



RESTART_4Danube
LOCAL ACTION PLAN
**New spaces for experimentation,
innovation and entrepreneurship in
CCI sector, in Craiova**
Oltenia Region
December, 2021

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1 PART I

1.1 General information

Project: RESTART_4Danube - Boosting cREative induSTries in urbAn Regeneration for a stronger Danube region

Partner organisation(s) concerned: IPA and LCM - Local Council, Municipality of Craiova

Country: Romania

NUTS2 region: South – West, Oltenia

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2 PART II

Background and Policy Context



2.1 Background

The Romanian LAP will support the Romanian RIS3 priority on the development of regional cultural & creative industries.

LCM & IPA Craiova cooperated with the cross-border centre for supporting creative industries in Craiova and the partners involved in the CreatWin project (Romanian Association for Technology Transfer & Innovation, Forever for Europe Association).

The LAP capitalizes on a completed project (CreatWin). Furthermore, the LAP integrates a cross-border dimension (Romania, Bulgaria).

The LAP has the goal of supporting physical and economic regeneration of urban areas and thereby focuses on physical infrastructure and regeneration of places.

Aim LAP1: Develop cultural and creative quarters as spaces of mixed use, with diversity & design quality in terms buildings, facilities & urban landscapes.

In the process of elaborating RIS 3 at the South-West Oltenia region level, both, the quantitative analyses and the working groups, the cultural and creative industries were identified as a field of intelligent specialization. ITC is particularly distinguished, which can be included in this field, with an exponential growth in recent years in Craiova, with positive effects in the employment of graduates, keeping young people in the city, even increasing the university fields and city prestige. The other components are equally important in creating new jobs, increasing local and regional competitiveness, reducing youth migration, involving people of all ages and professions in socio-economic activity.

The smart specialization strategy will place even more emphasis on existing assets at the regional level and on the local specifics, while mobilizing stakeholders as key players in sustainable socio-economic growth in complex innovation systems.

The vision of the strategy: the most important challenges, the situation at regional level and the situation of the region in a national, European context, offer an attractive image, but at the same time it is realistic.

The general objective of the innovation strategy for smart specialization of the South West Oltenia region is to ensure the optimal framework for the development and implementation of innovative actions and activities at regional level, by creating preconditions to ensure their medium and long term sustainability, with positive effects on the sustainable development of the region.

In order to ensure the optimal conditions that allow the adequate development of the fields of intelligent specialization, a series of strategic priorities have been defined, the implementation of which should lead to the fulfilment of the general objective determined at the level of the strategy:

1. Support for strengthening research and innovation capacity at regional level
2. Developing the technological transfer capacity and streamlining the know-how transfer
3. Increasing the competitiveness of the business environment and supporting the industrial transition
4. Support for digitization
5. Strengthening the innovation ecosystem.

The substantiation of the intelligent specialization process of the South-West Oltenia region is represented by the functionality and applicability of RDI activities carried out by the public and private environment at the level of selected specialization fields, namely: transport systems, industrial and materials engineering, agro-food, health and wellness, ICT and digitalization, creative industries. In this context, the 5 defined strategic priorities relate to the identified areas of specialization.

In order to achieve the general objective defined in the innovation strategy for smart specialization, each strategic priority is assigned a specific objective, their cumulative implementation ensuring the success of the strategy.

In the form enshrined at the European Union (EU), in the Creative Europe Framework Program (Creative Europe) (EC 2011), the cultural and creative sectors (CCS) are defined by those activities based on "cultural values and/ or artistic expressions and creative, regardless of whether these activities have a commercial orientation or not and regardless of the modalities of development".

Creative industries, such as the textile and clothing, footwear and leather, printing, etc. sectors operate at the intersection of arts, business and technology. They are in a strategic position to link innovation creativity at a time when culture-based creativity is a key feature of business innovation in the new economy.

The cultural and creative industries are at the heart of the creative economy: based on individual creativity and talent, they generate economic wealth and preserve European identity, culture and values. They include subsectors such as architecture, archives and libraries, arts and crafts, cultural heritage, design, fashion, film, high-end, music, performing and virtual arts, publishing, radio, television and video games.

At European level, the creative industries employ more than 12 million people (7.5% of all people employed in the total economy).

The new European Agenda for Culture has recognized the role of the cultural and creative sectors in "generation of the innovative solutions" that have a positive impact on other sectors and contribute to increasing the "competitiveness" of the economy. The cultural and creative sectors play an important role in the economic and social sustainability of a community based on the six functions of culture mentioned in the ESSnet Culture report: protecting, creation, production, dissemination, trade/ sales and education, which, according to the paper, generate a number of potential social effects: smart growth; job creation and obtaining creative entrepreneurial and intercultural skills; social inclusion; stimulating innovation and developing the information society. Referring to the entire urban environment in the country, in the period 2012-2016 the number of actors (companies, independent artists, NGOs, public institutions) working in the cultural and creative sectors (CCS) experienced a growing trend, 2016 marking a an increase of 49% since the beginning of this period and 14% compared to the previous year. The labour force also experienced a slight upward trend, the number of employees increasing during this time from 262.172 to 320.293, being employed by 22% more people in 2016 compared to 2012 and 5% more than in 201539.

In the South-West Oltenia region, the civilian employed population concentrated by the local units active in the sector of entertainment, cultural and recreational activities, manifested itself differently at the level of the five component counties. There was an increasing trend for the period 2008-2018, in all counties, except Mehedinți County (-20%).

At regional level, the monthly gross nominal earnings for employees in entertainment, cultural and recreational activities increased by 126.35% compared to 2014 and by 183.46% compared to 2008. The increase in the indicator was manifested in all counties of the region. In the last year, 2019, the increase compared to the previous year was 21.08%.

