

# The role of support organisations in building innovation ecosystems



Andra Tănase,  
Green and Digital Strategist and Competence and  
Capacity Building Processes Architect  
Transilvania IT



TRANSILVANIA IT  
CLUSTER





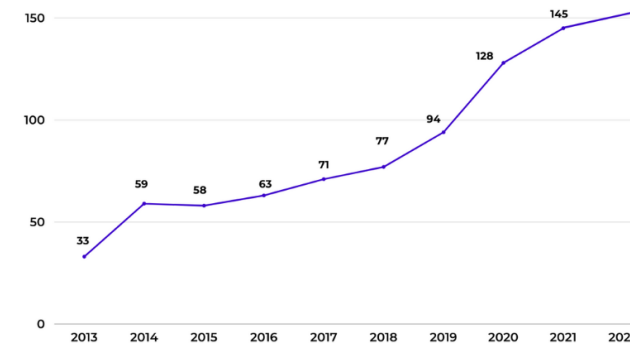
# TRANSILVANIA IT CLUSTER (ATIT)

Transilvania IT leads the Transilvania DIH and coordinates RODIH, the association of Romanian DIHs

**Transilvania IT** works at the intersection between entrepreneurship, researchers, innovators and public administration, pushing forward discussion and action around digital transformation, thus enhancing community development through digitalization



**151 members** (131 IT companies and 20 support organizations: local public institutions, universities, research centers and other partners from the regional ecosystem)



