






Sectoral strategies development Economy

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Justify for our common future






Steps of the strategy preparation

- 1st step: Identifying set of indicators
- 2nd step: Identifying the Danube region **Analysis**
- 3rd step: Data collection

- 4th step: Position of each indicator
- 5th step: Scenarios
- 6th step: Set objectives **Strategy**
- 7th step: Connection of objectives and programs

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SWOT analysis

SWOT

Opportunities, threats

Evaluation of the external factors



Development directions Key stake holders Competitors

Strengths, weaknesses

Internal factors of the territory

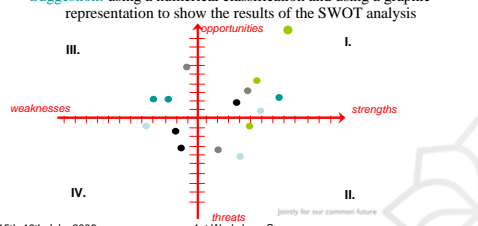
Endogen resources Present strategies Institutions, tools

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4th step: Position of each indicator

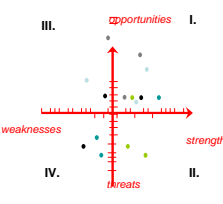
Suggestion: using a numerical classification and using a graphic representation to show the results of the SWOT analysis



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Four different strategies



Factors are analyzed with data and text. After the analyzing we can represent the places of the factors in the frame of reference. Different strategies have to be applied according to the Position of the factors in the frame of reference:

- I. Factors situated in sector I. of the frame of reference are the so called breakout points, that support **offensive strategy**.
- II. Factors placed in sector II. require a **diversified strategy**.
- III. This sector shows, we need to apply a **switched strategy**.
- IV. In the case of the factors situated in sector IV. emergency actions must be taken, **defensive strategy** is required.

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Determination of x and y values

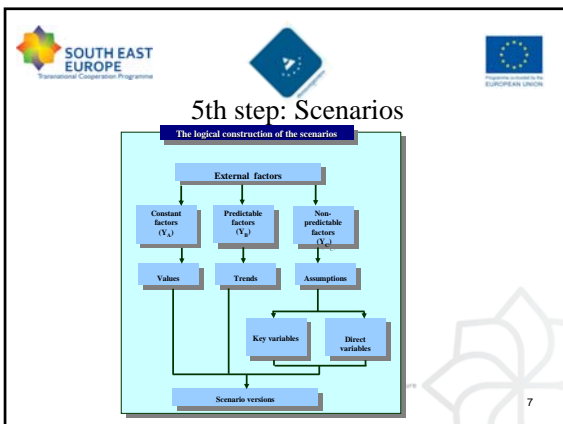
The optimal development strategy is determined first by the internal factors of the analyzed region and further on by taking into account the opportunities and threats of the external environment.

First step: X value may vary between +3 and -3, depending on whether the given factor might be considered strength (+) or weakness (-).

Second step: Determination of Y value. In the case of every factor the opportunities and the treats are evaluated and positioned on a scale with a + 3/-3 scale.

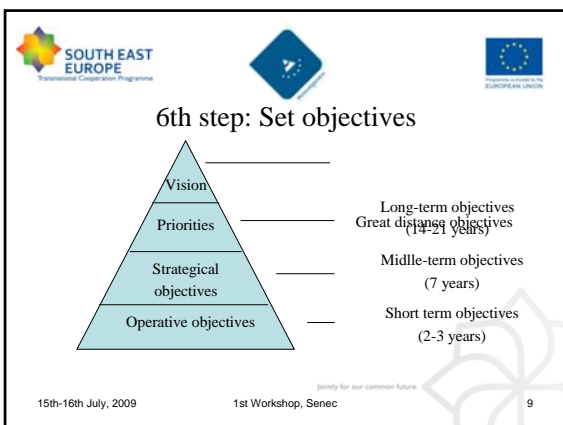
We can evaluate the factor in text (commentary). For comparison we can use the average of EU 27, if we can.

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Different scenarios depend on the Y value

- The Y values can be different and its different combinations result in different scenarios.
- The time frame must be set for the expected changes. Usually 1 period is 7 years.



7th step: Connection of objectives and programs

Programmes	Objectives
	O1.....O4.....ON
P 1	
P 2	
.	
P 5	
.	
P M	

Those programmes are efficient which support more objectives at the same time.

Thank you for your kind attention!