The number of enterprises active in the field of entertainment, cultural and recreational activities increased in all counties in the South-West Oltenia Region both compared to the period 2014-2018 and compared to the values of 2008.

In 2014-2018 periods, the indicator increased the most in Mehedinți County (+177.78%). Increases of over 100% of the number of active enterprises in entertainment, cultural and

recreational activities were registered in the counties of Gorj (+ 120.41%) and Olt (+117.95%). In Dolj County, the increase was 64.38% and in Vâlcea, 65.22%.

At regional level, the number of enterprises carrying out entertainment, cultural and recreational activities increased by 87.58% comparing the values of 2018 and 2014 and by 130.99% compared to the values of 2008. In 2018 in the region, they carried out entertainment, cultural and recreational activities, 559 active enterprises (261 more active enterprises than in 2014 and 317 more active enterprises than in 2008). The calculated index of cultural vitality in the county seat municipalities places Craiova on the 6th place at national level, at the ranking of cities. Three county seat municipalities in the South-West Oltenia region (Craiova 6th place, Târgu-Jiu 13th place and Râmnicu-Vâlcea 15th place) are in the top 15 most vibrant from a cultural point of view, in Romania.

In Craiova, in 2016, a total of 1485 companies operated in the cultural and creative sectors. The share of the number of companies in the cultural and creative sectors (2016), in Craiova is divided into 0.3% archives, 0.9% libraries, 9.4% books and press, 14.9% visual arts, 14.4% performing arts, 7.1% audio-visual and media, 22.7% software, IT, games, 4.4% architecture, 8.6% advertising, 0.2% cultural heritage, 14.5% crafts and crafts, 2, 7% research. 8218 employees, worked in the cultural and creative sectors of which 0.2% archives, 0.3% libraries, 4.3% books and press, 3.9% visual arts, 2.3% performing arts, 2.3% audio-visual and media, 49.9% software, IT, games, 1.8% architecture, 2.6% advertising, 0.2% cultural heritage, 31.2% crafts and crafts, 1% research⁴¹. Of the total turnover generated by the cultural and creative sectors, 0.1% is generated by archives, 0.1% libraries, 4.2% books and press, 7.5% visual arts, 2.6% performing arts, 4, 4% audio-visual and media, 48.1% software, IT, games, 1.1% architecture, 4.2% advertising, 0% cultural heritage, 29.7% crafts and crafts, 1.6% research.

In South-West Oltenia, 190 companies carry out in 2019 other printing activities n.c.a. and 2 companies, recording reproduction activities, mainly concentrated in the urban area of Dolj, Olt and Vâlcea counties. The number of employees working at the end of 2019 in the field is 682, mainly concentrated in Dolj (259) and Vâlcea (266) counties. The turnover of the companies in the field at the end of 2019 was 108.492.490 RON.

The municipality of Craiova, for 2016, occupies the seventh position at national level in the hierarchy of creative industries, compared to 2015, where it ranked third. The turnover in the creative industries is about 2.500 RON (520 Euros) per capita, with an increase of 67% compared to 2012, and the number of employees in 2016 is about 27 people per thousand populations.

2.2 SWOT Analysis

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Macroeconomic stability. 2. Romania has the capacity to produce services and products on cultural and creative industry sector for a much larger population than it currently has. 3. Relatively predictable and favourable fiscal policy. 4. High foreign direct investment penetration (FDI) in several key creative industry sectors. 5. Manufacturing as the main driver of exports 6. High Degree of population with higher instead of secondary education. 7. Cost Competitiveness (among the lowest labour costs in the EU)-in the short run 8. Increasing share of high and medium-high technology industrial production 9. Development of clusters. 10. Development of traditional and non-traditional cultural and creative industry sector. 11. Solid social partnership in several cultural and creative industry sector, innovation, clusters, technological transfer, digitalization. 12. Positive public opinion related to cultural and creative industry sector. 13. Relatively positive social climate toward environment protection. 14. Relatively intensive R&D activities in the sector of cultural and creative industry sector. 15. Cultural and creative industry sector (including innovation, clusters, technological transfer, and digitalization) as one of the domains of regional RIS3. 	<ol style="list-style-type: none"> 1. Low level of innovation importance and systematic approach to this. 2. Romania scores in terms of innovation among the lowest in the EU. 3. Demographic crisis and ageing population 4. In cross-border area, the share of exports in Bulgaria is lower than the CEE average 5. In terms of the share of cultural and creative industry sector in exports, Romania has still low values among CEECs. 6. Manufacturing is hampered by low productivity and a lack of competitiveness. 7. Productivity per worker is among the lowest in the EU. The technologizing of cultural and creative industry is very low. 8. Low anticipation capacity for tackling restructuring in most of the cultural and creative industry sector 9. Lack of national and sectorial level collective agreements. 10. Limited absorption of EU funds. 11. The association in the sector (including for marketing and commercialisation) is very low, as well as the new efficient technologies. 12. Emigration attitudes of young Romanians. 13. Low number of Digital Innovation Hubs in cultural and creative industry sector.
Opportunities	Threats
<ol style="list-style-type: none"> 1. High interest of stakeholders in tradition, cultural and creative industry sector, tourism for new products and services. 2. Tourism as a driver 3. EU membership provides access to the 	<ol style="list-style-type: none"> 1. Global/European economic crisis and slow down 2. Challenges for public finances because of ageing (social security) 3. Shortages of well qualified specialists

