

Innovation and pilot actions within the project AsviLOC Plus

Within the project *ASVILOC PLUS “Agencies Supporting Values of Innovation Systems in Regional and Local Economies”*, financed under South-East Europe Program, North-East Regional Development Agency organized different actions to identify the local needs on innovation and collect proposals of working instruments to encourage innovations within SMEs.

In consequence, it was elaborated a Regional Action Plan with 6 pilot actions, as it follows:

PA1. Dissemination of information on agency’s web page (www.adrnorddest.ro), to promote results of RDI’s sector in North-East Region, and on the dedicated web page of the project (www.asvilocplus.eu). The section dedicated to innovation will include the offer of innovation services in the region (existing centres for technological information, business incubators, technological and industrial parks, support organizations) and the offer of results on applied research in North-East Region.

PA2. Edit a regional semester publication (newspaper format) dedicated to promote the results on RDI, which will include best practices examples, financing opportunities, news and a calendar of innovation events. This publication will be edited in 6 editions with 2000 pieces / edition, and each member of the Regional Innovation Laboratory will contribute with articles and news. NE RDA will ensure the preparation for print, editing and distribution of this material to target groups represented by universities, research centres, SMEs with research activity, local / central public administration.

PA3. Stimulate, by support actions and exchange of experience, the successful management in the Centres for Technological information, industrial [parks and business incubators. NE RDA will initiate, facilitate and coordinate the exchange of experience between the Centres for Technological Information in our region.

PA4. Develop strategic management capacity within enterprises from our region, by identifying/organizing of training courses for the executive management (training modules regarding the project cycle management, human resources, public tenders, etc.), by North-East Regional Centre for Studies, in partnership with University „A.I.Cuza” Iasi (Centre for European Studies).

PA5. Encourage new associative structures, respectively setting up of the first textile cluster from the region (agree working agenda and annual dedicated action plan, sign collaboration agreement, participation to cluster training, initiate exchange of experience with similar structures from France, UK, etc.)

The first activity was represented by the seminar organized, on 21st of March 2011 in Savinesti, Neamt county (headquarter of RIFIL SA), within the members of the association ASTRICO Nord-Est had received information regarding the „Cradle to Cradle Network: - an European concept which promote the reduction of usage of raw materials which generates waste and pollution and there were presented some good practice examples implemented by other European industrialized states (Holland, Germany, Italy, France).

On 21st of March 2011, NE RDA was the host for the working meeting with the members of the textile cluster set up within our region and it was defined a future action plan.

PA6. Facilitate of meetings between academic environment and SMEs sector, on fields of activity, including the identifying of financing sources which support innovation,

On 2nd of March 2011, NE RDA organized, in partnership with Scientific and Technological Park „Tehnopolis” Iasi and Territorial Office for SMEs Iasi, at the Tehnopolis headquarter, the seminar entitled „Innovation at the power of example”. The agenda of the event included the following themes:

- Presentation of the project Cradle to Cradle (C2C) – concept, initiatives, results – NE RDA
- Services offered by Tehnopolis to encourage technological transfer and innovation in the field of « clean » products - SC Tehnopolis SRL Iași
- Financing opportunities for the business environment available in 2011 – Territorial Office for SMEs Iasi
- Financing opportunities for innovation and research available by NPRDI (National Program for RDI) and Operational Program “Increasing the economic competitiveness”- National Authority for Scientific Research, Territorial Office Iasi

The second part of this meeting was dedicated to development of 2 simultaneous workshops with the objective the presentation of good practices proposals C2C in the fields of industry (furnishings, printing products, synthetic fibres, waste recycling)/constructions and good governance, in order to collect proposals and initiatives to encourage the environment protection, multiplication of C2C good practices examples at regional level and make the inventory of transfer proposals of good practices.