



SMARTREG SIBIU



ONLINE REGISTRATION: [WWW.ICEW.DE](http://WWW.ICEW.DE)

IfaS

# 10<sup>th</sup> INTERNATIONAL CIRCULAR ECONOMY CONFERENCE

23<sup>rd</sup> OCTOBER 2019  
ENVIRONMENTAL CAMPUS BIRKENFELD

In cooperation with:

Rheinland-Pfalz  
MINISTERIUM FÜR UMWELT,  
ENERGIE, ERNÄHRUNG  
UND FORSTEN

ecoliANCE  
RHEINLAND-PFALZ

GREATER  
GREEN  
PROJEKTLEITER: GRÜNDELEBEN

Interreg  
Grande Région | GroßRegion

# Stein Partner

EXECUTIVE SEARCH & ORGANIZATIONAL DEVELOPMENT

**- We believe in Eastern Europe -**

**Arnold Klingeis**

**Demokratisches Forum der  
Deutschen in Rumanien**



SMARTREG SIBIU



*SmartReg*

*Designing a sustainable model for efficient exploitation of local and regional bioenergy supply sources and piloting of the concept, as a means of achieving Smart Region status for 3 European regions*



Region of  
Potenza



Sibiu County

TULLN/DONAU



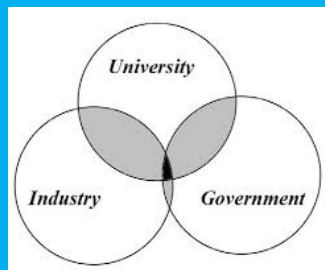
Micro-Region  
Tulln



## SOURCE OF INSPIRATION MODELS PROMOTED FROM THE EU



KARLSKRONA  
Model - Triple Helix



TULLN  
Model – Green Region



# Developing an EUROPEAN MODEL for the economic regeneration of disadvantaged areas resulting from population emigration, industrial migration or defective management

## CASE STUDY - SIBIU COUNTY

The phenomenon of emigration of active population from areas where they are unable to maintain attractiveness and development prospects for the population are increasing throughout the European Union.

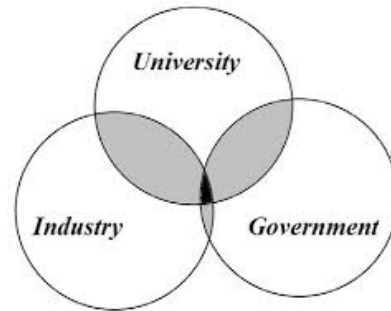
Example RO: In the north-east of Sibiu County, about 50% of the population emigrated in the 1990s ( German minority) and another 20% after Romania's accession to the EU resulting in socio-economic non-functional communities.

The collapse of the large industrial platforms (Mirsa, Independence, etc.) and the associative structures in agriculture led to the emigration of the rural population to the city of Sibiu, but mostly to the West, a phenomenon that also led to socio-economic nonfunctional communities the rural area in northern Sibiu County.

**CONCLUSION:** In view of the acceleration of the emigration phenomenon in many disadvantaged areas of the EU, the SmartReg project, implemented in Sibiu County, aims to develop a generic model that focuses on local potential and resources, using cutting-edge technologies in agriculture, food processing, and recycling the waste biomass, exploiting the synergy between processes and technologies.

