

# Innovation Clusters |

## Success story • AgroTransilvania Cluster



Greening Agrifood  
in Social Economy

Clusters of Social and Ecological Innovation (CSEIs) and  
European Digital Innovation Hubs (EDIH)



# AgroTransilvania Cluster (mission impossible?)

General manager,  
Prof. Dr. Felix Arion



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### I. North-West Region (North Transylvania)

### North-West (RO11)



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### General Information

- Cluj-Napoca
- 34.160 km<sup>2</sup> (2015)
- 2.523.549 (2022)
- 29.948,46 (2021)
  - % of the National GDP 12,41 (2021)
  - % of Unemployment 3,10 (2022)
  - Regional GERD (%) 0,20 (2020)



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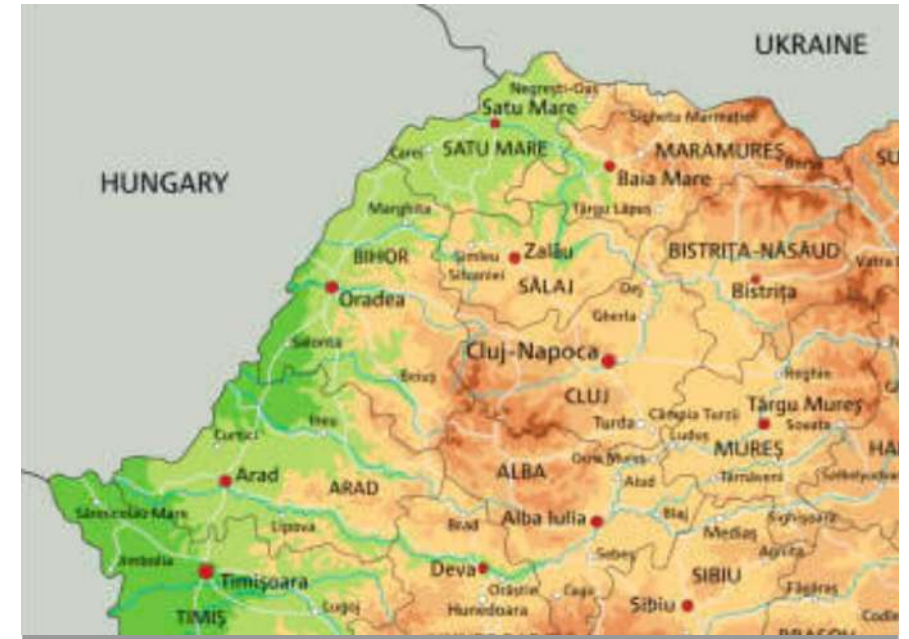
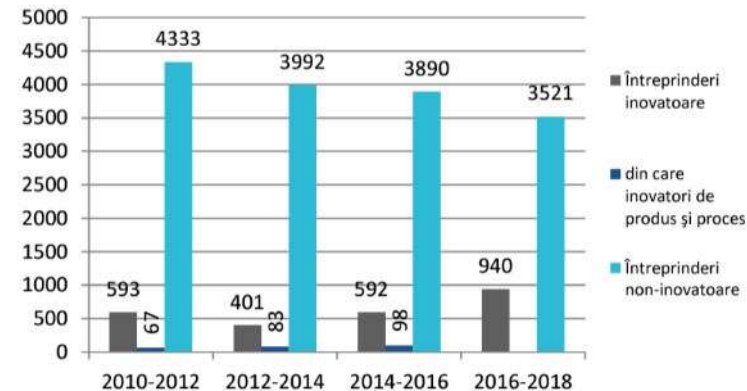
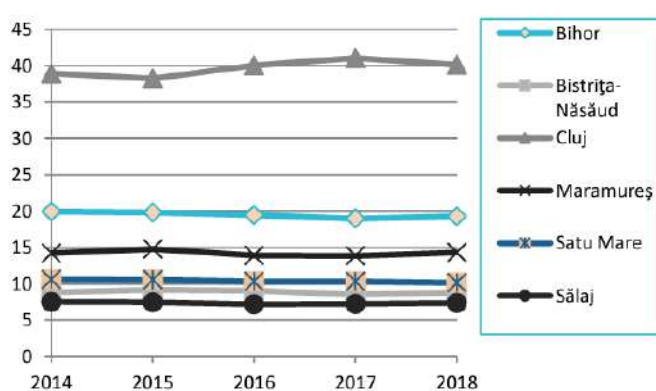
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### How it is?

