

# **North East Romania & Northern Netherlands Regions Smart Development Cooperation Program**

December 2015

# Overview

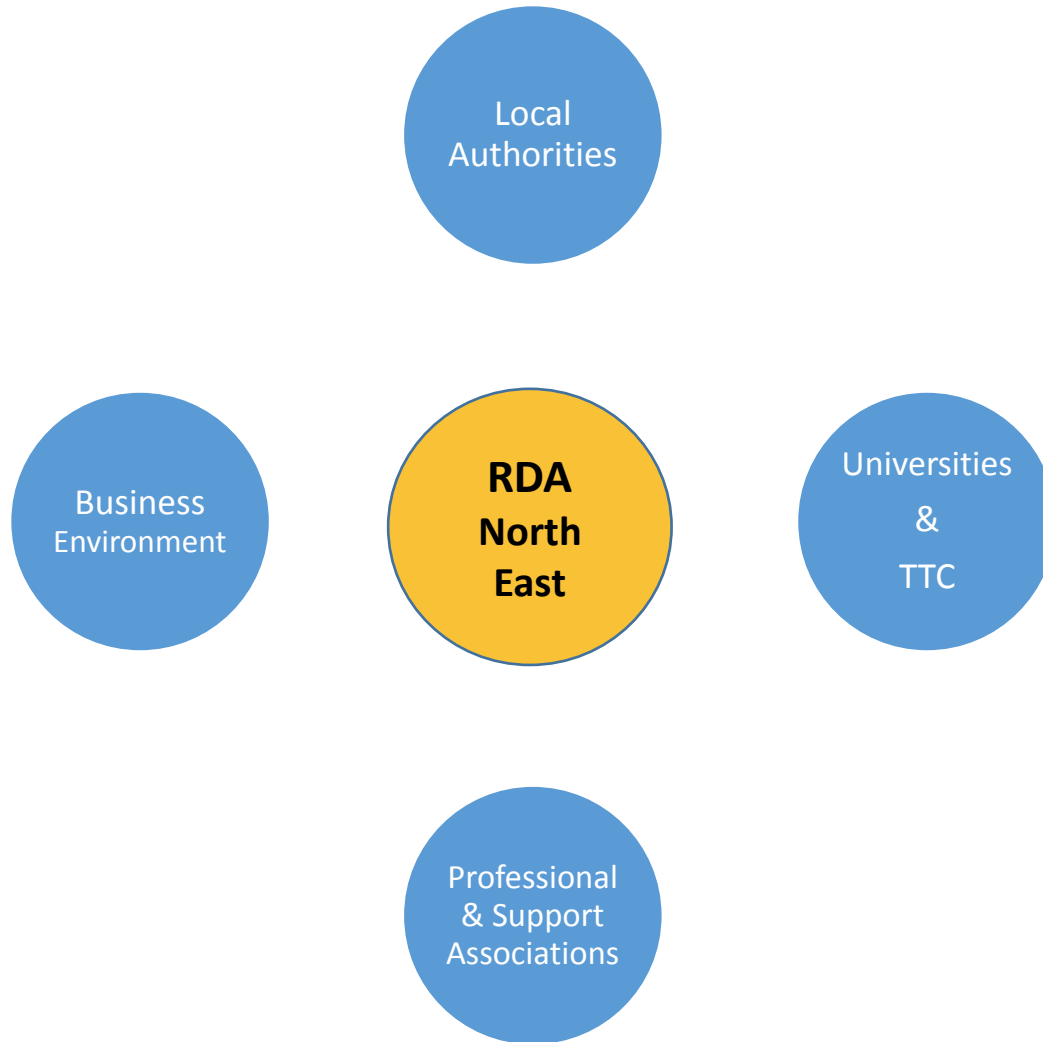
- ✓ **What?** – Objectives
- ✓ **Who?** – The main actors participating to the development of the private sector in the partner regions
- ✓ **How?** – General concepts & main activities
- ✓ **Where?** – Intervention areas/economic sectors
- ✓ **Conclusions**

# What? - Objectives (the business environment)

Encouragement and drive of social, cultural and sustainable economic development in the North East and Northern Netherlands Regions by developing, implementing and monitoring special designed regional development strategy. Milestones:

- ✓ Increase of the partner regions' attractiveness for attracting investors and tourists
- ✓ Increase the level of innovation and of technological transfer
- ✓ Connect and facilitate collaborations between the private sector and the academic/scientific one
- ✓ Smart and efficient valorization of the regional resources, natural and human; develop geographical areas of specialization according to the local resources
- ✓ Increase the capacity of NER to attract (back), develop and retain the work force
- ✓ Development of the entrepreneurial abilities and mentality; encourage the private organizations to join professional associations and networks
- ✓ Identify solutions to societal challenges by working closely with the business & academic environment

# Who? – Main regional actors in Romania



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In this structure RDA's mission is:

- Play a facilitator role
- Develop communication channels between the main participants to the development of the RNE's business environment
- Support the set-up of common goals and activities
- Promote vertical and horizontal partnerships
- Set-up of the investment grounds. Efficient and sustainable for RNE and attractive for FDI

# How? – Main principles & concepts

## Getting to know the business environment

- In order to maximize the outcome and efficiency of our interventions in the region, we start our initiative of developing the partner regions' business environment by organizing direct meetings with selected actors that we believe they might offer high contribution to partner regions' business environment development: Public Authorities, Universities & TTC, Professional & Support Associations, Private Organizations

## Mapping the regional resources

- Identify and sort by categories (characteristics, particularities, benefits provided etc) the natural and human resources of the region, identify best way of exploitation with added value to the resource and to the region
- Following the mapping process and its results, we plan to identify and encourage specialization per geographical region according to the local resources and experience in exploitation.

## Innovation encouragement

- Develop the innovation concept in the region and its benefits to the individual, organization and society. Innovation can include, innovation of product/process/business model/sales & marketing

## Strategic partnerships

- Attract and select key strategic partners, local and international, partners that can support the transfer of know-how in partner regions' and the alignment of their business environment to the modern technological standards & business knowledge

# How? – Main principles & concepts

## Professional talent development & retention

- Develop the partnership between the academic and business environment, encourage mutual regional actions that can contribute to the development of the regional workforce and its retention in the partner regions'

## Living Lab & Business Incubators

- Delivering a structure for close cooperation between knowledge, ecosystem, society, and business, allowing conditions to settle, interact, test, implement, monitor, improve, repair and expose developments with their integral effects
- A geographically spread network of living labs and incubators creates a powerful backbone for an innovating society, a society that energizes its own transitions to better wellbeing for all and more sustainable environmental qualities everywhere again and again.

## Entrepreneurship

- Facilitate development programs to encourage the entrepreneurship, to increase the awareness of the Living lab concept, incubator and business accelerator; develop partnerships with scope of encouraging and supporting young business

## Direct support offered to private organizations

- Transfer of know-how in terms of efficient business management, facilitate access to information and developing programs for private organizations, facilitate vertical and horizontal integration, provide access to international markets

# How? – Main principles & concepts

## Promoting business association & business network adherence

- In NER it is critical to develop the associative approach mentality, as well as adherence to business networks in order to drive the development of the regional business environment

## Closing the value chain

- Promote the concept of closing regional value chains and its benefits for the economical development of the region; Identify international partners for closing the regional value chains when necessary and/or international partners that can support the development of this concept and its implementation

## Circular economy

- Promoting the concept of eco-friendly utilization of regional resources in the production process:
  - biological cycle - the production waste is reintroduced in the biosphere with limited negative impact;
  - technological cycle – the production process is oriented towards efficient recycling, limiting this way the production waste

## Attract other financing sources

- FDI, business angels, venture capitalists, entrepreneurship competitions financing the winners, etc



# Definitions

Living lab =

*a pre-defined part of society and/or ecology that participates in research and innovation processes, which processes and their continuous valorization are directly embedded in that part of society and/or ecology.*

Incubator =

*a structure for valorization of research and innovations directly into new or existing entities, either businesses, clusters, institutions of any kind, that will adopt and assimilate the research and innovations in a well conditioned setting of the incubatores before going into self sufficient real world propagation of the valorization.*

# Living lab functioning

- delivering a structure for close cooperation between knowledge, ecosystem, society, and business, allowing conditions to settle, interact, test, implement, monitor, improve, repair and expose developments with their integral effects
- providing a real life setting for iterative development and implementation
- creating a development base consisting of wide societal participation and space/conditions to interact with the eco system
- a continuous monitoring system in place to follow development step-by-step and to iterate from there (based on measurements)
- a integral exposure of development results (good and bad), creating a showcase of possibilities.

Examples: a region, an island, a valley, a city, a village, all schools in the region, all hospitals

# Incubator functioning

- providing working space and time outside existing business
- giving access to existing research and innovations and allowing new research and development
- providing a flexible pre-production setting to take up innovations and allowing conditioned transformation to production setting
- lowering threshold to take up research and innovation through simplified administration, coaching and teaching
- inducing cooperative learning (by meeting, sharing, cooperating)
- creating a network of new and existing businesses that function as an open innovation structure/environment, inducing new innovations and coaching 'to the market' processes
- valuable investment impuls to the local and (sub)regional environment for quality of life improvements.

Examples: sustainable farming/forestry, Healthy lifestyle, Energy efficiency/renewables, waste reduction/reuse

# Regional development approach

A geographically spread network of living labs and incubators creates a powerful backbone for an innovating society, a society that energizes its own transitions to better wellbeing for all and more sustainable environmental qualities everywhere again and again.

# Example of aplicability - Agrofood

