

PROJECT OBJECTIVES

GENERAL OBJECTIVE

“Accelerating sustainable economic development of Dolj-Olt-Mehedinti - Pleven-Vidin – Vratsa –Montana cross-border area, through joint initiatives supporting innovation and quality of area’s products, services and technologies”

In order to accelerate the process of reducing disadvantages achieving sustainable economic development of this peripheral area (Programme’s objective no. 4), now that new European/ global economic conditions (economic crisis) can widen gaps existing between regions, economies, multinational corporations and local enterprises, ACCED-COM project creates a **strategic framework** for stimulating innovation and high quality level of autochthonous products, services and technologies, in the benefit of cross-border enterprises, **oriented in two directions**:

- **cross-border infrastructure supporting the enterprises** in the cross-border area to increase the quality of their services, technologies and products (corresponding to project’s specific objective no. 1)
- **joint, sustained actions** on both sides of the border, supporting a coherent strategy for strengthening cross-border cooperation, in order to promote quality through innovation and technology transfer/ TT (corresponding to project’s specific objective no. 2)

SPECIFIC OBJECTIVES

Specific objective no.1: Development of supporting infrastructure for increasing the quality of products, services and technologies of the cross-border area

The current project brings an important contribution to the achievement of the objective no. 1 of Priority Axis 3, by proposing to develop a complex infrastructure for supporting the development of cross-border enterprises:

- creating a **virtual infrastructure for supporting services**: Cross-border virtual Stock Exchange for services, technologies and brokerage;
- preparing **physical infrastructure for supporting quality of cross-border area’s products**: elaboration of Feasibility Study, Technical Project, Execution Details for future investment project Cross-border Laboratory for testing agricultural and animal products.

Specific objective no.2: Development of strong cross-border cooperation for promoting quality through innovation and technology transfer, by harmonizing work and evaluation instruments, indicators, methodologies with the European ones, and by creating a network with comparable parameters

The activities are meant to support a coherent strategy for promoting quality of products, services, technologies in the region, through innovation and TT, contributing also to *promoting area’s image* (objective 2 of Priority Axis 3) and increasing competitiveness of cross-border enterprises, R&D and innovation centres, universities. The following types of actions will be developed within the project:

- **consultations and exchanges of experience**: exchanges of experience/workgroups; cross-border research activities;
- **information and training activities**: training courses for users of virtual and physical infrastructure supporting quality; workshops; entrepreneurial training courses (e-learning, in-class); elaborating database, brochure and CD on the offer of innovative technologies; elaborating weekly Newsletter on innovation;
- **development of common work and evaluation methodologies, instruments, harmonised with European ones and networking**: elaboration of 4 different methodologies for project’s stakeholders, as well of Legal guidelines on innovation and TT;
- **joint promoting events**: brokerage events and exhibitions of new products, technologies and inventions; annual event awarding most innovative companies in the cross-border area;
- **undertaking common actions**: updating, extending, correlating the Cross-border Strategy for innovation with european and national strategies for innovation, and elaboration of directions of development and action plan; Conference and debates “An innovative region”; International Conference “The role of Innovation in competitiveness development for companies – products and service”