<p>Single Market and also an important signalling effect to investors regarding essential legal guarantees.</p> <ol style="list-style-type: none"> 4. Absorption of EU funds (e.g. related to IT and Creative sector, etc.) 5. New programmes for cultural and creative industry sector, innovation, clusters, technological transfer, digitalization. 6. Infrastructure improvement. 7. FDI, especially in high-value added sectors. 8. IT development especially for cultural and creative industry sector, digitalization in all sectors. 10. Constant growing of tourism, cultural and creative industry sector as a driver. This can enable introduction of new technologies and services. 	<ol style="list-style-type: none"> 4. Growing global competition 5. Non-compliance with environmental requirements 6. Lack of feed-back from the labour market to the (vocational) education and training 7. Business environment is improving slowly 8. Migration of best labour to other sectors and other countries. 9. Inadequate vocational education relevant for this sector. Reason, this cannot be fast process. 10. General political instability, especially these relevant for cultural and creative industry sector. 11. Lack of incentives related to cultural and creative industry sector.
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2.3 Policy context

Policy instrument addressed

Aim LAP1: Develop cultural & creative quarters as spaces of mixed use, with diversity & design quality in terms buildings, facilities & urban landscapes.
 The Romanian LAP will support the Romanian RIS3 priority on the development of regional cultural & creative industries.
 The LAPs relate to the improvement of framework conditions for a new model of urban regeneration involving CCIs (MO).
 They will also contribute to achieve SO2 “Develop tools and services to support transnational collaboration and strengthen cross-helix cooperation” and SO3 “Support policy dialogue and good practice exchange in creative urban regeneration”.

Impact and contribution of the action plan towards the improvement of policy instruments

The Romanian LAP supports the Romanian RIS3 priority on the development of regional cultural & creative industries.
 LCM & IPA Craiova cooperate with the cross-border centre for supporting creative industries in Craiova and the partners involved in the CreatWin project (Romanian Association for Technology Transfer & Innovation, Forever for Europe Association).
 This LAP capitalizes on a completed project (CreatWin). Furthermore, this LAP will integrate a cross-border dimension (Romania, Bulgaria).

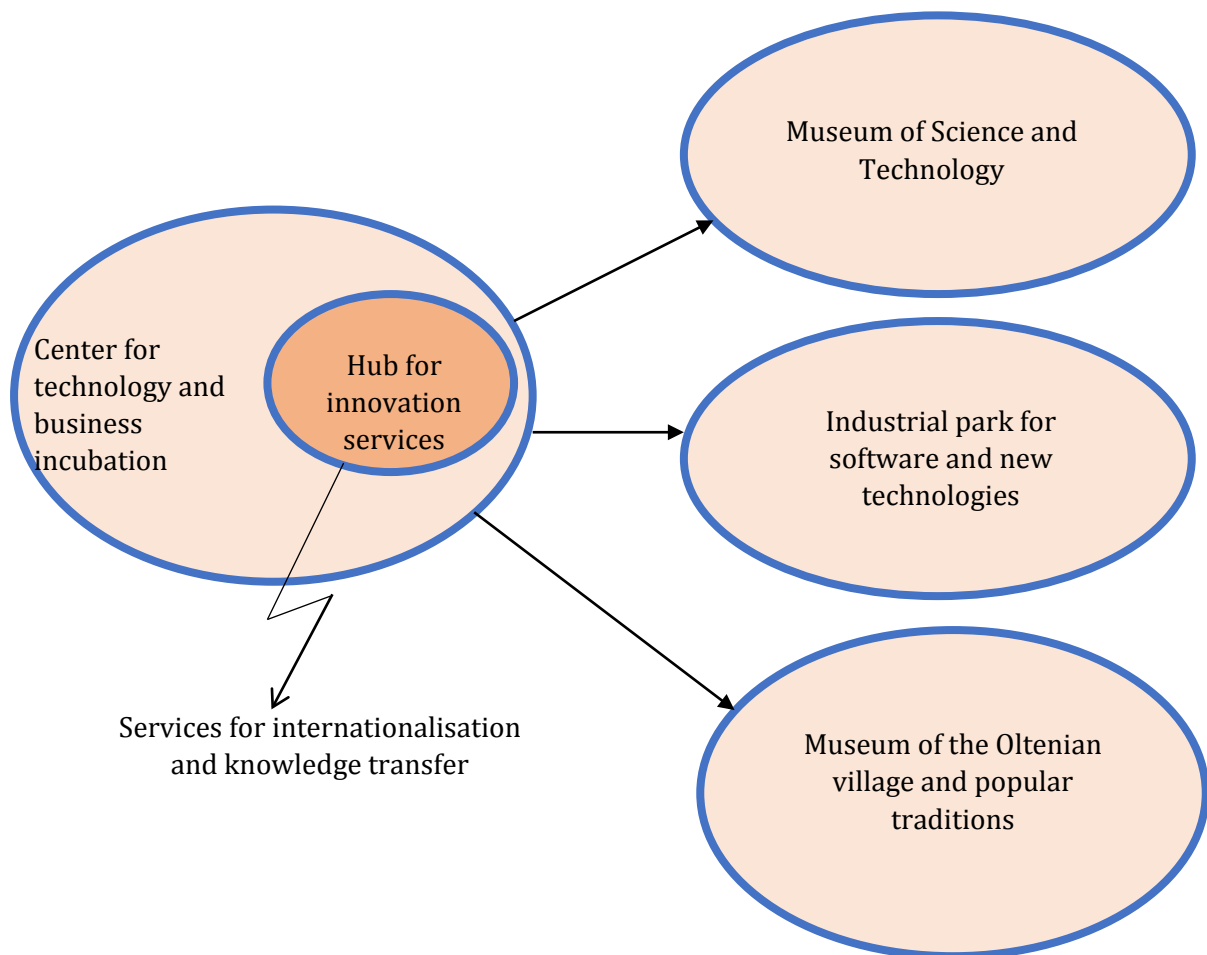
3 PART III

ACTION PLAN



3.1 Local Action Plan

Action	Time Frame
1. Center for technology and business incubation , in the creative and cultural industry sector that include a Hub for innovation services , which serves all actions and provides internationalization services	2021-2026
2. Museum of Science and Technology	2022-2027
3. Industrial park for software and new technologies	2022-2027
4. Museum of the Oltenian village and popular traditions	2022 - 2027



3.1.1. Action I: Centre for technology and business incubation, in the creative and cultural industry sector

3.1.1.1. Background

The aim of the action is to create a Center, with dedicated spaces for artists and creators from creative industries and support services for promotion and marketing of innovative products, local / regional and international with the support of the Restart4Danube Network.

