Working hand in hand to reach mutual prosperity

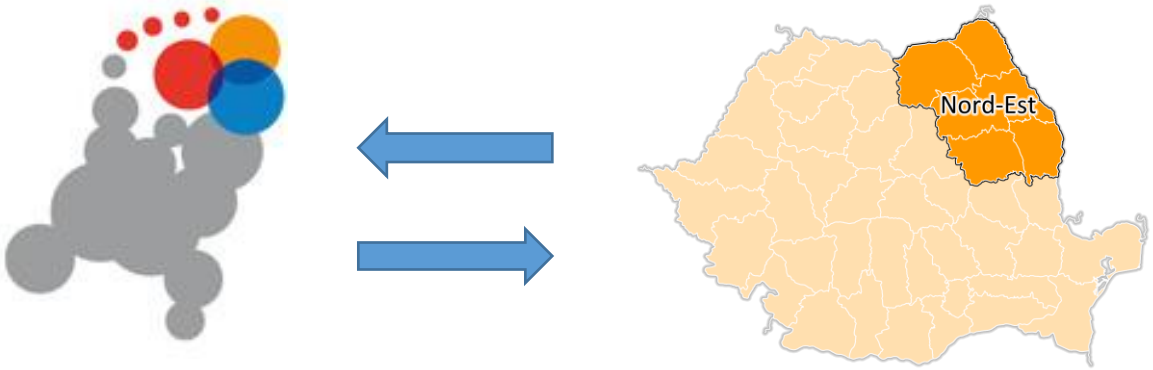
PARTNERS:

The Northern Netherlands Provinces (SNN)

The North-East Region of Romania (NE RDA)

The general objective

- Connect two territories separated by more than 2000 kms with a single smart and transnational specialisation strategy for creating a commune fertile field of play in order to foster a strategic and innovative cooperation. Cooperation that successfully combines the similarities and complementarities from the two regions in order to reach mutual sustainable results with direct impact on both local societies.



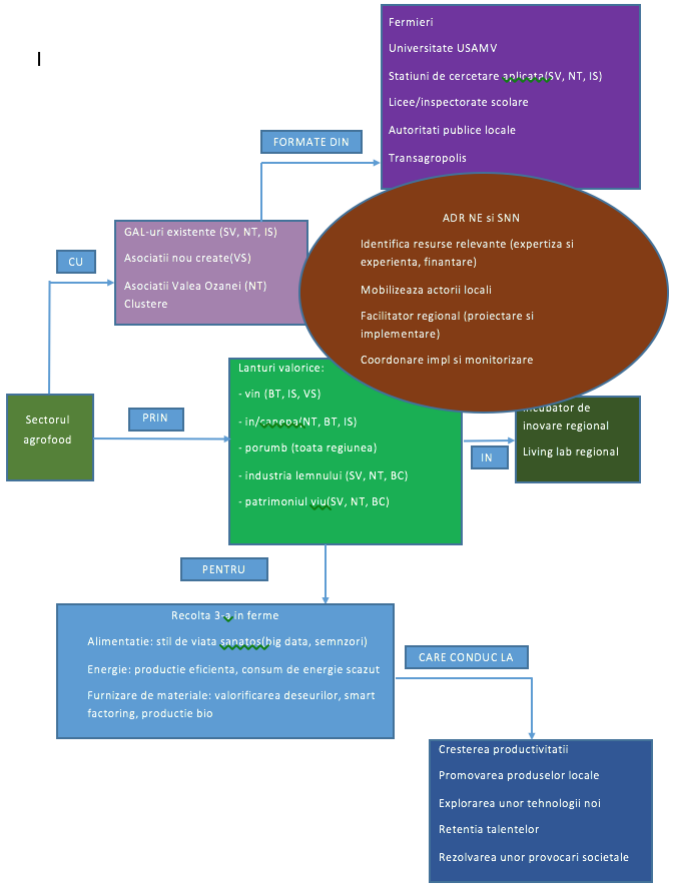
Intermediary objectives

- Identify and decide the intervention areas in order to solve current critical societal challenges and to generate economic growth and prosperity in both regions
- Develop the regional living lab concept and design the implementation plan
- Mapping of the agreed sector in both regions for selecting the potential business models to be implemented taking into consideration the circular economy principle and local value chains creation/development
- Identify the relevant stakeholders from the region for implementing the selected business models
- Develop a rigorous program management system for efficient coordination and monitoring of the smart and transnational specialisation strategy action plan

