



# DANUrB+

creates a dense network of stakeholders and projects along the Danube implementing EUSDR actions in the peripheral and border regions along the river which can count only on the potentials of the Danube to stop socio-economic shrinkage.

The project focuses on strengthening the cultural and tourism economy of small and medium sized cities on the Danube through the revalorisation of their hidden or unutilized cultural resources related to the Danube River. Its main goal is to create a comprehensive spatio-cultural network, a “Danube Cultural Promenade” connecting all communities along the river, and building a common tourism destination brand offering thematic routes and developing possibilities which can increase the number of visitors in the region.

## 4 horizontal thematic flows across 4 vertical WPs



## Thematic flows



The novelty of DANUrB+ is to outline strategical goals to real stakeholders with action plans and initiatives usable in periphery areas in all sections of the Danube, and to brand these in inclusive and effective ways overcoming negative socio-economic processes.

## Results

- DANUrB+ platform: [www.danurb.eu](http://www.danurb.eu)
- Stakeholders cooperatives
- Atlas of DANUrB+ towns
- DANUrB+ films
- PocketGuide tours
- Educational programs