The Center should work according to European models and methodologies, so that the description of innovative products and services is recognized in all countries along the Danube.

- Development of support services for the target group.
- Will be creating a Websites and a platform aiming to promote innovative products and services, integrated in the Hub, so that they are known in all countries along the Danube.
- Priorities for the development of activities related to active digital recovery and creative work with community photographic archives (coming from public or private sources) in the S-V Oltenia region. Such activities have the role of urban and community regeneration through culture and cultural memory, they also contribute to raising the level of community urban health; elaboration of relevant strategies in this area by the competent authorities.
- Stimulating the digital recovery and participatory use for artistic and creative purposes of the photographic archives in Craiova owned by professional/ amateur photographers, family collections.
- Development of arts education.
- Support actions to go as much as possible to citizens, to neighborhoods, to come home to the citizen.
- Creating bilateral partnerships that offer human resources to the profile institutions and the promise to a continuity of human resources to the educational environment after completing the studies.
- Development of public-private partnerships, but legislated by laws/ ordinances / decisions. There are financings that cannot be approached by public institutions, or there are financiers that do not direct donations to public institutions for various reasons, and currently a public-private partnership always raises questions in case of controls.
- Greater visibility of institutions at national and international level.
- Collaboration of the profile institutions with the tourism and education sector, and that of the SME. There are common products that can be developed and that can add value.
- More intense collaborations at local level between authorities, subordinated profile institutions and the local business environment.

- Development of a common calendar of cultural activities at local level.
- Partnerships with profile institutions from the community space and the realization of projects together.
- Creating databases with artists, photographers, etc. for capitalizing on the creative and cultural potential of the region available to the public interest in the field.
 - Grants for creative start-ups
 - Creating a dedicated business incubator
 - Fiscal facilities (including from the local budget but not only)
 - Promotion and marketing programs
 - Field awareness events among high school students, students, young people, other socio-professional categories.

The Center will include a **Hub for innovation services**, which serves all actions and provides internationalization services for innovation, technology transfer and entrepreneurial training. The Services Hub provides services through consultant, and virtual, for business development, competitiveness, business internationalization and innovation.

- Technological transfer - Transposing the ideas resulting from the research-development-innovation activity in the field into new products and services, which should be visible to the general public.
- Use of promotion methods, in an international manner, tools and services, for the benefit of cultural and creative industries: Services Offer, Services Request, Innovation Audit, Company profile.
- Artists & firms cluster in cultural & creative quarters and that these new spaces should serve to a mixed use, with diversity of public utility options.
- To support the services of the creative cultural industry and to strengthen the entrepreneurship of this type of services.
- Clear focus on physical infrastructure, capacity-building and services in benefit of cultural and creative industries, what we expect to Stakeholders.
- Creating a platform for information, communication, virtual services and business internationalization.
- Exchange of services and products at the local level, a support environment in providing consulting services to attract funding in the field of ICCs.
- Entrepreneurial training and financing services.
- The need for tools for Technical Audit, as a means of identifying the capacity of the units on the respective fields of innovation, cultural and creative industries.
- The Hub should work according to European models and methodologies, so that the description of innovative products and services is recognized in all countries along the Danube.
- Platform and websites to promote innovative products and services, integrated in Hubs, so that they are known in all countries along the Danube.
- Development of support services for the target group.
- Realization of programs for educating the specific target audience, in which all the creative industries to be partners and to bring their contribution.
- Creating start-ups (including social enterprises) and attracting funding.
- Online workshops can help digitize ICC business.

3.1.1.2. Stakeholders

Name of Organization	Allocated Tasks
SC AUTONOMUS GRUP SRL	Beneficiary
IPA	Partner for a Hub of services for innovation, technology transfer, creation of partnerships, internationalization.

3.1.1.3. Value Proposition Canvas



CUSTOMER PROFILE	
Gains	<ul style="list-style-type: none"> Services for business, SMEs, especially in innovative fields, digitalization, IT, new technologies. Program identification and consulting services for financing innovative ideas.
Pains	<ul style="list-style-type: none"> The need to create partnerships to identify the target group interested in settling in a business incubator to benefit from support services.
Customer Jobs	<p>The results are in accordance with the smart specialization indicators for the South West Oltenia Region, specified in RIS 3 2021-2027.</p> <ul style="list-style-type: none"> No supported enterprises: Direct - 60; Indirect (services and consulting): 180 Creating start-ups: 50 Enterprises supported by grants: 20 Enterprises supported by financial instruments: 14 Enterprises with non-financial support: 180 Supported enterprises: 240 Researchers working in supported research centres: 60

VALUE PROPOSITION

Gain Creators	<ul style="list-style-type: none"> • Creating functional creative industries that value existing regional resources and traditions, to present them internationally. • To create regional, national, international partnerships.
Pain Creators	<ul style="list-style-type: none"> • Identified Stakeholders • Identified needs, existing problems and constraints.
Products & Services	<ul style="list-style-type: none"> • Services for innovation, technology transfer, creation of partnerships, internationalization. • services in benefit of cultural and creative industry sector

3.1.1.4. Objectives

General objective: Realization of a physical and virtual infrastructure for a Business Incubation and Technology Transfer Centre.
 P + 6 building construction
 The investment project is part of the Policy Objective "A smarter Europe, by promoting an innovative and smart economic transformation".
 Creating a Hub of services for innovation, technology transfer, creation of partnerships, internationalization.
 Equipping with necessary equipment (computer and communication).
 Obtaining a building permit.