TRANSILVANIA IT  
CLUSTER

GOLD



Cluster  
Management  
Excellence

PROVEN FOR CLUSTER EXCELLENCE

# TRANSILVANIA IT MEMBERS

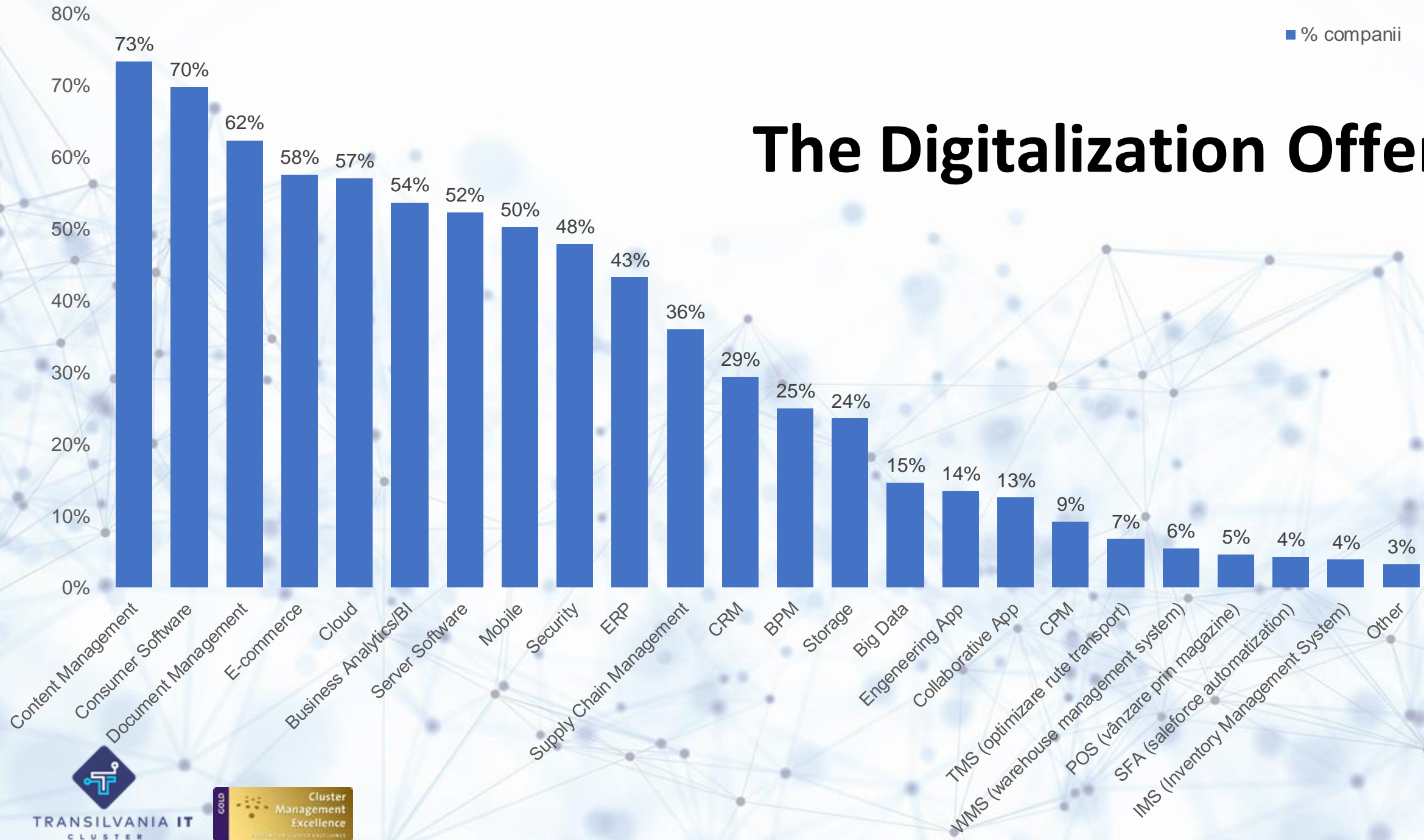


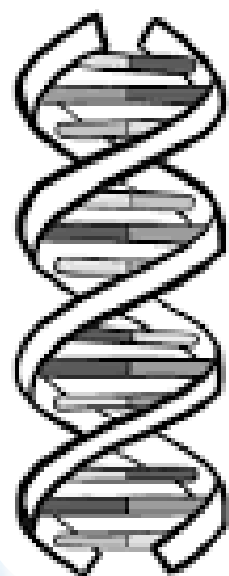


# Members' Competences

- Communication & Media
- Entertainment
- Financial services
- Constructions
- Logistics
- Education
- eGovernance
- Manufacturing
- eHealth
- Utilities
- eTourism
- Sales and distribution
- Automotive & Aviation
- Consultancy
- Banking & Finance
- Pharmaceutical
- Communication & Media
- Home and Office Automation
- Insurance & Reinsurance
- Energy
- Earth Observation
- Intelligent Cities Solutions
- Support services
- IT Hardware/ IT Cloud

# The Digitalization Offer

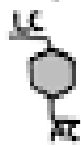




LOCAL  
GOVERNMENT



LOCAL  
INDUSTRY



LOCAL  
ACADEMY



CIVIC SOCIETY



QUADRUPLE  
HELIX



# STRATEGIC PILLARS

Support for  
Innovation



Networking,  
Representation and  
Ecosystem Building



Training and future  
competences



Digital  
Transformation of  
SMEs  
and Public  
Organizations







TRANSILVANIA IT  
CLUSTER



# Working Groups – Transilvania IT Cluster

---



**HR & Education**



**Smart City**



**Industry 4.0**



**eHealth**

“The value of an idea lies in the using of it.”

Thomas Edison (1847 – 1931), Inventor



UIA Future of Work





