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2007-2013

Sectoral Operational Programme
“Increase of Economic Competitiveness”
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MEDGreen – The National Pole of Competitiveness in Promoting Modern Manufacturing Systems for Implementing Green Economy Principles is developed within the Sectoral Operational Programme “Increase of Economic Competitiveness” -Priority Axis 1 „An Innovative and Eco-efficient Production System” - Key Area of Intervention 1.3 „Sustainable entrepreneurship development” - Operation 1.3.1 „Development of business support structures of national and international dimension”.

MEDGreen National Pole of Competitiveness builds on two innovative development ideas: “green economy” and regional economic coagulation. The concept of „green economy” was developed based on the principles of sustainable development and taking into account the knowledge gained in the ecological and economical field in recent years. The European economy reality identified the need of setting-up regional structures for business promotion in the productive sector in order to support the strengthening of its members position on the national and international market.

MEDGreen Pole of Competitiveness is a microeconomic approach through which the competencies of many actors, entities with high growth potential at national level coagulate on production of specific equipment and machinery applicable to entire green economy sectors.



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MEDGreen Pole of Competitiveness brings together enterprises, RDI organisations, universities, local public authorities, NGOs, consultancy companies and clusters which implement projects in 3 development regions of Romania (South-East, West and Bucharest-Ilfov) engaged in a collaboration based on a common development strategy. MEDGreen Pole of Competitiveness consists of dynamic and competitive companies with an efficient management in various market sectors with high growth potential in the context of green economy, which enable them to become relevant on national and international market through a common approach.

By implementing its 10 projects (3 investment projects, 3 RDI projects, 4 soft projects) with a total value of 88,680,995.61 lei (44,241,711.45 lei grant value), MEDGreen Pole aims to: increase its member firms competitiveness and productivity in the field of equipment or services production that serves the green economy, supporting SMEs and entrepreneurship, development of human capital in the sector and increase of employment, increase the number of jobs and the value of exports of member firms, contributing to the development of a sustainable economy.

The projects included in the integrated package are implemented for a period of 19 months, between 23 May 2014 - 22 December 2015.



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- „Feasibility study for ESCO system (Energy Service Company) and increase of acceptance of ESCO system on energy efficiency market of collective housing ”; SMIS 54019; contract P0102429/5119/22.05.2014; the total value of the project 951,249.80 lei; beneficiary CONSILIUM LTD; partner ROSENC-Romanian Sustainable Energy Cluster.

The overall project objective is the development of feasibility study for ESCO (Energy Service Company) System and increase of ESCO System acceptability on energy efficiency market of collective dwellings.

The project specific objectives are: identification of the legal framework for the implementation of ESCO system in Romania and elaboration of projects of collective dwellings energy efficiency; preparing a feasibility study to demonstrate that a project of energy efficiency through ESCO system is realistic financially and economically; involving key foreign experts for replication of best practices from other cities of the European Union where ESCO system allowed the implementation of energy efficiency projects for the vast majority of residential buildings; involving key stakeholders in the community in validation of activities and intermediate results of the project to ensure its compliance in relation to the real needs of the community; develop a campaign to promote ESCO System.

The main results are: the feasibility study for ESCO system and creation of a pilot ESCO; start of at least 5 energy efficiency projects



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in ESCO system; information and awareness campaign to promote ESCO system.

CONSILIUM is a management training and consulting company established in 1994 in Timisoara, Romania. CONSILIUM provides customized solutions in the areas of Leadership and Organisational Development through training programmes, Coaching and Consultancy services. The aim is to support each of the partner-clients to become a learning organization. The most significant projects carried out by CONSILIUM cover various fields, such as: management and organizational development; training needs assessment; training development and delivery; performance management; strategic planning. CONSILIUM is a LIFO® National Agency (www.liforomania.ro) and so far 6000+ professionals from Romania have benefited from LIFO® based trainings. LIFO® method (Life Orientations) is an effective tool for managers and their teams to improve performance. It begins by identifying each person's basic orientation to life and work. Based on this information, it offers powerful learning strategies for greater personal productivity, increased influence with key people, and more effective teamwork.