3.1.1.5. Activities

1. Submission of the Note of Intent, with documents proving the obtaining of design authorizations - Done
2. Selection of submitted projects - Completed, selected project
3. Realization of the project proposal, Feasibility study, Business plan, obtaining construction permits
4. Project implementation
5. Purchase of equipment
6. Completion of construction
7. Project monitoring during the sustainability period.

3.1.1.6. Timeframe

2021-2026

3.1.1.7. Cost estimation and funding sources

Cost estimation: 6.45 million Euros
 Funding sources: Structural Funds, Regional Operational Plan, with co-financing from the beneficiary

3.1.2. Action II: Museum of Science and Technology

3.1.2.1. Background

The history of Craiova is closely linked to science and technology. Craiova was a city of science and technology with a highly developed industry, where it occurred in almost all sectors of activity. On the other hand, in Craiova and in the Oltenia region, there were born scientists who defined many economic fields at world or national level. Many of them were born here, formed here and created here.

We want to create a Museum of Science that:

- To present the scientific and technical personalities who created a name and gave directions for economic development
- To present the fields in which Craiova and the Oltenia region have excelled over the years, with the respective products
- To be a training school for the young generation, to know the traditions, in order to create the future
- To be a location for technological development, for those who need guidance and have skills and knowledge.

The aim of the project is to develop cultural & creative quarters as spaces of mixed use, with diversity & design quality in terms buildings, facilities & urban landscapes.

In order to achieve the general objective, the following specific objects have been identified for implementation:

- restoration of the historical monument in the municipality of Craiova;
- sustainable exploitation of the historical monument for tourist cultural purposes by the establishment of the Museum of Science within it, thus contributing to the improvement of the urban regeneration;
- increase the contribution of the historical monument to local development by attracting an increased number of visitors after the project;

The Museum of Science project is a response to the pressing problems in the education system, which is facing declining interest in science and technology. At school, subjects such as mathematics, physics, chemistry or biology are treated in an abstract way, lacking the connection between theory and practical aspects. Thus, the passion for learning and the discovery of scientific phenomena is constantly decreasing. This museum will help build relationships between creative with converging interests.

A space, services and a platform to collect technological ideas for new innovatives ideas will be realised.

The Science Museum will provide people with 100 varied experiments for easy, fun and interactive understanding of scientific and technological phenomena in a safe and friendly environment through:

Artefact Alley is the dazzling centre hall of the Science and Technology Museum. Encompassing eight distinctly-themed cases and the Demo Stage, Artefact Alley is the museum's backbone. More artefacts are on display – arranged as stand-alone pieces or in artful groups. From vehicles to cameras to telescopes to trade literature, the breadth and beauty of the museum's collection is front and centre here.

Visitors will experience an immersive winter scene, take the wheel of a ship, and see how science and technology figure into our daily lives. Get hands-on with real woodworking tools,

discover old technologies that can now be found as apps on a smartphone, take command of a sci-fi spacecraft, and more!

Augmented Alley. The Science and Technology Museum invites you to download the free Augmented Alley app before your next visit.

I-Spy Game. Explore the Science and Technology Museum exhibitions with eagle eyes.

Can you match the pictures to the fine details of artefacts both big and small?

Discover the connections between aviation past and its present through the online exhibition

Aviation through Time. Explore the Timeline to see how achievements in aviation fit within the wider context of science and technology milestones and international events that affected life. Find out about specific aspects of aviation in the Mini-Exhibits, and try your hand at re-creating aircraft from the Pioneer and First World War eras in the exhibition's Game.

Electrotechnical and chemical industry, Locomotives, Thermo-Power, Hydro-Power industry, agriculture, could be other sectors that highlight the contribution of regional creativity for the benefit of the people.

Exhibitions and Thematic Halls. Fun physics, Water fun experiments, Balance and gears, Sport and movement, Hall of the Senses / Sensorial, Optical optics and optical illusions

Workshops. Photography, Painting, puppet-making, Sculpture, invention, Logical thinking, Dance and music, Constellation, Lego Construction Workshop

Birthday parties. To meet, play and celebrate through learning

Urban Camps. A camp (young people coming in the morning and leaving in the evening) for 5 days where children can learn more, experience and put in practice their ideas

Museum of Science and Technology is not only a classical museum that preserves the traditions, the historical science and technology roots of the region but also a school for the creative industries, where various creations are taught but also presented.

The Museum of Science and Technology, will create and organize events not only at the Museum, in specially designed spaces and in the community, in public squares, neighbourhoods, high schools, science and technologies spaces on the occasion of special days, anniversaries for the community or broad community interest.

Besides the permanent exhibition, the museum organizes temporary exhibitions and support young peoples to understand science and technological skills.

- Organization of permanent and periodic events - exhibitions, conferences, workshops
- Creation centres for science and technological skills training.
- School for young people to learn how to think, create, etc.
- Centre for production and promotion of science and technological products.
- Permanent exhibitions for:
 - invention who was realised in Craiova or in the region,
 - the history of the region, science and technology historical personalities, who were born and activated in the region;
- Organization of periodic events - exhibitions, conferences, workshops
- Competitions and training schools with applicative character are organized.

