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REGIONAL ACTION PLAN FOR TRANSFERRING C2CN PRACTICES IN THE ROMANIAN REGION NORTH-EAST

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For:

North East Regional Development Agency (NE RDA)

Project: INTERREG IVC- 'Cradle to Cradle Network' (C2CN-project)

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Language:

Official Declaration in [English](#) (and if desired also in partner language)
 Executive summary in [English](#) (and if desired also in partner language)
 Regional Action Plan in [English](#) (and/or if desired in partner language)

1. Executive summary

1.1 Introduction

The present Regional Action Plan serves the purpose to set out the executive strategy and the actions to be implemented in the Romanian Region of North East, in order to apply the good practices and the guidelines that were accomplished during the implementation of the InterReg IV Project “Cradle to Cradle Network” (C2CN). The C2CN is a capitalisation project that aims at reducing the use of raw materials to generate less waste and less environmental pollution, as well as to enhance innovation and economic development and social well-being. The project network consists of ten partners and brings together ten EU regions to share and capitalise on regional good practices in implementing C2C principles in relation to waste prevention and ecological materials management. This fits into the EU Europe2020 strategy and strategies on waste and resource efficiency to make Europe a recycling society.

As it will be more specified hereafter, in its phases of implementation the project has completed the activities of Sharing the Experience and Best Practices among the partners, setting up of local networks in the partners’ regions (involving local authorities and private stakeholders), and a basic program of meetings and bilateral interviews in order to ensure an adequate level of awareness to local authorities, SMEs and actors of local development on the C2CN best practices and on the opportunities that could be generated by adopting them.

As the last phase of implementation, the C2CN project has foreseen the setting-up of Regional Action Plans (RAPs), containing the needs to ensure an eco-effective strategy, and the indications of priorities of implementation for each of the involved Region, collected and evaluated by the integrated group of partners’ and stakeholders’ experts. In the specific, the RAP for the North East Region was drafted as a result of a comprehensive consultation process involving a broad range of both public and private stakeholders from this area, through participative meetings and bilateral interviews. The active involvement of the Regional stakeholders in the process of identification of the Action Plan is also confirmed by the letters of commitment which are annexed to the present document and are part of the Action Plan.

The aim of this Regional Action Plan is to support the strategies of eco-efficiency and eco-effectiveness in the social and economic development of the NE Region, by the identification of concrete actions (the C2C BPs) and the ways to adopt them into the NE Region, to be implemented in a short-term and medium-term perspective. The RAP defines the methodology, the admissible financial provision and the projects. In this sense, the RAP wants to:

1. establish a robust system for identifying, implementing, monitoring and evaluating development actions in NE region, that will introduce and test the concept of cradle to cradle to produce concrete results that generate the maximum added value in the region;
2. to facilitate the activation and mobilization of local resources, by supporting the definition of identified initiatives;
3. to establish a durable platform in the NE Region which will be able to ensure sustainability to the principles of eco-sustainability and eco-efficiency implementation after the C2CN project will be terminated.

On the practical level, local cooperation gives rise to a lot of questions; How to find a partner, how to share the work and responsibilities among partners, which and in which terms should the expenditures be done. The purpose of this action plan is thus to provide advice for the Romanian North East Regional Development Agency and the other local actors and stakeholders involved in the elaboration and implementation of the identified actions. In this sense, the RAP wants to be a practical organizational tool to facilitate and make possible the realization of project initiatives aiming to support the social and economic development by the introduction of the C2C principles in the current and

future Regional strategic priorities, linking – through the working methodology developed in EU C2CN Project – and taking into consideration the main objectives of North-Eastern Regional Development Agency, and the contents individuated by the Regional Development Action Plan.

In this sense, a particular attention and consideration has been paid in the present action plan to the theoretical framework and the guidelines provided by the C2CN (in terms of identified stakeholders to be put in connection methods for the analysing of the territorial data, selection of the BPs, set up of priorities and indicative project ideas). In the specific, the setting up of this Plan is based on the work that has been produced during the whole implementation of the C2CN Project in 2010 and 2011, including:

- The C2C Theoretical Framework;
- The Perspective Studies and related seminars in the four target areas (i.e.: Industry, Building, Area-specific Spatial Development and Governance);
- The C2CN Initiative Guide;
- The Guidelines: *Toward a Regional Governance Strategy for Cradle to Cradle*.

1.2 Structure of the RAP

The RAP covers different issues and topics concerning the methodology of work and the main principles which have brought to the identification of the package of C2C best practices for the NE Region.

Chapter 2 of the RAP reflects the purpose of the regional action plan and provides a general overview of C2CN project and the concrete measure for adopting specific GPs in the context of NE Region. In this section are also described the milestones of interregional and regional cooperation (e.g. theoretical framework, perspective studies, European C2C Network, thematic and transfer workshops etc), and a short description of the selection process in relation to the regional characteristics, initiatives, political will toward C2C;

Chapter 3 contains a description of the C2CN partner (NE RDA), which has been in charge for the coordination of the works for the setting up of the Regional Action Plan in the NE Region, the presentation of the other involved public and private stakeholders which have been active part in the identification of the Regional planning, as well as the methods and instruments for managing the coordination with the stakeholders at national and regional level. In this section an overview should be given of either the ROP or other (regional, national or European) programmes identified as potential sources of funding;

Chapters 4 and 5 are the main methodological content of the RAP. This part contains a section describing the process of identification of the selected good practices, and indications, for each of them, of the method of work, the envisaged phases of implementation, the current status of transfer and the expected timing of attainment. Expected results from actions (quantifiable and measurable impact of GP implementation on statistics of the region, qualitative impact) are also indicated in this section.

The final part of the Plan contains indications on other activities to boost C2C in the NE Region (connect to local momentum, short description of the actions, objectives, outputs, timeframe etc); a brief description on the state of affairs and approach (including timeframe) to integrate C2C as priority/sub priority in the future 2014-2020 Cohesion and Competitiveness Policy; the expected follow up and the level of self-sustainability of the envisaged actions after the termination of the C2CN project.

A final section containing a more detailed description of the envisaged actions to adopt the identified C2CN BP in the Region North East are contained in the project fiches to the RAP at Annex1.

1.3 Overview on the main elements for the social – economic and environmental framework of North East Region

The North-East Region is the largest of the 8 development regions in Romania. The region's population is concentrated in 45 urban centres, 497 communes and 2,413 villages. At the level of 1st of January 2010 there were officially registered 3,712,396 inhabitants of which 43.15% living in urban areas. The average population density in the region is of 100.74 inhabitants / square km.¹

The North-East Region does not face very serious pollution phenomenon. In spite of that, some factors with negative impact on the environment can be listed as follows:

- bad management of industrial and domestic waste (low level of selective collection, low degree of recapitalization and/or treatment of waste, unsuitable storage as concerning location and fitting of waste dumps, existence of sawdust dumps on the banks of water streams, along railways)
- former disaffected state-owned enterprises producing or using extremely toxic chemical agents as well as the choice of some unfitting technical solutions and low experience of the personnel involved led to environment pollution with extremely toxic substances (cyanides – the Falticeni incident).
- deforestation, with implications on sharpening of landslides (Calimani – Suceava);
- soil erosion phenomenon which mainly affects the Eastern part of the region
- local or area pollution caused by: industrial activities with impact on air, water and soil; mining workings, with impact on air, water, soil, vegetation; traffic (insufficient or inexistent road avoiding town areas) with impact on air and level of noise; urban agglomeration, with impact on air (thermal power plants on liquid fuel basis), water (waste water treatment plants of an insufficient capacity) and soil (waste); animal breeding farms, with impact on water and soil.

There are also some positive signals concerning the environment protection as following:

- there is a decrease in the activity of the great industrial pollutants and their gradual replacement with SMEs, much more flexible and with higher possibilities in approaching the sustainable development, according to the existing legislation especially the one concerning the environment protection.
- existing financing programs of cooperation funded by the EU at cross-border and transnational levels, and existing collaboration with EU Member States on environmental issues.
- carrying out specific training classes in kindergarten and schools. The negative side of this initiative is that the target group is quite narrow and the topics to be introduced are not covering all the environment issues
- approximately 40% of the components of municipality-generated waste are represented by recyclable materials out of which 20% could be recovered not being contaminated. As a result of a process of selective waste collection, only 2% of total recyclable materials are effectively recovered. The rest is eliminated by storage losing high quantities of side raw materials and energetic resources.
- some counties within the North-East Region were beneficiaries of programs and projects with external co-financing applicable to the environmental protection field. Thus, projects in various stages of progress are implemented, aimed at updating the water supply systems (Iasi county), modernisation, revamping and development of town waste water treatment plants (Iasi, Suceava, Piatra Neamt, Roman), for selective collection of waste and establishment of an ecological waste dump (Piatra Neamt), reduction of the risks implied by industry (the Bacau- Onesti area and the Savinesti chemical platform – SC Fibrex SA), reduction of powder emissions (SC Moldocim SA Bicaz – Tasca cement production facility), bio-diversity preservation and ecological reconstruction of the

¹ Source: Report on the status of environment in the North-East Region of Romania on 2010, REPA Bacau.

Ceahlău National Park, a demonstrative project related to utilisation of sawdust generated by wood logs cutting units (on Bicaz and Damuc River Valleys), the CREDO programme concerned in cross-border co-operation for the monitoring of Prut and Siret Rivers (Botosani County).

1.4 Strategy and Objectives for transfer and dissemination process

Description of C2C North-East network composition and function

The North East network will work as a progressive platform for encouraging innovations on the ecological, economic and social level. This will be done also considering the strong will of the identified stakeholders to transfer and disseminate the closed – loop economy principles (C2C), by a territorial process of improving the capability of private actors to establish relevant international relationships. Giving priority of C2C principles and starting from what is already available in the Region, this approach will become an accessible source of excellence for the whole regional society.

“An Action Plan is a strategic document that defines precisely how the good practices will be implemented under the Operational Programme of each region participating in a Capitalisation project.” This is the official definition of a RAP according to the INTERREG IVC Programme manual.

The General Strategy of the North East Regional Action Plan is to improve the effectiveness of regional development policies in the areas of innovation, knowledge economy, the environmental protection and risk prevention, as well as to contribute to the economic modernisation and increasing competitiveness of Europe regions.