- „Hall construction and equipment acquisition for production line and testing photovoltaic polygon”; SMIS 50235; contract P0102408/5120/22.05.2014, the total value of the project



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33,289,178.60 lei; beneficiary DATA INCORPORATED LTD;
partner ROSENC- Romanian Sustainable Energy Cluster.

The project overall objective is making an investment in photovoltaic energy field, consisting of a unit of production, technology transfer, testing and certification, through which the existent supply chain in Romania can be integrated from the fundamental research to the final customer. The project specific objectives refer to: testing the existing technologies and checking operating parameters in real conditions in one axis rotating system, in two axes rotating system and in fixed position; comparative testing of production line in the 3 systems (two rotating and one fixed); comparative testing of new photovoltaic technologies versus existing technologies and own their products in rotating and fixed systems; all tests for their products and new technologies so as to allow their certification to European quality standards in the industry and their introduction into production. The main estimated results are: construction and equipment of a factory producing solar panels and a photovoltaic testing ground; creation of 79 jobs; significant increase in turnover.

DATA INCORPORATED has as main objective providing environmental consulting: landscape design and execution (private or public parks and gardens) afforestation, urban furniture, photovoltaic parks, snow removal services and various civil works. The firms' experts (designers, landscape architects, engineers and horticulture technicians) ensure the highest standards of quality



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design, planning, maintenance and reconditioning of indoor and outdoor gardens, parks, hot houses, interior decoration with natural plants, dried flowers, floral arrangements. DATA INCORPORATED offers a complete and complex range of services in the field of ecological and healthcare systems. Solutions to the clients are characterized by versatility, innovation, quality, compliance with environmental protection at national and European level.

- „Innovative solutions for furnace manufacturing of pelletized biomass based incinerators (EcoPellet CDI)”; SMIS 50317; contract P0102416/5121/22.05.2014, the total value of the project 475,100.00 lei; beneficiary ECOHORNET LTD; partner ET Innovative Solutions LTD.

The project overall objective involves acquisition of knowledge which enables development of a competitive advantage in industrial research for ECOHORNET Ltd. The project specific objectives refer to: developing a component production line for pelletized biomass incineration systems; developing innovation capacity, relative to the market requirements by increasing interactions between companies, research institutions and academia and other entities involved in the development of new technologies - in the medium term; attracting new investment to capitalize patented innovation in products and services and project portfolio diversification - long term. The project main results consist of: developing an original and competitive technology on the market; developing experimental models and



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stands; acquisition of knowledge by conducting experimental research on patterns; implementation of projects and plans to manufacture the new product technology; qualification of 5 people in R&D activities; development of a research theme; initiating a patent application; elaboration of two scientific publications; creation of five jobs.

- „Component manufacturing line for briquetted or pelletized solid waste incinerators (EcoPellet); SMIS 50233; contract P0102407/5122/22.05.2014, the total value of the project 1,995,299.56 lei; beneficiary ECOHORNET LTD; partner ET Innovative Solutions LTD.

The project overall objective consist of developing a production line component system for pelletized biomass incineration. As regards the project specific objectives: in the short term, the project aims to make up the infrastructure elements to carry out R&D activities in the field of manufacturing pelletized biomass incineration plants by increasing manufacturing process performance, developing competitive advantages, increasing quality and operational safety, reducing costs and increasing the products competitiveness. In the medium term, the project will identify market segments in EU countries and the emerging markets of Caspian countries, markets with high growth potential, etc. In the long term, the project will provide an opportunity to achieve European competitive facilities that would provide the necessary support to the pole of



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competitiveness to become the leading provider of service solutions to biomass pelletized market in SE Europe and the Black Sea zone. The main estimated results are: reducing costs while increasing the quality and performance of the equipment manufactured by SC ECOHORNET LTD; creation of 5 jobs; significant increase in turnover.