# SPIRE

## UIA Baia Mare



Smart Post-Industrial Regenerative Ecosystem



Sustainable use of land and nature  
based solutions



## „Regenerative smart post-industrial ecosystem”



*Baia Mare Municipality* is the first Eastern European that dares to start decontamination procedures for heavy-metal polluted soils using nature-based solutions.



**Baia Mare Panorama**

Together, the partners engaged in this project, the municipality aims at transforming approximately 8 ha in ‘living labs’ and to engage the various actors from the Baia Mare community in innovative actions around an Innovation Hub.







Sustainable use of land and nature  
based solutions

# Implementing Innovative, Smart, Regenerative Ecosystems in an Eastern-European Post-Industrial Context

**Baia Mare, Maramureș, Romania**

POPULATION:  
**143 272**

CITY SIZE:  
**233,5 km<sup>2</sup>**

## Key Topics

- Mitigating with heavy metal pollution
- Innovative tools for testing phytoremediation
- Co-design process of transforming pilot sites
- Digital tools: for monitoring
- Digital tools: for rewarding good environmental behavior
- Upscaling potential



## Challenges and Action Lines

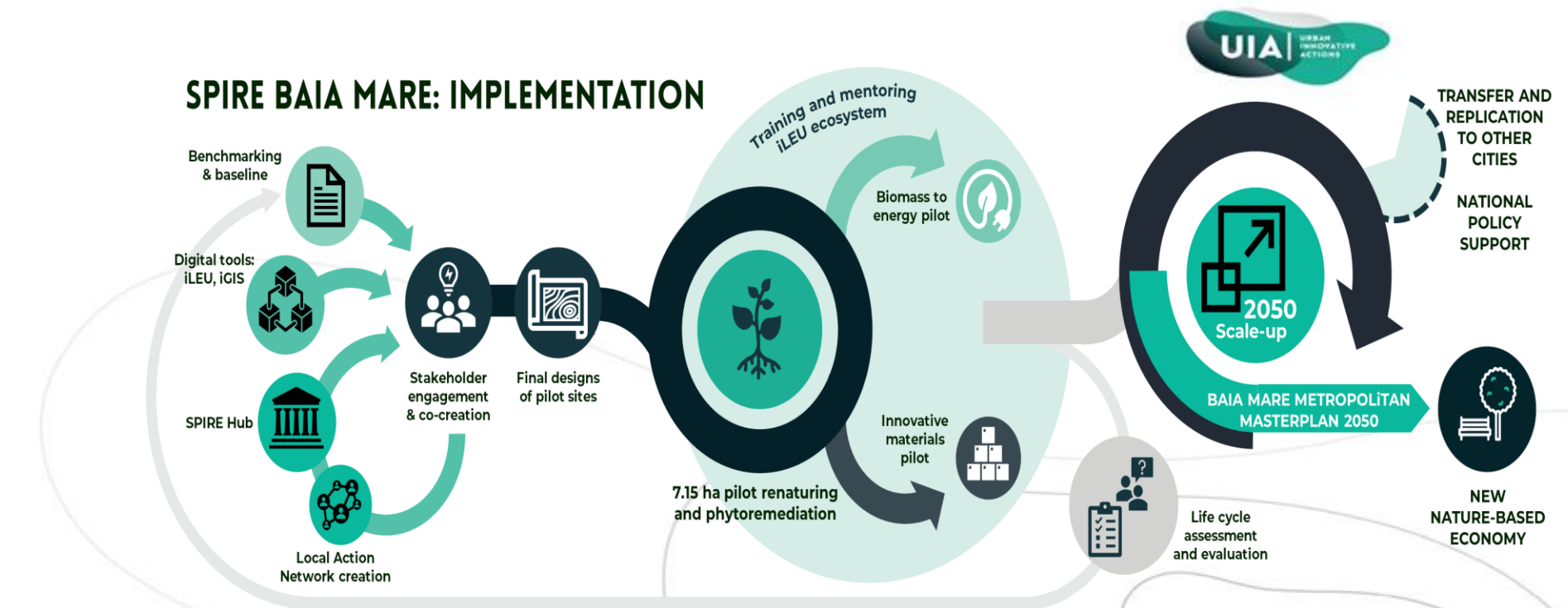
The main challenge is to design, test and implement an integrated and innovative strategy capable in the long-term to:

