

Output Factsheet

Output title:

O1.1 Common Danube strategy for the sustainable use and valorisation of natural resources of Danuban forests and cultural heritage of wood

Summary of the output (max. 2500 characters)

The Joint Strategy is a comprehensive transnational framework that defines a shared vision, mission and long-term direction for sustainably valorising forest ecosystems and wood-related cultural heritage across the Danube Region. It is based on extensive territorial, cultural, environmental and socio-economic analysis and reflects the common needs of 11 partner regions.

The Strategy identifies challenges related to biodiversity pressures, fragmented governance, declining traditional crafts, underdeveloped tourism products and limited regional cooperation. It responds with a unified approach that integrates conservation, sustainable forest economy, cultural heritage valorisation, tourism development and community involvement.

The Strategy is structured around five strategic objectives, exactly as adopted in the final document:

Objective 1: Preserve and/or Restore Biodiversity and Natural Resources

Objective 2: Develop a Sustainable Forest-Based Economy

Objective 3: Valorise Cultural Heritage Related to Wood

Objective 4: Develop Sustainable Tourism

Objective 5: Raise Awareness and Build Community Engagement

It includes priority action areas, a governance and operational framework, communication and storytelling concepts, and a sustainability and monitoring structure.

The Strategy forms the conceptual basis for the Regional Action Plans (O1.2), WP2 capacity-building and tourism tools, and WP3 network development and certification of the Danube Wood(s) Cultural Route.

Contribution to the programme and project objectives, output and result indicator, as well as to the targets set for the Priority Area concerned (max. 2000 characters)

The Strategy directly contributes to the Specific Objective 3.3 – Enhancing socio-

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economic development through culture, heritage and tourism. It strengthens the role of cultural and natural heritage as a driver of regional development by integrating forest biodiversity, woodcraft traditions, cultural identity, and sustainable tourism.

It contributes to the programme's output indicator on "strategies and action plans developed" and supports result indicators linked to increased institutional and stakeholder capacities for managing heritage-based development.

Within the project, the Strategy fulfils the objective of WP1 by providing a harmonised transnational framework that guides all subsequent outputs. It ensures that activities under WP2 and WP3 follow a coherent intervention logic and shared priorities.

The Strategy contributes to long-term objectives of increasing regional attractiveness, enabling cross-border cooperation, empowering communities, and preparing the foundations for a new Cultural Route of the Council of Europe.

How can the output be used and by whom (target group), what is the benefit and the impact for these target groups and the target area / Danube Region? (max. 1500 characters)

The Strategy is intended for use by regional and local public authorities, protected area administrations, forestry institutions, cultural and heritage organisations, DMOs, tourism SMEs, NGOs, universities and community stakeholders.

Authorities can use it for policy design and integration of forest and cultural heritage into regional development strategies. Protected areas and forestry bodies benefit from coordinated conservation and management approaches. Tourism organisations can use the Strategy to create sustainable products and strengthen cross-border tourism flows. Cultural organisations and craftspeople can apply its guidance to revitalise heritage practices and engage communities. SMEs benefit from clearer value chains and stronger regional branding.

For the Danube Region, the Strategy improves coordination, enhances cultural cohesion, increases visibility of forest and wood heritage, and provides the conceptual foundation for the Danube Wood(s) Cultural Route.

How can the sustainability of the output be ensured and where and to whom is it going to be transferred? (max. 1500 characters)

Sustainability is ensured through its direct integration into the Regional Action Plans (O1.2) and its role as the reference framework for developing the Danube Wood(s) Network, itineraries, training tools and the Cultural Route certification process. The Strategy is publicly available and structured for long-term use, with clear governance, cooperation mechanisms and monitoring principles that remain applicable beyond the project duration.

Transferability is high due to the Strategy's clear methodology and adaptable structure. It is relevant for forested regions, cultural heritage initiatives, thematic

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tourism routes and cross-border cooperation networks across Europe.

It will be transferred to regional and local authorities, protected areas, cultural institutions, tourism bodies, SMEs, NGOs, universities and future members of the Danube Wood(s) Network. Its principles and action areas can support funding proposals, policy processes and long-term partnerships.