

*"A great variety of initiatives has been connected by one thing: Austrians and Hungarians in the border region act together to conquer common challenges."*



# Annual Implementation Report 2022

## Citizen's summary



# Source of information



- Main source of information on the Programme
- Relevant programme and project-related news
- Information related to the 2021-2027 period
- Project achievements



- Complementary Programme and project-related news
- 2-3 posts per week on project progress and events
- Relevant information on other Interreg programmes, related institutions
- 120+ informative posts annually
- Thematic campaigns in collaboration with SI-HU and SI-AT programmes



- Professional audience is targeted with programme and project-related news
- Information related to the 2021-2027 period
- Networking activity with other programmes & institutions
- Thematic campaigns in collaboration with SI-HU and SI-AT programmes

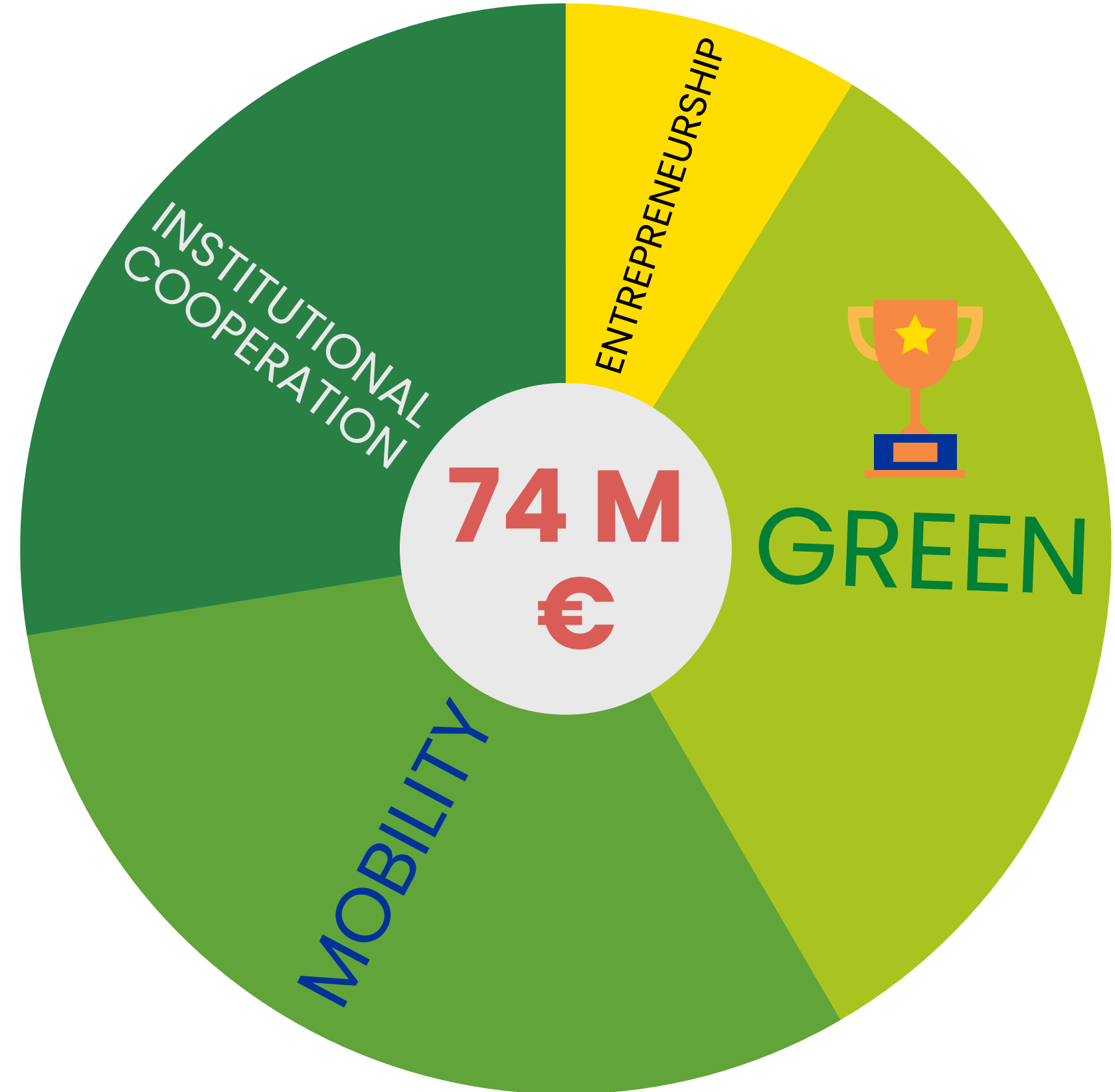


- 2 regular ATHU newsletters sent in 2022 on programme progress, events and initiatives
- 1 special 'Youth' edition to mark the European Year of Youth
- Monthly project feature in JS's host organisation, SZPO's newsletter