- Recover the contaminated lands through – PHYTOREMEDIATION
- Support participation in sustainable use of the lands – PARTICIPATORY PLANNING
- Documenting, fundamenting and encouraging innovation and alternative solutions such as bio-fuels – SPIRE HUB – CASA SCHRIEBER – ENTREPRENEURSHIP PROGRAMME
- Promoting a green and circular citizen and businesses behaviour – iLEU





# SPIRE BAIA MARE: IMPLEMENTATION



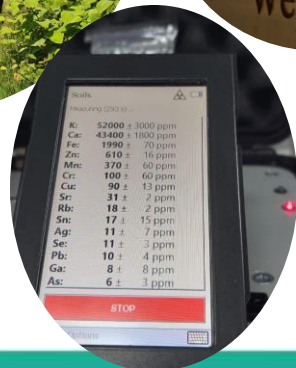
STAGE 1



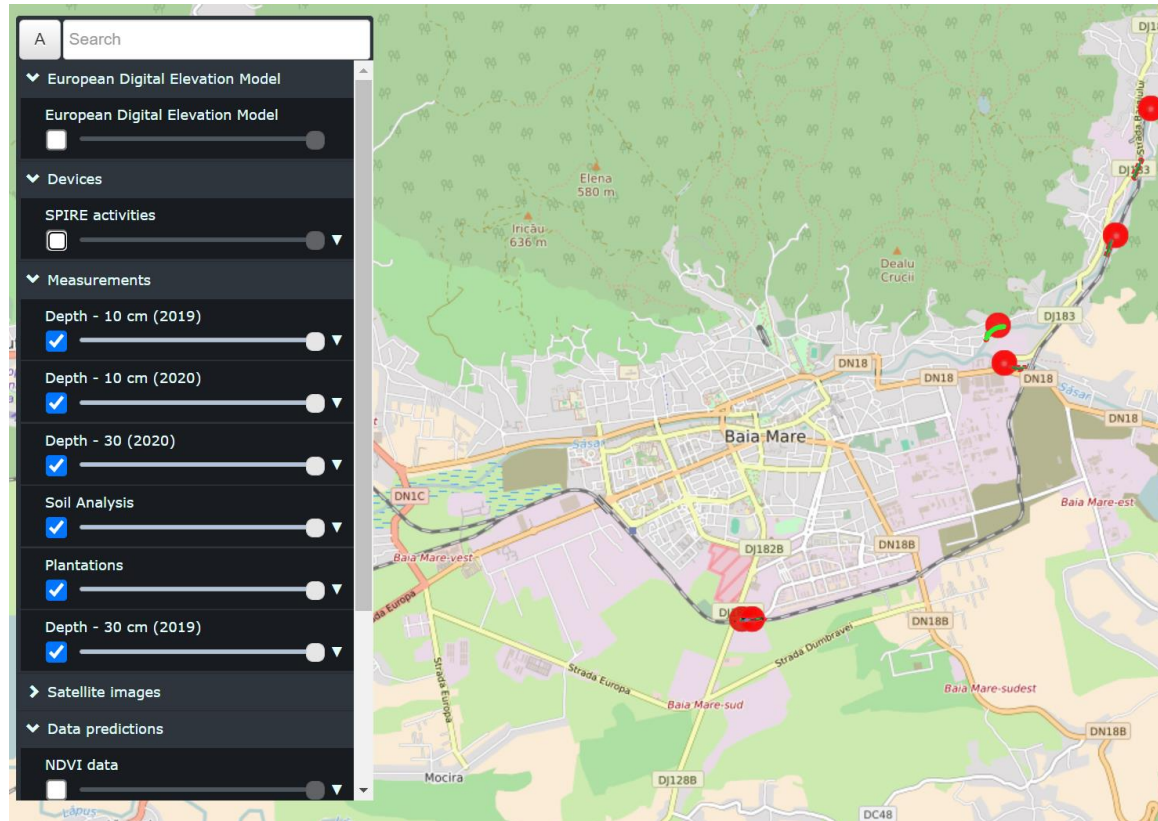
STAGE 2



STAGE 3



# iGIS

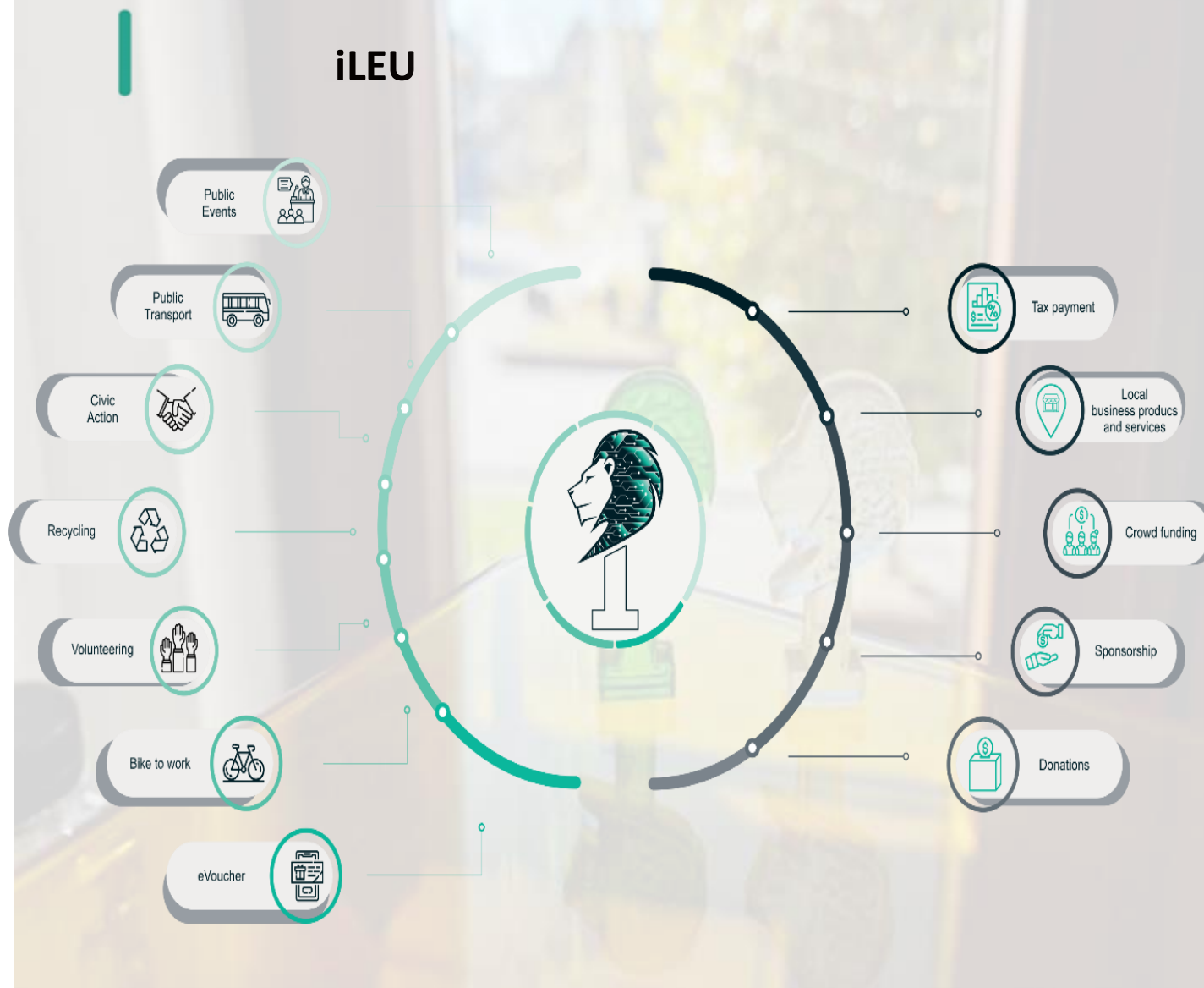


iGIS is the technical tool used for education, gamification, assessment and measuring of project KPI. The platform itself leverages on Remote sensed data, ground truth, scientific indexes and Artificial Intelligence (AI) in order to provide a complete overview of the intervention area, as well simulations of impact of replication in further areas using AI. Multimedia tools will enable visualization for students and local stakeholders, enabling them to simulate effects of actions and understand specific NBS and processes.



