions and projects are being identified:

- They should address identified priorities and have clear support.
- They should have an impact on the macro-region (or a significant part of it).
- They should be realistic.
- They should be coherent and mutually supportive. The Strategy is based on an integrated approach and actions have to be balanced to reach the most sustainable solutions.

# Connecting the Danube Region – transport, energy, culture and tourism

This pillar focuses on three Priority Areas, to:

- Improve mobility and multimodality (covering road, rail and air links as well as inland waterways);
- Encourage more sustainable energy (covering energy infrastructure, markets and clean energy);
- Promote culture and tourism and people-to-people contacts.

These goals can be achieved through improved coordination in infrastructure and in the operation of transport and energy systems, through the exchange of best practices on clean energy and the promotion of Danube culture and tourism.



### We are not starting from scratch

Cooperation has already begun to intensify in the Region, notably through the EU's cohesion policy and the transnational programme called 'South East Europe'. Around €100 billion of Structural Funds alone are available for 2007-13.

Other funding sources are available, such as those from international financing institutions like the European Investment Bank and via national, regional and local authorities.

### **TRANSPORT**

Linked by the Main-Danube canal, the Rhine and Danube connect 11 countries from the North to the Black Sea, representing the backbone of the Region. But the full potential of inland navigation is not being utilised all along this important route – cargo volumes transported on the Danube are only between 10 and 20% of those on the Rhine. Multimodality must also be facilitated.

State borders in the Region have changed considerably in the recent past. One result is a lack of investment in crossborder links for all transport modes, but especially rail and road.

Projects proposed under this priority area include: the removal of shipwrecks and other debris from the river bed; faster inter-city rail connections; multimodal investment to promote green mobility solutions.

### **ENERGY**

Prices are high in the Region since much energy is imported, transport is expensive and markets fragmented. As the gas crisis in January 2009 demonstrated, energy supplies are insecure and current methods of production are significant sources of pollution. However, the Region boasts know-how regarding efficiency and renewables which could be usefully promoted and shared.

Actions include developing and implementing the North-South gas connection projects and developing storage capacities. Renewables will receive a boost through the 4Biomass project and the preparation of the Danube Region Renewable Energy Action Plan.

Györ-Per airport, mainly used by business charter air passengers, Hungary

# EU STRATEGY FOR A PROSPEROUS DANUBE REGION

### **CULTURE**

The Danube features numerous tourist and heritage sites. Measures should secure the long-term competitiveness and sustainability of the tourism sector by exploring cooperation to benefit the Region through new development and investment. The unique natural and cultural heritage of the Region will be marketed more prominently and sustainably.

# Protecting the environment in the Danube Region

This pillar focuses on three Priority Areas, to:

- Restore and maintain the quality of waters;
- Manage environmental risks;
- Preserve biodiversity, landscapes and the quality of air and soil.

These goals have to be integrated with other policies. For example, transport infrastructure has a positive impact on growth but, if not well planned, could have negative impacts on biodiversity and the quality of air and water.

### **WATER MANAGEMENT**

This is a central issue for the Region and covers water quality and quantity. Challenges include: reducing organic, nutrient and hazardous substance pollution, as well as removing or adapting to the interruptions of waterways.

### **ENVIRONMENTAL RISKS**

There are a high number of natural and industrial risk sites in the Danube Basin and these, added to the challenges connected to climate change mean the analysis of risk potential, preparedness and rapid response mechanisms are all central to the Strategy. The 2010 red sludge emergency underlined the crucial need to work together quickly and effectively.

### THE ECOSYSTEM

The Danube Region is one interrelated and interdependent ecosystem providing invaluable environmental goods and services (food, fibre and fresh water, regulation of quantity of water in a territory, and soil protection).

The Region contains a large share of Europe's great wilderness areas and provides ecological connections that are essential for overall European environmental health. But rapid industrial development, deforestation and pollution are putting the Region under pressure.

Actions put forward include: setting up buffer strips along the river to retain nutrients; using the latest technology in the treatment of hazardous waste sites; making full use of the data arising from the DANUBE FLOODRISK project, supporting wetland restoration to enhance flood protection and implementing the network of protected areas, DANUBEPARKS.





# **Building prosperity**

The Danube Region is characterised by significant socioeconomic disparities, but also by strong existing links between countries. Supporting the Europe 2020 strategy, the pillar for Building Prosperity defines over 50 concrete actions and projects which aim to close gaps by:

- Developing the knowledge society through research, education and information technologies;
- Supporting the competitiveness of enterprises, including cluster and network development;
- Investing in people and skills.

# COMPETITIVENESS THROUGH RESEARCH, EDUCATION AND TECHNOLOGY

The Region boasts leaders in technological fields, but there are also backwaters, so knowledge sharing is crucial. Competitiveness depends on the ability of universities, research institutes and enterprises to generate new ideas, knowledge and technology and to turn these into marketable products.

Targeted support for research infrastructure, stronger networking between universities, enterprises and policymakers, and better use of information and communication technologies are essential to advance the Region's growth.

### A SKILLED AND INCLUSIVE WORK FORCE

Investment in people is also needed so that the Region can progress and grow sustainably, prioritising knowledge and inclusion. Building on the Region's existing strengths also needs to involve promoting better access to further education and modernising training and social support.

Actions to build prosperity include the need: to bundle and coordinate research funds so as to stimulate research and development in the Danube Region; to establish joint research centres for advanced studies; to develop joint programmes for professional education and vocational training; to increase the use of e-Government and e-Health services for citizens across the Region; to fight poverty and social exclusion of marginalised communities such as the Roma.

# Strengthening the Region

The pillar for Strengthening the Region aims to:

- Step up institutional capacity and cooperation;
- Work together to promote security and tackle organised and serious crime.

### **BOOSTING INSTITUTIONAL CAPACITY AND SECURITY**

The countries in the Region have varied backgrounds. Rule of law, transparency, democracy, the market economy and general political stability have emerged for different systems and traditions. The Strategy underlines the importance of working together at all levels.

A variety of actions are put forward to further this pillar, including: training and exchanging best practices on public finance management; establishing a Danube Civil Society Forum; developing common guidelines for spatial planning.

### **FIND OUT MORE**

ec.europa.eu/regional\_policy/cooperation/danube/index\_en.htm

# JÁNOS MARTONYI

Minister for Foreign Affairs, Hungary

Hungary holds the Presidency of the Council of the European Union and is placing its focus on research, development and innovation – key areas of the Danube Strategy. As Minister for Foreign Affairs, Dr Martonyi has a particular interest in the Strategy.