Target groups to involve are people from 3 years to 99 years.

• Young people and school and preschool population (historical cultural tourism, weekend/recreational tourism, educational and school visits, etc.)

• Specialists in relevant fields: history, literature, scientific research, architecture, etc. (scientific/academic tourism)

• Tourists/visitors/families in transit, both Romanian and foreign (urban tourism, business tourism, itinerant tourism/ cultural-historical, thematic tours);

3.1.2.2. Stakeholders

Name of Organization	Allocated Tasks
Municipality of Craiova	Beneficiary
Chamber of Commerce and Industry	Business support partner
IPA	Innovation support partner
Dolj School Inspectorate	Support Partner

3.1.2.3. Value Proposition Canvas



CUSTOMER PROFILE	
Gains	<ul style="list-style-type: none"> Local Administration Created a partnership aiming to assure services and sustainability.
Pains	<ul style="list-style-type: none"> The need to identify representative personalities, products and services. The need to identify the producers of objects and services, representative for the creative industries, at the level of Craiova municipality and region. Creating a Museum model that responds to the history and tradition of the region but also to the existing trends in the creative industries.
Customer Jobs	<ul style="list-style-type: none"> The museum will create jobs for specialists, historians, artists, trainers as well as for the support, reception, administrative, IT support, security and security industries. Indirectly, the Museum will create jobs in the tourism and hospitality industry, of traditional commercial objects.

VALUE PROPOSITION	
Gain Creators	<ul style="list-style-type: none"> • Creating functional creative industries that value existing regional resources and traditions, to promote them internationally. • Important support for local and regional tourism • Important sources for new business
Pain Creators	<ul style="list-style-type: none"> • Identified Stakeholders, artist, science and technologies providers • Identified needs, existing problems and constraints.
Products & Services	<ul style="list-style-type: none"> • Services in benefit of creative industry sector • New tourist products will be made and placed on the market. New business will grow.

3.1.2.4. Objectives

General objective: Realization of a physical and virtual infrastructure for a Museum of Science and Technology.
 Creating services for creative industry.
 Obtaining a function permit.

3.1.2.5. Activities

1. Defining the location, the necessary surface. Submission of the Note of Concept, with documents proving the obtaining of design authorizations
2. List of materials and products to be purchased, with features.
3. Realization of the project proposal, Feasibility study, Business plan, obtaining construction permits
4. Project implementation
5. Purchase of equipment, materials, and products.
6. Project monitoring during the sustainability period.

3.1.2.6. Timeframe

2022-2027

3.1.2.7. Cost estimation and funding sources

Cost estimation: 9,105 million Euros
 Funding sources: Structural Funds, Regional Operational Plan,

3.1.3. Action III: Industrial park for software and new technologies

3.1.3.1. Background

The Industrial park for software and new technologies will focus on 3 main directions, at the level of Dolj county:

- Training - development of advanced digital skills, including for Local Government, Business Environment (with an emphasis on efficiency), citizens, including VET; Cyber security, skills in the use of digital technologies,
- Digital innovation, technological development, implementation of new digital solutions
- Research and development activities, technology transfer

Although the risks associated with the use of information and communication technologies are increasing, today it has become almost impossible to experience the lack of these technologies. In this case, the only way to go is to maximize the priorities that can be taken in terms of information security, digitization, development of innovative solutions and ensuring the necessary skills for those who use new technologies.

The European Commission's drafts also confirm this. Depending on the different scenarios, it is estimated that the qualification angle could increase to 1.2 million experts (in cyber security alone) by 2030.

To find a solution to this aspect of quality; With the Europe 2020 strategy, EU countries have launched initiatives such as the European Center for Digital Innovation - EDIH, the Digital Europe Program (DIGITAL), the Grand Coalition for Digital Jobs, the e-Skills Program for Digital Jobs to become the Basic Digital Agenda .

For Dolj County, like Europe, to remain internationally competitive, all economic sectors must be able to reap the benefits of digital transformation. We aim to help companies, Local Government to improve their processes, products and services through the use of digital technologies and to find solutions to existing problems.

To this end, we need to increase our skills in the field.

Digital technology and infrastructure play a key role in our privacy and business environments. We rely on it to communicate work, advance science and respond to current environmental issues. At the same time, the COVID-19 pandemic has highlighted not only how much we rely on technology but also how important it is not to be dependent on systems and solutions from other regions of the world.

The proposed center paves the way for achieving this goal.

Digitization, cyber security is essential skills needed to achieve this goal. A Center that offers solutions, training, skills, new technologies, increasing the supply of human resources in the field of ICT and obtaining the qualifications that these people need.

Taking into account the advantages of interdisciplinary training and mentoring programs, especially in the field of digitization and cyber security, the project will develop and test digital interdisciplinary training programs supported by mentoring for SMEs and will adapt it for VET.

On December 9, 2020, Bucharest, Romania was selected by the representatives of the governments of the EU member states as a potential headquarters of the new European center of industrial, technological and research competence in the field of cyber security.

The competence center will improve the coordination of research and innovation in the field of digitization and cyber security and industrial development in Dolj County.

In support of the development of digital competence, the European Commission has established what competencies are needed to become a competent person. Digitization, cyber security, robotics, automation, industry 4.0 are some of these areas.