Significant disparities persist – OECD methodology

- **3 predominantly rural counties:** Maramureș, Bistrița-Năsăud, and Sălaj
- **1 predominantly rural region near a city:** Satu Mare
- **2 intermediate regions near cities:** Cluj and Bihor



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### To be afraid of?

- **agri-food sector** and **small companies in the retail sector** at risk
  - incoherent innovation ecosystem
  - insufficient cooperation in the quadruple helix
  - lack of a modern transport infrastructure
  - lower levels of overall productivity



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### How is it planned?

Complex matrix of Activities and Policies (framework of S3/RIS process)

- Priority 1 –The tripod of research-development-innovation
- Priority 2 – An innovative and digitized business environment
- Priority 3 – Supporting the creation of a connected innovation ecosystem



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| Proiecte integrate pe domeniile de specializare inteligentă (Proiecte TIP A - crearea și modernizarea structurilor regionale și locale de sprijinire a afacerilor având ca scop atragerea investițiilor, revigorarea și dezvoltarea economiilor locale și regionale, prin specializare inteligentă) |   |  |          |       |             |                    |                     |  |
|---|---|--|----------|-------|-------------|--------------------|---------------------|--|
| Tip proiect   | Denumire proiect  | Denumire solicitant                        | PARTENER | Județ | Localitate  | Valoare totală RON | Valoare totală EURO | Domeniu RIS 3  |
| TIP B mic   | Dezvoltarea de noi produse lactate functionale utilizand extracte din fructe de padure din genul Vaccinium. | ASOCIATIA „CLUSTERUL AGRO-FOOD-IND NAPOCA” |          | Cluj  | Cluj-Napoca | 9,833,123.28       | 2,044,308.37        | PILON I DS 1: Agro-alimentar, PILON I DS 3: Sanatate   |
| TIP B mic   | Solutii inovative de colaborare online pentru sustinerea ecosistemului antreprenorial regional              | Transilvania IT Cluster                    |          | Cluj  | Cluj-Napoca | 5,722,425.67       | 1,189,693.49        | PILON I DS 1: Agro-alimentar, Pilon II DS 1: Materiale noi (avansate si compozite), Pilon II DS 2: Tehnologii avansate de productie, Pilon III DS : Tehnologia informatiei si comunicatiilor |



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Who can do it?

- **AgroTransilvania Cluster**
- **Smart Transylvania** (AgroTransilvania Cluster, Transylvanian Furniture Cluster, AgroTransilvania Cluster, Transylvania IT Cluster, TREC - Transylvania Energy, Cluster Transylvania Creative Industries Cluster and New Materials Romanian Cluster)
- **National Network of Clusters in the Agri-Food Sector in Romania**
- **ClusteRo** (Association of Romanian Clusters)
- **PIC** (Plant InterCluster Network)



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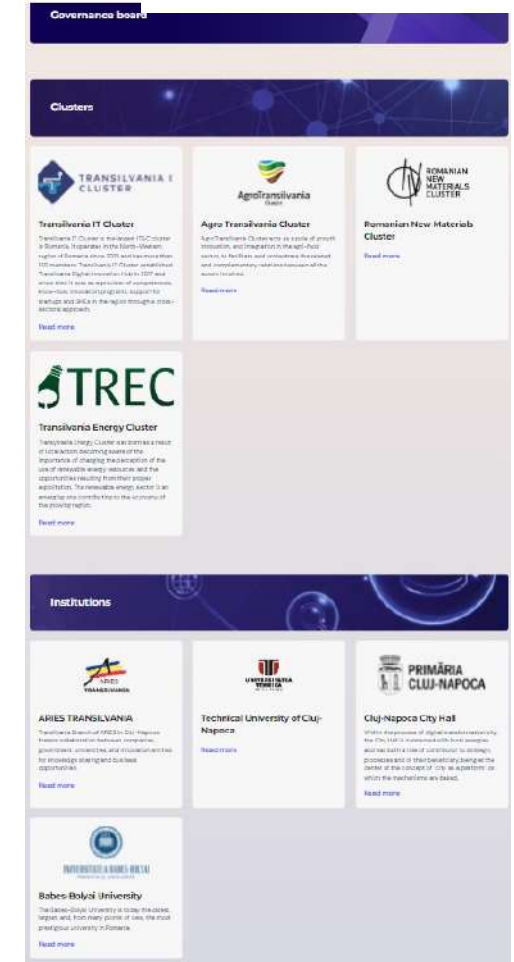
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### What are we doing?