What do you believe the Region will look like in 2020?

The EU's Strategy for the Danube Region helps to find a coordinated, long-term solution to challenges that cannot be dealt with on national level alone. Hungary's approach to the Strategy follows two lines that reflect our vision of the Region in 2020. On one hand we would like to create a liveable Danube Region. Our second main idea is to see a truly developed and prosperous Region by this time.

The Strategy is an excellent tool for promoting good neighbourhood relations in Central Europe. This is a historic opportunity. Working on shared actions will mean we are able to establish closer relations in many fields. I am confident that working together for the Danube Strategy can contribute to the major improvement of relations between our states.

How will the Strategy contribute to that vision?

We should not forget that the majority of countries involved have been particularly hard hit by the economic and financial crisis. So the Strategy has a key role to play in encouraging programmes that will help revive the economy – a priority task, for example, will be to improve the way we use existing funds.

The actions and projects to achieve revival were jointly arrived at by participating states and the Commission, with major contributions from professional organisations, academics and civil society, among many others. The Strategy is a well prepared cooperation mechanism for all stakeholders.

I am sure that the commonly developed projects will translate into practical ways to realise this vision.

What do you consider as an added value of the Strategy for your Central European Region?

There are non-EU countries participating in the Strategy. If we manage to implement common projects together this can be an outstanding chance to involve them in the common policies of the Union. I am sure that in the next ten years we will see a much more integrated Danube Region strongly facilitated by this Strategy.

A stabilised and integrated Region, creating stronger ties with the Western Balkans and the countries covered by the EU Neighbourhood Policy brings advantages not only for Central Europe but also for our whole Union.



# JOHANNES HAHN

European Commissioner for Regional Policy

# Commissioner Hahn sets out his ideas on the future of regional policy.

# What do you believe the Region should look like in 2020?

In 2020, the Danube Region should become a region with an improved quality of life for its citizens, with more economic opportunities, more innovative young companies creating jobs, a better environment and a prospering cultural climate. I want everyone to have the prospect of a decent job and a good life in their own home region.

# How will the Strategy contribute to that vision?

The Strategy is instrumental in making this vision happen concretely. To do so, there are three main elements: strong political support, a list of concrete actions and a cooperative working method.

The strong political support has been developed over the months as the preparation of the Strategy has closely involved countries and partners of the Danube Region. This support is to be confirmed by the General Affairs Council in April and the European Council will give its final blessing in June of this year. This means that the actions proposed in the Action Plan will be supported at the highest political level by governments.

In order to show concrete results on the main issues of the Danube Region, an Action Plan has been prepared on the basis of contributions from the countries, regional and local authorities, stakeholders and the European Commission services. It contains about 200 priority actions which will address the main challenges and opportunities for the Region.

In addition, and this is probably the most important part, the Strategy proposes a working method based on cooperation. Countries should meet regularly, at working level, to agree on the best ways to implement the actions. This means establishing the various tasks to be done, finding the funds and ensuring work progresses.

# What difference does it make to have the Commission on board?

This Strategy has been prepared following the initiative of the Danube countries and it is now their responsibility to work on implementation. The Commission's role is to help them to achieve the objectives that they have agreed together. Hence, what is new in this Strategy is that the European Commission will be the facilitator for the implementation of the Action Plan. It is not only a paper document.

The involvement of the Commission is important for several reasons, most of all to help all countries concerned to achieve their objectives. The Commission can assist countries in working together. It is also a trusted partner, credible through its expertise, transparent in its work and well-placed to improve the situation of one fifth of the EU population. Also, the Commission can ensure that existing rules are implemented (e.g. environmental directives) and can push for the alignment of EU funds. Finally, the Commission can provide overall planning, monitoring, evaluation and guidance.

The European Commission, and particularly DG Regional Policy, is committed to assisting the countries to make the best use of the Strategy. It is a great opportunity for all the people and institutions of the Danube Region to benefit from each others' strengths.



# HANS-PETER HASENBICHLER

Responsible for integrated waterway management on the Austrian section of the Danube (navigation, ecology, flood protection), via donau also organises the associated innovation and development activities.

By 2020 the Danube River will be an ecological and economic backbone for the whole Danube Region. Furthermore, the political integration of the Western Balkan countries in the EU will have taken an important step forward, bringing stability and economic prosperity to the whole Region.

With regard to the transport system, our vision is in line with the EU's Europe 2020 strategy aiming at a reduction of greenhouse gas emissions by at least 20% compared to 1990 levels and an increase in energy efficiency by 20% by 2020. A significant share of cargo traffic will have been shifted from the road to the Danube, tapping into the potential of inland waterway transport, i.e., low energy consumption, greater capacity, low CO<sub>2</sub> emissions and low transport costs.

As a platform, the Danube Region Strategy will provide the opportunity for a truly integrated waterway management, reconciling the different kinds of waterway use, e.g., cargo transport, energy production, flood protection, recreation, tourism or drinking water supply.

In close cooperation with the International Commission for the Protection of the Danube River (ICPDR), via donau promotes the dissemination of an integrated planning approach for waterway projects, creating the necessary conditions for developing sustainable inland navigation in an intact riverine environment. Together with Romania, Austria will coordinate the Strategy's priority area "To improve mobility and multimodality / Inland Waterways" within the pillar "Connecting the Danube Region". In this role we recognise an important opportunity for developing Danube navigation in an environmentally friendly way.

# How can the Strategy's target to increase cargo transport on the River by 20% by 2020 compared to 2010 be achieved?

On the one hand, day-to-day waterway maintenance should be optimised in view of restrained budgets for infrastructure projects, on the other, a proper level of navigability on the Danube must be ensured by removing still existing bottlenecks.

To this end, it is necessary to strengthen cross-border cooperation in the field of waterway management (this process has already started within the EU-funded project NEWADA). Apart from waterway and port infrastructure issues, measures are also needed in such spheres as transport policy, fleet modernisation, telematics (River Information Services), innovation, logistics or education and training.

### **FIND OUT MORE**

www.via-donau.org/index.php

By 2020 the Danube River will be an ecological and economic backbone for the whole Danube Region.

# PHILIP WELLER

works as the Executive Secretary of the International Commission for the Protection of the Danube River (ICPDR), Vienna, Austria.