According to this main strategy, the overall and specific objectives are identified as follows:

| Overall objectives | Specific objectives for 2012 - 2016 |
|---|---|
| <u>1 generating less waste and less environmental pollution</u> <u>2 enhancing innovation and economic development</u> <u>3 enhancing social well being</u> | Reducing the utilization of raw materials |
| | Facilitating the transfer of most interesting and adaptable C2C good practices |
| | Having a defined stakeholder network that will incorporate C2C principles into their social and economic vision |
| | Developing a set of tools which can be used to inspire companies, organisation and institution in making progress about the application of sustainable patterns of production |
| | Strengthening and implementing the exchange of knowledge and experiences between “seller” and “buyer” and between private and public actors in the North East Region |

Indications on C2C Network in the NE Region and follow up after project termination

The envisaged actions, which are inserted in the RAP, aim to produce outputs that will be self-sustained, or easily sustainable by the involved stakeholders after the end of the C2CN project activities. In fact, the permanent consultation mechanisms which are established in the NE Region (the *North-East Regional Partnership* and the *North-East Regional Innovative Strategy Coordination & Management Structures*) and that have been enforced during the phase of stakeholders’ involvement

and setting up of strategic priorities for the NE region is the first and most important factor to ensure adequate follow up to the plan. As a matter of fact, the network of Local Authorities which have been involved (at both Municipal and County levels) consider the principles of C2C as a basic instrument for improvement the quality of life of its population and will support economically the management and the after project's termination.

On the base of the framework of regional coordination and cooperation indicated above, following stakeholders have been involved in the exchange process in the NR Region for transferring C2C BPs and will be the partners of the C2C network in the NE Region after the conclusion of the framework InterReg IVC project:

| | |
|--|---|
| <p><i>For the Public sector:</i></p> <ul style="list-style-type: none"> - Municipality of Suceava - Municipality of Roman - Municipality of Piatra Neamt - County of Neamt - Municipality of Bacau - County of Bacau - Municipality of Botosani - Municipality of Iasi - Municipality of Vaslui | <p><i>For the private sector:</i></p> <ul style="list-style-type: none"> - JCI Romania private company - Gh. Zane University - JCI NGO - County Library "Gh. Asachi" Iasi |
|--|---|

At the local government level (Municipalities of Vaslui, Suceava, Iasi, Bacau and Piatra Neamt), the network will be a key component in the building up of the capability to promote sustainable development. Thus, the financial sustainability of the envisaged actions and of the outputs attained by them could be also ensured by the identification of specific lines for funding inside their Budgetary Plans.

It will be important, in the near future, to support and follow up adequately the impact of the Good Practices to the Regional Operational Programme or other regional mainstream programmes according to the developed Regional Action Plan. In this perspective, following actions have been foreseen:

- Actions promoting the inclusion of the C2C principles into the Regional and National programming documents for 2014-2020 time span;
- Actions of social communication raising the level of awareness on C2C principles of the governance stakeholders, and more in general, of the general population.

In this sense, the role of the NE RDA is of crucial importance for the promotion and the coordination of these actions of support at Regional level. The NE RDA has the main role to promote and to coordinate the process, by the consolidation of the established regional C2C Network and the facilitation of the exchange of experiences and best practices' transfer; the whole process concerns transferability of the planning issues (partnership, priorities, etc), the transferability of the information attained during the implementation phase (management structure, monitoring system, etc.) and the transferability of results (products, conclusions, etc). Furthermore, it will ensure the necessary support for communication and transferring pattern efficiency between the territory and the exporting C2CN partners ("seller").

The actions to increase the existing C2C network and to enforce the links with other Public administration at National and local levels, as well as other networks operating within the NE Region (other donors such as CBC Joint Operational Program Romania-Ukraine-Republic of Moldova, Trans-

Regional Program SEE; professionals and international networks on environmental promotion, NGOs), will be of great importance, in order to ensure an adequate institutional and financial support to the actions implemented by the C2C network after the framework project termination. In this sense, the RAP provides some indications on possible actions and goals to be attained by the network, as follows:

- Informing on the improved BPs and the transferred know-how by providing technical methodological and management details (knowledge transfer);
- Informing on the advantages by the introduction of the new BPs in terms of quality, sustainability, costs, technical details, recommendations for solving practical issues;
- Requesting cooperation by creating synergies with the implemented activities; with particular regards to the donors and EU CBC and Trans-Regional Programs of cooperation, an important factor to ensure the synergies is the organization of Forums of discussion, having the goal to promote that C2C principles will become *cross-cutting issues* and *Priorities* to be inserted in the terms of reference for these programs.

Both the progress of the project activities, and the development and functioning of the partnership, should be continuously monitored. Furthermore, there should be regular internal or external evaluations, which should assess as accurately as possible how successful (or unsuccessful) the project has been from the point of view of partnership in all its aspects: management, communication, decision-making, implementation, improvement of the capacities of all partners, etc.

Exchange of information and regular meetings help the partners to become aware of problems in good time, and to deal with them effectively. In this sense, it could be a good idea to ask each of the partners to keep a diary. Monitoring sheet or reports etc. should also whenever possible be written jointly.

2 Rationale

2.1 General description of C2CN project.

The overall objective of the C2C² Network is to develop regional action plans, reflecting the principles of the Cradle to Cradle concept, systemising its regional interpretations and setting out how the good practices will be implemented within regional mainstream Structural Funds Programmes. Within the overall more strategic objective the C2C Network project aims for the short term at the following practical goals or operational objectives:

To create an enduring network of regions related to Cradle to Cradle;

To promote regional stakeholder involvement;

To disseminate and communicate to wider EU audiences outside the partnership (awareness raising) and into the European Commission (policy recommendations) on approved methods for waste prevention/reduction based on the Cradle to Cradle philosophy.

The list of partners involved in project's activities is as follows:

- Province of Limburg (NL)
- Flemish Public Waste Agency (BE)
- Milano Metropoli Development Agency (IT)
- Department for Economics and Tourist Development of the City of Graz (AT)
- ARDI Regional Agency for Development and Innovation (FR)
- Kainuun Etu Ltd (FI)
- West-Transdanubian Regional Development Agency (HU)
- Suffolk County Council (UK)
- North-East Regional Development Agency (RO)
- Government Office for Development and European Affairs (SI)

From the ten C2C committed regions a wealth of knowledge and potential solutions for waste prevention and closed loops production is expected. These results from the C2C Network are then at hand for regional policy-makers and entrepreneurs to disseminate the insights and initiatives and to contribute to the Europe 2020 strategy of the European Commission. Good practices will be exchanged and implemented inside and outside the C2C Network.

The network concentrates on waste management and materials management but it also has cross-cutting side effects on the important EU themes of entrepreneurship and SMEs, and innovation, research and technology development.

The C2CN project runs over 2 years (01/2010 – 12/2011) and is designed into two phases. Phase 1 mainly focuses on the inventory, the study and transfer of already existing good practices within the selected target areas, whereas phase 2 addresses the development of regional actions plans. During the time span of the project, expert seminars, study visits and transfer workshops are held, which together with studies of the prospects of each of the four predefined thematic target areas and the

² The C2CN is an INTERREG IVC project awarded with a fast track status. The Interregional Cooperation Programme INTERREG IVC, financed by the European Union's Regional Development Fund, helps Regions of Europe work together to share experience and good practice in the areas of innovation, the knowledge economy, the environment and risk prevention. EUR 302 million is available for project funding but, more than that, a wealth of knowledge and potential solutions are also on hand for regional policy-makers.

collection of cases in 'A Journey from Cradle to Cradle. C2C Network Initiatives Guide' will ultimately result in the transformation of good practice into plans of action.

As a result, the project is thus producing a general theoretical framework, in depth perspective studies for the four selected target areas, 'A Journey from Cradle to Cradle. C2C Network Initiatives Guide' (aka the Good Practice Handbook) in hand, a guide on waste management and C2C, a set of policy recommendations, and last but not least 10 regional action plans, well documented, thought through and aligned between the different stakeholders that are involved locally in the European project regions.

The studies and handbook products are expected to be of great value also for other parties concerned outside the project partnership. Through regular newsletters and the project website the C2C Network flexibly organises information flows and communicates well with a broad audience

2.2 Short description of the selection process

The process of transfer and implementation of best practices in the North East region is developed through three phases:

- a first phase in which there has been the initial exchange with providing region with summary translated info about specific Good Practices
- a second phase of identification and involvement of stakeholders and organization of first transfer workshops with presentation of best practices, underlining what are the most interesting aspects of specific GP about their application in North East Region;
- a third phase of implementation of best practices among those who decided to join the network.

The meeting marked the first phase have been organized with the aim of a first contact with local authorities that have expressed a prior interest in involvement in the project. During the meetings we analyzed the aspects of good practice identified at the outset.

The next step was organized a second round of meetings to share a chip design that will be the working document from which starting point for the final phase of the transfer.

All this work was completed with bilateral meetings and interviews with the relevant organisations, covering both, private and public institutions.

2.3 Short description of regional characteristics, initiatives, political will in relation to C2C

In the North-East of Romania actions and projects in sustainable development direction have already started to be implemented since several years ago starting from integrated waste management systems and going further to the thermal rehabilitation of buildings, existing ones and especially those who are to be built, right from design phase. The main focus at regional level was raising the awareness of large public, communities, policy makers at local, regional and national levels as well as of those actors that play a role in education and training and - why not - even of the media within the region. It was important to explain what does it mean and what is the benefit of C2C concept and principles, how these actions could be carried out based on the steps taken in advance by the communities within the region.

The implemented actions at regional level were according to following plan:

November 5, 2010, the project launching event that consisted in a detailed presentation of the project(the specific objectives. and outputs expected for the North-East Region as well as a presentation of Cradle to cradle experience of Province of Limburg – the project leader and one of the first European region to adopt the principles at strategy and programming level.

March 2nd, 2011 - 02 March 2011, Seminar “Innovation as the power of example” lasi, event that took place at TEHNOLOGIS Technological Park and focused on awareness raising of all actors in the region with concern to C2C principles and dissemination of functional good practices that implement already these principles in fields like industry and governance and preparation of the BPs transfer into the region. A list of pre-selected GPs (32) was proposed to the regional stakeholders. These GPs were identified by RDA North-East experts taking into account the potential buyers interest for these type of actions, their capacity for project development and implementation, potential sources for financing these type of initiatives before 2013. After this event in one month 12 written confirmations were received from potential buyers which identified a short list of 6GPs as feasible for transfer in the region: Ecoprofit(AU), Limburg roundtables of sustainability(NL), Eastex (UK), Cob Bale Round House(UK), Premio Innovazione Amica de’l Ambiente(IT),

June 8-9, 2011, lasi, Cradle to Cradle Conference titled “Innovation – Practices and results for sustainable development”.