- „Technical assistance services for EcoPellet and EcoPellet-RDI projects (Ecopellet Soft)”; SMIS 50427; contract P0102428/5123/22.05.2014, the total value of the project 267,954.04 lei; beneficiary ECOHORNET LTD; partner ET Innovative Solutions LTD.

The project overall objective is providing technical assistance for the implementation of EcoPellet investment project and EcoPellet RDI project, by contracting specialized companies, in order to carry out the feasibility study, technical design, execution documentation as well as the business plan that will ensure an effective project implementation. The specific objectives involve: facilitating access of enterprises to R&D results by encouraging cooperation between enterprises and R&D institutions; developing a competitive business structure on the national and international markets.

The project main results are: 2 assisted SMEs in the project; 2 ISO / EMAS / FTE certified SMEs.



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ECOHORNET manufactures heat producing equipment: heating installations, radiant tube burners, injector-type burners, hot air generators using biomass (garbage, waste and vegetable waste, agribusiness waste, selection of combustible household waste, energy crops, wood chips, etc.), granulated by compaction in the form of pellets. EcoHORNET technology consists in burning, at temperatures of over 1250 degrees Celsius, with high efficiency and minimum polluting emissions. EcoHORNET technology allows the elaboration and implementation of energetic independence strategies of communities, jobs creation, accelerated reduction of pollution, reduction to elimination of the use of fossil fuels.

- „Energy efficient new technologies for synthesis of polyester copolymers”; SMIS 50328; contract P0102418/5124/22.05.2014, the total value of the project 4,403,748.00 lei; beneficiary ELKIM SPECIAL LTD; partners: West University in Timisoara, „Politehnica” University in Timisoara, ROSENC - Romanian Sustainable Energy Cluster.

The project overall objective is to increase the energy efficiency of technological process for the synthesis of the polyester copolymers. The project aims to contribute to the growth of project partners competitiveness by increasing the enterprises productivity and diversification of products and services offer as a result of research and development activities.



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The project specific objective consists of: strengthening and sustainable development of the productive sector; increasing energy efficiency by reducing the level of energy needed for the creation of the polyester copolymers; creating a favorable environment for the enterprises sustainable development; increasing the research and development (R&D) capacity, fostering cooperation between research, development and innovation (RDI) institutions and companies as well as increasing enterprises access to RDI.

ELKIM SPECIAL LTD is involved in a wide range of research activities, among which the most important being related to obtaining: composites with low heat transfer based on copolymers that can be used for lodging insulation, efficient hydroinsulators; special additive for plastics, adhesives, polyurethane foam, concrete and asphalt compounds as well as creation of new materials for constructions using nano technologies. The company objectives focus on: research of new technologies; production and commercialization of products with advanced and innovative technologies; leading-edge research and production; fostering the Romanian research by establishing partnerships and supporting universities/research and development institutes to develop worldwide new and competitive products and technologies, to be easily integrated in the production process; supporting the universities/research and development institutes to train competitive students and researchers at international level.



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- „Improve of wastes use efficiency that can produce energy in the logistics sector”; SMIS 50549; contract P0102431/5125/22.05.2014, the total value of the project 1,132,068.00 lei; beneficiary EXPERT CONSULTING LTD; partners: National Centre for Sustainable Production and Consumption, ROSENC- Romanian Sustainable Energy Cluster.

The project overall objective refers to: investigation of waste market with high energy value that supports Pole members and research projects by facilitating the access to accurate information on the waste quantity resulted from the activities of the logistical companies or with an important logistical component; awareness raising of the Pole members and „economical environment on the methods used for the efficiency of resources and waste management and the existing best good practices; increasing capacity of the Pole members and economical environment by creating skills and particular knowledge necessary to identify and apply effective measures to support enterprises to eco-innovate.