Philip Weller manages the ICPDR, which is the forum for the 14 major Danube countries and the European Commission to implement their commitments made to improve water quality and management in the Danube Basin.

## What do you believe the Region will look like in 2020?

The Danube Region is a region of great diversity – geographically, ecologically, culturally and in terms of economic development. It is water that connects the region and I am particularly interested in how the waters of the Danube and its tributaries will be in 2020.

Over the past twenty years there has been significant improvement in the quality of the Danube's waters and by 2020 I am convinced, based upon the work the countries are doing to implement the Danube River Basin Management Plan, they will be even cleaner and healthier than they are today. Adequate waste water treatment in all communities, phosphate-free laundry and dishwater detergents, agricultural production that protects water resources, and fish bypasses at hydropower power plants and other dams – all will play their role.

# How will the Strategy contribute to that vision?

The Danube Strategy has already contributed by drawing political attention to the necessity for development in the Danube based upon the protection and restoration of the environment. Only through maintaining and restoring good ecological conditions in the Region, and in the waters of the Danube, can effective and sustainable development be achieved and this principle is enshrined in the Strategy. The Action Plan associated with the Strategy includes a number of key projects which will help achieve that goal.

Ecological considerations must be built into the decisions of other sectors since the environment is not something that should be treated separately.

# What is the role the ICPDR will play in implementing the Strategy?

The International Commission for the Protection of the Danube River (ICPDR) is an institution formed on the basis of the Danube River Protection Convention. It provides a forum for countries to cooperate on water management. For the past 12 years they have been doing that.

The ICPDR is strongly committed to making sure that the Danube Strategy improves the development of the Region in a way that good ecological conditions form a base for effective and lasting social development. The ICPDR will in particular ensure that the necessary dialogue between agriculture, transport and energy interests occurs to have development in these sectors undertaken in a way that protects and maintains a good ecological base.

### **FIND OUT MORE**

www.icpdr.org/



This edition of Panorama visits projects throughout the Danube Region which work to further the goals of each of the four Pillars.

# NEW POTENTIAL IN HEAT AND POWER GENERATION

The Austrian Energy Agency, as a partner in the Central Europe Project 4Biomass, is bringing tried and tested expertise in the field of bio energy to the other project partners. The Danube Strategy creates links with many more potential partners in the region, including countries outside the EU that have a tradition of supplying community heating through large-scale plants.

# Leading the way with renewable energy

In the relatively new domain of biomass, Austria already boasts a long pedigree. Local communities have been eager to take more control of their energy production and district biomass plants are now widespread, mainly to supply heating. While other countries are developing their technology in this area, Austrian biomass companies are already able to translate "know-how into show how".

### **New market prospects**

Prominent among this work was a Transnational Workshop organised on the Trade of Biomass in Central Europe in October 2010, bringing together speakers from Canada to the Ukraine. 4Biomass partners were able to hear first-hand about the trade and market prospects for biomass, as well as the environmental impact of its transportation and new product developments. Trade in biomass will increase in the near future, both within Europe and worldwide. Sustainability criteria, currently being developed, will play a crucial role and workshops like this one allow those already in the trade to stay ahead of the game.

### **FIND OUT MORE**

www.4biomass.eu

# Widening the circle of cooperation

The Austrian Energy Agency is one of nine partners (from AT, CZ, DE, HU, IT, PL, SI and SK) in 4Biomass, which was formed at the end of December 2008. It is implemented through the Central Europe Programme co-financed by the ERDF. Having established a positive image of cooperation from the outset, it sees many opportunities for identifying new partners through the Strategy. The EU will support make technical visits to Austria, exchange of know-how and training initiatives possible for partners in the Danube Region.

# New opportunities for electricity generation

Danube Region states have a long tradition of heat generation by district plants, and have often used larger scale plants as part of a planned economy.

This has now opened up interesting links for cooperation, as the larger-scale plants provide more potential for biomass-based electricity generation.



# RIVER CRUISES GOING FROM STRENGTH TO STRENGTH ON THE DANUBE

From Romania to Germany, covering over 2 800 km, the Danube has always been a tourist attraction. Today many new developments are putting it at the forefront of European river cruising. The EU Strategy for the Danube Region will bring together tourist organisations to maximise the opportunities for travel and discovery, spanning different cultures, capital cities, religions and languages.

For over 40 years the Danube Tourist Commission (DTC) has been supporting and promoting tourism opportunities on the Danube River and its surrounding area. Professor Gerhard Skoff, President of the DTC, points to many areas of their work which has built the commercial value of the tourist trade. "The cruise season now covers the whole year, not just the traditional period from April to October. Ships spend less time in dock and are much more commercially attractive investments."

# **Building on past success**

Each year new routes and destinations are added, and holiday offers include a wider range of activities. Moorings at Passau, Germany, alone are forecast to rise from around 700 in 2010 to 2 000 in 2011, as the popularity of cruising increases.

Political and infrastructure problems have been addressed in the aftermath of the changes in the Region in the 1990s. Neutral organisations such as the DTC are invaluable in bringing different tourist industry stakeholders together, to openly discuss problems and lobby governments for policy changes.

# The added value of the Strategy

The EU Strategy for the Danube Region confirms and supports ongoing work to build the tourism industry through river cruises. The DTC has first-hand experience of the practical problems experienced, such as the administrative procedures required from crews. Facilitating dialogue between the many authorities and cruise companies involved can smooth the way to faster, easier business dealings which encourage companies and tourists alike.

This has very tangible tourism benefits – the DTC is making visitors feel welcome and safe in the Region. The Strategy will be crucial in promoting awareness of tourism along the River and a welcome reinforcement of the ongoing contacts maintained by the Danube Tourist Commission.

### **FIND OUT MORE**

www.danube-river.org



The International Commission for the Protection of the Danube River (ICPDR) knows the importance of bringing countries together on water issues. Many activities impact on water quality, including hydro power generation, agriculture and river navigation. The ICPDR forges links with all of them to make sure that unique aquatic eco-systems are maintained and improved. Now the EU Strategy for the Danube Region is raising the profile of their work and giving practical support and sharper focus to their environmental priorities.

# Strong EU legislation

The ICPDR is responsible for coordinating the implementation of the Water Framework Directive in the Danube Basin. It manages 14 partner countries comprising EU Member States and neighbouring countries, with diverse economic circumstances and political situations. A sign of its success is the political commitment each partner country has shown to the Danube River Protection Convention and the Management Plan which was agreed by all the partners at the end of 2009.