Over 170 participants attended the 2 days-long event focused on two main important topics: how the good practices identified in one partner region could be implemented in other region and which is the added value of C2CN project to the future regional policies.

Between July – September 2011, there was the start up of a campaign for promoting more actively C2C principles in the public and in the private environment and we received very good reactions from both parts, more open being the public environment, mainly because has more possibilities to finance projects from public funds, including non reimbursable funds.

So, with each public authority were discussed more best practices, but the most interested seems to be EASTEX, Limburg roundtables of Sustainability, Cob Bale Round Houses, and Premio Innovazione Amica dell’Ambiente. It was discussed and concluded that no matter what best practice they will adopt, the impact will be very strong not only in public environment, but also in private environment, and the involved stakeholders decided that they should look after the optimal way of implementing the best practice in the most rapid time and also with the best source of funding.

The final decision was that as final outputs of the meetings with the stakeholders there will be presented some project sheets or fiches and then the stakeholders will assume the document in order to implement the best practice by putting the action in real practice.

Regarding the private sector, the representatives from this environment weren’t so open, but they didn’t exclude the possibility of adopting any best practice (in principal the best practice preferred were EASTEX, Cob bale round house and Premio Innovazione Amica de’l Ambiente), if it turns out that there will be source of finance.

2.4 Selection criteria for the selection of C2C Good Practices for the NE Region

The Good Practices which are indicated at parts 4 and 5 of the present document have been identified according to following main lines of action, which has been the main basis for implementing the work with the stakeholders and the selection of the C2C to be applied in concrete measures in the Region North East:

1. Spread the initiative and starting with people who are interested and enthusiastic;
2. Focus on eco-effectiveness,
3. Prioritize the BPs according to Regional Strengths and opportunities
4. Mutual dependency of all involved, as the core of sustainability issues.

In order to ensure the best level of application, the identified C2C Good Practices are assumed to be introduced to the NE Region with the necessary adaptations according to this specific regional context; they represent a considerable value to increase the potentiality of economic development in



the NE region.

3 Regional Authority

3.1 Presentation of the North-East Regional Development Agency and the framework of regional cooperation in the Romanian Region of North East

The North-East Regional Development Agency (North-East RDA) is a non-governmental, non-profit making legal entity of public utility set up in 1999 based on the Law no 151/1998 concerning regional development in Romania.

The mission of the Agency is to be a generator of economic and social development in the North-East Region of Romania, that develops strategies, attracts resources, identifies and implements financing programmes and offers services for stimulating sustainable economic development, partnerships and entrepreneurial spirit.

The goal of the North-East RDA is thus to contribute to the development and implementation of the regional development policies through the consultation of the social and economic partners, in order to ensure sustainable economic development of the region, to increase national and international competitiveness of the region, and to reduce the existing economic disparities. The organization supports the identification and implementation of regional economic development strategies and projects, for an optimal use of the available natural, economic and human resources. It has a big role in the development of an entrepreneurial culture, economic support systems, and structures aimed to enhance competitiveness and innovation. North-East RDA stimulates inter-regional cooperation, as well as participation of the region in international structures that promote economic, social and institutional development in order to develop common interest projects according to international agreements in which Romania is a part.

North-East RDA's objectives and tasks are briefly summarised here as follows:

- Ensuring the conditions for achieving a high level of absorption of funds allocated through the Regional Operational Programme 2007-2013, as Intermediate Body for the implementation of this program in the North-East Region;
- Stimulating intra and interregional partnerships as well as the international ones through promoting projects of common interest;
- Promoting innovation, know-how and technology transfer by consolidating the link between the business, research, technological and scientific environments;
- Promoting regional opportunities in order to attract Romanian and foreign investors.

The North-East Regional Development Agency was the first regional body that initiated and supported the setting up of two main regional consultation mechanisms dealing with socio-economic development issues. These regional consultation mechanisms are:

a. **Parteneriatul Regional Nord-Est** (North-East Regional Partnership);

b. **Parteneriatul de Coordonare & Management DISCOVER NE ROMANIA** (North-East Regional Innovative Strategy Coordination & Management Structures)

North-East Regional Partnership

This mechanism was initiated in 2002, as a regional tool allowing the involvement of a wide of stakeholders in the process of drawing up and approval of the main programming documents referring to socio-economic development of the Region in the period 2004-2006

and following 2007-2013.

The main structures included in this mechanism were:

1. Comitetul Regional pentru Planificare (Regional Committee for Planning - **RCP**)
2. Grupurile de Lucru Tematice Regionale (Regional Thematic Working Groups - **RTWGs**)
3. Grupurile de Lucru Tematice Judetene (County Thematic Working Groups - **CTWGs**)

The Agency proposed 4 main regional themes to be the subject of the regional consultation process:

- a) Business Environment Development;
- b) Rural Development and Agriculture Modernising;
- c) Infrastructure Development and Environment Protection;
- d) Human Resources and Social Services Development;
- e) Ex-ante evaluation (of the regional programming documents)

At the level of each of the 6 counties of the Region was set up a **CTWG**. Each **CTWG** has as members the representatives of local and county level public administration, business support organisations (chambers of commerce, entrepreneurs associations), education system (schools and universities) environment organisations, trade unions, banks, research and development organisations, providers of social services etc.

The main task of the **CTWG** is to express a county level point of view for each of the five regional themes mentioned above. Each **CTWG** appointed 2 representatives as members for each of the 4 RTWG

For the 5 regional themes it was set up a **RTWG**. The role of **RTWGs** is to harmonise at regional level the interests expressed by each county for the proposed themes.

Each **RTWG**, includes, besides 2 representatives appointed by the **6 CTWGs**, the representatives of other significant organizations at regional level (Regional Office for Statistics, Regional Environment Protection Agency, etc).

The **RCP** is the most representative consultation body at regional level. Its members are the representatives of the County Councils (6) in the Region, Prefectures (6), North –East Regional Development Agency (3), RTWGs (5), Regional Office for Statistics (1), Universities (2), National Council for Vocational Training Development (1), Banks (2), entrepreneurial associations (2), unions (2), Romanian Fund for Social Development (1), Regional Office for Agriculture and Rural Development (1), ethnic minorities (1). The **RCP** debates the proposals of RTWs, approves the Regional Development Plan and monitors the results of regional development programmes implementation. The main results of the activities developed by North -East Regional Development Partner ship are:

“The Regional Development Plan 2004 -2006” and the “Regional Development Plan (RDP) 2007-2013”.

North East Regional Development Plan

The North East Regional Development Plan (North-East RDP) is the instrument on which basis the region promotes its priorities and interests in the economic and social field, representing in the same time the region contribution at the elaboration of the National Development Plan (NDP). It is the most important instrument for the planning of the strategies of social – economic development in the NE Region and is the most important instrument which should identify any potential strategies of

implementation of the C2C principles, in line with the identified measures of development for the area.

The North-East RDP, which represents the financing request for European funds at regional level, is made up of the regional socio economic analysis, SWOT analysis and regional strategy. The steps in the elaboration of the plan are: collecting and centralising the statistical data, the socio-economic analysis of the data and information, designing SWOT analysis, identification of the key issues, formulating the general and specific objectives, defining priorities and related measures.

The regional partnership which is appointed for the setting up of the RDP is structured on three levels: North East Regional Committee for Planning (North-East RCP), the Regional Thematic Working Groups and the County Working Groups, being made up of representatives of: local public administration, decentralized services of the central public administration, County Directions for Statistics, County Direction for Agriculture and Rural Development, Chambers for Commerce and Industry, County Agencies for Environment, County Agencies for Employment, Universities, Research Institutes, Unions, Professional Association, other relevant economic and social stakeholders.

One of the fifth priorities of the Regional Development Strategy included in the RDP2007-2013 is **Priority 2 „Business Support”** including 3 measures regarding business development:

- M 2.1. Investment for supporting new start -ups and the development of existing SMEs;
- M 2.2. Consulting services for business development in the Region;
- M 2.3. Research, development, innovation and technological development.

North-East Regional Innovation Strategy

The partnership structured for the development of the first regional innovation strategy took into account a EC certified work methodology. The work groups were structured as following:

1. **Grupuri de lucru judetene** (county level working groups): animated with the purpose to identify the orientation of the provinces for specific production fields or specialisation in the field of RDI
2. **Grupuri de lucru tematice regionale** (thematic regional working groups) for demand for innovation, for offer on RDI results and for TT structures; as they are named the 3 working groups were intended to clarify and agree SWOT analyse and priorities in development for each of these sectors;
3. **Parteneriatul de Coordonare & Management DISCOVER NE ROMANIA** (North-East Regional Innovative Strategy Coordination & Management Structures); the structure included the international partners from Metron Srl Italy and Fundecyt Spain as well as international project consultant Ifyde Spain aside the working team from North-East RDA (7 experts dedicated full time to the RIS project implementation). The role of the international experts was to assist RDA team to conduct the implementation of EC methodology: the regional RDI survey, the 42 technological audits and the interviews with the offer and demand side.
4. The strategy development process took 18 months and the final version of the North-East regional innovation strategy was submitted to the approval of the **Regional Planning Committee** (the same structure that approved North-East Regional Development Plan).

The following specific objectives of the DISCOVER North-East project were delivered after implementation:

- development of an organisational structure and a regional institutional framework to coordinate, to animate and to promote innovation in North -East Region.
- built-in regional consensus about the priorities for investment of funding for RDI.
- identification and development of the potential innovative capacities in representative sectors

of the region.

- stimulation of the innovation demand from regional SMEs, development of the innovative and competitive potential of them.
- involvement of all regional research and technology institutions in an operative and stable network at regional level and enhancement of their integration into the European Union and international circuit.
- identification of the funding sources for RDI activities, both public and private.

