

Summary of the Regional Action Plan

The covid virus epidemic has resulted in a sharp decline of economic performance in most of the countries worldwide. The large multinationals closed down their facilities, while the local businesses had to freeze their operation, leaving them in a situation with limited or no reserves.

In the framework of DanubeChance 2.0 PBN would like to help the local businesses in the following way:

Local community has to have awareness and consciousness in rebuilding the local economy. The media has the role to contribute to it, by sharing information about the essential contribution the community plays in managing the sustainability of the local businesses. Therefore, action will be organized around the awareness raising of inhabitants – local customers – in purchasing goods and services at service providers. Media will be approached – also mostly the ones owned by local people – to serve as communication surface.