## Citizens-engaging actions about/around the sites





**The immaterial Local Environmental Utility (iLEU) is Baia Mare's response to stimulate a behavioral shift towards environmental awareness and climate change mitigation at both individual and organizational levels.**

- local digital token system will reward civic environmental behavior
- stimulate a behavioral shift towards environmental awareness and climate change mitigation
- nothing similar has been done before in Europe
- supporting existing businesses, as well as the development of new eco-entrepreneurship initiatives,



The iLEU app can be installed from Google Play.



## Mentorship Programme



**SPIRE**  
www.spire.city  
START-UPS

**28.10.2021**  
**15:00**  
**ZOOM**

**TREEBIO**  
**HEMP TECHULAR**  
**FREESOIL**  
**WILLOMASS**  
**EKOLIVE**  
**SUSTAINABLE VILLAGE**

SPIRE STARTUPS is a free mentorship programme aimed at those who have innovative and revolutionary business ideas meant to help transform the biomass resulted from the de-contaminated lands into new products, safe and valuable for society.



**Bioleaching**  
creating liquid biofertilizer on big scale

**PATENTED**

For years, the city of Baia Mare has been given as a negative example when it comes to pollution. Today, Baia Mare is an innovation scene. SPIRE is an awarded project that opens up the city to new horizons.

[www.spire.city](http://www.spire.city)





Transilvania  
DIGITAL INNOVATION HUB

# TRANSILVANIA DIH ONE STOP-SHOP

For digital transformation in North-Western  
region of Romania



TRANSILVANIA IT  
CLUSTER



LIVE YOUR SUCCESS!



