



Regional cluster landscape Romania

WP3 Value Chain Mapping

Activity 3.2 Cluster Mapping

Output 3.2 Cluster Mapping as an Analytical Tool

D3.2.1 Regional cluster landscapes and one entire cluster landscape for Danube Region

***Cross-clustering partnership for boosting eco-innovation
by developing a joint bio-based value-added network for the Danube Region***



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CLUSTER MAPPING FACT SHEETS

In the following the cluster mapping results of selected clusters and cluster initiatives in Romania in the field of Eco-Construction, Bio-based Packaging and Phytopharmaceuticals are

presented. Besides the mapping as such, additional informations are given about age, size, key objectives etc.

ECO-CONSTRUCTION

Name of Cluster Initiatives, Established year, Location and Number of Members

There are 3 cluster initiatives in the field of eco-construction in Romania, namely:

- **PRO WOOD Cluster** – wood cluster established in 2010, located in Sfântu Gheorghe (centre Romania). The cluster has 46 member, out of which 32 are relevant for the wood processing/eco-construction industry.
- **Construct Cluster Oltenia** – construction cluster established in 2013, located in Craiova (South-West Romania). The cluster has 36 members, out of which 17 are involved in eco-constructions.
- **Constructors Guild Iasi** – construction cluster established in 2013, located in Iasi (North-East Romania). The cluster has 26 members, out of which 17 are relevant for the wood-processing/eco-construction industry.

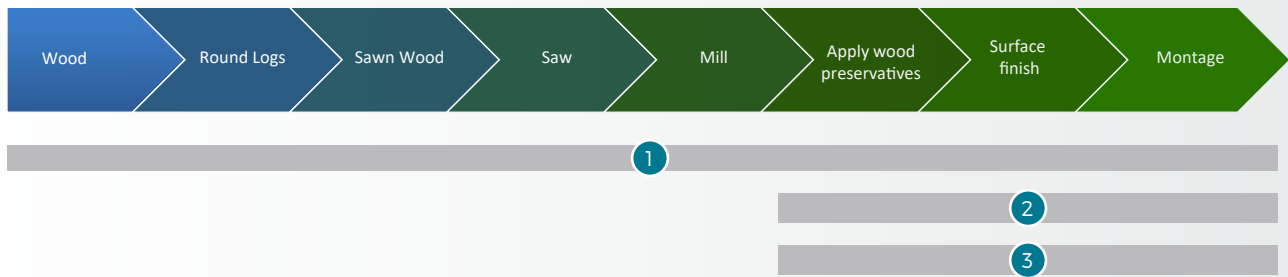
Short Description of the cluster/cluster initiative¹

- **PRO WOOD Cluster** – The cluster is a bottom-up initiative of the Association of SME's from Covasna County. Currently, the cluster number different types of companies' members, along the entire value chain: forest owners, wood-workers, wood-products producers, house producers. PRO WOOD is the first innovative cluster in the wood processing and furniture sector in Romania. The cluster is actively involved in the creation of a value chain, on regional level in order to have an efficient industry, with a good-working raw material acquisition system, use of wood waste, coming from the wood or after the wood processing and looks forward to strengthen this by cooperation with other clusters on national and international level. The cluster members' products are of a wide range, from raw materials, to furniture and wood houses.

- **Construct Cluster Oltenia** – The cluster supports innovation, fair competition and the development of cooperation in the eco-construction industry in South West Oltenia to enhance market presence and gaining access to new markets for cluster members. Cluster development vision involves: the development of private enterprises in the construction and adjacent sectors; transfer of research results and innovation through the University of Craiova – Faculty of Mechanics to the private sector – productive; expanding into new markets and attracting customers and business partners for cluster members; training, qualification, specialization and training personnel in the eco-construction industry and related sectors; creating a brand image and the internationalization of the cluster. Most of the cluster members, relevant to eco-construction industry, are in the montage/house construction part of the value chain (as well as surface finish).

- **Constructors Guild Iasi** – The Constructors Guild of Iași is the association that brings together local construction companies, the academic field and public authorities, with the goal of creating and sustaining productive professional relationships. It is a collaboration, development, research and innovation platform within the civil and industrial construction industry. The association was born in October 2013, through the free will of its members, and functions as non-governmental, non-profit and apolitical organism. The Guild aims to grow the quality and transparency standards in the construction field, improve local constructor's image in relation to the local authorities and the public opinion as well as to improve the quality of construction work in Iași. Most of the cluster members, relevant to eco-construction industry, are in the montage/house construction part of the value chain

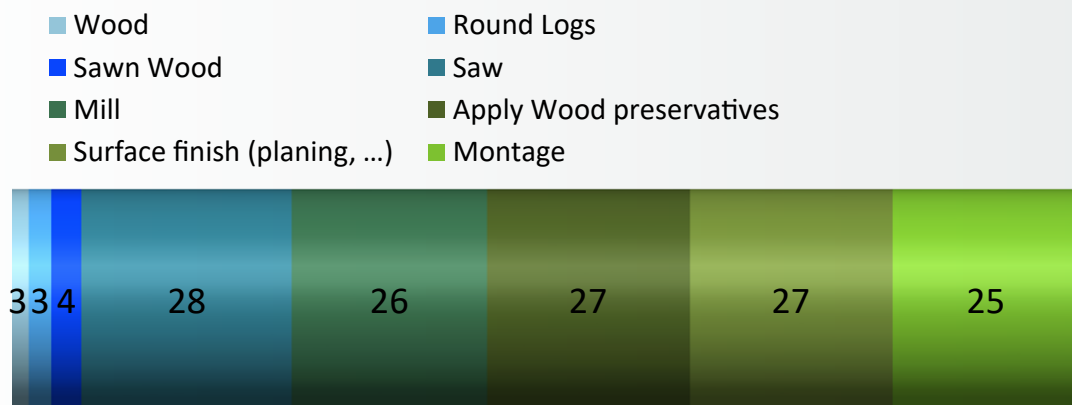
Cluster Visual Map of value chains



- 1 **PRO WOOD Cluster:** 32 members, across the entire value chain: forest owners, raw materials producers, timber logging, saw, mill, treatment, wooden constructions, furniture, wooden houses etc.
- 2 **Construct Cluster Oltenia:** 17 members relevant to eco-construction industry, civil constructions, wooden constructions etc.
- 3 **Guilders Build Iasi:** 17 members relevant to eco-construction industry, civil constructions, wooden constructions etc.