## Number of projects



## Funds allocated to projects



## Competitiveness of SMEs

**The Programme builds on competitive human capacities and innovative business practices. Our projects contribute to the digital targets of Europe by providing training and mentoring, developing business plans or introducing innovative digital elements for the sake of sustainable economic prosperity. We have supported projects working for gender equality in technical professions to balance female participation in such fields. By keeping people in the centre we have offered grants for Roma entrepreneurs, wood industry initiatives and start-up networks. To encourage and enhance the region's commercial value, we support the local products' market, wine experience region, and new cross-border value chains - to mention some other topics in the broad field of enterprise development that have received funding in the programme.**

# Environment and resource efficiency

**This is a region of green development. More than 1000 square kilometres of national and nature parks are seeking support therefore our measures for sustainability are of grave importance. The upkeep and further development of cross-border nature parks, protection of water bodies and nurturing of the shared history of the countries are of common interest. Besides the involvement of traditional regional and national key institutions Generation Z also claimed a seat at the table. Seeing the bigger picture of sustainability, actions were supported to protect the region's natural and cultural heritage, including the improvement of the region's tourism potential. We care for the ecological stability, and resilience of landscapes and ecosystems and provided support to the management and protection of water bodies. Our natural and cultural heritage projects include hiking, cycling, nature and eco-tourism, utilisation of traditional wine cellars for regional tourism, and even exploration of the region's shared archaeological and historical treasures. Nature protection themes embraced keywords like bird watching and monitoring, harmonised measures between protected and cultivated areas, protection of habitats and endangered species, sustainability of native woods and forests, waste protection and promoted zero waste lifestyle. Water protection and management included sediment research, flood protection by modelling and early warning or by small-scale infrastructure, as well as various scientific and practical measures to protect or improve the water quality.**

## **Sustainable transport**

**Daily cross-border commute made sustainable mobility a focus of Austro-Hungarian cooperation for several programme periods. Shifting from individual to public transport multimodality, transport safety-, and awareness raising for soft mobility have been the key expressions of these times. In this period transport service providers were connected in a cross-border platform to find solutions to facilitate smart mobility. Intermodal cycling measures were supported, and cross-border railway planning and infrastructure activities were carried out. In addition, some small road infrastructure projects were meant to contribute to ensure better access to important transport nodes and to the restoration of missing connections - the programme is strongly interested in lifting recent border restrictions in early 2023.**



## **Institutional cooperation**

**The networking priority was built around good governance and education. Both topics are strongly relying on competitiveness and sustainability. Institutional cooperation measures included topics such as health care, ragweed control-, and world heritage protection. A wide range of educational cooperation projects has been supported to strengthen regional specificities. Our projects have covered almost the whole educational lifecycle of children. Some of them were dedicated to teaching bilingual kids in kindergarten, others established vocational education in universities to tackle shortages in skilled professionals in specific topics such as energetics, digitalization/robotics/artificial intelligence, traditional crafts or poultry.**