UNIVERSITATEA  
BABEȘ-BOLYAI

# TRANSILVANIA DIGITAL INNOVATION HUB CONSORTIUM



Coordinator



Partners



Acces IT  
Oradea  
Cluster



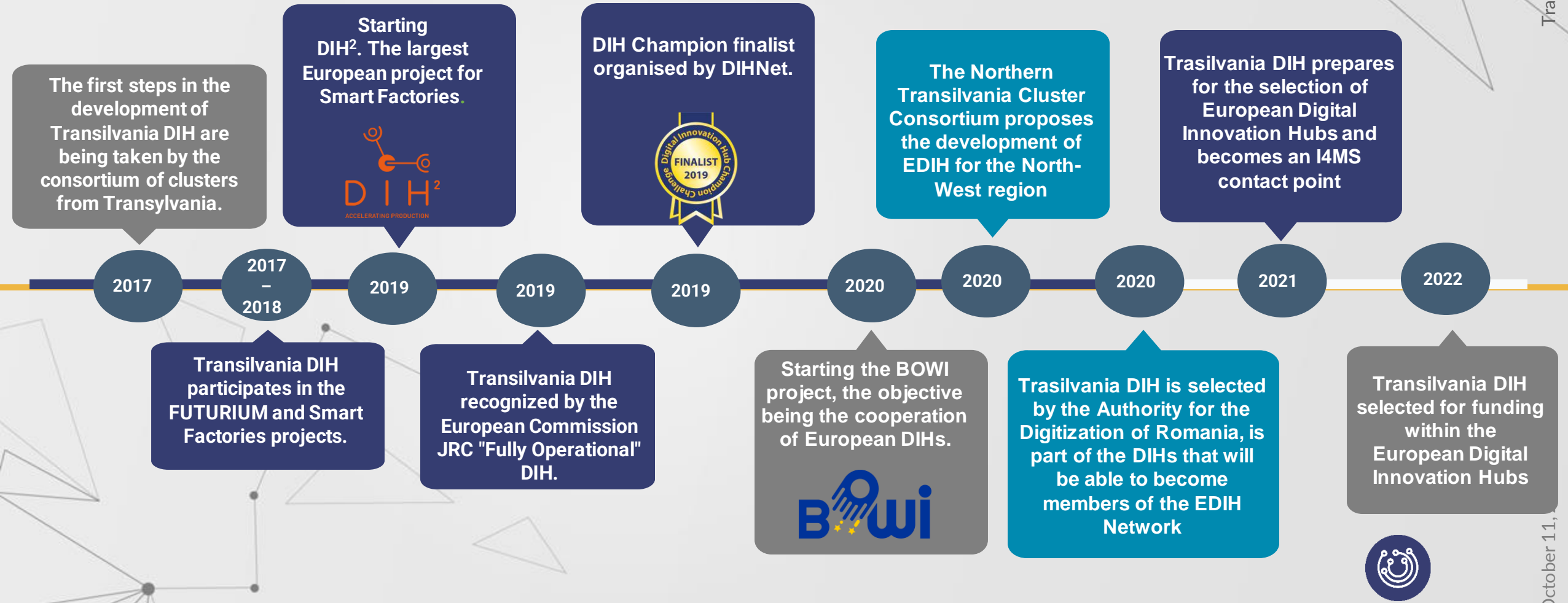
Associates





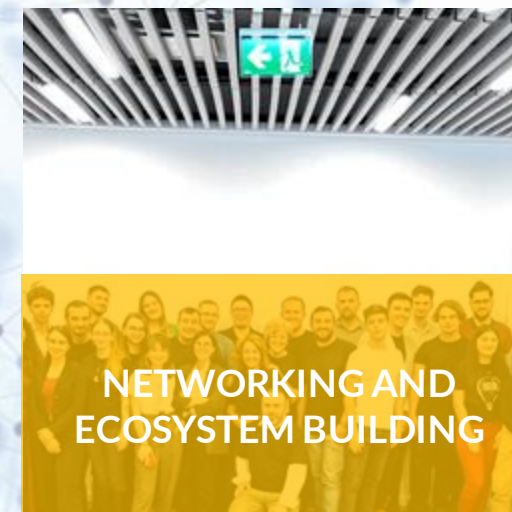
# TRANSILVANIA DIH HISTORY

## Evolution of the Transilvania Digital Innovation Hub



# TRANSILVANIA DIGITAL INNOVATION HUB - Services

Innovation. Right here in Transylvania!



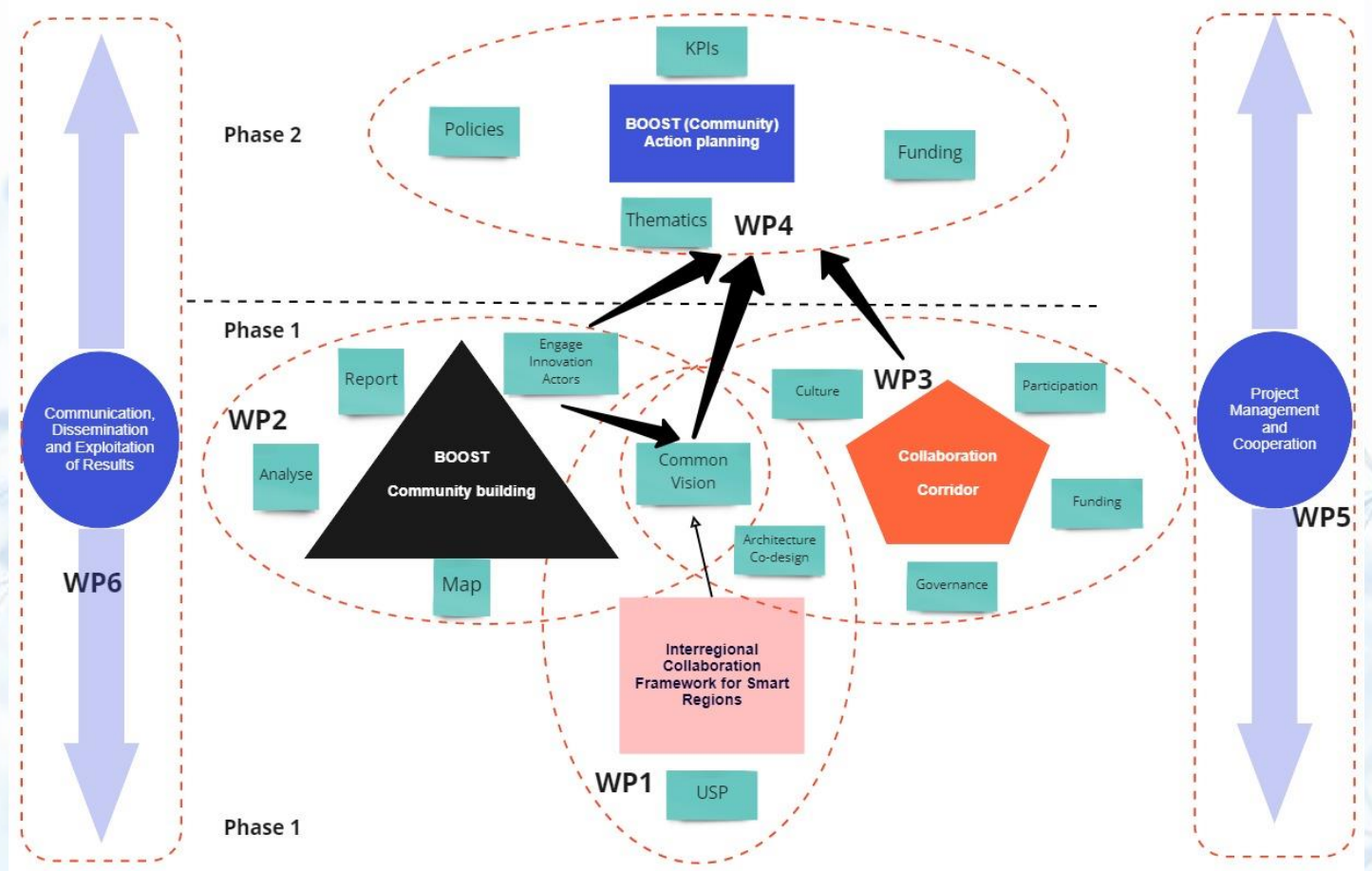


# Project: [BOOST] – HORIZON-EIE-2021-CONNECT-01-01

## AIM/SCOPE:

The main aim of project BOOST is to increase the scope and efficiency of **interregional collaboration** among project partners and their regional innovation ecosystems, in the following thematic areas: **Industry 4.0, Cleantech and Green Transition, Health & Well-being, and ICT & Digital Transformation**, by designing a structural (multi-dimensional) **Interregional Collaboration Framework (ICF)**, develop tools and mechanisms that enable and support the operationalization and scale up of the ICF among Smart Regions, and contribute to the transition towards Green and Digital Regional development models and policies in Europe.