## PARTNERS AND ROLES

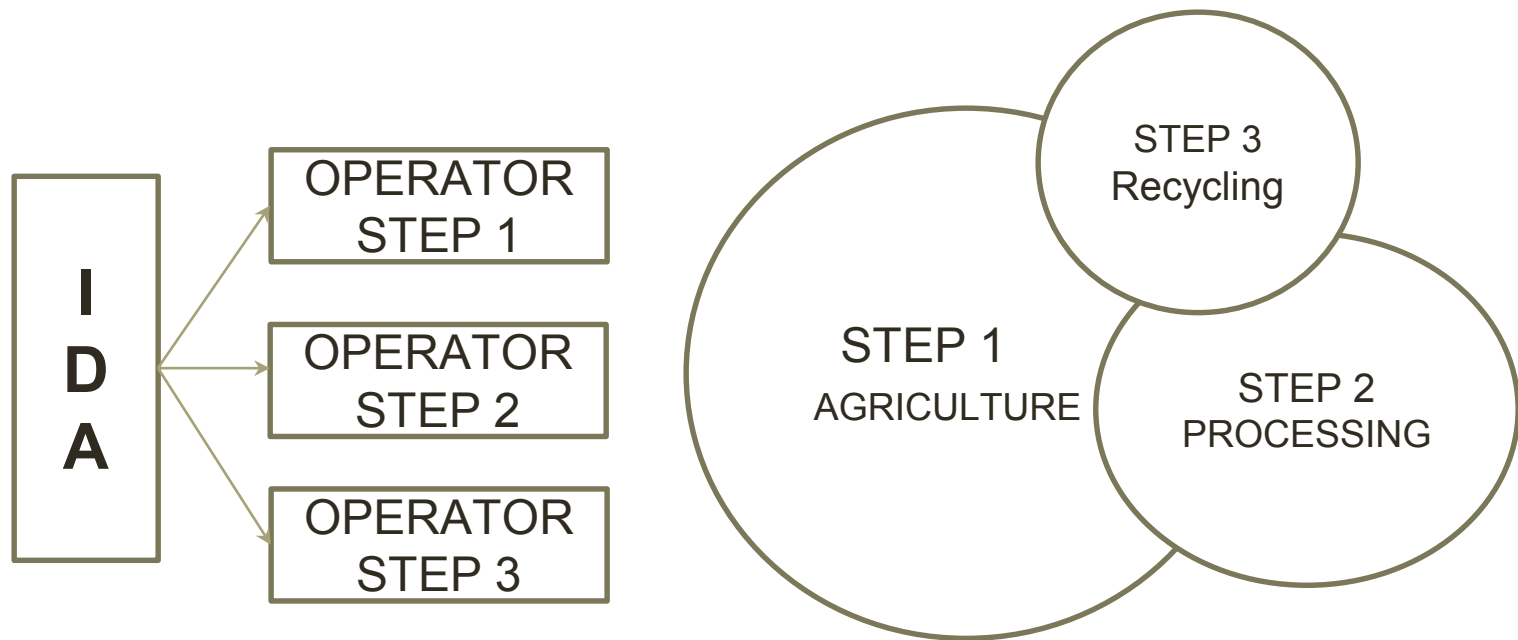
Using the Swedish Triple Helix Model developed and implemented at Karlskrona, the SmartReg project proposes at national and international level the institutional collaboration between:



- 1. The Ministry of Agriculture, the Sibiu County Council and the Avrig City Hall, who as initiators propose to the European Commission the financing of a scientific project with application in Sibiu County.
- 2. ICPE-CA, ULBS Sibiu at national level; IfaS, BOKU of Vienna, CNR-IMMA in Rome and University of Potenza representing the scientific consortium of the project.
- 3. Private business partners required to apply the Triple Helix Model will be identified with the support of Stein & Partner Business Network during the application update.

## IMPLEMENTATION PHASES THROUGH THE INTERCOMMUNITY DEVELOPMENT ASSOCIATION & REGIONAL OPERATOR

The SmartReg project projects an industrial chain composed of 3 complementary phases, ranging from agriculture, product processing and biodegradable mass recycling to optimal technology.