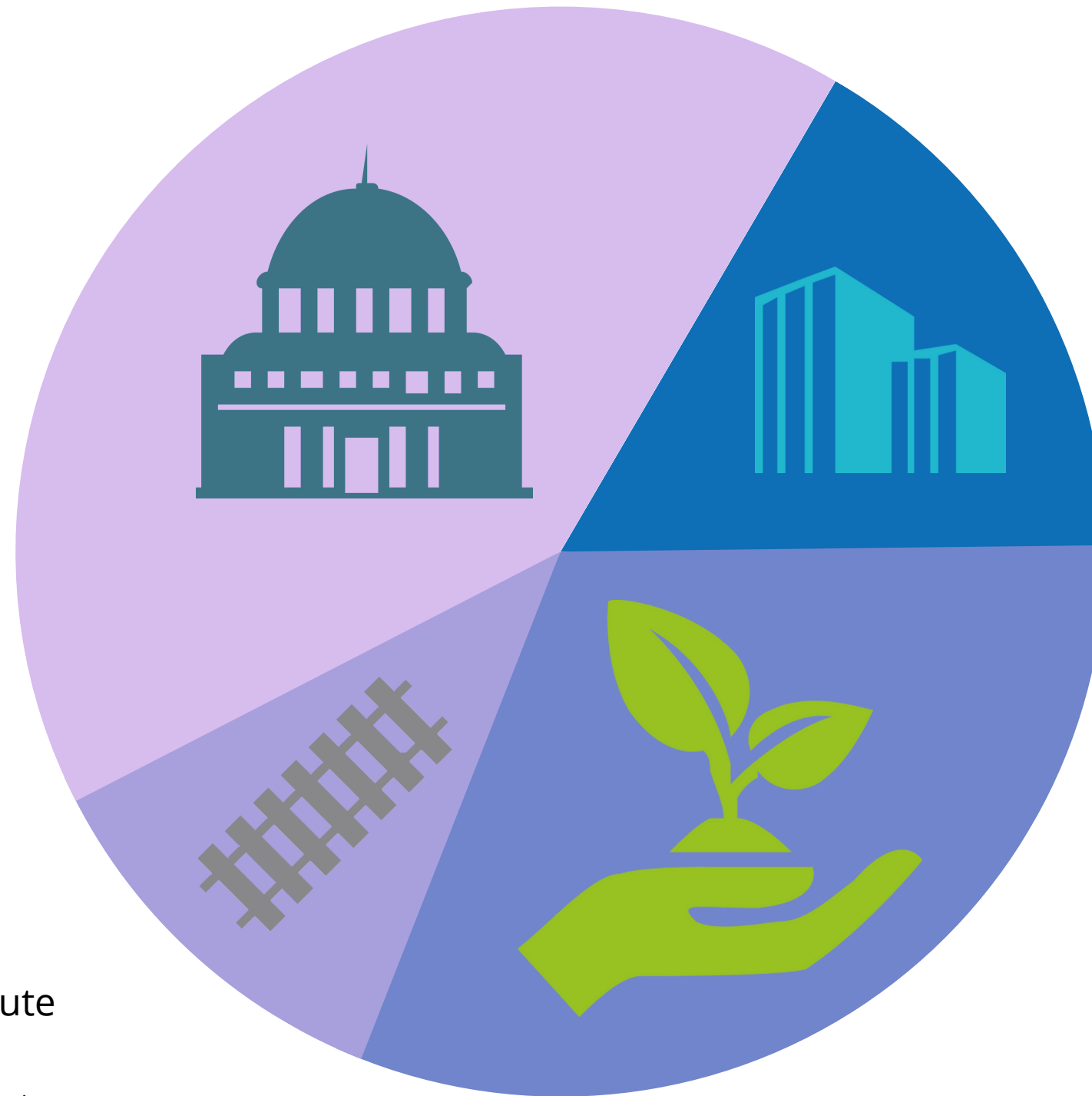
# Examples of project results

## Institutional cooperation

Traditional professions for modern needs: Project **EUREVITA Pannonia** fosters a stronger connection between our built and natural surroundings by training old crafts specialists. The project wanted to give a safe space for traditional handicrafts by establishing the EUREVITA Academia. The academy offers among many others traditional wall, fence, and roof-building technique training.

## Sustainable transport

Exciting mobility: Project **SMART Pannonia** widened the horizon of cross-border commute and deepened the knowledge on safe transportation. The region and its citizens got richer with renewed, multimodal train stations, refined railway safety measures, a cross-border education programme on safe mobility for all ages, and a smart mobility phone application.



## Competitiveness of SMEs

Pioneering women-led businesses: Women are underrepresented in the economy to this day. There is an enormous potential in women entrepreneurs. To turn their dedication and ideas into regional assets project **FEMskill** offered a mentoring programme for entrepreneurs from business owners. First business plan, new product introduction, marketing concepts? All questions answered during this set of training.

## Environment and resource efficiency

Youth for a green future: When a small budget meets immense determination of the Youth with the support of experienced people of nature parks and waste management agencies, the outcome is terrific. Creativity goes a long way: from open-air pop-up exhibitions, a green art contest, the **PUREGREEN** blog, forest cleaning actions, to the procurement of equipment for zero-waste events, **PUREGREEN** did its best to channel the voice of Generation Z on our environment's future.



## Projects of wider connections

The programme is proud to have supported projects that had several direct and indirect links to the European Strategy for the Danube Region (EUSDR). Almost all priority axes across the four pillars of the EUSDR (Connecting the Danube region; Protecting the environment in the Danube region; Building prosperity in the Danube region; Strengthening the Danube region) were reflected in our projects, but four of them, SEDDON II, Raab Flood 4cast, Platform and AquaPinka were specifically supported with a letter of recommendation by the Steering Group of their respective EUSDR Priority Area.