# No extra bureaucracy

Raimund Mair, Technical Expert on River Basin Management at the ICPDR, points to the strong record of international and cross-industry cooperation in this area. "There is no need for new institutions, but the Strategy is raising the profile of water quality issues by bringing the existing organisations closer together." Hydro-electric power generation is often viewed as environmentally friendly, but there is also an environmental impact, especially on aquatic habitats. These debates are at the centre of the ICPDR's work, leading to working agreements on the best ways forward.

# No new money

The Strategy provides a sharper focus on how existing funds are allocated. With its cross-industry contacts, the ICPDR promotes 'joined-up thinking' between environmental policies and targets and economic development.

## **FIND OUT MORE**

www.icpdr.org

# Giving fish free passage

Many issues cross national borders and the migration of fish species is one of them. The sturgeon is threatened with extinction, and urgent action is needed to ensure that it has suitable habitats over the hundreds of kilometres of river it travels during its lifecycle. Changes to the morphological structure of the river, such as building a dam, can completely disrupt the migration patterns of the fish. The Danube Strategy should now open the way for studies into restoring fish migration, for example upstream and downstream of the dam areas of the Iron Gates, as well as removing hundreds of other hindrances that exist in the Basin.



# ECOLOGICAL FLOOD MANAGEMENT ON THE TISZA RIVER

In Hungary, flood protection policy is developing a new approach. Two years ago work started on managing flood water in a more controlled, environmentally sensitive way. Natural flood systems allow seasonal high water levels to be distributed to the surrounding area, benefiting irrigation systems, eco-friendly agriculture and wetland habitats.

# The history of flood management

Over the last hundred and fifty years, flood management has generally focused on fighting against nature, in particular building progressively higher embankments to contain rising water levels and minimise flooding. Although the Tisza is one of the least-regulated rivers in the Danube Basin, river management policies have still tended towards man-made solutions such as reservoirs, with many negative environmental consequences, such as silting of the river bed.

# Modern technology based on timeless nature

"Rather than constantly opposing natural forces, measures are now proposed to harness the capacity of the local area to absorb excess water", says Dr Béla Borsos of Szövet (Alliance for the Living Tisza). High water levels in the spring and early summer are to be discharged into canals and directed through sluices to polders where they can be retained naturally on agricultural land.

The measures are restoring more space to the River, creating additional wetlands and protecting biodiversity. This reorders the balance of land use away from arable cash cropping and back to more grassland and livestock production. The overall economic impact benefits agriculture, and also increases the opportunities for nature tourism and leisure activities.

Careful management of the flow rate will ensure that flooding is minimised. Extra protection will still be provided to urban areas, especially those which have grown beyond their traditional boundaries in recent years.

# Widening networks through the Strategy

The Tisza River project is managed by Szövet in Hungary through the ICPDR giving the experts involved access to much wider expertise and information on an EU-wide level. There are already five countries (Hungary, Romania, Serbia, Slovakia, Ukraine) cooperating in the flood management strategy and the participants plan new EU co-funded projects to extend the technology across Hungary and into Slovakia.

### **FIND OUT MORE**

http://hanyitarozo.hu/en/what-vtt



# **NEW RESEARCH** CONTACTS PARTNERSHIPS FOR COOPERATION WITH SOUTH EAST EUROPE

The European Research Area is expanding beyond the EU, thanks to growing cooperation with the Western Balkan countries. By including science, technology and innovation as a priority in the Danube Strategy, research cooperation will stimulate new cooperation. The two initiatives WBC-INCO.NET and SEE-ERA.NET Plus, both FP7-funded projects, are good examples.

Knowledge-based economies are growing in the Western Balkans. Cooperation and cooperation beyond basic research and towards applied research is resulting in commercial applications contributing to sustainable growth and prosperity.

WBC-INCO.NET provides coordination of research and innovation policies in the Western Balkans and with EU countries. Cooperation is fostered by the Steering Platform on Research for the Western Balkan countries, launched in 2006. The project is the key instrument for multilateral cooperation in and with the Western Balkans in the area of STI.

SEE-ERA.NET Plus involves ministries and funding agencies from the Western Balkan countries and supports calls for research proposals: 23 projects involving 107 institutions were selected by the latest joint call; funds from 14 countries are supplemented by the EC.

### **FIND OUT MORE**

www.see-era.net www.wbc-inco.net

# KEEPING A STEP AHEAD OF ORGANISED CRIME

Cross-border crime is an issue in the Danube Region. The South East European Cooperative Initiative (SECI) Centre supports countries in combating cross-border crime, bringing information and expertise together.

Making the Danube Region a good place to do business requires, as does everywhere else, that crime be contained. The 13 member countries of the SECI Centre implement work together to achieve this aim.

The Centre offers cooperation support to national customs and law enforcement agencies. It also provides secure information exchange. Different countries take responsibility for a particular task force, where together they pool resources and strategies. Since 1999, many coordinated investigations have been undertaken.

The Centre is also well placed to have an overview of criminal activity and to advise on the threats from organised crime. In December 2010 a comprehensive report was drawn up on the current overall crime situation, including assessment of future threats for the region as a whole. The SECI Centre is a partner of Europol.

# **FIND OUT MORE**

www.secicenter.org

Research networks are expanding rapidly into the Balkans



# INTEGRATED PLANNING TAKES RIVER ENGINEERING TO NEW LEVELS

River transport has the potential to respond to the growth in trade in East and South East Europe, but economic interests should go hand-in-hand with environmental gains. The Integrated River Engineering Project on the Danube east of Vienna, led by via donau, shows how those who use the River are acting together to shape the future.

Inland waterway transport (IWT) is often the clear winner both economically and environmentally compared to road or air. However, shipping accounts for less than 10% of freight transport in the Danube Region.

With this in mind, five pilot projects are providing better environmental conditions by restoring the water flow between the side arms and the main River and by recreating gravel riverbanks and flat water zones where previously artificial banks had been created. A sixth pilot project aims to test whether erosion can be reduced by adding coarser gravel to the riverbed. This is necessary to rebuild ground water levels and retain closer connections between the River and its floodplains.

The Integrated River Engineering Project includes all these measures, together with the redesign of groynes along the section.