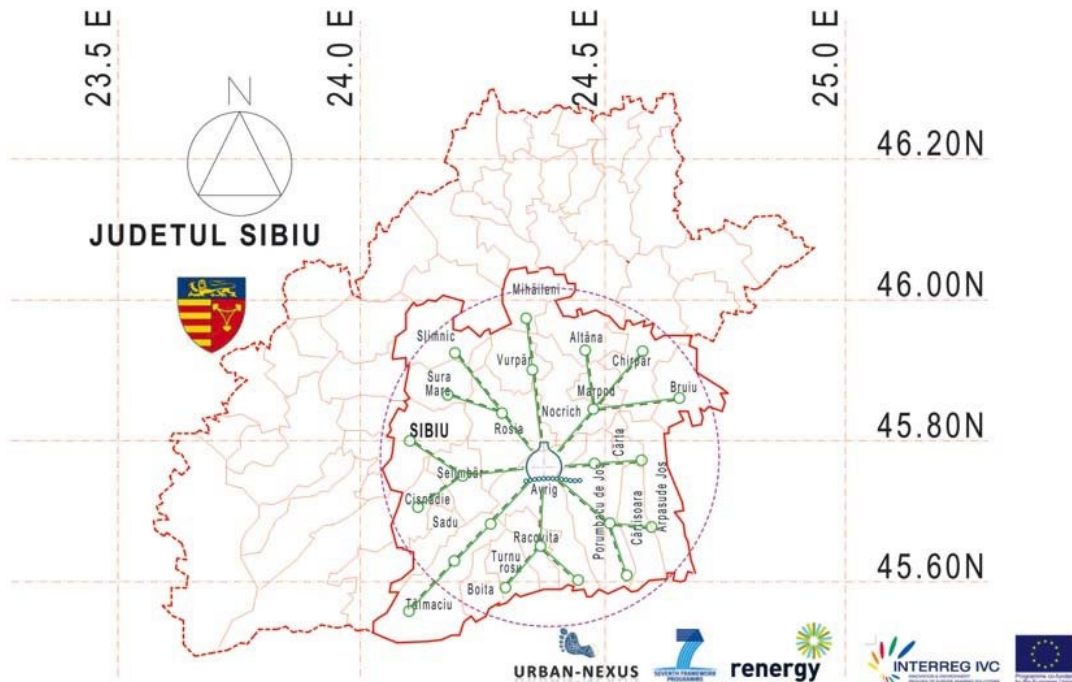
**CONCLUSION:** The economic feasibility, being the target of the project, results from the association of local actors in operational structures, ensuring the critical mass for the efficient exploitation of the equipment and technologies necessary for the capitalization of local resources through synergy between processes and technology.

# PHASE 1- AGRICULTURE

- Where? What ? How?
- Soil assessment; legal aspects relating to property; associative forms of owners; equipment planning; planting materials; seeds; warehouses; logistics.



AREA COVERAGE - Smart Region Model AVRIG



## PHASE 2 - PROCESSING

- What ?
- How ?
- Dimensioning of processing units
- Zootechnics
- Equipment
- Where ?
- Technologies

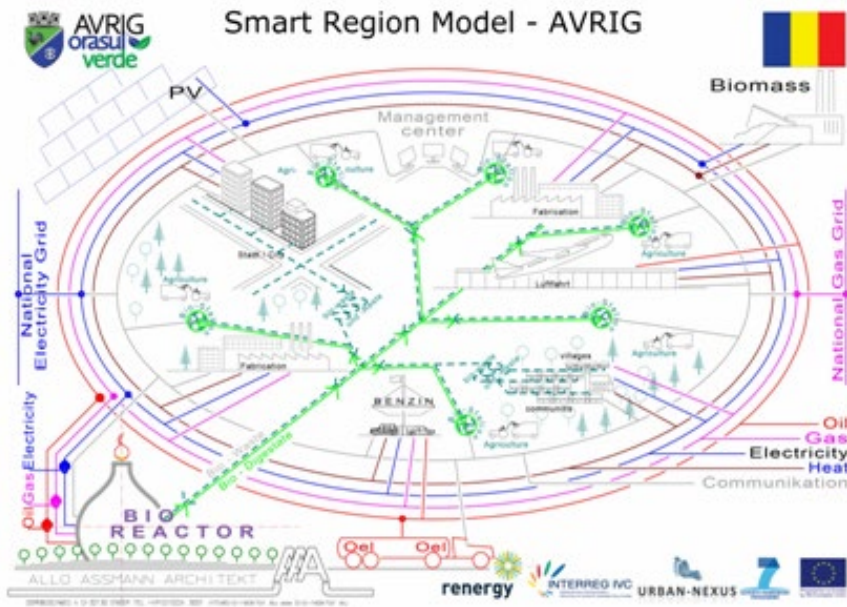
### **Example:**

- 5,000 t potatoes - Processed in frozen potatoes or chips or sold fresh
- The operator identifies the distribution network and negotiates the best possible price.
- The operator identifies and prioritizes capitalization at the best possible price
- 5,000 t corn - Processed in flour, bakery or used as feed