## IMPLEMENTATION:





## TRANSILVANIA IT CLUSTER

Founded 3 years ago

WE SUPPORT INNOVATION

150 member companies

specialised in software, hardware and electronics development

Projects

• BISNet

• BOWI

• REFLOW

+ many others

I CAN TALK ALL DAY ABOUT THE IT CLUSTER

MIHAIL POP

Bianca Nunteanu

MAIN SECTORS OF INTEREST

INDUSTRY 4.0

HEALTH (E-HEALTH, DIGITAL HEALTH)

CIRCULAR ECONOMY

AGRO FOOD

NORTH - WEST REGIONAL DEVELOPMENT AGENCY

HEALTH

DIGITAL TRANSFORMATION

WELLBEING

of Romania

ONE REGION COUNTLESS POSSIBILITIES

Joana Dragos

## Bulgarian Business Forums

Created by Stefam Petrov

MISSION to develop the region

WE PROMOTE GOOD PRACTICES

GATHERING ALL SIDES TOGETHER  
- INVESTORS  
- COMPANIES  
- UNIVERSITIES

HELPING STARTUPS  
ENTREPRENEURIAL ECOSYSTEM

## TARTU SCIENCE PARK

ESTONIA

TARTU

STARTUP DEVELOPMENT

70+ COMPANIES  
700+ EMPLOYEES

FULL OF UNICORNS

Peeter Unt

UNICORN COMPANIES

SCIENCE  
INNOVATION  
BUSINESS

Cooperating  
Scale  
Attracting

COMMUNITY BUILDING

Support  
Communication

## CLUSTER DIGITAL CATALUNYA

WE GENERATE STIMULATION OF INNOVATION AND RESEARCH

15.000 companies

100.000 WORKERS

Christian Q. Rosendo

12% LARGE COMPANIES

72% SMEs

+ UNIVERSITIES AND RESEARCH

DIGITALIZATION

TRANSFER OF KNOWLEDGE

IDENTIFICATION OF NEW OPPORTUNITIES

CREATING NETWORKING SPACES

WE DEVELOP SUSTAINABLE SOLUTIONS

MAIN GOAL →

FACILITATING DEVELOPMENT

## VEJLE KOMMUNE

(Vejle Business Department)