Picture 1: Value chain visualisation - PRO WOOD Cluster

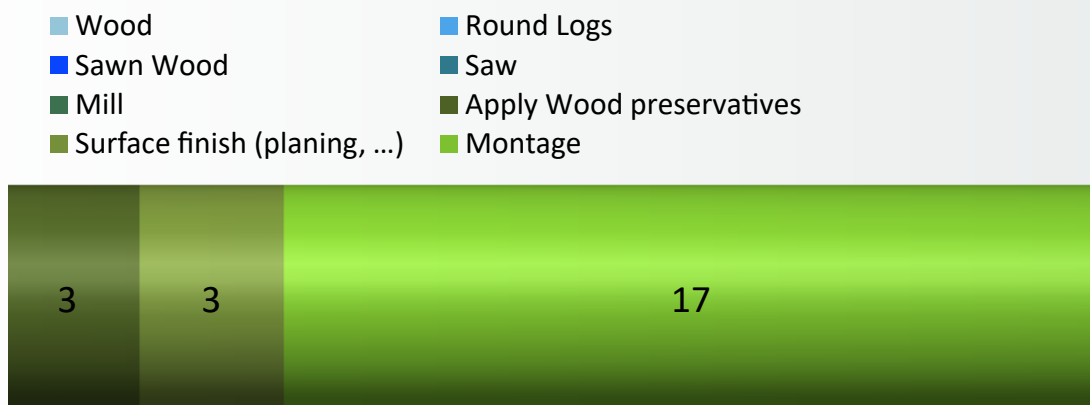
PRO WOOD - Value Chain Detailed



Numbers indicate amount of companies in the respective value-adding step.

Picture 2: Value chain visualisation - Construct Cluster Oltenia

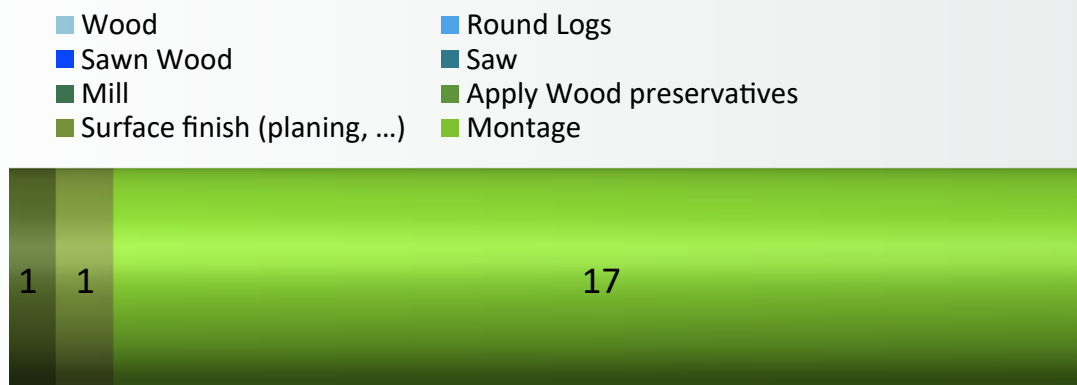
Construct Cluster Oltenia - Value Chain Detailed



Numbers indicate amount of companies in the respective value-adding step.

Picture 3: Value chain visualisation - Guilders Build Iasi

Guilders Build Iasi - Value Chain Detailed



Numbers indicate amount of companies in the respective value-adding step.

Services offered by cluster organization to support cluster members

- organisation of trainings and vocational courses;
- mediation and dialogue between the industry and policy makers;
- supporting new business models, business driven innovation, creation of new value chains and integration of the cluster members in cross-sectoral topics;
- participation in international projects;
- information, internal and external matchmaking, participation in national and international events, fairs and conferences.

List and short description of other key actors in bioeconomy including those with strong cooperation between SMEs and research in your region/country:

• Leading clusters

- PRO WOOD Cluster, Sfantu Gheorghe, Centre Romania
- Construct Cluster Oltenia, Craiova, South-West

• Key industrial leaders

- Holzindustrie Schweinghofer SRL, Sebes, Centre Romania
- RECON, Craiova, South-West

- Brikstone Construction, Iasi, North-East
- Eco-Living, Timisoara, West

• Competent research and academia

- Transilvania University Brasov - Faculty of Wood Engineering, Centre
- Transilvania University Brasov - Faculty of Silviculture and Forest Engineering, Centre
- Politehnica University Timisoara - Faculty of Civil Engineering, West
- Technical University Gheorghe Asachi Iasi - Faculty of Civil Engineering and Building Services Iasi, North-East
- University of Craiova - Faculty of Mechanical Engineering, South-West
- Faculty of Silviculture, Suceava, North-East
- Technical University of Civil Engineering, Bucharest

• Important policy and decision makers

- RDA Centre, Alba-Iulia
- RDA South-West, Craiova
- RDA North-East, Piatra-Neamt
- Ministry of Economy, Bucharest

• Other key relevant stakeholders

- Institute for Economic Forecasting, Bucharest
- Romanian Cluster Association, Bucharest

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