

# EUSDR PRIORITY AREA 8

## Competitiveness of enterprises

Lead Partner Seminar

12. June 2025

Bukarest

# EUSDR PRIORITY AREA 8 (PA 8)

## Competitiveness of enterprises

- PA 8 is one of 12 Priority Areas of the European Union Strategy for the Danube Region (EUSDR).
- PA 8 is coordinated by **Baden-Württemberg** and **Croatia**.

# EUSDR PRIORITY AREA 8 (PA 8)

## Competitiveness of enterprises

- Priority Area Coordination team members are
  - **Carmen Hawkins** (Ministry of Economic Affairs, Labour and Tourism Baden-Württemberg)
  - **Helia Kovačević Grčić** (Croatian Ministry of Economy) and
  - **Karmen Maričić** (Croatian Ministry of Economy)
  - **Alexandra Gölz** (Ministry of Economic Affairs, Labour and Tourism Baden-Württemberg).
- PA 8 Website: <https://competitiveness.danube-region.eu/>

# Tasks of PA 8

- Two PA 8 Steering Group Meetings per year
  - Members are Representatives of Economic Ministries of the 14 Danube Countries
  - Working Group Coordinators
  - PA 8 Danube Youth Council members
  - Representatives of DSP and DG REGIO
  - Observers
- Embedding
- Regular information about Funding opportunities, send to Steering Group members as multipliers in their country

# Tasks of PA 8

- Invitation to Thematic events
- Support of policy development
- Support of PA 8 flagship projects, support of development of PA 8 flagship projects

# Current activities of PA 8

## Study Identification of Lighthouse Projects and Communication measures

- Lighthouse Projects in three fields
  - Greentech, Circular Economy, Bioeconomy
  - Digitisation, Artificial Intelligence, Metaverse, Virtual Worlds
  - Supply Chains, Finance
- Communication measures
  - Workshops (8.5.2025 Stuttgart, 5.-6.11.2025 Sarajevo)
  - Publication on PA 8 Website
  - Presentations



# Current activities of PA 8

## Project Development

- Short study on the economic situation in Ukraine,
- Identification of thematic fields and stakeholders in Ukraine,
- Implementation of two hybrid Workshops and
- development of Project Concepts

with the goal to establish flagship projects for the Priority Area 8 (PA8) of the EU Strategy for the Danube Region (EUSDR) in cooperation with Ukrainian stakeholders

# Outlook–upcoming activities of PA 8

## Thematic exchange site visit

- Organization of a thematic exchange study trip in cooperation with the coordinators of WG Circular Economy and Bioeconomy, on the territory of the Danube macroregion, start to mid-2026
- The goal is for members of the WG and companies, SME sector to become more familiar with examples of good practice in the Danube macroregion and to make contacts for future cooperation and raising competitiveness
- Visits to regional "success stories", policy makers institutions and SMEs along the same value chain, estimated length several days, contribute to strengthen networking and future project development. of textile recycling



# Outlook–upcoming activities of PA 8

## Thematic exchange site visit

Thematic framework proposed:

- collection and recycling of discarded textile products and textile waste
- the role of social entrepreneurship in the process of collection and recycling of textiles
- connecting the commercial SME sector and social entrepreneurship on examples of textile recycling

# PA 8 – Working Groups



WG – Innovation and Technology Transfer



WG – Digital Danube



WG – Artificial Intelligence



WG – Clusters and Regional Development



WG – Circular Economy and Bioeconomy



WG – Female Entrepreneurship

# Main actions of PA 8:

- To foster **cooperation and exchange of knowledge between SMEs**, creative industry, academia, the public sector and civil society in areas of competence in the Danube Region.
- Establishment of an Innovative Digital Ecosystem in the Danube Region in order **to support SMEs when tackling the challenges of a digitalized world.**

# Main actions of PA 8:

- Improvement of framework conditions, support programs and capacity building of stakeholders, to **enhance the collaboration between cluster initiatives and regional innovation strategies**, with an accent on rural areas.
- To improve business support to **strengthen the innovative and digital capacities of female-led-SMEs**
- **Enhance the application of Artificial Intelligence (AI) technologies** in the Danube Region.



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# Contact:

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# Thank you!