### **Project duration:**

Pilot projects: 1996 – approx. 2013 Integrated River Engineering Project: after 2013, construction period approx. 8-9 years

# **EU support from LIFE and TEN-T:**

Since 2000, pilot projects up to 50% (LIFE / TEN-T), implementation main stretch up to 20% (TEN-T)

# **Total budget:**

€225 million (basic costs)

For the implementation of the main stretch and the last two pilot projects which share the same state budget and TEN-T funding decision.

# **Commercial gains**

Maintaining shipping flows during low-water periods and reducing river maintenance costs helps meet the increasing demand for trade and reduces tariffs. This makes the River more competitive in relation to other forms of transport and responds to the growing commercial opportunities.

# **Environmental gains**

Part of the new sustainable approach to river engineering includes restoring gravel riverbanks and flat water zones, while river side arms which today are cut off will be reconnected to the Danube. These more natural conditions protect and establish new habitats for flora and fauna, and create a more attractive environment for all river users.

# A real example of collaboration

These pilot projects led by via donau have required diverse groups to work together. Engineers and experts in navigation have an equal say alongside with ecologists and spatial planners. The steering group includes all stakeholders and has been recognised as providing best practices for other initiatives along the Danube. The principles established are already playing a key part in how other projects are designed and run.

### **FIND OUT MORE**

www.via-donau.org



# **HOW THE STRATEGY WORKS**

The Strategy must focus on results. Closer cooperation will enable better use to be made of existing policies and funding. Work should be across the board, involving the necessary combinations of institutions, sectors and countries. The key to success lies in the commitment shown by both authorities and stakeholders alike.

# **CONSULTATION**

An **Annual Forum** will be set up, to discuss the work, to consult on revised actions, and to develop new approaches. Countries, EU institutions, and stakeholders (especially inter-governmental bodies, the private sector and civil society) will participate.

### NO NEW EU FUNDS, NO NEW EU LEGISLATION, NO NEW EU STRUCTURES

The Commission prepares the Strategy on the understanding this implies no special treatment, in budget or legal terms, for the Region. Specifically:

- The Strategy provides no new EU funds. Better use of existing funds is emphasised;
- The Strategy requires no changes to EU legislation, since the EU legislates for the EU-27 and not for a macro-region alone. If agreed, there could be changes at national or other levels, to address specific objectives;
- The Strategy creates no additional EU institutions. Existing bodies are responsible for implementation and these need to work together as closely as possible.

# POLICY COORDINATION

The **Commission** coordinates the policy in consultation with the **High Level Group**, made up of representatives of the countries concerned.

In cases of disagreements, it can also organise a constructive dialogue as it is an independent player.

# **IMPLEMENTATION**

The Strategy's identified Actions each state an objective and these are made concrete through projects which have defined leaders, timeframes and financing. Each Priority Area is coordinated by countries of the Region.

These **Priority Area Coordinators** ensure the implementation of the Action Plan by agreeing on planning, with targets, indicators and timetables, and by making sure there is effective cooperation between project promoters, programmes and funding sources. They also provide technical assistance and advice.

The coordinators work in consultation with the Commission, and relevant EU agencies and regional bodies

# **FACILITATION**

Facilitation is the role of the **Commission** assisted by the **National Contact Points**. The objective is to ensure that the work progresses. The National Contact Points will allow coordination at country level, identifying the relevant contacts, and above all advance practical aspects of the work.

# REPORTING AND EVALUATING

This is done by the **Commission**, in partnership with the **Priority Area Coordinators** and other stakeholders.

Priority Area Coordinators will monitor progress and see if actions and projects are reaching their targets. Based on this, the Commission formalises a Report and recommendations, which will be validated in discussion with stakeholders in an Annual Forum.

# FUNDING: ATTENTION SHOULD BE GIVEN TO COMBINING GRANTS AND LOANS.

The Strategy is implemented by mobilising and aligning existing funding to its objectives, where appropriate and in line with overall frameworks.

Indeed, much is already available via numerous EU programmes (e.g. €100 billion from Structural Funds 2007-13, as well as IPA and ENPI funds).

Funding is also available through international financing institutions such as the EIB: €30 billion 2007-09 and national, regional and local resources.

# WORKING TOGETHER FOR THE DANUBE REGION

To make the EU Strategy for the Danube Region a success, many different institutional actors have come on board to contribute their expertise. Common Ground highlights the role of some of the key contributors.

Improving mobility and multimodality

The first pillar of the Strategy embraces actions to connect the macro-region, namely through improving transport links. According to the EU's Directorate General (DG) for Mobility and Transport, the Trans-European Transport Networks (TEN-T) play a central role in this context: "Many of our 30 Priority Projects impact the Danube Region. Our primary aim is to finalise what we started, involving all stakeholders and authorities at local, regional and national level."

The Strategy will help not only to connect the macro-region internally, but also to improve access from the outside. Multimodality is a keyword: the DG wants to create a situation in which it is possible to rely on the best service for transport.

The TEN-T projects include the extension of railway and motorway axes as well as measures to improve the navigability of the Danube. Measures targeting regional airports and ports on the Danube are also planned.

Projects carried out in the Danube Region in the framework of DG Environment's LIFE programme include the restoration of Danube river banks in Austria and the Szigetköz project for sustainable water and land-use management planning. Other initiatives target protected areas and vulnerable species, such as the Dalmatian pelican in the Danube Delta.

# Developing knowledge and competitiveness through innovation

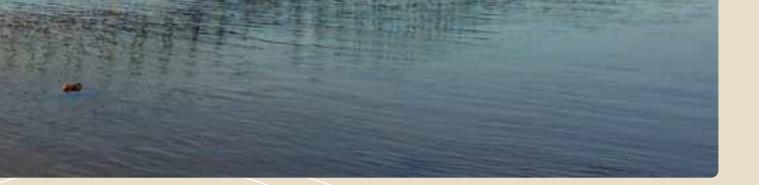
Actions to build prosperity form the third pillar of the Strategy. Building competitiveness of the macro-region relies primarily on developing a knowledge and innovation society. These choices are crucial as they form core elements of the Europe 2020 strategy. The actions coordinated by the EU's DG Research and Innovation include enabling universities, research centres and businesses to exploit their full innovation potential including capacity building actions promoting interregional and international collaboration and preventing brain drain. A Danube research area will be fostered and integrated into the European Research Area.

Planned actions foresee for instance the establishment of partner networks in the region, investments in research infrastructures and the development of clusters.