The North-East Regional Innovation Strategy included the following specific objectives:

- Development of the know-how and generation, dissemination and use of innovation in an efficient system for its transfer and commercialization
- Increasing the regional added value and generation of new economic activities
- Promotion of an economic and social environment appropriate for extension and maintenance of the innovative process and entrepreneurial culture

PRIORITIES

1. Improvement of the RDI capacity of the specific structures in North-East Region in the purpose of increasing regions' competitiveness

2. Development of the enterprises innovation capacity, including improvement of the business support infrastructures.

3. Development of the entrepreneurial innovative culture innovative in North-East Region

4. Improvement of specific HR

Presentation of the other stakeholders involved in the process of identification of the Regional Action Plan

On the base of the framework of regional coordination and cooperation, as indicated above, following stakeholders have been involved in the exchange process in the NR Region for transferring C2C BPs:

- Municipality of Suceava
- Municipality of Roman
- Municipality of Piatra Neamt
- County of Neamt
- Municipality of Bacau
- County of Bacau
- Municipality of Botosani
- Municipality of Iasi
- Municipality of Vaslui
- JCI Romania private company
- Gh. Zane University

- Gh. Asachi County Library

In the following table are resumed the meetings that have been implemented in the NE Region within the framework of the C2CN and the expected feasible results which have been identified

| Locality | Involved Stakeholder | Best Practice | Expected result | Source of Financing | Deliverable for the RAP |
|----------|------------------------------|---------------|---|---------------------|-------------------------|
| Suceava | Municipality of Suceava | EASTEX | To be associate in the project that Municipality of Botosani is the applicant | JOP RO-UA-MD | PS (Project Sheet) |
| | | Limburg RS | To update the Strategy of Development with the C2C principals in the spirit of 2020 UE Strategy | Local Budget | GN (Groundwork Note) |
| Neamt | Municipality of Roman | Limburg RS | To update the Strategy of Development with the C2C principals in the spirit of 2020 UE Strategy | Local Budget | GN (Groundwork Note) |
| | Municipality of Piatra Neamt | Limburg RS | To update the Strategy of Development with the C2C principals in the spirit of 2020 UE Strategy | Local Budget | GN (Groundwork Note) |
| | County of Neamt | Limburg RS | To update the Strategy of Development with the C2C principals in the spirit of 2020 UE Strategy | Local Budget | GN (Groundwork Note) |
| Bacau | Municipality of Bacau | Limburg RS | To update the Strategy of Development with the C2C principals in the spirit of 2020 UE Strategy | Local Budget | GN (Groundwork Note) |
| | County of Bacau | Limburg RS | Strengthening the capacity of the local public team by training 2 persons | | |
| Botosani | Municipality of Botosani | EASTEX | To be applicant in a project | JOP RO-UA-MD | PS (Project Sheet) |
| | | Limburg RS | To update the Strategy of Development with the C2C principals in the spirit of 2020 UE Strategy | Local Budget | GN (Groundwork Note) |
| Iasi | Municipality of Iasi | EASTEX | To be associate in the project that Municipality of Botosani is the applicant | JOP RO-UA-MD | PS (Project Sheet) |
| | | Limburg RS | To update the Strategy | Local | GN |

| | | | | | |
|--------|---------------------------------|-------------------------------|--|--------------|----------------------|
| | | | of Development with the C2C principals in the spirit of 2020 UE Strategy | Budget | (Groundwork Note) |
| Vaslui | Municipality of Vaslui | EASTEX | To be associate in the project that Municipality of Botosani is the applicant | JOP RO-UA-MD | PS (Project Sheet) |
| | | Limburg RS | To update the Strategy of Development with the C2C principals in the spirit of 2020 UE Strategy | Local Budget | GN (Groundwork Note) |
| | | Premio Amico Ambiente del del | To be a partner in the project that County of Vaslui is the applicant regarding a tourist oriented contest resulted in achieving international touristic orientation camps | JOP RO-UA-MD | PS (Project Sheet) |
| Iasi | Gh. Zane University | Cob Bale Round Houses | The applicant in this project was proposed to be the Gh. Zane University, but after we analysed the conditions for eligibility from previews call, we realised that the University is not eligible because of the financial results and the person in charge presented us as an opportunity to County Library from Iasi County, which turned out to be eligible. In this case Gh. Zane University will be an associate in the project. | JOP RO-UA-MD | PS (Project Sheet) |
| Iasi | County Library from Iasi County | Cob Bale Round Houses | The applicant in this project will be the County Library from Iasi County in the project. | JOP RO-UA-MD | PS (Project Sheet) |

The above organizations have participated in the implementation of the Cradle to Cradle project in the NE Region; in so doing, they took part in the process of identification and transferring of Good Practices from C2C partner regions to this territory.

During the project implementation, the above mentioned authorities, stakeholders and actors have participated in extensive transfer activities, in a view to introduce and to import the best practices and the presented know how to the North East Region. In so doing, all these institutions have acknowledged the added value of the C2CN project and its contribution to the Regional Development

Plan of the NE Region.

3.2 Mainstream Programme overview

EU programme for cross-border cooperation - Joint Operational Programme Romania-Ukraine-Republic of Moldova

The Joint Operational Programme Romania-Ukraine-Republic of Moldova 2007-2013 (hereinafter JOP RO-UA-MD) is one of the EU's new ENPI financing instruments, which are going to be implemented on the EU's external borders during the programme period 2007 – 2013.

It aims at creating “bridges” among the three countries involved, in order to help the border areas overcome their similar development challenges, by working together and finding common solutions. Hence, instead of dividing, the border will unite the areas concerned.

Through the JOP RO-UA-MD the people in border areas will be encouraged to further develop the border economy, confront environmental challenges and enhance their preparedness for emergency situations. The program will also promote greater interaction between people and communities living in the border areas.

The EC funding for the JOP RO-UA-MD is 126,72 M€ for the period 2007 to 2013. The programme is financed from the European Neighbourhood and Partnership Instrument (ENPI) and national funds. The Programme foresees the co-financing (up to the 90% of the overall cost of projects' activities) of small and micro-projects (up to 150.000 € of EU financing) and strategic and large-scale projects (up to 3M €).

In the specific, the Program foresees two main priorities for funding which seems to be fitting to the C2C initiatives:

- **Priority 2: Environmental Challenges and Emergency Preparedness:** This priority aims to develop long term solutions to the environmental problems faced by the border areas particularly those associated with environmental emergencies where a co-ordinate approach is essential.
- **Priority 3: People to People Co-operation:** This priority aims to promote greater interaction between people and communities living in the border areas.

Each priority is split into more specific domains, called “measures”, as follows:

For Priority 2: Environment Challenges and Emergency Preparedness

2.1 Addressing strategic cross-border environmental challenges including emergency preparedness.

2.2 Water supply, sewerage and waste management

For Priority 3: People to People Co-operation

3.1 Local and regional governance, support to civil society and local communities.

3.2 Educational, social and cultural exchanges

The second call is expected to be launched in a period between November 2011 and January 2012.

Structural and Cohesion Funds

Romania beneficiates of **Structural and Cohesion Funds**³, which are **financial tools** used by The European Union to reduce economical and social disparities between regions, being eligible in the

³ External links: www.fonduri-ue.ro.

framework of Convergence and Territorial Cooperation. The specific structural instruments for the objectives identified in the C2CN project are:

- **European Regional Development Fund (ERDF)** is the structural fund which supports less developed regions, by financing investments in production sector, infrastructure, education, health, local development and SMEs, and also supports economical and social conversion of areas with structural difficulties.
- **Cohesion Fund** is the structural instrument which finances specific projects for environmental and transport infrastructure.

The total amount of funds allocated to Romania for the period of 2007-2013 is by **19.668 billions of Euro** – 12.661 billions of Euro through Structural Funds within Convergence Objective, 6.552 through Cohesion Fund and 0.455 billions of Euro through European Territorial Cooperation objective.

At the national level the structural and cohesion funds are prioritized through **National Strategic Reference Framework (NSRF)** which makes the link between national development priorities and priorities at European level. The effective implementation is made through **Operational Programmes** which present the major areas of intervention co-financed by European funds.

North-East Regional Development Agency (RDA) has the role of **Intermediate Body (IB)** for **“Regional Operational Programme 2007-2013 – Regio”** in the North-East Region of Romania. The Intermediate Body is the institution named by the Management Authority (the public body which manages the financial assistance from structural funds), which through delegation of responsibilities from it, implements the measures of Operational Programmes and ensures the finalization of projects financed by European Funds.

Sectoral Operational Programme “Increase of Economic Competitiveness” – SOP IEC

The Sectoral Operational Programme “Increase of Economic Competitiveness” (further referred to as SOP IEC) is one of the seven instruments (OPs), under the Convergence objective, for achieving the priorities of the National Strategic Reference Framework (NSRF) derived from the National Development Plan 2007 – 2013 (NDP), which aims to strengthen the strategic focus of the Economic and Social Cohesion policies across Romania, and to make the correct and appropriate linkages to the European policies and the Lisbon Strategy for growth and job creation.

The implementation of the programme is under the responsibility of the Managing Authority for SOP IEC within MEF. In order to carry out the programme efficiently, the Directorate for SF Management within the Ministry for SMEs, Trade, Tourism and Liberal Professions (former National Agency for SMEs and Cooperatives), Ministry of Education, Research and Youth – National Authority for Scientific Research, Ministry of Communications and Information Technology, and Ministry of Economy and Finance-Energy Policy General Directorate were designated as Intermediate Bodies (IBs) for SOP IEC.

The general objective of SOP is the increase of Romanian companies’ productivity, in compliance with the principle of sustainable development, and reducing the disparities compared to the average productivity of EU. The target is an average annual growth of GDP per employed person by about 5.5%. This will allow Romania to reach approx. 55% of the EU average productivity by 2015.

The specific objectives are:

- Consolidation and environment-friendly development of the Romanian productive sector
- Establishment of a favourable environment for sustainable enterprises’ development
- Increase of the R&D capacity, stimulation of the cooperation between RDI institutions and enterprises, and increase of enterprises’ access to RDI
- Valorisation of the ICT potential and its application in the public (administration) and private

sector (enterprises, citizens)

- Increased energy efficiency and sustainable development of the energy sector

Taking into account the identified activities and strategies for improvement of the C2C best practices inside the NE Region, the following Priority axes seem to be adequately fitting to activate future actions of synergies and projects to be (co)funded by this programme:

Priority Axis 1: An innovative and eco-efficient productive system

Priority Axis 2: Research, Technological Development and Innovation for competitiveness

Priority Axis 3: ICT for private and public sectors

Priority Axis 4: Increasing energy efficiency and security of supply, in the context of combating climate change

It is expected that the next launch to be in 2012.

Sectoral Operational Programme “Human Resources Development” - SOP HRD

The general objective of SOP HRD is the development of human capital and increasing competitiveness, by linking education and lifelong learning with the labour market and ensuring increased opportunities for future participation on a modern, flexible and inclusive labour market for 1,650,000 people.

The specific objectives of SOP HRD are the following:

- Promoting good quality initial and continuous education and training, including higher education and research;
- Promoting entrepreneurial culture and improving quality and productivity at work;
- Facilitating the young people and long term unemployed insertion on the labour market;
- Developing a modern, flexible, inclusive labour market;
- Promoting (re)insertion on the labour market of inactive people, including in rural areas;
- Improving public employment services;
- Facilitating access to education and to the labour market for the vulnerable groups.

