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REACH-Hub

Hungary – Croatia

29 April 2026, Pécs

Regional Economic Advancement through Collaborative Hub REACH-Hub

Gabor Lados, ELTE CERS
project leader

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1) Agenda

09:30 – 10:00	Registration and arrival of participants
10:00 – 10:10	Welcome speech, meeting objectives
10:10 – 10:30	Introduction of the Partners <ul style="list-style-type: none">• ELTE CERS• SLAP• Chamber of Commerce and Industry of Pecs-Baranya• Public Institution Development Agency of Osijek-Baranja County
10:30 – 10:50	Programme presentation Antonija Bedenikovic (Programme Manager, JS)
10:50 – 11:00	Lead Partner introduction – Gabor Lados
11:00 – 11:20	REACH-Hub <ul style="list-style-type: none">• project overview – Gabor Lados• project management – Katalin Sule
11:20 – 11:50	Next steps, milestones
11:50 – 12:10	Q/A
12:10 – 12:15	Closing of the conference
12:30 –	Lunch and networking (venue: Korhely Restaurant & Pub; 2 Boltiv koz, Pecs)



2) Project structure

Project partners

LP – ELTE CERS

P1 - SLAP

Partners without
budget

Chamber of
Commerce and
Industry of Pecs-
Baranya

Public Institution
Development Agency
of Osijek-Baranja
County

CERS: evolving challenges and research perspectives





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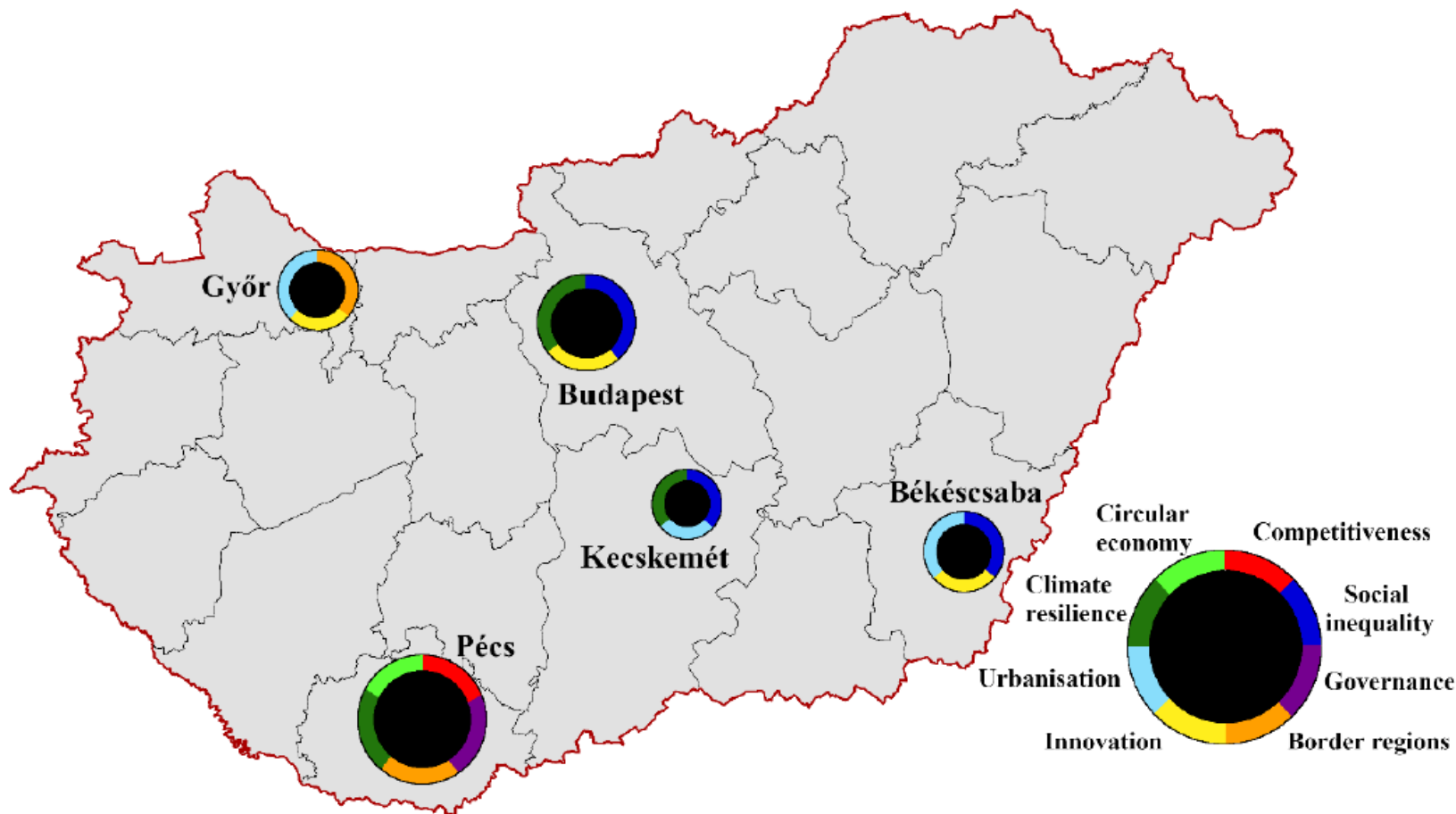


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Regional embeddedness, focus on local problems



Project experience

- UNIREG Impulse (IPA RTPP)
- REPAIR (H2020)
- BORDERSCAPES (FP7)
- Carpathian Project (Interreg IIIB CADSES)
- RuRES (Interreg V-A HU-HR)