- Learn2Do4Entrepreneurship
- 8 X S3 = Intelligent Romania
- Learn Consulting Do Consulting – LCDC
- Transilvania Digital Innovation Hub (TDIH)
- Horizon 2020 ZeroW
- Monitoring Committee for North-West Region Operational Regional Plan
- Monitoring Committee for National Strategic Plan



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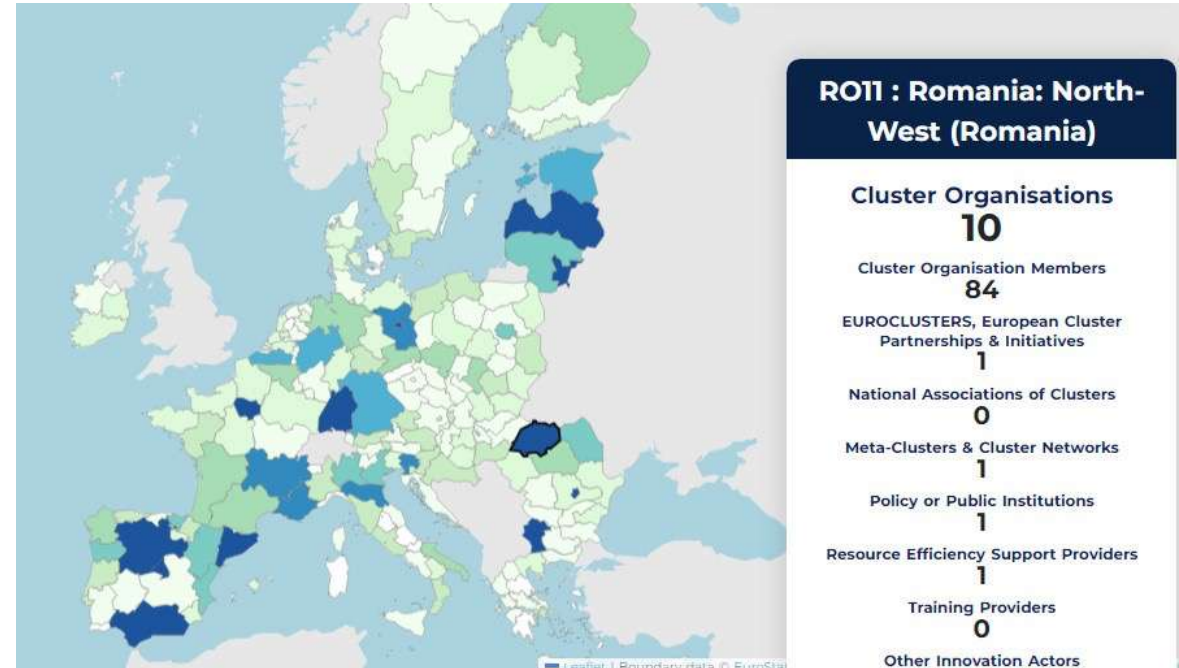
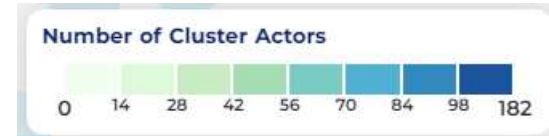
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### What to improve?

- Better understanding the specificity of clusters associations
- Dedicated measure on **North-West Region Operational Regional Plan** (similar with other regions in Romania, e.g. North-East Region)
- => To be recognised and used as **smart innovation drivers in the region**



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