# **Protecting the environment**

As a cross-cutting issue, environmental targets not only form one pillar of the Strategy, but are also relevant to the three others – connectivity, prosperity and institutional capacity. The EU's DG Environment focuses on the implementation of the EU environmental *acquis* and of its policy in the Danube Region. It intervenes to promote Territorial Cohesion, the integration of environment into the other sectoral policies, and the role of the civil society.





# **Cooperating with neighbouring countries**

None of the Strategy's objectives can be achieved if efforts stop at EU borders: through the macro-regional approach, Member States, candidate and potential candidate countries as well as non-EU countries can all benefit from and contribute to the Strategy. The EU's DG Enlargement is working to maximise the involvement of the Western Balkans. This is, for instance, reflected in the addition of a clause allowing for the inclusion of further neighbouring countries at a later stage.

Financial resources are made available to countries on the road to membership through the Instrument for Pre-Accession Assistance (IPA). This can be used for projects falling within the scope of the Strategy. "The bottom-up approach of the Strategy means that it is up to the countries to identify the actions they are most interested in, and to suggest projects according to their priorities." Priority Areas are always coordinated by a Member State, often in association with a non-Member State.

A test bed for the macro-regional model – The European Parliament's perspective

The European Parliament has been involved in designing the Strategy and will remain a partner throughout its implementation. The 'MEP Danube Forum' was created as a platform for stakeholders looking to improve cohesion in the Danube Region.

FIND OUT MORE

TEN-T:

http://ec.europa.eu/transport/infrastructure/index\_en.htm

LIFE programme:

http://ec.europa.eu/environment/life/index.htm Instrument for Pre-Accession Assistance (IPA): http://ec.europa.eu/enlargement/how-does-it-work/ financial-assistance/ipa/index\_en.htm "The EU Danube Strategy, like the Baltic Sea Strategy, is a test bed for the macro-regional model and for efficient territorial cooperation," says Romania's MEP Silvia-Adriana Țicău who chairs the forum. "We expect the Strategy to contribute significantly to improving coordination between authorities and organisations operating in the Danube Region and to bring prosperity, sustainable development, jobs and security to the area."



# WHAT THE DANUBE REGION CAN LEARN FROM THE BALTIC SEA REGION

The EU's first-ever macro-region, covering the Baltic Sea Region, is over one year old. Setting it up was challenging, but many flagship projects are now being implemented under a comprehensive new strategy for the Region. Lessons learned from the process are feeding into the Danube Region and its Strategy, to be endorsed in June 2011.

The EU Strategy for the Baltic Sea Region (EUSBSR) is the EU's first macro-regional strategy. Adopted by the European Commission and endorsed by the European Council in October 2009, it covers eight EU Member States. The Strategy aims to tackle common problems in the Baltic Sea Region – in the environment, economy, energy and transport – by aligning and bringing together European policies.

With the EUSBSR up and running, EU regional policy experts are drawing conclusions about it. By assessing what worked well or not, they hope to boost the EU Strategy for the Danube Region (EUSDR), the second European macro-region.

# **Define the process**

"One clear lesson is the importance of the process," says a member of the European Commission team overseeing the Strategy for the Danube Region. "For coordination and cooperation, it's vital to get the right people involved from the start from the right countries, regions and associations. They must drive the process, with some countries taking the lead on certain issues and creating the right cooperation networks."

This process is about making use of the EU's "multilevel governance process". It also means getting political commitment at the highest level from the Member States, so that everyone in the Strategy does what they pledged to do.

The Baltic Sea Region Strategy has 15 priority areas, while the Danube Region Strategy has 11, focusing on transport and energy connections, the environment, socio-economic development, and security. The Priority Area Coordinators for the Danube Region were identified quickly and in a more structured way, highlighting how this new macro-region has already benefited from examining its northern cousin.

# **Broadcast results**

Publishing a macro-regional strategy's concrete results as soon as possible is also important. It helps to underline the value of a macro-regional policy to the public and decision-makers, while motivating everyone in the Strategy.

Early results from projects under the Baltic Sea Region Strategy were outlined at a conference in October 2010. They included news of progress in cleaning up ship emissions, enhancing preparedness for oil spills at sea, and shifting more freight traffic from the roads to the sea.

"A macro-region must be flexible and include both new and existing national and regional projects," says the Commission contact. "Impact must be apparent." Moreover, many stakeholders see macro-regional strategies not just as a template to solve their problems, but also as a new working method to achieve more efficiency and get results.

# Getting all on board

The Danube Region Strategy benefits from the goodwill and enhanced cooperation created among all the Commission's services during the EUSBR process. In addition, the Baltic Sea Region countries are clustered around a sea, while Danube Region countries are strung out along a line. So they must work together slightly differently and will not share all the same priorities. This also underlines there cannot be an EU template for new macro-regions. Yet one key lesson has emerged: macro-regions will play a major role in deepening European regional cohesion.

### **FIND OUT MORE**

http://ec.europa.eu/regional\_policy/cooperation/baltic/http://ec.europa.eu/regional\_policy/cooperation/danube/index\_en.htm





# Comparing two key EU macro-regions

Strategy for the Baltic Sea Region	Strategy for the Danube Region	
EU's first macro-region	EU's second macro-region	
8 EU countries	8 EU countries	
3 non-EU countries	6 non-EU countries	
100 million people	115 million people	
15 priority areas	11 priority areas	
€50 billion cohesion policy funding (2007-13)	€100 billion cohesion policy funding (2007-13)	

# **INSIDE OUR PROJECTS**

In each edition, Panorama finds out how two projects are unfolding from the perspective of the people managing them. We look into the highs and lows of managing an ERDF-funded project. Previous articles on both these projects can be found in Inforegio Panorama magazine editions 33 and 35.

**PROJECT** 

# **INSIDE COMPETITIVE HEALTH SERVICES**

## **Facts and figures**

Just under €1 million was invested in the Competitive Health Services from January 2008 to December 2010 under the Northern Periphery Programme.

# When going the extra mile pays off

Remote no longer has to mean isolated for patients living in the far-off confines of Finland, Ireland, Norway, Sweden and Scotland. The once debilitating gaps are now being bridged thanks to dedicated partners and innovative telemedicine. Here we bring you insights from two of the project's leading players, Mr Juha Korpelainen, neurologist at Oulu University Hospital (Finland), and Mr David Heaney, senior research fellow at the Centre for Rural Health (Scotland).

