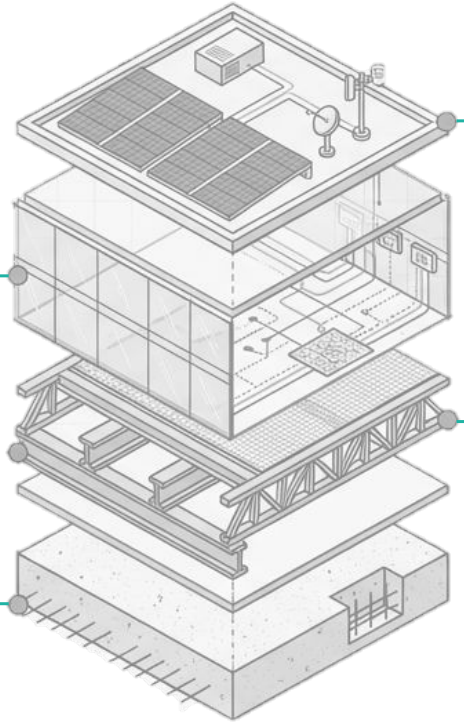
COEUS Strategy
Presentation

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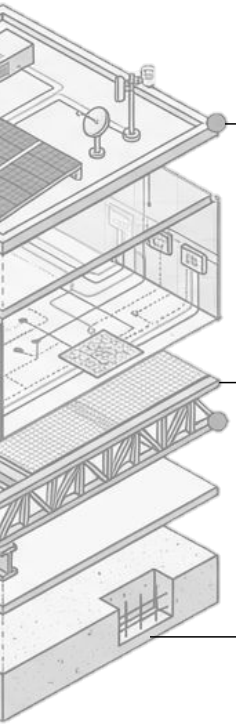
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Strategy Chapters

Foundations

Chapter 1 | **INTRODUCTION**

This chapter presents the COEUS project, outlining its origins, objectives, and transnational partnership. It describes the project structure across three phases - analysis and Handbook development, training activities, and long-term Strategy & Action Plans - and frames the initiative for public authorities, highlighting its relevance for the coordinated CDR implementation across territories.

Chapter 2 | **CDR PRINCIPLES**

This chapter introduces the core principles of CDR, drawing on the CDR Manifesto and CDR Handbook. It provides a shared conceptual framework covering digital ethics, data responsibility, regulatory references, and sustainability, ensuring a common knowledge base among stakeholders before progressing to operational and strategic actions. This stand-alone chapter provides a brief introduction to CDR for those unfamiliar with the topic.

Chapter 3 | **CULTURAL CHANGE & AWARENESS**

This chapter stresses the need for a cultural shift among SMEs and local stakeholders to enable effective CDR adoption, considering cross-country cultural differences. It is a foundational step, aligned with the Manifesto's principles of purpose and trust and with collaborative governance, supporting a change of mindset that precedes and accompanies technical and organisational transformation.

Chapter 4 | **GOVERNANCE**

This chapter provides guidance on implementing and ensuring the long-term continuity of the COEUS framework at the local level, introducing a bottom-up approach.

Strategy Chapters | Implementation

Chapter 5 | INNOVATION AND SME SUPPORT

This chapter explains how local ecosystems can foster SME innovation by embedding CDR principles into existing support networks. It highlights CDR as a strategic asset, demonstrating how ethical digital practices can become a competitive lever. It supports the integration of CDR principles into the organisational culture of SMEs.

Chapter 6 | TRAINING ECOSYSTEM

This chapter outlines the creation of a long-term and dynamic CDR training ecosystem based on the COEUS project legacy. It supports public authorities and organisations in maintaining continuous, practice-oriented skills development for SMEs and public administrations, ensuring that training remains aligned with real SME needs identified during the pilot phase and evolving. The dynamic structure of the ecosystem allows for the regular update of CDR topics and the integration of emerging EU legislation related to CDR principles, while involving local actors to ensure durability, scalability, and long-term impact of training initiatives. Regional innovation centres and business support organisations are expected to play a key role beyond the project's lifetime.

Chapter 7 | FUNDING AND INVESTMENTS

This chapter integrates proposals on how to build mechanisms to finance CDR through public investments or public-private partnerships. Its role is to provide Public Administrations with concrete tools to incentivise the adoption of CDR, for example, by inserting reward criteria into existing funding tenders. The chapter will be complemented by guiding principles encouraging companies to implement CDR with their own resources, supported by examples of best practice.

Chapter 8 | COMMUNICATION

This chapter highlights the role of structured and coherent communication in promoting CDR values. It positions communication as a driver of change, offering tools, best practices, and case studies to transparently showcase the social and economic benefits of ethical digitalisation and to support stakeholder engagement. Communication integrates all elements of the CDR framework, providing regional stakeholders with a coherent understanding of its strategic value.

Strategy Chapters

Sustainability & Integration

Chapter 9 | NATIONAL AND TRANSNATIONAL COOPERATION

This chapter systematises the framework for the continuation of cross-border cooperation at both the cross-border level and EU levels, between partners and institutions, and for the expansion of such networks across Europe. Its role is to create international synergies, allowing local authorities to compare practices on common standards and to harmonise governance requirements.

Chapter 10 | ESG SUSTAINABILITY AND MONITORING

This chapter focuses on the long-term sustainability of the Strategy. It provides guidance on monitoring progress, assessing ESG impacts, and managing risks, within the framework of applicable EU law. System resilience is ensured through practical topics and tools, proactive evaluation, and timely mitigation of the challenges arising from implementation.

Chapter 11 | TRANSNATIONAL POLICY INTEGRATION

The chapter underlines the importance of ongoing international coordination on CDR policies and actions, building on lessons learned and good practices resulting from stakeholders' activities and the implementation of the CDR training programme, with the objective of fostering policy convergence across territories.