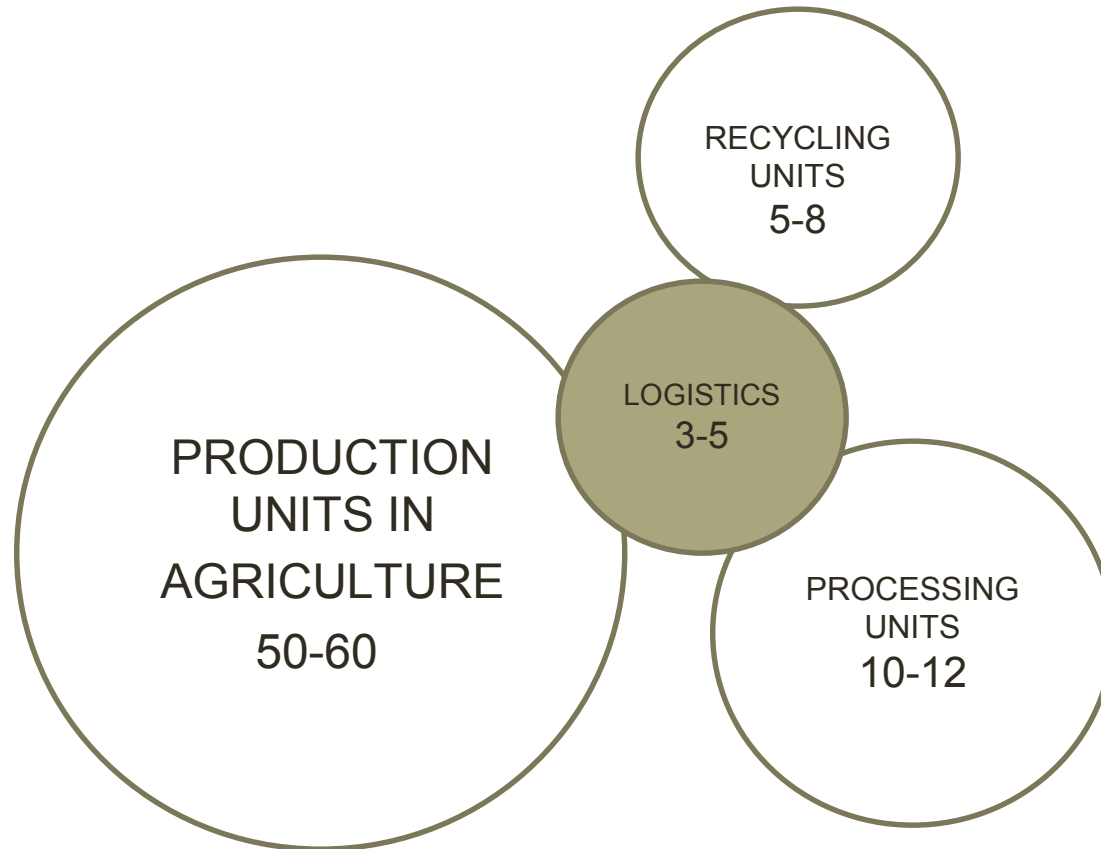


# PHASE 3 - RECYCLING

- Where?
- What?
- How?
- Filling with household and forest waste.
- Sizing of power plants; logistics; distribution.



# DEVELOPMENT THROUGH BUSINESS INCUBATORS



**CONCLUSION:** Operators assigned to 3-phase management will promote the establishment of production / processing / recycling / logistics units according to the feasibility study developed by the scientific and technical consortium. Production units will be funded in the deployment phase

# DEVELOPING AN IDENTITY - MARK / BRAND - DEVELOPMENT OF DISTRIBUTION NETWORKS



**CONCLUSION:** Given the difficult access to the outlets, the SmartReg Project must develop a visual identity that associates a distinct quality for the resulting products. In particular, the coordinating IDA and regional operator must negotiate and ensure product access to national and international distribution networks under optimal conditions.





**SMARTREG SIBIU**



# Stein Partner

EXECUTIVE SEARCH & ORGANIZATIONAL DEVELOPMENT

- We believe in Eastern Europe -

Thank you very much !

Arnold Klingeis