# David, how would you describe the Scottish partners' participation in the project?

"Installing mobile videoconferencing equipment in the renal units at Raigmore Hospital (Inverness) and Caithness General Hospital (Wick) took a lot of hard work and perseverance, but its value is undoubted. The video link now serves to connect the satellite unit in Wick with the main renal unit in Inverness. Reduced staff and patient travel times are just one of the deeply felt benefits. Staff in Wick now work more closely with their Inverness colleagues."

# Have you had to overcome any setbacks? And, how did you manage this?

"The economic downturn spurred us on to seek out cost-effective solutions for sparsely populated areas. We also made sure the NHS actually purchased the necessary equipment, so that it would remain in place after the pilot phase was over. Buoyed by this success, links are now spreading to include two more renal units, one on a remote island."

# Juha, it would be a shame if things were to stop here. Are there any plans that will outlast the project?

"The focus is now firmly on sustainability. We are preparing to jointly purchase specialist software and equipment. This will allow us to provide flexible services to our outlying regions."

# What would you say are the most important lessons you've learned about running a regional policy funded project?

"I think we should have paid even more attention to the selection of services to be piloted, as this is the most crucial step, particularly in terms of developing sustainable services."

Both David and Juha agree on effective communication as fundamental to this transnational project. "The project demonstrated the importance of the human angle," said Heaney. "It was challenging with so many partners, but the reward has been an understanding of transnational issues."

### **FIND OUT MORE**

www.ehealthservices.eu



PROJECT

# **INSIDE LONGLIFE**

### **Facts and figures**

Some €2.4 million is being invested in the Longlife project which began in early 2009 and is set to run until the end of 2011.

# Setting the standard for buildings of the future

With residential buildings responsible for 40% of Europe's produced energy and  ${\rm CO_2}$  emissions, the potential for energy saving is huge. The Longlife project, which is supported by the Baltic Sea Region Programme (BSRP), has stepped in to see how the combined efforts of Denmark, Lithuania, Poland and Germany can make a difference.

The BSRP promotes regional development through transnational cooperation. Eleven countries around the Baltic Sea work together to find join solutions to common problems. We caught up with Longlife project communication director, Ms Maria-Ilona Kiefel to find out about their progress over the last six months.

## How has the project evolved since we last spoke?

After much analysis and comparison, benchmarks for a Longlife building were developed. The partners are now preparing a common prototype residential building to be made up of building blocks. These will be placed in a catalogue database, which forms the complete prototype. In this way, partners from each country can build pilot projects suitable to their local area.

# What do you see as being the direct benefits of this harmonisation?

By harmonising construction standards in the Baltic Sea Region, a common BSR market can become a reality. The standards will help to minimise operational costs in the lifecycle of our buildings. Longlife is also now in contact with other projects working towards the same goal of energy efficiency. We are transforming these contacts into an energy cluster in the BSR.

# That sounds ideal, have you had to overcome any setbacks along the way?

Unfortunately, yes, as we lost certain associates through the economic crisis. The reorganisation that this then entailed was substantial. Thankfully, the remaining partners' motivation really held it all together. We also came across organisations interested in working alongside the national teams. Our tightly knit partnerships and close cooperation helped us to meet our targets.

# What key lessons would you say you've learned about running a regional policy project?

I've learned that it is possible to put together a transnational network which presents limited risk to the participating partners, in spite of hiccups along the way. On the downside, I would say that small partners might find it difficult to run such a project, as they are unlikely to have enough circulating assets.

### What are Longlife's remaining developments?

We are now preparing the Longlife prototype, the results of which will be presented at our final conference in November 2011 in Potsdam Germany. Of course, we'll be inviting other energy cluster projects to increase the likelihood of further collaboration in the Baltic Sea Region.

### **FIND OUT MORE**

www.longlife-world.eu/project\_en.html



# REGIONETWORK 2020, A GROWING ON-LINE COMMUNITY

Running a transnational project and hitting some problems? Or perhaps you are interested in the issue of natural risks in the Mediterranean? From discussion boards on how to stimulate growth in the regions through to concrete help on monitoring innovation, RegioNetwork 2020 has something to offer anyone who wants to advance their Region's well-being.

The site offers newsfeeds, groups, good practices, as well as the possibility to follow a region or an individual – so the information you're looking for is never too far away. There are even the occasional vacancies posted, so if you feel like a change...

The Network was launched by Commissioner Hahn in October 2010, as an on-line collaboration platform for representatives of European Regions and others who are interested in the European Union's regional policy. Now, in early 2011, the site has grown to 900 individual members and 40 regional members.

Up to users to make it a success

The Commission team running the Network hopes to see people really taking up the benefits of participating, "It's great to see the steady increase in the number of users, as well as the growing interaction on the site. We have been able to make a number of improvements on the basis of the first feedback from users, so hopefully people will find the site a useful way of getting involved in regional policy and working together."

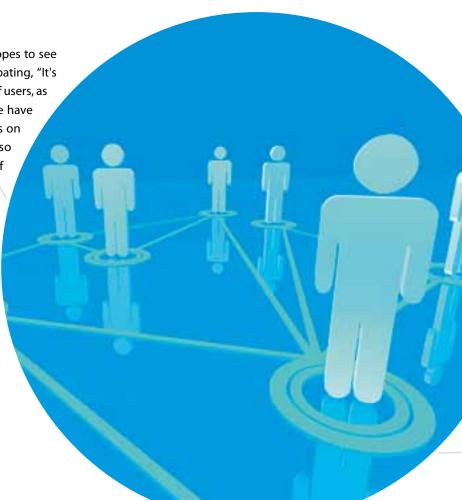
But however well structured the site is, it is the community that uses it that decides on how much of a success it will be. So if you want to bat around some ideas, check out how others have solved problems you are facing, share your best practices to inspire your colleagues or simply test the waters in some of the hottest topics affecting your Region today, then sign up, take part and make your voice heard.

To ensure that RegioNetwork 2020 becomes a truly dynamic and useful platform, it's down to Regions and individuals to join in and share their ideas and practices.