The General Process

1. Agree on intervention sectors:
- Agro food
- Textile
- IT&C
- Water and waste management
- Health, Bio-technologies
2. Evaluate intervention areas and the desired results
- Identify societal challenges that require a solution
- Identify improvement areas for a better efficiency and for a higher level of the return of investment to society
- Other strategic investments stipulated in RIS3
3. Identify and involve the main actors
- Local public authorities
- Educational institutions and/or innovation, development and technologic transfer centers
- Private sector: LAG, clusters, independent organizations
- Civil society: mainly NGOs
- Implementation ambassadors: practitioners, professors, research and development centers
4. Plan key interventions and calendar
- Create and develop value chains from established sectors
- Identify business models which have great potential for contributing in regional development objective accomplishment
- Establish the implementation program (planning, system coordination and monitoring)
- Support structures development: incubators, accelerators, living labs
- Other strategic investments stipulated in RIS3
5. Plan implementation and results monitoring

Sector Intervention Planning



For each selected sector, an “Intervention Process Sheet” should be created, representing the entire interventional process in a logical and well structured form (a 1 page graphic).

The “Intervention Process Sheet” will represent the starting point of the future intervention strategy, which should be detailed in a separate document (Intervention Strategy).

The Intervention Strategy will comprise all the details of the interventions and the calendar of activities.

The principles

- Cooperation with win-win advantages/based on complementarities and interests
- Self involvement at regional level
- Focus on results /immediate outputs with sustainable effects
- Mix of financial resources used to implement the specific projects

Main advantages

- **Research & Development**: develop partnerships and sharing results from local Living Labs / R&D Centers / TTC / Academic Research / etc
- **Circular Economy & Value Chains**: sustained collaboration between the two regions in developing circular economy, create/develop local value chains with partner entities from both regions
- **Commercial**: access to new markets (SNN: western EU market, RDA NE: eastern EU, middle east, Russia)
- **Logistic**: create logistic hubs in the partner region for better and faster serving of the near markets

Sustainability results

- a single RIS3 developed for 2 distinct regions in Romania and The Netherlands
- a single RIS3 program defined and implemented in the regions
- concrete cooperation bridges created between partners in the same value chain, transposed in mutual learning mechanisms, knowledge transfer and common investment projects
- economic value added in the regions from the implemented projects
- increased capability of the regions to recognize and address societal challenges with smart solutions

Experts visit

NE RDA ▸ SNN

- **RDA Team** (the facilitator and project supervisor)
- **NER Ambassadors**
  - **Representative of the University** (practical oriented person)
  - **Industry Key Opinion Leader** (preferably a practitioner in the industry; the person who will lead the know-how transfer back to RNE and the following practical implementation)

SNN ▸ NE RDA

- **SNN team**
- **Dutch business developers and content specialists:**
  - **Value Chain Expert** (able to analyze the current NRE structures and propose intervention directions)
  - **Incubator, Accelerator & Living Lab Specialist** (specialist that will help in developing the local structures and eventually build new ones)
  - ***3 Harvest* Specialist** (consultant experienced in the entire set-up process of secondary production in agro food and not only)

Calendar

Visit #	Location	Date (2016)	Reason
1	NER -> **N-NLs**	7th – 11th of March (week 10)	expert mission
2	N-NLs -> **NER**	21st – 25th of March (week 12)	expert mission
3	NER -> **N-NLs**	To be defined	workshop
4	N-NLs -> **NER**	To be defined	workshop