Through the Innovative Training program we aim to:

- Training of a number of 800 people in the fields: innovation, technology transfer, entrepreneurial skills. Priority economic areas will be selected based on: RIS 3.
- Development of a body of ITT professionals, technology brokers, experts in innovation and technology transfer who participate in the implementation of public policies in the field of RDI in collaboration with regional RDAs and local and regional public administration.
- Target group: Innovation centers, technology transfer, innovative enterprises, ADR, Local Administration.
- Development of methodologies for stimulating innovation and efficient technological transfer of research results;
- Development of occupational standards specific to the ITT field;
- Development and support of continuous professional training programs in the ITT field, authorized at national level;
- Developing the marketing capacity in the field of innovation.
- Supporting the implementation of the innovation management system according to SR 13572: 2016 at county level.
- Development of a collaborative IT system for the dissemination and capitalization of the offer of results of scientific research and technological development
- Creating a digital training platform.
- Digital business development platform; internationalization.
- Business development services.
- Supporting the implementation of the Technological Audit (identifying the capacity for innovation and advice in development and competitiveness)
- Support and stimulation activities:
 - Establishment of innovative start-ups
 - Development of research and innovation activities;
 - Development of technology transfer, technology development, digitization
 - Filing of patents
 - Successful applications for financing innovative companies
- Newly created companies, innovative companies, will be offered:
 - Space in the existing Incubators in Craiova and
 - Business development services, competitiveness, with the support of specialized partners and Innovation and Technology Transfer Centers.
 - Digital business development platform; internationalization.
- Areas of training, monitoring and consulting:
 - Technology broker,
 - Innovation Manager,
 - Intellectual property,
 - Management of ideas (Levels of technological development, TRL),
 - Research Marketing, from idea to market, Management of applied research,
 - RDI financing, etc.

3.1.3.2. Stakeholders

Name of Organization	Allocated Tasks
University of Craiova	Beneficiary
County Council, Dolj	Associate beneficiary
Digital Innovation Hub Oltenia	Partner from Business Environment
Romanian Association for Electronic and Software Industry, Oltenia Subsidiary	Partner from Business Environment

3.1.3.3. Value Proposition Canvas



CUSTOMER PROFILE	
Gains	<ul style="list-style-type: none"> Regional Administration in partnership with a University, supported by business environment Created a partnership aiming to assure services and sustainability.
Pains	<ul style="list-style-type: none"> The need to identify Stakeholders in IT sector that will come into the Park. The need to identify all services that the region needs and come with solutions
Customer Jobs	<ul style="list-style-type: none"> The Park infrastructure creates the premises for the development of the number of companies in the IT field and of the service personnel. The university has on the one hand the opportunity to train specialists exactly on the development needs and on the other hand to adapt the permanent curriculum to the requirements of the labour market, in a rapidly developing field and on innovative fields.

VALUE PROPOSITION	
Gain Creators	<ul style="list-style-type: none"> • Creating a functional Technology Park in IT sector, that value existing regional resources at regional level. • To create regional, national, international partnerships.
Pain Creators	<ul style="list-style-type: none"> • Identified Stakeholders • Identified needs, existing problems and constraints.
Products & Services	<ul style="list-style-type: none"> • Services for research and development, innovation, technology transfer, creation of partnerships, internationalization. • Services in benefit of IT and creative industry sector.

3.1.3.4. Objectives

General objective: Realization of a Technology Park in IT sector.
 Creating services for research and development, innovation, formation, technology development, technology transfer, creation of partnerships, internationalization.
 Equipping with necessary equipment (computer and communication).
 Obtaining a building permit.

3.1.3.5. Activities

1. Submission of the Note of Intent, with documents proving the obtaining of design authorizations - Done
2. Realization of the project proposal, Feasibility study, Business plan, Execution documentation, obtaining construction permits
3. Project implementation
4. Purchase of equipment's
5. Project monitoring during the sustainability period.

3.1.3.6. Timeframe

2022-2027

3.1.3.7. Cost estimation and funding sources

Cost estimation: 15,125 million Euros
 Funding sources: Structural Funds, Regional Operational Plan or Just transition Programme.

3.1.4. Action IV: Museum of the Oltenian village and popular traditions

3.1.4.1. Background

The Village Museum manages to recreate the atmosphere of traditional Oltenian villages. The museum displays collections of regional tradition, applied art, traditional houses, pottery, woodworking, traditions of housewives, handicrafts and celebrates traditional crafts. The collection the museum holds consist mainly of items of clothing, work tools, musical instruments.

It is an outdoor museum in the heart of Oltenia Region, just near Craiova city.

The ethnographic museum offers a panorama of Oltenia's erstwhile villages, consisting of old traditional houses gathered from the entire county's region.

The different architectural styles can provide you with a better understanding of the diversity of Oltenia one or more century ago.

The historical areas, even if a majority population formed by Oltenia inhabited them, the sociological difference was noticeable. It didn't follow only a conservation work, but especially to show the diversity of Oltenia traditions and the particularities of diverse groups.

The open-air museum, recreates the atmosphere of the traditional Oltenia's villages, reconstructed here completely with churches, a windmill, and a watermill and animated by many folk arts and crafts. This way, Oltenia Village Museum creates a gateway near the city, however far from the urban noise and futuristic buildings.

Outdoor museum preserving traditional architecture, sometimes in situ, and often demonstrating the activities associated with it, is to be found in many parts of the world, but specific.

Museum of the Oltenian village is not only a classical museum that preserves the popular traditions, the historical roots of the region but also a school for the cultural and creative industries, where various cultural creations are taught but also presented.

The Museum of Oltenian Village and Popular Traditions, will create and organize events not only at the Museum, in specially designed spaces and in the community, in public squares, neighbourhoods, high schools, art spaces on the occasion of special days, anniversaries for the community or broad community interest.

Besides the permanent exhibition, the museum organizes temporary exhibitions and support young peoples to understand tradition, parent's behaviour.