The specific project objective aims to develop the framework for the effective waste management approach applying the "waste to energy" principle. The main estimated results are: increasing awareness of the logistical companies on the competitive advantages in the right approach of the "waste to energy" principle; elaboration of a market study on identification of the main wastes in the logistical sector that can be used in energy production; creation of a web platform containing the waste producers in logistical sector;



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development of a good practice guide regarding the improvement of the processes quality in the logistical sector; development of 4 services to improve the processes quality in the logistical sector;

EXPERT CONSULTING LTD is a private consultancy and training company from Timisoara, Romania. The company offers: general business consultancy; specific management, marketing, logistics consultancy, project management and human resources consultancy; a large range of courses, some of them being accredited by the National Council for Adult Vocational Training. Moreover, the company offers a large range of products from the easiest business plans to complex business projects, environmental studies etc. The clients are private companies and organizations, Romanian, foreign ones, as well as public institutions on a local, regional and national level. The knowledge gathered over the years represents a guarantee of the ability to successfully fulfil the company's mission and objectives

- „Research and technology transfer of advanced materials, nanostructures and manufacturing technologies for the development of renewable energy systems”; SMIS 50414; contract P0102421/5117/22.05.2014, the total value of the project 4,436,203.00 lei; beneficiary Measurements and Diagnostics Group LTD in Galati; partner „Lower Danube” University in Galati.



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The project overall objective is to create advanced polymeric materials, nanostructures and production technologies for the development of solar energy systems (analogue of photovoltaic panels, mechanical systems to fix, tie and orient the panels). Moreover, the project aims to improve the research and development infrastructure as a prerequisite for the research activity efficiency which will determine a high quality of the scientific results and an increase of the international visibility.

The project specific objectives are: design and creation of composite materials which allow to obtain energy through the conversion of solar, thermal or deformation energy; streamline the production technologies of the designed composite materials and other components used in systems with energy renewable sources; transfer of the product technology.

The project aims to reach the following main estimated results: improvement of the research infrastructure by purchasing cutting-edge technologies; development of 3 research themes; initiation of 2 patent applications; 9 scientific publications elaborated; development of 1 PhD thesis and 2 Master thesis; creation of 5 jobs; increase of the turnover with 8%; increase of the research results international visibility.

MEASUREMENT AND DIAGNOSTICS GROUP LTD is a SME focused on development of scientific research, technical reports in different fields within the contracts signed with companies from Romania or abroad. Two years ago, the company, as project partner in



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association with the Research and Development National Institute on Environment Protection from Bucharest won a contract for monitoring the impact of some hydrotechnical works in Danube towards the environment factors. In the last three years, Measurements and Diagnostics Group LTD in Galati ranked between 1st – 3rd position in different tops, for small companies, acting in the field of technical analysis.

- „Construction of co-processing plant of municipal solid waste and its use as an alternative fuel in an efficient cement production process (EcoCim)”; SMIS 50322; contract P0102401/5116/22.05.2014, the total value of the project 40,876,474.61 lei; beneficiary LAFARGE CIMENT (ROMANIA) INC ; partners: Eco Gest INC, Apollo Ecoterm LTD.

The overall project objective is modernization and productivity efficiency of Lafarge Ciment (Romania) cement factory- Medgidia plant, with the support of its partners Eco Gest INC and Apollo Ecoterm LTD and the members of Medgreen Competitiveness Pole in order to increase the competitiveness by improving the general performances of the companies involved in the project and in Competitiveness Pole. The project specific objectives are: strengthening and sustainable development of the productive sector; creation of a favorable environment for the sustainable development of the enterprises; wastes removal in ecological safety conditions;



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creation of facilities for closing the products life cycle without wastes;
creation of 5 jobs.

The project main results are: fostering the development of related businesses in the field of exploitation of municipal solid wastes by creating the prerequisites for business development in the field of sorting and wastes collection; creation of value chains in order to ensure a complete life cycle for the recycable products using them in the cement technological process, as alternative fuels; modernization of production capacity by purchasing cutting-edge equipment and creation of 3 business infrastructure (bypass plant, wastes co-processing plant, laboratory); 5 jobs created.