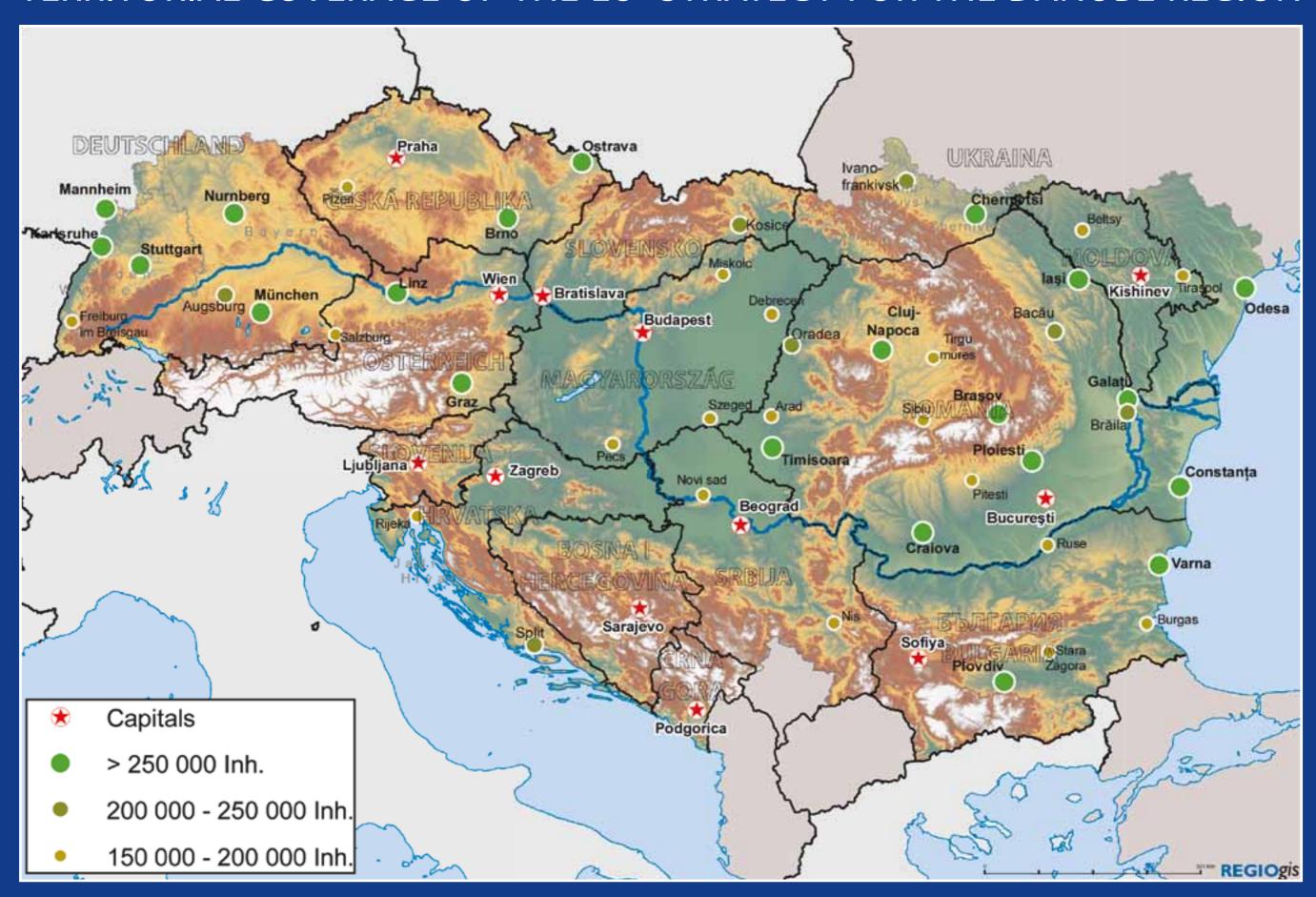
So, why don't you sign up and give it a try today?

### **FIND OUT MORE**

www.regionetwork2020.eu



# TERRITORIAL COVERAGE OF THE EU STRATEGY FOR THE DANUBE REGION





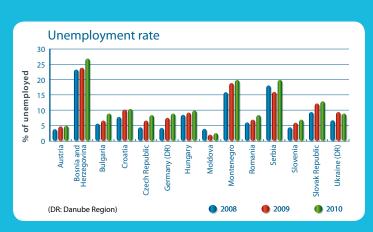
# THE REGION AT A GLANCE – FACTS AND FIGURES



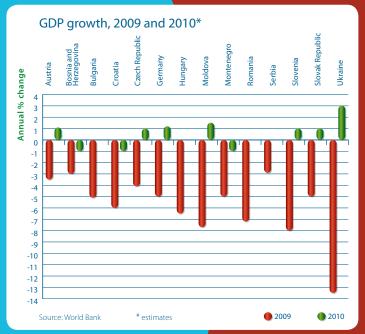
The Region has very wide disparities as shown by the map. It has some of the most successful but also the poorest regions in the EU. The EU Strategy for the Danube Region will address these disparities by bringing together all the opportunities in the Region, as for example tourism (graph below).

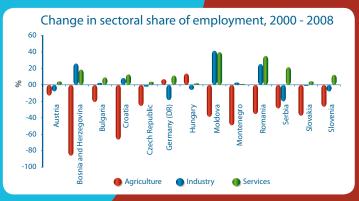
Sources: Eurostat, NSIs

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DATES 2011	EVENT	PLACE
28 April	Conference on Small and Medium-Sized Enterprises, the Internal Market	Budapest (HU)
28-29 April	Central and South Eastern Europe Conference "The EU Strategy for the Danube Region - with special emphasis on Land and Water Management and the Environment"	Gödöllő (HU)
29 April	Vukovar Danube Summit	Vukovar (HR)
19-20 May	Informal meeting of Minister responsible for territorial cohesion	Gödöllő (HU)
23-24 June	Regions for Economic Change and RegioStars Awards	Brussels (BE)
24-26 June	Floating Danube Conference to Iron Gate – The Lower Danube – an emerging business and tourism destination	Belgrade-Vidin (SER-BG)
29 June	Danube Day	
10-13 October	Open Days: Investing in Europe's future: Regions and cities delivering smart, sustainable and inclusive growth	Brussels (BE)

Additional information on these events can be found in the Agenda section on our Inforegio website: http://ec.europa.eu/regional\_policy/conferences/agenda/

Hungarian Presidency website: www.eu2011.hu

The Summer edition of Panorama, to be published in June, will be devoted to transport within regional policy.

Would you like the next editions of Inforegio
Panorama to cover specific topics of regional policy?
Please let us know by contacting:

regio-panorama@ec.europa.eu

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European Commission, Directorate-General for Regional Policy Communication, Information and Relations with Third Countries Raphaël Goulet Avenue de Tervueren 41, B-1040 Brussels E-mail: regio-info@ec.europa.eu Internet: http://ec.europa.eu/regional\_policy/index\_en.htm