- Colleagues of CERS
- SLAP
- Chamber of Commerce and Industry of Pecs-Baranya
- Public Institution Development Agency of Osijek-Baranja County



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3) Programme manager presentation – Antonija Bedeniković



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4) Core details of the Project

Total budget:	239 766.00 EUR
EU funds:	191 812.80 EUR
Project start:	01/03/2026
Project end:	29/02/2028

Target Area (5 NUTS-3 Regions)

Somogy, Baranya (Hungary);
Osijek-Baranja, Vukovar-Srijem,
Pozega-Slavonia (Croatia)



Potential project logo



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Core problem

An Internal Border that Still Divides



The Geopolitical Promise

Croatia joined the EU 13 years ago and the Schengen Area over 2 years ago. Geopolitically, the border should be invisible.



The Ground Reality

Two decades of top-down strategies have failed to dissolve deep-rooted barriers. The border remains a severe obstacle preventing genuine social, administrative, and economic integration between Hungarian and Croatian communities.



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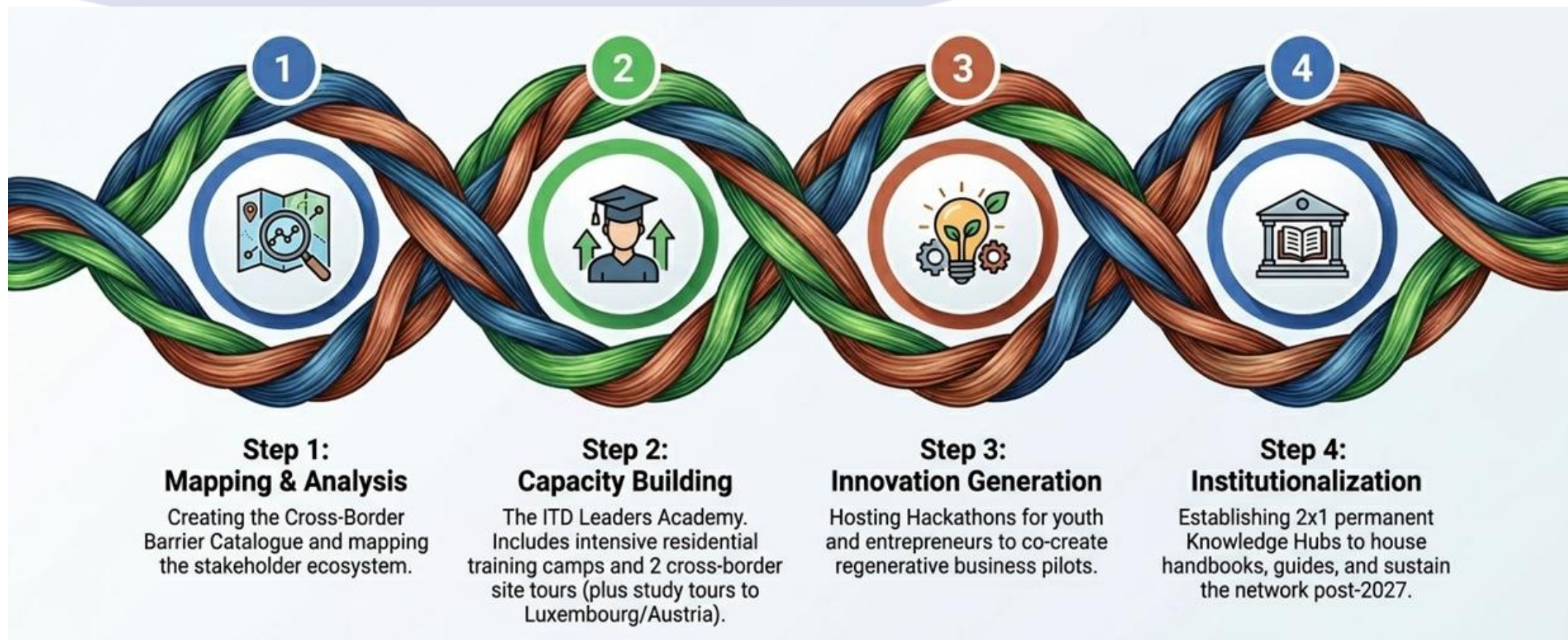


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Main pillars of REACH-Hub



Main outputs of the project

- 3 public events with 450 participants (2 Roadshows and closing conference)
- 1 Cross Border Report on Cooperation Barriers
- 1 Barrier Catalogue
- 1 Best Practice Catalogue
- 1 Cross Corder Stakeholder Analysis
- 1 Handbook on Innovative Governance Models
- 1 Integrated Strategic Action Plan
- 1 Handbook for ITD Methodology
- 2 Knowledge Hubs
- 2 Hachatons
- 40 participants in Training Camps
- 60 participants in joint action activities (Cross Border Site Visits; Study Tours)

The impact of the project outcomes

100+

People directly benefiting from thematic capacity-building events (Leaders Academy, Hackathons).

8

Newly elaborated, harmonized documents (Barrier Catalogues, Strategic Action Plans) delivered to policymakers.

130

Participations in joint actions across borders after project completion, proving the long-term sustainability of the network.



5) Project Management – Katalin Süle

6) Next steps, milestones

- Project website (sub-page on the LP-s website)
- WP output 3.1 (Cross Border Report on Cooperation Barriers) and 3.2 (Barrier Catalogue)

7) Q/A



8) Closing

- Core messages of the event



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Thank you for your attention!

Gabor Lados

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