A world leader in building materials and a top-ranking player in the cement, aggregates and concrete industries, LAFARGE develops and promotes sustainable constructions: uses materials with low CO₂ emissions and recyclable materials; reduces noise and air pollution; controls the buildings climate conditions; improves heat efficiency; uses the heat inertia; recycles the materials after demolition. Lafarge's materials meet the need of sustainable building, contribute to the development of the infrastructure from Europe, Asia, Africa, Middle East, Latin America, China and India. Lafarge brand materials have brought life to constructions which became symbols of Romania's economic, social, cultural and political development: Romania National Bank Palace; Romanian Atheneum; Justice Palace; National Stadium. As founder member of



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Romanian Council for Green Buildings, Lafarge aims to support the concept of sustainable constructions in Romania.

-„Management of MEDGreen – The National Pole of Competitiveness in Promoting Modern Manufacturing Systems for Implementing Green Economy Principles”; SMIS 50420; contract P0102423/5118/22.05.2014; the total value of the project 853,720,00 lei; beneficiary SOUTH-EAST REGIONAL DEVELOPMENT AGENCY (SE RDA).

The overall project objective aims at ensuring an efficient management and coordination structure of the projects included in MEDGreen Pole, for having a coherent implementation of the development strategy as well as creation of an favourable environment for sustainable development by promoting innovation, green economy principles and productivity increase in the field of components production and manufacturing modern systems sector with high added value, competitively on national and international market.

The project specific objectives are: ensuring an integrated management of the Pole and a coherence of the projects implementation; identification of an adequate model for development at national and international level; continuous updating of the Pole development strategy and integration of the results obtained following the project implementation; creation of new partnerships for inside and outside the country and identification of new



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development opportunities for the Pole members; ensuring a proper visibility of the Pole (at national and international level) by implementing adequate communication and promotion measures; The project main results are: elaboration of a benchmarking study concerning the management of the poles of competitiveness in EU Member States and exchange of experience with 1 EU cluster, as a good practice example; elaboration of a study for taking over the results of the research obtained within the projects financed through ERDF or governmental funds and analysis of the their potential of transfer in the Development Strategy of the Pole, by developing new RDI projects; new partnerships concluded in the field of renewable energy; promotion of MEDGreen Pole by organizing "Open Days" events, participation in exhibitions, national and international fairs, consultations and debates with local public authorities and stakeholders.

SE RDA is a catalyst of research, innovation and technological transfer development, creates and develops a management structure that facilitates the continuously exchange of knowledge and information between partners, the interaction between companies, academia and scientific institutions, clusters and other entities involved in supporting the business environment, ensuring the achievement of MEDGreen Pole of Competitiveness objectives on medium and long term in an organised, institutionalised and concentrated manner.



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The South-East Regional Development Agency is a non-governmental and non-profit body of public utility, with legal personality, acting in the regional development sector. SE RDA cooperates with similar agencies from Romania and abroad, local authorities, enterprises, research centres, universities and other structures involved in this sector. SE RDA was established in February 1999, as an executive structure of the South-East Regional Development Board. The Regional Development Agency is organised and operates in accordance with the Law 315/2004 in the field of regional development and according to their own status of organization and functioning, approved by the Regional Development Board.

The institution’s mission is to promote the socio-economic sustainable development of the South-East Development Region through: partnerships (local, regional and international), elaboration of integrated development services, implementation of regional development programmes and promotion of economic cooperation. Based on the structure of inter-institutional partnerships coordinated by SE RDA, at regional level specific activities of elaboration, updating and implementation of regional strategic planning documents are developed.

SE RDA is the Intermediate Body for the Regional Operational Programme and starting with March 2013, it was designated as an Intermediate Body for the Priority Axis 1 „An Innovative and Eco-efficient Production System”, within the Sectoral Operational Programme “Increase of Economic Competitiveness”.



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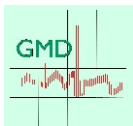
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