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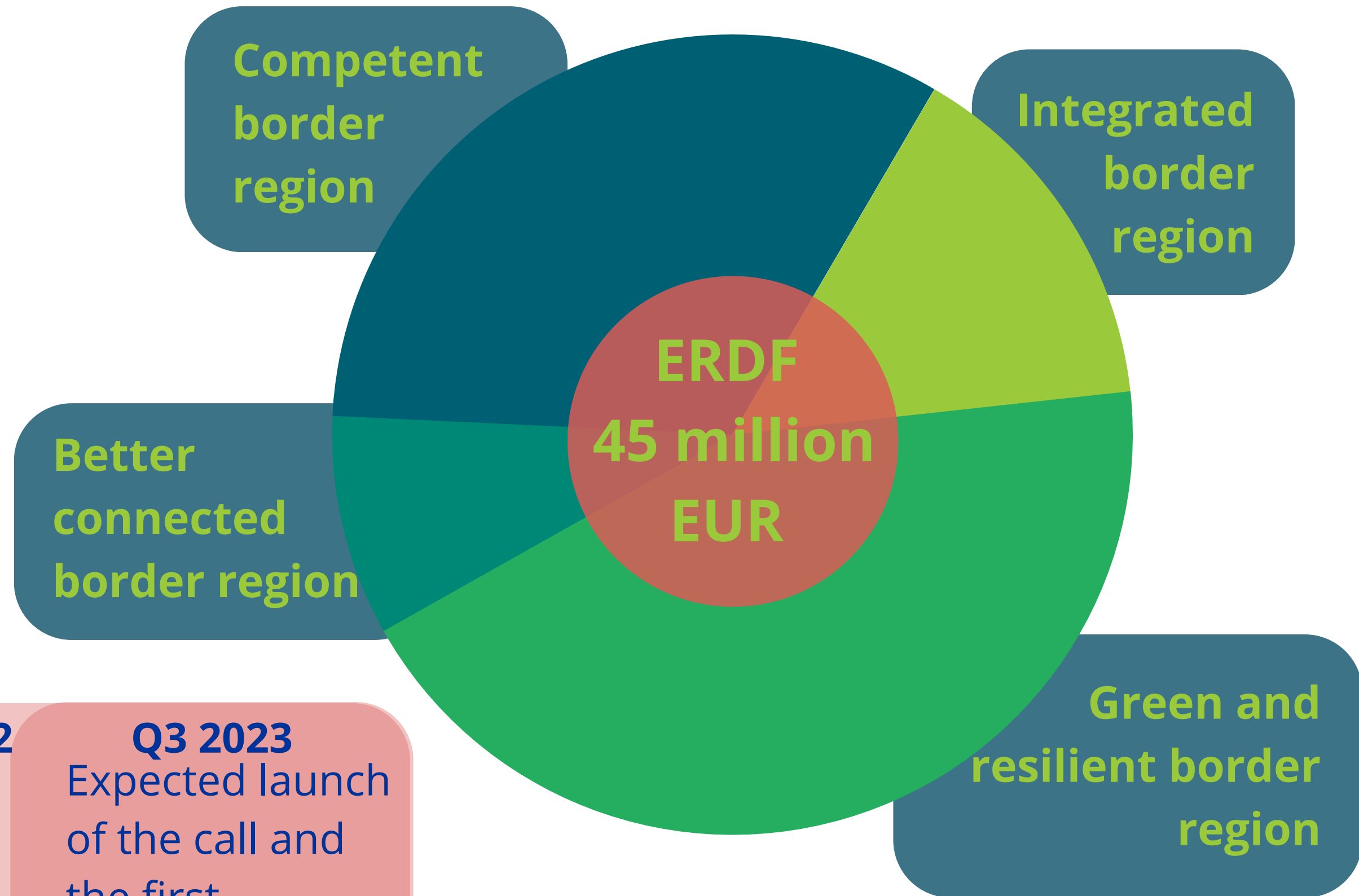
# New beginnings

The institutions of the programme have been working hard to prepare detailed documents of the call, including simplifications in the eligibility of costs, and the setup of a brand new, reliable monitoring system together with many other Interreg programmes.

**January 2022**  
Member States approved and the Managing Authority submitted the Interreg Programme

**September 2022**  
The European Commission approved the Interreg Programme

**Q3 2023**  
Expected launch of the call and the first submission of applications.



## Useful links



<https://interreg-athu.eu/>



<https://www.facebook.com/interregathu/>



<https://linkedin.com/company/interreg-programme-austria-hungary>



<https://interreg-athu.eu/en/newsletter>

<https://szpi.hu/cikk/hirlevel>