The strategy of the SOP HRD highlights the priority axes and the key areas of intervention supported by European Social Fund. At the same time, the strategy envisages the means through which other Operational Programmes will support human resources development, in a complementary manner, avoiding the eventual overlaps.

The SOP HRD Strategy comprises 6 priority axes; among them, the priorities which seem to be able to establish a link with the NE C2C strategy are the following:

Priority Axis 1 Education and training in support for growth and development of a knowledge based society This axis envisages the modernization of education and training systems through development of specific instruments and standards at system level and education and training providers level, creating conditions for development of flexible lifelong learning pathways, development of educational and training offers in accordance with the labour market demands, ensuring the quality for all the educational levels by improving the professional competences of the teaching staff, trainers and researchers. Innovative actions and doctoral and post-doctoral programmes will be sustained for the support of competitiveness and economic growth, in order to develop a knowledge based society.

Priority Axis 3 Increasing adaptability of workers and enterprises Priority Axis 3 aims at promoting entrepreneurial culture as an important factor for increasing economic competitiveness through training actions in order to provide the basic management knowledge for the people willing to start a business, improving managerial skills for small and medium enterprises, qualification and assistance for the employers working in sectors affected by economic restructurings. Also, the SOPHRD will finance actions aiming at increasing adaptability of enterprises, in particular of SMEs, but also the adaptability of workers, regarding the changes appeared as a result of the modern technologies and new organisational solutions on a large scale. The development of partnerships will be sustained and initiatives for the social partners and civil society will be encouraged.

In the specific, two operation lines seem to be linked with the C2C envisaged actions:

Operation 3.1.2. Support for local authorities to achieve broadband and public access points to broadband Internet (PAPI) in areas of market failure - expected launch in 2012

Operation 3.1.3. Support for SMEs to achieve broadband and public access points to broadband Internet (PAPI) in areas of market failure - expected launch in 2012

Priority Axis 4 Modernizing the public employment service The modernization of the National Agency for Employment will be envisaged at national level, in order to improve the quality of public employment service and to diversify the employment services provided, making them more visible and accessible for the beneficiaries –unemployed persons, job seekers, employers.

Actions financed through SOP HRD under this key area of intervention will aim at: ensuring greater transparency of the employment and training opportunities at national and local level in order to facilitate geographical and occupational mobility; a better anticipation of labour market needs, including deficiencies and bottlenecks on the labour market; an appropriate management of labour force migration.

Priority Axis 6: Promoting social inclusion Priority SOP HRD will finance projects set on promoting the social economy, as a measure for social inclusion of those who have difficulties in finding a job (roma population, persons with disabilities, young people over 18 years old who leave the state childcare system, ex-offenders s.o.). Regarding the rural area population involved in the subsistence agriculture, SOP HRD aims at attracting this category in the non-agricultural sector (tourism, services, constructions, other industry braches) for which integrated programs will be provided to raise awareness on the employment opportunities from other sectors, training, career counselling and guidance, work placement s.o.

There is no expectation regarding the next launch, but based on our experience we think that will be also in 2012.

Local Budgeting for financing development initiatives

Another source of finance is the Local Budget. Each local public authority (municipality or county, if we are talking about urban environment) has a local budget formed based on **local taxes and funds** gathered from the civil society and private environment **and on funds from central budget**. From the local budget, there is a part, decided by the local stakeholders, that can be given to different investments, decided also by local stakeholders, but in transparent way. So, each of the investments proposed through this action plan can be financed from local budget, if the interest is very urgent in terms of time and can't wait a non reimbursable source.

4 Methodology of RAP

4.1 Identifying good practices

The C2C network brings together EU regions to share and capitalize on regional good practice in implementing C2C principles in relation to waste prevention and management, and do so by producing sustainable solutions, economic development opportunities and social well-being. The Cradle to Cradle concept represents a new paradigm in design and implementation of eco-effective principles. Instead of designing products and systems based on the take – make – waste approach, the C2C concept is based on patterns we find in Nature and it eliminates the waste concept.

According to the C2C concept, the main approach is to design good products to start with, so that they do not pose any risk to people and the environment; this ambitious approach additionally requires intelligent materials management after they cease to be in use. Also, an important element of implementing the concept is that the approach is based on the partnership and cooperation as this is the only way to address the societal challenges.

During the two year time span of the C2C project, meetings of experts, studies of the prospects of each of the four predefined thematic target areas and transfer workshops will ultimately result in the transformation of good practice into plans of action. Results from the project will also contribute to the Europe 2020 strategy of the European Commission given the priority (fast track status) the EC has given to this project including their active participation.

Implementation of C2C principles will transform the stakeholder of North East Region in the ambassadors of the eco-effective heritage.

The C2C network will establish the following strategic and operational goals:

- Creating a European platform for gathering and disseminating knowledge on C2C;
- Drawing up plans of action, in which we demonstrate to the EU, its member states, regions and relevant organizations how C2C can be formulated and implemented regionally and how this procedure can produce sustainable solutions, economic growth opportunities (innovation) and social well-being;
- Establishing links with regional policy objectives, specifically with regional competitiveness and employment targets and with European territorial cooperation initiatives;
- Promoting regional stakeholder involvement.

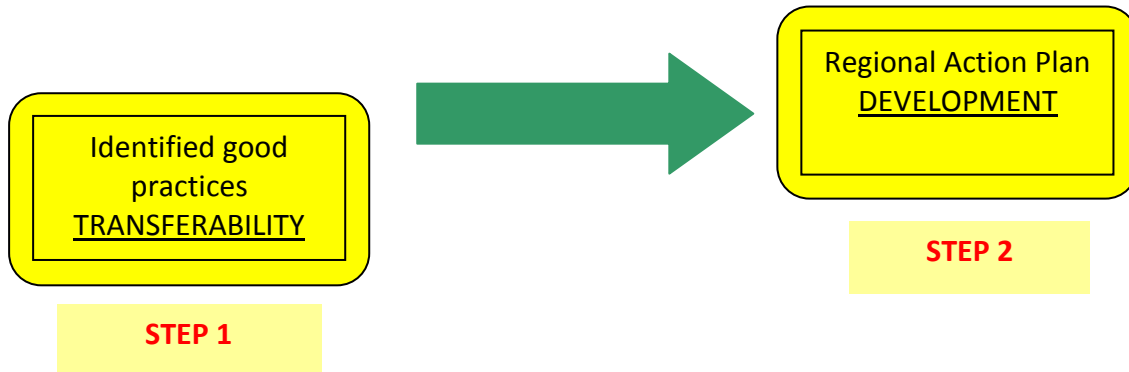
The priorities (target areas) selected are:

1. Industry (products, production processes & design and product service systems);
2. Area-specific spatial development (including infrastructure, regional and industrial networking);
3. Building design (architecture);
4. Governance.

4.2 Development of the Regional Action Plan

The Action Plan is articulated into two phases.

Phase 1 mainly focuses on the transferability, that is the identification of Good Practices within the selected priorities (target areas). Transferability means that, after studying main characteristics of GP, this has been compared with North East Region social and economics background in order to identifying the most adaptable to these characteristics.



Phase 2 addresses the development of Regional Actions Plan, that is the implementation road map in order to disseminate and to capitalize previous experiences about a specific GP in the North East Region.

The “Core” of Action Plan are the Project fiches, which aim to provide following information:

- title and budget of the project;
- financing sources;
- who is the “seller” of GP, that is the public subject which has to implement GP in North East region;
- strategic and specific goals of project;
- Gantt diagram;
- Expected results and estimated impact of the project.

As a final result of the action, the Regional Action Plan will be put at disposal to the parties involved in the process of identification, but it will be also an instrument of great value for the development of future partnerships not only at Regional level, but also extended to future Inter-Regional and Cross-Border dimensions of cooperation.

5 Good Practices

5.1 Good practices: General Introduction

“Good Practice: an initiative (...) which has already proved successful and which has the potential to be transferred to a different geographic area. Proved successful is where the Good Practice has already provided tangible and measurable results in achieving a specific objective.” INTERREG IVC Programme Manual, Page 5

The C2C Network provided an excellent starting point. Not only it offers a large number of Good Practices available, but they had also been analysed by network partners in a phase of valuation and peer review. Many of the criteria on which Good Practices were evaluated are closely in line with the needs of a capitalisation project,

In some organizations that are involved in the project, the application of C2C approach is strongly advanced; so that, with participation of North East Region, it can permit to help the transfer process about advanced concept and practical of development and may contribute to a better environmental quality of the region.

Project team had developed a theoretical framework which can help to develop a common network and a base to prepare perspective studies and other activities which can be implemented within the C2C Network. Studies are not theoretical but they focus attention on practical perspective, useful for two categories of users: the stakeholder involved in the implementation of GPs and institutions involved in the development of sector policies.

From a general point of view we need to try to recycle raw material more than possible, without their utilization at an inferior level (down-cycling); this means that, apart from a correct use and the respect of characteristics of materials in utilization, we need to practice an efficient way to separate them by their intrinsic value. This approach will contribute to reduce recycling rate and stockage and incineration sites.

From the thematic areas point of view (Industry, Buildings, Territorial areas development and Governance), selection and choice of Good Practices has been driven by the general approach that those had to be representative, in a certain way, of the four areas.

Good Practices that have been selected are:

- 1) **Eastex** Material Exchange, a free online information service where organisations and individuals view and place information about redundant stock and surplus raw materials. It is a regional UK project funded by local authorities.
- 2) **Limburg Roundtables on sustainability – Communities of practice**, The Sustainable Development/Cradle to Cradle Policy Framework serves as a guideline for the implementation of sustainable development by the Province of Limburg, up to and including 2011.
- 3) **Premio all’Innovazione Amica dell’Ambiente**, an annual award dedicated to innovation in process, product, service, technologies and management systems leading to important environmental improvements
- 4) **Cob Bale Round Houses**: The aim of this practice is to empower as many people as possible to build their own sustainable and affordable homes from cob/bale, used as a studio for workshops and meditation and is exceptional in terms of its sustainability.

5.2 Good Practice 1: Eastex Material Exchange

5.2.1 Description and rationale

C2C principle: our waste is our food

Eastex is a free online information service where organisations and individuals view and place information about redundant stock and surplus raw materials. It is a regional UK project funded by local authorities.

A materials exchange actively exploits the principle that one company's waste is another's raw material. By automatically matching these parties via the internet, unwanted materials can be efficiently passed on or sourced – either once or as an ongoing arrangement. It delivers real financial savings for businesses, organisations and individuals and keeps potentially useful materials in circulation. Eastex is a free online information service where organisations view and place information about redundant stock and surplus raw materials. It comprises eleven localised Exchanges, based in the UK. Each county Exchange comprises two distinct systems: a public interface and a manager facility that provides all the administrative tools required to manage membership, moderate entries, intervene in key transactions and measure results.