Flemming Kjærsgaard

• GREENTECH SECTOR

• AI SECTOR

• FOODS SECTOR

TRIPLE HELIX NETWORK

TO BRING SECTORS  
AND PUBLIC  
TOGETHER

VEJLE CLIMATE PLAN  
70% CO2 REDUCTION

funding

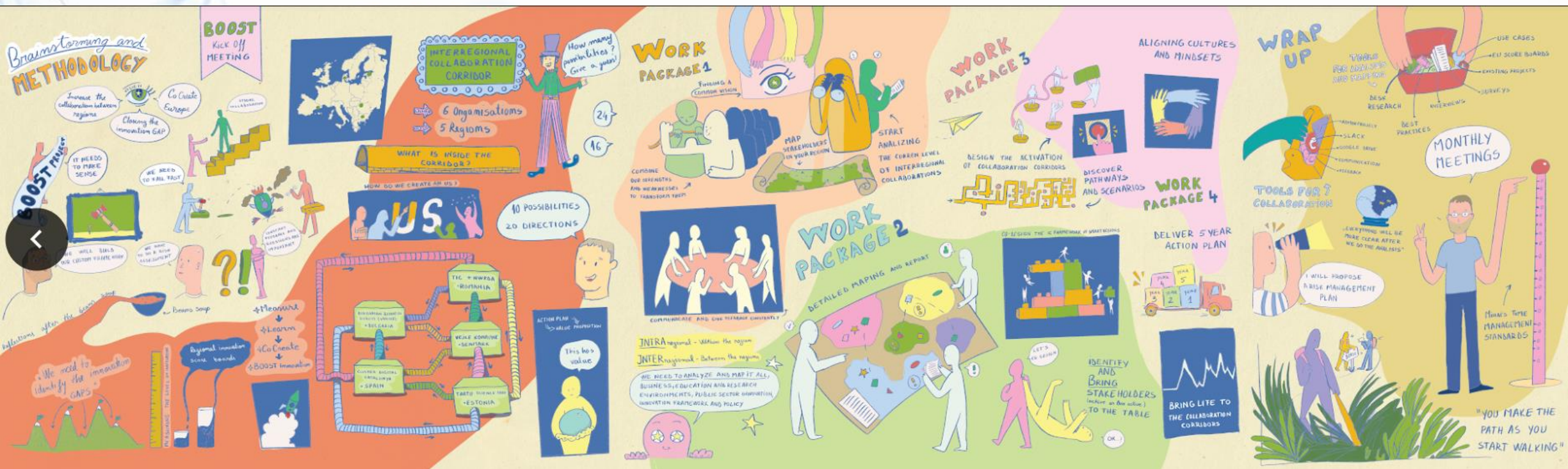
business support

local network

GREEN TRANSITION AND DIGITALIZATION

OUR FOCUS





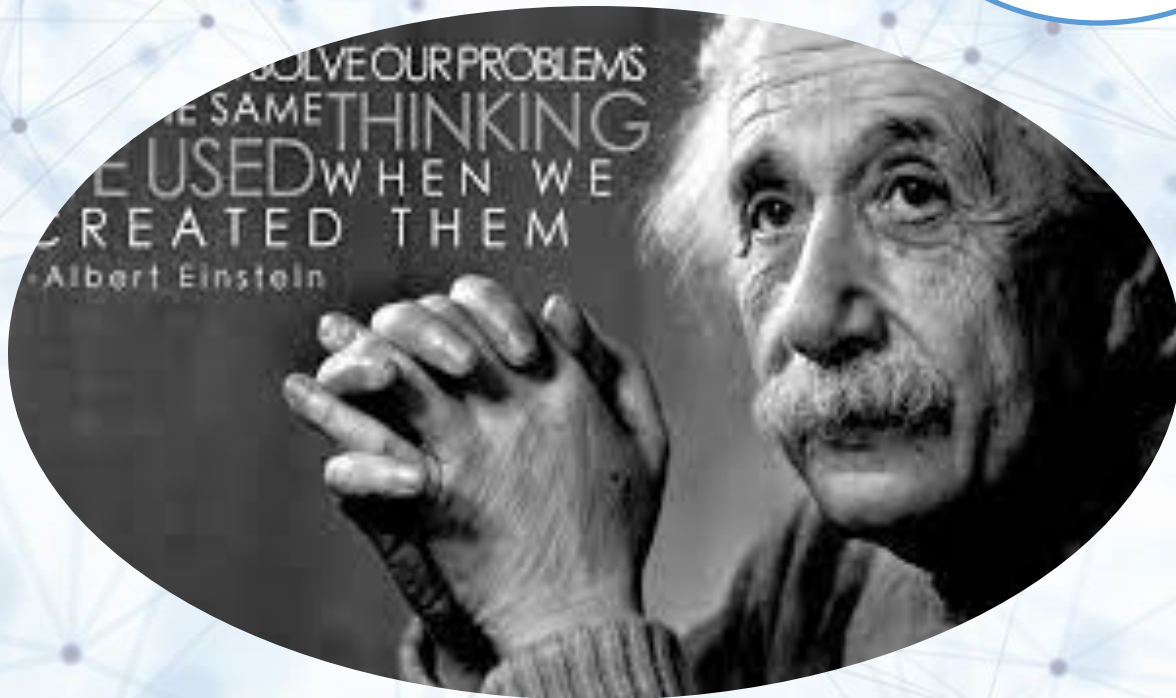


VALUE  
SYSTEMS

CONNECTIVITY

STRUCTURES

MODELLING

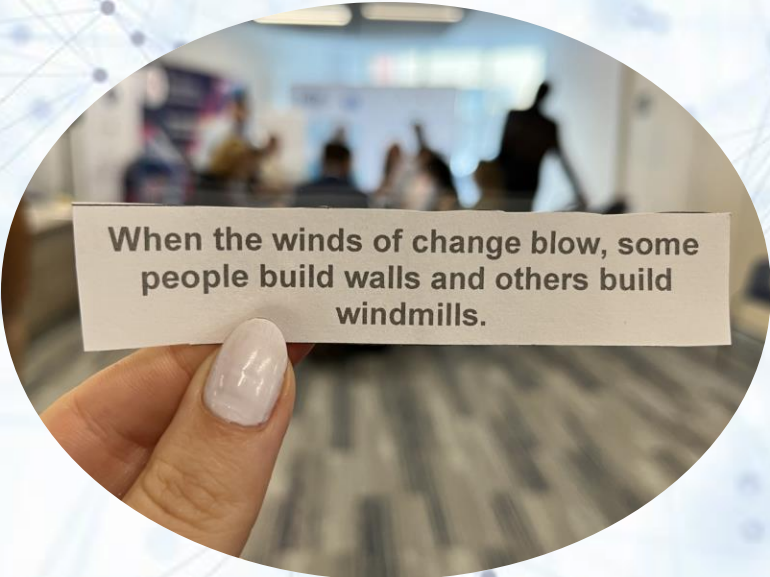


# THANK YOU!

**Andra Tănase**

**Green and Digital Strategist, Transilvania IT Cluster  
Transilvania IT Skills and Training Programme Coordinator**

**[andra.tanase@transilvaniait.ro](mailto:andra.tanase@transilvaniait.ro)**



When the winds of change blow, some  
people build walls and others build  
windmills.