- Organization of permanent and periodic events - exhibitions, conferences, workshops.
- Creation centres for popular traditions and skills training.
- School for young people to learn folk traditions: pottery, artistic and useful wooden garments, fabrics and seams, etc.
- Centre for production and promotion of folk traditions.
- Permanent exhibitions for:
 - folk traditions, folk houses representative of the style of the region and areas,
 - the history of the region, historical and cultural personalities, who were born and activated in the region,
 - section dedicated to the popular technique encountered in the area as well as some products representative of the industry of the area,
 - competence training centre for young people, in the fields of folk art.
- Organization of periodic events - exhibitions, conferences, workshops.

The theme of the museum is conceived as a virtual journey in the spiritual universe of the Oltenian village from the end of the 19th century. Unsuspected mysteries of the Oltenian popular calendar are revealed to the Museum visitor, starting with the practices from Saint Andrew, continuing with those specific to Christmas, New Year, Epiphany, the beginnings of the agrarian, pastoral, bee and fruit year, the Easter holidays, the solstice holidays with practices specific to the autumn holidays, Good Friday and Saint Dmitri.

The museum also houses the Photographic Art Gallery where photographic exhibitions of various styles and artistic approaches are organized, including digital previews, both by professional artists and by amateur or future artists. Competitions and training schools with applicative character are organized.

The reconstruction of a traditional sitting, with dance, folk song, but also other customs that were once very present in the village world, were the basis of an initiative, put into practice by sixth graders and educators. Among those who love their traditions and customs, starting with those occasioned by every important event in the life of the people and ending with songs, dance and shout not missing from these customs, we are part of the teachers and students of the School of Education. Given the formative and educational values of folklore and traditional folk art, we, the teachers, have the noble mission to initiate children in the invaluable treasures of secular folk creation.

The museum is not an ordinary museum, where you visit exhibits and go home with a baggage of knowledge related to popular and traditional civilization in the lands of the region. The open-air museum offers its visitors multiple services, reconstructing the universe of the village and the traditional houses, through the monuments of popular architecture, divided into thematic sectors that will be presented by the museographers.

If you want to find out as much as possible about the charm of this museum, you are invited to benefit from the audio guide service, designed to present the museum's heritage and cultural events included in the "Living Human Treasures" Program. Access to information can be made in Romanian and 3 more languages: English, French and German.

This service offers you, in addition to the most complete information, a series of stories about the monuments visited. In October of each year you will be able to participate in the Fair of Traditional and Organic Products, where over 15 producers from the counties of the region will be present, who will exhibit delicious homemade pies, gingerbread, Saxon cakes, cakes, cheese, cottage cheese or sheep, teas, syrups, berries, etc.

There are also exhibitions with the sale of traditional products: ii, traditional shirts, wooden products, leather, fabrics, carpets, etc.

Folk craftsmen make demonstrations.

For those who want a fairy-tale wedding, the Museum offers them the chance to celebrate their religious wedding outdoors.

After the religious ceremony you can take a carriage ride through the museum, dine at one of the traditional bars or spend the night at the Hostel in the area.

If the weather is good you can take a carriage ride on the alleys of the museum that crosses, along 10 km, village streets with households brought from the most beautiful ethnographic areas, rows of mills, beehives, fishponds and various other monuments.

For those who prefer boat trips, there are boats for walks on the lake of the museum.

In winter, you can ride the horse-drawn sleigh that will take you on the snow-covered streets, to the sound of snowdrops, discovering the charm of the winters of yesteryear.

In the centre of the open-air museum, on the six-hectare lake that mirrors windmills, floating mills, bridges and ferries, will be located a covered stage for organizing shows where you can participate in special day events.

3.1.4.2. Stakeholders

Name of Organization	Allocated Tasks
County Council Dolj	Beneficiary
Municipality of Craiova	Local support administration
Chamber of Commerce and Industry	Business support partner
IPA	Innovation support partner

3.1.4.3. Value Proposition Canvas



CUSTOMER PROFILE	
Gains	<ul style="list-style-type: none"> Local Administration Created a partnership aiming to assure services and sustainability.
Pains	<ul style="list-style-type: none"> The need to identify representative houses for all counties in the region The need to identify the producers of objects and services, representative for the cultural and creative industries, at the level of Craiova municipality and region. Creating a Museum model that responds to the history and tradition of the region but also to the existing trends in the cultural and creative industries.
Customer Jobs	<ul style="list-style-type: none"> The museum will create jobs for specialists, historians, artists, trainers as well as for the support, reception, administrative, IT support, security and security industries. Indirectly, the Museum will create jobs in the tourism and hospitality industry, of traditional commercial objects.

VALUE PROPOSITION	
Gain Creators	<ul style="list-style-type: none"> • Creating functional creative industries that value existing regional resources and traditions, to promote them internationally. • Important support for local and regional tourism • Important sources for new business
Pain Creators	<ul style="list-style-type: none"> • Identified Stakeholders, artist, tradition providers • Identified needs, existing problems and constraints.
Products & Services	<ul style="list-style-type: none"> • Services in benefit of cultural and creative industry sector • New tourist products will be made and placed on the market. New business will grow.

3.1.4.4. Objectives

General objective: Realization of a physical and virtual infrastructure for a Museum of the Oltenian village and popular traditions.
 Creating services for cultural and creative industry.
 Obtaining a function permit.

3.1.4.5. Activities

3. Defining the location, the necessary surface. Submission of the Note of Concept, with documents proving the obtaining of design authorizations
4. List of materials and products to be purchased, with features.
3. Realization of the project proposal, Feasibility study, Business plan, obtaining construction permits
4. Project implementation
5. Purchase of equipment, materials, and products.
6. Project monitoring during the sustainability period.

3.1.4.6. Timeframe

2022-2027

3.1.4.7. Cost estimation and funding sources

Cost estimation: 10,185 million Euros
 Funding sources: Structural Funds, Regional Operational Plan.