Detailed real time statistics and graphing provide significant insight and enable; a. Benchmarking between the six county exchanges to provide an early warning system of any target slippage b. Rapid knowledge transfer through the identification of good practice and its rollout to other county exchanges.

The Eastex scheme uses an online database as its core system. Products uploaded onto the system are vetted (checked) by a member of staff, to make sure that they are genuine/appropriate/not misleading/correct. Once this has happened (a straightforward process that is not time consuming) the items are added onto the website.

The Eastex project is not a 'passive' system; i.e. a standalone web-based system: there is an Eastex Co-ordinator in each of the counties who actively facilitates the exchange of materials - and with this the scheme has become much more successful

As first phase of the identification of GP an analysis of specific case study has been done with the aim to highlight some general useful characteristics which make Eastex Material Exchange experience an useful and transferable one in NE region; analyzed use cases are:

- reducing the amount of redundant office furniture and equipment being sent to landfill in Norfolk City Council;
- reusing surplus goods from HM Prison of Blundeston;
- decreasing Raw Apple Industries Ltd need of raw materials in collaboration with the Port of Felixstowe.

Waste disposal in the region and their subsequent landfilling is one of the most pressing environmental problems, the experience of Eastex is a simple answer, effective and economical. The solid wastes in Romania, particularly in textile industry, are a problem due to the quantity generated and the price for transportation. The platform could offer the possibility to assess the critical mass of wastes, when a new operator can be created to valorise the wastes (compound and transfer).

The platform could solve the high costs for transportation by identifying from the beginning the potential buyer for this wastes. In addition, the establishment of a network of private and public entities working on the ground and can make contact through a simple database is an added value of this

experience. Stakeholders remain in contact through non-bureaucratic way, with a bottom-up process and perceive their involvement in a virtuous process that reduces waste and emissions in a very natural way. The "lightness" seems to be the winning idea of Eastex experience.

5.2.2 Current Status of Transfer – History and process description

During the C2CN coordination meetings it has been underlined that Eastex is relevant for a regional cluster in Romania, in order that companies would know that there is sufficient waste to invest in machines to handle and process it. There is a cluster of companies interested, this cluster is in fact an association, they have a local office and can reach local companies. From the Eastex case it is particularly interesting to learn how to set up such a database and also how to get local managers involved to cover sufficient territory to reach enough scale for materials exchange.

The process of transfer of Eastex GP had a topic on June 8th 2011 during a specific transfer workshop for the North East region in Iasi; the workshop aims to:

- establishing what are the benefits of this system and what kind of information system is needed to support the data base;
- what are the elements useful to implementing the joining process to the Material Exchange System.

Another important element discussed and analyzed during workshop has been the panel of companies of the same area which have to be involved in experimentation of site.

The association of textile companies in North-East Region could be the administrator of such platform. The program that can finance such investment is Sectorial Operational Program for Competitiveness. If textile cluster will decide to implement the platform first step will be to access financial program to develop and activate it, including training of the operators and promotion.

5.2.3 Implementation

Next steps of transfer need consists in organizing specific workshop with stakeholders combined with more information collected about specific experience and projects; this initiative must be included in local and regional development strategies for 2014 – 2020 in order to have large scale initiatives in the field.

| Good practice/Project | Eastex material exchange |
|-----------------------|---|
| Objectives | <p>The overall objective of the action is to create the premises for a sustainable economic development in the NE Region and the development of local institutions' capacity to implement joint actions through the promotion and development of good economic practices in the involved area.</p> <p>The specific objective of the action is to create a platform of cooperation among local communities that allows valorisation of wastes as exchanged materials, reduces costs with waste transport, and deposit, ensures collection of info on the quantities typologies and location of wastes and increase awareness on the added value of the use of closed loop technologies</p> |
| Target groups | Local Authorities and private enterprises |
| Activities | 1. Implementation of a Market research regarding the waste collection methods, storage areas, the quantities of recyclable waste, the quantities of recyclable waste efficiently used, the potential increased revenue through the |

| | |
|--------------------------|--|
| | <p>efficient use of this resource, the necessity to implement promotion campaigns for the efficient use of recyclable waste action.</p> <p>2. Performance of a law research study of the applicable methods for an efficient use of recyclable waste and the geographic area where they can be disposed for an efficient use.</p> <p>3. Production of a virtual platform, through the procurement of the necessary equipment and training, for the entire geographic area subject to the study or of several virtual platforms for smaller geographic area, depending on the legal measures to be considered, in compliance with the solutions proposed in the GA 3 study.</p> <p>4. Establishment of the management unit, subordination relations and self-sustainability methods of the platform(s).</p> <p>5. Commissioning the platform(s) and training of the users and management unit.</p> <p>6. A promotion campaign on the efficient use of carefully and appropriately collected recyclable waste.</p> |
| Output of the RAP | <p>LPAs in the beneficiary area are more aware of their responsibilities regarding the best waste collection, proper disposal and efficient use of recyclable waste;</p> <p>One/several functional virtual platform(s) for the efficient use of recyclable waste;</p> <p>Awareness campaigns on the best waste collection methods, adequate disposal and the efficient use of recyclable waste;</p> |

5.3 Good practice 2: Limburg Roundtables on sustainability

5.3.1 Description and rationale

C2C principle: We are native to our place

Our waste is our food

The sun is our income

Our air, soil and water are healthy

We design enjoyment for all generations

We provide enjoyable mobility for all

The Sustainable Development/Cradle to Cradle Policy Framework serves as a guideline for the implementation of sustainable development by the Province of Limburg, up to and including 2011. Putting sustainable development in place is a difficult but challenging task. It requires an awareness and understanding of public interest, cross-border, future-oriented and comprehensive thinking, multi-disciplinary working, learning to deal with changes and uncertainties, and an ability to arrive at solutions critically, creatively and innovatively. And several solutions are justifiable. In specifying its

aims, the Province has given a central place to the C2C concept.

The Province of Limburg regards C2C as a sustainability concept in which new, more conscious methods of building and producing not only save the environment, but also improve the welfare of people and have economic benefits. For the implementation of sustainable development, the Province of Limburg opts for both the C2C cycle concept (= eco-effective) and for saving resources and energy (= eco-efficient).

This GP will become of big importance if it will be inserted in the framework of a broader reorganization and elaboration of the new programming period 2013 – 2020 of the Region NE. For criteria of understanding of public interest, cross-border, future-oriented and comprehensive thinking, multi-disciplinary working, learning to deal with changes and uncertainties, and an ability to arrive at solutions critically, creatively and innovatively that can be included in elaboration process of new programming instruments.

There are 6 main lines of intervention, as it will be specified with more details in the Project fiche (see annex 2): sustainable decision making, sustainable purchasing and business development and dissemination of knowledge, sustainable spatial development, sustainable building and sustainable entrepreneurship.

5.3.2 Current status of transfer – History and process description

A fundamental approach is to obtain written confirmation for including sustainable development in 2014-2020 strategies of provinces Neamt and Suceava as well as municipalities of Bacau and Iasi. An useful step is to check for the intention of LPAs to include C2C principles, from the general point of view, and Limburg sustainable experience, from the specific one, just starting from the preparation of Local Development Strategies.

In that sense County Councils are important to lead the process by indicating greater approach for Sustainable Development for the local community development plans, insisting to have measurable results on Sustainable Development and later on by applying C2C concept. The program is based on respecting 3 principles in each initiative:

- waste equals food: all used materials are clean (healthy, compostable) or reusable (upcycle in same or better products or use closed loops “upcycling”)
- use current solar income
- celebrate diversity

In RO the County-level of local administration have limited amounts of money to implement a consistent plan for sustainable development. Nevertheless, there are multiple choices to attract EU funds to promote good governance initiatives. Thus, it is important that local authorities give particularly attention to Sustainable Development when they will set up their multiannual development strategies.

As a preparatory phase for the setting up of the implementation phase for this BP, in November 17 and 18, 2011 staff of external expertise which are engaged for the setting up of the RAP were involved in a program of training and workshops with local public authorities (Provinces of Suceava, Botosani, Neamt, Bacau and Vaslui, as well as municipalities of Bacau and Iasi) on topics like “Energy management of buildings” and “Building envelope”. The workshops with these stakeholders combined with more info collected on specific implemented projects would be useful to learn more about the gaps they have to cover.

With the aim to follow the same path in preparing their own local development C2C initiatives, the workshops have demonstrated they are ready to cooperate on the assistance with training and personalised assistance for local public authorities that intend to prepare projects which include C2C

approach on building.

5.3.3 Implementation

| Good practice/Project | Limburg sustainable development C2C plan 2008 - 2011 |
|---------------------------|--|
| Objectives | <p>The overall objective of this BP is to establish a sustainable strategy for localities from NE Region, containing following specific goals:</p> <ul style="list-style-type: none"> - Sustainable strategic planning; - “Doing well from the beginning”, taking into consideration that the local public authorities will be better prepared for promoting the green buildings and constructions in general from the phase of public procurement terms of references till the last day of the implementation of the projects and by that reducing the CO2 emissions, reducing a large quantity of waste from demolitions and reducing large quantity of primary materials; - Saving costs for public authorities and private enterprises; - Generating income and assisting local organizations; - Mentality changed. |
| Target groups | Local Authorities and private enterprises |
| Activities | <ol style="list-style-type: none"> 1. Drafting a Study on how to limit and reduce the economic crisis impact. 2. Drafting a Socio-economic study. 3. Drafting a Study for the strengthening the management capacity of public local administration to make the administrative act more effective. 4. Evaluation of previous DS implementation, if applicable, and 5. DS Drafting / Updating, including Project Portfolio |
| Outputs of the RAP | <ol style="list-style-type: none"> 1) A “Development Strategy”, issued/ updated, according to the technical specifications which will arise by the preparatory work and the technical studies; 2) A “Project Portfolio” grounded on the development strategy, issued/ updated, according to the technical specifications which will arise by the preparatory work and the technical studies; |

5.4 Good practice 3: Cob Bale Round Houses

5.4.1 Description and rationale

The project activities will be implemented based on the sustainable development principles during various implementation phases, in order to ensure the protection of environment, resources and bio-diversity. Throughout the project, modern environment friendly technologies will be promoted.

