



## 4<sup>th</sup> Stakeholder Working Group (SWG) Meeting (OIP COVASNA)

Overview	
Date	12 February 2021
Location	Online
Aim of the event	The aim of the event was the exchange of information and best practices between SWG from OIP Covasna region and the Bio-Innovators existed in the region with the aim to promote them within the Be Rural events and also at the national level. On this occasion, they were identified among those, the persons interested in taking part in the business model development and market potential analysis exercise (WP 5.3). The event carried out in English and Romanian and presented on Social media (Facebook).

According to the agenda, the 4<sup>th</sup> SWG meeting was focused on knowledge exchange and best practices between SWG and Bio-Innovators existed in the region with the aim to promote them within the Be Rural events and also at the national level. . On this occasion, they were identified among those, the persons interested in taking part in the business model development and market potential analysis exercise (WP 5.3).

The title of this event was: “Bio-Innovators in the Covasna region”. The opening remarks were made by Mr Vajda Lajos-director of ASIMCOV who underlined the presence at the event of the SWG representatives involved in the BE Rural project. Next, Mrs. Carmen Pauna from IPE presented the Be-Rural project-purpose, objectives, activities and the importance of bio-innovators for the sustainable development of the bioeconomy in the Covasna region.

Mrs Matyus Eniko, as moderator, emphasized the importance of the bioeconomy as an horizontal sector of smart specialization in Covasna county and the Centru Region of Romania and reviewed the 12 bio-innovators in the eco-system of the Sf. Gheorghe business incubator that are part of agro-food, textile, forestry and woodworking, green energy and spa sectors. He also mentioned that 54 innovative ideas of entrepreneurs from the OIP Covasna have already been funded in various projects and that bio-innovators will be

actively involved in the Be Rural project, given that their products/services offer solutions for the green bioeconomy-sustainable exploitation of forests, biomass growth etc; blue bioeconomy-water recycling, sustainable use of water ecosystems; new value added solutions; touristic spa services etc; food chain-circular economy within a food system, digital technologies in the food value chain etc.

Mr. Manole Silviu director of Valcele company presented the VALCELE medicinal water [www.valcele.eu](http://www.valcele.eu) and its benefits, with a high iron content and an innovative inert gas bottling technology to keep the structure of the water directly from the spring unaltered. The innovative product will be presented at the World Expo in Dubai in October 2021 with the topic: "Connecting minds, creating the future" which will last 6 months and will be attended by 190 countries. The exhibition will connect future generations of bio-innovators, original and pioneers' ideas.

Mrs. Maria Gaspar presented the REVOLVE product [www.meotis.ro](http://www.meotis.ro), a tonic drink obtained from whey. Dairy waste management is a priority for MEOTIS company which collaborated with the AGRO FOOD cluster and the National Research-Development Institute for Chemistry and Petrochemistry-ICECHIM. The innovative product is present in the national network of agri-food stores.

Mrs. Szocz Eniko presented the services of the Center for personalized approach to lifestyle [www.mychangecenter.com](http://www.mychangecenter.com) through courses in smart nutrition, self-analysis of blood sugar levels, sustainable food system to ensure environmental protection, provision of innovative medical equipment for prevention etc.

Mr. Sebastyen Tihamer from Biomax NRG Consulting presented innovative projects to support social innovation in the rural areas through biomass heating systems. The company is a member of the Green Energy cluster [www.greencluster.ro](http://www.greencluster.ro) Initiative 1 village 1 MW is an example of good practice for other rural areas in Romania, such as Borlesti commune in the North East region.

Mrs Mihalcz Szende and Mrs Krisot Kingo presented the product WIEB TOYS (Wooden Intelligent Eco-friendly bot) [www.wiebt toys.ro](http://www.wiebt toys.ro) Wieb Toys are intelligent robot toys, made of nature-based wood-based materials. The Wieb Toys brand was created through an innovative educational approach, regarding the recycling of wood waste and the use of robotics by children, the product being unique on the market.

Ms. Butyka Judit Boglarka, a social entrepreneur of Silvanium Wood company, presented the ecological children's furniture "House in house" obtained from wooden waste, with a pleasant design based on children's creativity.

Mr Bagoly Miklos, president of the PRO WOOD cluster [www.prowood.ro](http://www.prowood.ro) presented the innovative acacia wood products (garden furniture-ergonomic balansoir etc) treated with natural linseed oil, acacia being a fast-growing species.

Mr. Czine Zolt Attila-president of SPIRAL WOOD company [www.spiralwood.eu](http://www.spiralwood.eu) presented various innovative wood products obtained through a special digital technology, which preserves the local tradition, and the processing waste can be used as renewable energy.



Mr Gheorghita Raymond, social entrepreneur, presented innovative products obtained from the recovery of wood waste from the forest (wild homes-single tree houses), sauna cabins, ecological houses etc.

Mr Szabo Jenő-internationally renowned diver presented some of the achievements of the Underwater Research Center in Dalnic -Covasna county (underwater treatments with dolphins for children with autism; artificial plaque obtained from waste; bio-technology-use of micro-organisms or products derived from them, of plant and animal cell cultures for the production of substances useful in agriculture and in the food, pharmaceutical etc industry for the benefit of human activity).

Ms Gazpor Edina-director of SC RE TEXT Studio srl presented products obtained from combinations of organic cotton and linen and Mrs Szabo Bernadette, fashion designer, presented her clothing collections from textile waste.

During the discussions, Mrs Tordai Carmen -Director of the Technological High School from Sf Gheorghe invited the Be Rural team to participate in the “School differently” events from March 8-12, 2021 and to present to the students the concept of bio-economy and new business models in the rural areas.

The event was also attended by representatives of the University USAMV Cluj and University Alexandru Ioan Cuza Iasi who expressed their desire to collaborate in organizing educational events within the BE Rural project.

Cooperation with the Republic of Moldova in the field of bioeconomy would be a good start for the exchange of good practices and the initiation of projects that could be discussed on the occasion of the International Conference of Romanian-Moldavian clusters to be held in Chisinau in November 2021.

Stakeholders present at the event expressed their interest in participating in the development of the strategy/roadmap for the bioeconomy, given that there is already a strategy in bio energy that does not address some specific issues related to the environment and socio-economic sustainability, security food, green economy, industrial transition, organic products, organic agriculture etc. The impact of the bioeconomy strategy would consist in offering innovative solutions to some challenges of sustainable development in the rural environment from Covasna county. They agreed that discussions would continue in the coming months in order to develop a draft strategy/roadmap for the bioeconomy, with the involvement of clusters in the region.