By its forecasted results, the project contributes to the promotion of the overall objective of sustainable development due to better trained people who are able to face the present and future challenges and to act with responsibility towards future generations by developing the practical skills of the locals in the cross-border region and the promotion of environment protection and preservation activities in order to improve the quality of life for the entire population, both the current and future generations.

The revitalization and preservation of ancient tradition of national cultural heritage is among the top priorities and usually gets full support, especially in cases when international donor funding is involved. Therefore, the Governments of all involved countries and the Ministries/Agencies for tourism and culture will support the project and guarantee its implementation and sustainability.

5.4.2 Current status of transfer – History and process description

The revitalization and preservation of ancient tradition of national cultural heritage is among the top priorities and usually gets full support, especially in cases when international donor funding is involved. Therefore, the Governments of all involved countries and the Ministries/Agencies for tourism and culture will support the project and guarantee its implementation and sustainability.

The incomes generated at local level as a result of project implementation will be affordable for all target groups as, according to some preliminary calculations the new tourism infrastructure can increase the incomes of the local population approximately 6 time compared with what is collected at present. The benefits are likely to be maintained, as the number of tourist is growing and the general environment becomes more attractive for emerging businesses

5.4.3 implementation

| Good practice/Project | Cob Bale Round Houses |
|-----------------------|--|
| Objectives | <p>The overall objective of the project consists of stimulating the tourist development potential by promoting Cob Bale Round House, creating thus the premises of a fruitful cooperation on all grounds between the local communities.</p> <p>The specific objective of the project is the construction of two round houses using Cob Bale. Construction using Cob Bale is a safe and easy way of building, which lends itself well to involvement from young people. Given the safety and simplicity of the construction process, people can learn how to source, mix and build with the necessary materials, learning about the differences between conventional building methodologies and building using cob.</p> |
| Target groups | Students, Local Authorities and private enterprises |



INTERREG IVC

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REGIONS OF EUROPE SHARING SOLUTIONS



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| Activities | <ol style="list-style-type: none">1. Organization of the preparatory activities for two Cob Bale Round House creation (experience exchange between partners and procurements of the necessary equipment)2. Execution of physical works for the creation of two Cob Bale Round House3. Preparing a Marketing Plan.4. Actions of awareness and promotion on Traditional art, Culture over the time and European civilization |
| Outputs and results | <ul style="list-style-type: none">- Attraction of investments in infrastructure and business sector development;- Raising the level of education of the population, promoting common cultural values, creating attitudes of tolerance and respect for common religion, culture and traditions;- Conserving cultural heritage left by ancestors, by maintaining and valuing the construction using Cob Bale, appreciated by both tourists and local population;- Exchange of experience between the students from three different age groups from the three countries involved.- Extending the period of the calendar year in which Iasi city and Chisinau city interests tourists. |

5.5 Good practice 4: *Premio all’Innovazione Amica dell’Ambiente/Environment Friendly Innovation Prize*

5.5.1 Description and rationale

C2C principle:

We are native to our place

Our waste is our food

The sun is our income

Our air, soil and water are healthy

We design enjoyment for all generations

We provide enjoyable mobility for all

The “Environment Friendly Innovation Prize” is an annual award (first made in 2001) dedicated to innovation in process, product, service, technologies and management systems leading to important environmental improvements.

The aim of this prize is to create a favourable context for research and innovations in the environmental field, rewarding those who do not consider the environment not as a constraint, but as an opportunity for development and growth in itself and for the whole community. Among the evaluation criteria are:- the decrease in the consumption of non-renewable resources (materials and energies) and the reduction of pollution and of waste produced (in quantity and in harmfulness), during an entire life cycle;- the use of renewable resources, the valorisation or regeneration of local resources, the best use of existing infrastructures (particularly in relation to transport);- the ability to involve different social players in the innovation (suppliers, producers, institutions, associations, consumers), changing styles of consumption.

The evaluation criteria for the participants are very important. The themes included in the announcement of competition are defined year by year, in relation to the monitoring and analysis of present social and environmental needs. Timescale: short term (< 2 years), medium term (3-5 years) and long term (> 5 years) activities. The project is completely transferrable.

A Jury of technicians and experts evaluates the participant projects. The prize-giving ceremony takes place in the headquarters of the Lombardy Region. The awarded participants have the right to use the Prize logo for one year.

It is important to underline that strategic and specific goals of GP have to be adapted to the North East Region reality: the proposal is to insert this experience (and the main criteria of this - Innovation for Environment – to the development of a sustainable way of tourism.

5.5.2 Current status of transfer – History and process description

Mass media play important role for the role-over of the program. During the different editions, the prize could count on the support and help of various actors who worked with the Italian League for Environmental defence (*Legambiente environmental NGO*), giving prestige to the initiative and facilitating the spreading of it in various networks. The partnerships and alliances for the prize can change year by year in relation to the topics.

For this BP letters of interest was received from one private University that considers it could run the

program with their students.

Secondly, again the Neamt Province it is interested in promoting at the level of high schools in Neamt County such program.

And the third part is from Vaslui Municipality, which is interested and also identified a possible source of financing from RO-UA-MD program.

The information collected during the case study event demonstrated that the approach was not properly for such target group. If considered for implementation a simplified approach should be taken into account.

The events related to the prize will become starting with 2011 the contests of the Global Entrepreneurship Week, worldwide event that takes place simultaneously in 80 countries and that aims at foster national and global initiatives related to the entrepreneurship and innovation.

5.5.3 implementation

| Good practice/Project | Premio all’Innovazione Amica dell’Ambiente |
|-----------------------|---|
| Objectives | <p>The overall objective of the project is to create the premises for a strengthened cooperation between the involved local communities from the cross-border region by developing networks and other partnership and cooperation forms in the NE Romania, R. Moldova and Ukraine, in the field of environment and sustainable development.</p> <p>The specific objective of the project is the development of information networks for environment protection, of partnerships and cooperation in the NE Romania, R. Moldova, and Ukraine region in order to promote the environment preservation, materialized in the establishment of an international camp in the field of tourism orientation – sports with no harmful impact on the environment, aiming to promote a clean environment; this camp will be located in the middle of nature – being organized for the students from the cross-border region of Romania, R. Moldova and Ukraine, both on the territory of Romania and R. Moldova, and it will consist in the construction of accommodation and training facilities and prize awards.</p> |
| Target groups | Young people, Local Authorities and private enterprises |
| Activities | <p>Upgrading the existing tourism orientation camp in Vaslui by modernizing the accommodation facilities, cafeteria and restrooms, a small first aid and medical practice and workout facilities.</p> <p>Arrangement of an existing space in Soroca in order to transform it into a tourism orientation camp by construction of facilities designed for accommodation, cantina, cafeteria, restrooms, a small first aid and medical practice and workout facilities.</p> <p>Organization of an international competition named “Scouts – friends of the environment”, divided in two sections, one in the international camp in Vaslui and the other in the international camp in Soroca, with the prize entitled “Environment friends in training camp” – one week training camp in Ukraine, for the first three winners from three different age groups.</p> <p>Organization of the training camp in Ukraine for the first three winners from three different age groups for prize award purposes.</p> |

| | |
|---|---|
| | <p>Promotion of tourism orientation and project promotion; Project management.</p> |
| <p>Outputs and Economic benefits</p> | <ul style="list-style-type: none"> • Increased attractiveness of the region due to the investments made under the project; • Social benefits: <ul style="list-style-type: none"> • Children well educated regarding the preservation of environment • A balanced development of the counties in the border region of Romania, Ukraine and Republic of Moldova • Intensive cross-border cooperation between the localities envisaged by the project - the project contributes to the promotion of trans-national objectives through the future exchange of experience between the members of the project management; • More intensive and a wider variety of liaisons between the countries at international level; • Efficient use of education and population awareness of the environment preservation. Environment benefits <ul style="list-style-type: none"> • Civil society more responsible in relation with the environment. |

5.6 Transfer team

Transfer team should be tasked with specific responsibility in order to ensure the transfer process through some general steps: definition, measuring, analyzing, improving and control to the process.

These steps are the main phases of implementation and the operative framework for the Regional Action Plan and, more specifically, of each project fiches.

The transfer team is articulated by three levels: regional authority, local or municipal authority and private or business sector stakeholder, as further follow up of implementation activities. This articulation will be very important for the consolidation of public – private partnership which represents the main transfer pattern.

At Regional level, the NE RDA has the main role to promote and to coordinate the process, by the consolidation of the established regional C2C Network and the facilitation of the exchange of experiences and best practices' transfer; the whole process concerns transferability of the planning issues (partnership, priorities, etc), the transferability of the information attained during the implementation phase (management structure, monitoring system, etc.) and the transferability of results (products, conclusions, etc). Furthermore, it will ensure the necessary support for communication and transferring pattern efficiency between the territory and the exporting C2CN partners ("seller").

The local or municipal level has the role of "buyer", that means, it has the role of analyzing the imported Good Practice, searching financial sources and disseminating the GP in the territory and among the private stakeholders or business sector.

5.7 Implementation schedule

Below is represented an estimated time table for the initiatives that NE Region has through the stakeholders in connection with C2CN:

| Locality | Involved Stakeholder | Best Practice | Expected time of elaboration | Source of Financing | Expected time of the start of implementation |
|----------|------------------------------|-----------------------|------------------------------|--|--|
| Suceava | Municipality of Suceava | EASTEX | December 2011 – March 2012 | JOP RO-UA-MD SOP HR SOP Competitiveness | Trimester III of 2012 |
| | | Limburg RS | Trimester I of 2012 | Local Budget | Trimester II of 2012 |
| Neamt | Municipality of Roman | Limburg RS | Trimester III of 2011 | Local Budget | Trimester I of 2012 |
| | Municipality of Piatra Neamt | Limburg RS | Trimester I of 2012 | Local Budget | Trimester II of 2012 |
| | County of Neamt | Limburg RS | Trimester I of 2012 | Local Budget | Trimester II of 2012 |
| Bacau | Municipality of Bacau | Limburg RS | Trimester III of 2011 | Local Budget | Trimester I of 2012 |
| | County of Bacau | Limburg RS | Trimester III of 2011 | Local Budget | Trimester I of 2012 |
| Botosani | Municipality of Botosani | EASTEX | December 2011 – March 2012 | JOP RO-UA-MD SOP HR SOP Competitiveness | Trimester III of 2012 |
| | | Limburg RS | Trimester I of 2012 | Local Budget | Trimester II of 2012 |
| Iasi | Municipality of Iasi | EASTEX | December 2011 – March 2012 | JOP RO-UA-MD SOP HR SOP Competitiveness | Trimester III of 2012 |
| | | Limburg RS | Trimester I of 2012 | Local Budget | Trimester II of 2012 |
| Vaslui | Municipality of Vaslui | EASTEX | December 2011 – March 2012 | JOP RO-UA-MD SOP HR SOP Competitiveness | Trimester III of 2012 |
| | | Limburg RS | Trimester I of 2012 | Local Budget | Trimester II of 2012 |
| | | Premio Amica Ambiente | December 2011 – March 2012 | JOP RO-UA-MD SOP HR SOP Competitiveness | Trimester III of 2012 |
| Iasi | Gh. Zane University | Cob Bale Round Houses | December 2011 – March 2012 | JOP RO-UA-MD SOP HR SOP Competitiveness | Trimester III of 2012 |
| Iasi | County Library from | Cob Bale Round | December 2011 – March 2012 | JOP RO-UA-MD SOP HR | Trimester III of 2012 |

| | | | | | |
|--|-------------|--------|--|------------------------|--|
| | Iasi County | Houses | | SOP Competitiveness | |
|--|-------------|--------|--|------------------------|--|

5.8 Budget allocation and resources

| Good Practice | Total GP Estimated Budget (EUR)) | Funding sources | Buyer |
|--|----------------------------------|--|---|
| Eastex Material Exchange | 150,000 Euros | JOP RO-UA-MD SOP HR SOP Competitiveness | Municipality of Suceava |
| | | | County of Suceava |
| | | | Municipality of Botosani |
| | | | Municipality of Iasi |
| | | | Municipality of Vaslui |
| Limburg sustainable | 120,000 Euros | Local Budget | Municipality of Suceava |
| | 105,000 Euros | | Municipality of Botosani |
| | 1,000 Euros | | County of Bacau |
| | 1,000 Euros | | Municipality of Bacau |
| | 15,000 Euros | | Municipality of Roman |
| | 15,000 Euros | | Municipality of Piatra Neamt |
| | 15,000 Euros | | County of Neamt |
| <u>Premio all'Innovazione Amica dell'Ambiente</u> | 850,000 Euro | JOP RO-UA-MD SOP HR SOP Competitiveness | County of Vaslui |
| | | | Municipality of Vaslui |
| | | | Municipality of Soroca (Moldova Republic) |
| | | | Municipality of Cernauti (Ukraine) |
| <u>Cob Bale Round House</u> | 650,000 Euro | JOP RO-UA-MD SOP HR SOP Competitiveness | Institutul de Cercetare Petre Andrei Iasi |
| | | | Biblioteca Universitara Ghe Asachi |
| | | | Univesitatea Constantin Stere (MD) |
| | | | Universitatea Taras Shevchenko (UA) |

6 Boost C2C in general in the region

We can imagine as many any actions as we can regarding the boost C2C in the region, but talking in concrete terms, we can tell that the implication of the private sector is going to be the main action further more. So we will see forward what the private sector will decide to do and we will try to bring added value to both initiatives, public and private, in order that together will be able to determine changes in the NE Region mentality.

Analysing the initiatives proposed in this RAP, we can tell that in terms of local policies, C2C principals are already adopted at least in the way of idea, and they will be adopted in a formal way when the development strategies will be. Also, in a reverse way, the regional development strategy will gather the C2C principals, but in the applied way that will be given from the local public environment.

7 Follow up after C2CN

The envisaged actions which are inserted in the RAP aim to produce outputs that will be self-sustained, or easily sustainable by the involved stakeholders after the end of the C2CN project activities. In fact, the permanent consultation mechanisms which are established in the NE Region (the *North-East Regional Partnership* and the *North-East Regional Innovative Strategy Coordination & Management Structures*) and that have been enforced during the phase of stakeholders' involvement and setting up of strategic priorities for the NE region is the first and most important factor to ensure adequate follow up to the plan. As a matter of fact, the network of Local Authorities which have been involved (at both Municipal and County levels) consider the principles of C2C as a basic instrument for improvement the quality of life of its population and will support economically the management and the after project's termination.

At the local government level (Municipalities of Suceava, Botosani, Vaslui, Iasi, Bacau, Roman and Piatra Neamt), the present project will be a key component in the building up of the capability to promote sustainable development. Thus, the financial sustainability of the envisaged actions and of the outputs attained by them could be also ensured by the identification of specific lines for funding inside their Budgetary Plans.

Nonetheless, it will be important, in the near future, to support and follow up adequately the impact of the Good Practices to the Regional Operational Programme or other regional mainstream programmes according to the developed Regional Action Plan. In this perspective, following actions have been foreseen:

- Actions promoting the inclusion of the C2C principles into the Regional and National programming documents for 2014-2020 time span;
- Actions of social communication raising the level of awareness on C2C principles of the governance stakeholders, and more in general, of the general population.

In this sense, the role of the NE RDA is of crucial importance for the promotion and the coordination of these actions of support. Accordingly, the communication strategy will be articulated and geared to four target groups:

- I. the National Government of Romania;
- II. other local authorities in the NE Region not directly involved in the project, through the Institutional network ensured by the permanent consultation mechanisms which are already active in this area (the *North-East Regional Partnership* and the *North-East Regional Innovative*

Strategy Coordination & Management Structures);

III. other donors at national and international level acting within the NE Region and international networks dedicated to environment issues and sustainable development (i.e.: CBC Joint Operational Program Romania-Ukraine-Republic of Moldova, Trans-Regional Program SEE) ;

IV. the general public.

Concerning the **National Government of Romania**:

- informing on the activities implemented and the expected results and how to activate synergies from the envisaged actions of the RAP;
- informing on the advantages of enlarging the C2CN principles and the implemented best practices in other areas of Romania;

The *media tools* to be used are: Conferences, meetings, workshops, basic leaflets.

Concerning the **other local authorities of NE Region**, the *communication objectives* are:

- Informing on the improved BPs and the transferred know-how by providing technical methodological and management details (knowledge transfer);
- Informing on the advantages by the introduction of the new BPs in terms of quality, sustainability, costs, technical details, recommendations for solving practical issues;

The *media tools* to be used are: Workshops, Newsletters, Web page in the partners' Websites;

Concerning the **international networks operating within the NE Region** (other donors such as CBC Joint Operational Program Romania-Ukraine-Republic of Moldova, Trans-Regional Program SEE; professionals and international networks on environmental promotion, NGOs), the *communication objectives* are:

- Informing on the improved BPs and the transferred know-how by providing technical methodological and management details (knowledge transfer);
- Informing on the advantages by the introduction of the new BPs in terms of quality, sustainability, costs, technical details, recommendations for solving practical issues;
- Requesting cooperation by creating synergies with the implemented activities; with particular regards to the donors and EU CBC and Trans-Regional Programs of cooperation, an important factor to ensure the synergies is the organisation of Forums of discussion, having the goal to promote that C2C principles will become *cross-cutting issues* and *Priorities* to be inserted in the terms of reference for these programs.

The *media* to be used are: Thematic Forums, Newsletters, Workshops and dedicated multilingual Web site.

Concerning the **general public**, the *communication objective* is to inform on the activities of the project, the role of the funding and implementing organisations, the added-value produced by the new system in terms of a better level of welfare for the Community area where the principles and the system of C2C will be adopted.

The *media* to be used is Web page in the partners' Websites.

8 Monitoring system and tools for the RAP

The monitoring system which has been identified for the context of NE Region presents some peculiar characteristics: the programming phase will start together with the monitoring phase, designing a system of monitoring that could be adopted as a guide for any of the years after the start up of the program of implementation. The monitoring system can be used as a guidance for monitoring the correct implementation of the identified C2C actions, in order to have clear and objectively verifiable instruments to evaluate the impact of the introduced BPs in the NE area, both in their *ongoing* and *ex post* phases

The monitoring of the RAP may classify management information according to a logical multi-dimensional, can be read under a variety of points of view (specific, individual projects, geographical locations, categories of beneficiaries of the intervention or additional classifications of a particular type related specifications of the RAP). The monitoring system builds on the program should analyze RAP and its characteristics (goals, objectives, structure) to identify the elements and core components: lines, lines of action, projects, etc., with the associated financial resources.

Classification

Output indicators (fulfilment): indicating the level of implementation of RAP and may be related (in terms of % of construction or application) to the objectives or even to individual actions, in the case of indicators of physical achievement, or (but in this RAP are perhaps less significant) as indicators of financial development, and in this case they indicate the progress of the planned expenditure for the implementation of individual projects.

Performance indicators (effectiveness): indicating the most immediate outcome, which is obtained by the implementation of the plan, and measured with the outputs, such as the number of stakeholders who have joined the plan, and so on.

Performance indicators (efficiency): indicating the changes in performance for the resources involved and is an indicator that, in the case of RAP, shall be constructed in consultation with the stakeholders involved in individual projects.

The scheme of construction of the indicators

| Name of the BP | Output indicator (fulfilment) | Performance indicators (Effectiveness) | Performance indicators (Efficiency)* |
|------------------------|-------------------------------|--|--------------------------------------|
| Objectives | | | |
| Actions and activities | | | |
| Budget | | | |

^ the project fiches are the basic information for the complete definition of the indicators.

* To be defined after a further participatory meeting with stakeholder concerning the evaluation of the GP implementation.

Annex 1: Project Fiches for implementing C2C BPS

We present the Project Sheets of the BP adopted and detailed above, in relation with the nearest source of funding available at the moment:

| Good Practice | Funding sources | Buyer |
|--|--|---|
| Eastex Material Exchange | JOP RO-UA-MD SOP HR SOP Competitiveness | Municipality of Suceava |
| | | County of Suceava |
| | | Municipality of Botosani |
| | | Municipality of Iasi |
| | | Municipality of Vaslui |
| Limburg sustainable | Local Budget | Municipality of Suceava |
| | | Municipality of Botosani |
| | | County of Bacau |
| | | Municipality of Bacau |
| | | Municipality of Roman |
| | | Municipality of Piatra Neamt |
| <u>Premio all'Innovazione Amica dell'Ambiente</u> | JOP RO-UA-MD SOP HR SOP Competitiveness | County of Vaslui |
| | | Municipality of Vaslui |
| | | Municipality of Soroca (Moldova Republic) |
| | | Municipality of Cernauti (Ukraine) |
| Cob Round Bale | JOP RO-UA-MD SOP HR SOP Competitiveness | Institutul de Cercetare Petre Andrei Iasi |
| | | Biblioteca Universitara Ghe Asachi |
| | | Univesitatea Constantin Stere (MD) |
| | | Universitatea Taras Shevchenko (UA) |



Annex 2: Letters of commitment