



EEN-EDIH -Horizon Europe cluster based approach: Integrated services for organizations through multi projects client journey

Study case support for food and agroecology SMEs, clusters and organizations

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INTER-BIO Association and a clusters consortia enabler

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Inter-Bio

Inter-Bio is an interprofessional organization for organic agro-food products, which promotes, representing, protecting and facilitating the common interests of the founding members and other members of the organization in relations with the central administration bodies and with other domestic or international associations or federations.

The organization aims to undertake a series of activities including: supporting and promoting the value chain manufacturers, processors and traders;representate members interests in order to increase economic competitiveness and to create new skills;supporting members to do export and with internationalization;professional training of the members;participation in national and European networks;increasing the research, innovation and development potential of industry members;integration of organic farming into the other branches of the bio-economy;raising public and consumer awareness of the benefits of organic farming





INTER-BIO CLUSTER CONSORTIUM

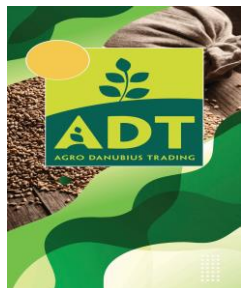
► **INTER-BIO Consortium** was established on 31.07.2020, at the Bârnova City Hall, where the collaboration agreement of the clusters specialized in the field of organic agriculture was signed. The consortium is coordinated by the INTER-BIO Association.

► The family of clusters that make up the consortium consists of: Bio Danubius, a cluster created in 2014, whose members are producers of organic cereals from the Danube Delta; Bio Concept Prahova Valley, created in 2017, cluster of producers of organic products from the Prahova Valley area; BioNEst cluster from Moldova and Bio Oltenia, a cluster of producers from the southwestern part of the country. The presidents of the clusters agreed to develop a national cooperation for the promotion and development of organic agriculture in which Romania has a high potential.

- **THE MISSION** of the consortium is to capitalize Romania's ecological advantages and develop the competitiveness and sustainability of the organic sector at national and international level by encouraging cluster collaboration, associations and cooperatives, by strengthening relations between regions in the field.
- **THE PURPOSE** of the consortium is to develop and promote a common, collaborative concept of member development, through activities to stimulate entrepreneurship, encourage cooperation between different economic actors, in order to increase their competitiveness and productivity. INTER-BIO Cluster Consortium will be an active factor, together with INTER-BIO Association in the organization of product chains and intelligent specialization based on organic products.



Partners



Consortiul de cluster INTER-BIO



MEMBERSHIP AND PARTNERSHIPS

- IFOAM
- IFOAM- EU
- TP Organics
- agROBOfood Network
- Smart Agri-Hubs
- National Council for Digital Transformation (CNTD), within the Authority for Digitization of Romania (ADR)
- The Advisory Board of the EU Strategy for the Danube Region (EUSDR)
- Technology Transfer Center - PRO TRANSFER
- Business Center for Export – CAE
- WALLACHIA HUB digital transformation consortium for the South Muntenia region
- WALLACHIA eHUB digital innovation center





Members and affiliates

► **BIOTERRA Association** has over 3000 members, considerable experience and a solid network of collaborators. The Association represents an important voice of the Romanian farmers, and supports members, collaborators and actors eager to embrace organic farming.

► **BIO DANUBIUS** is a cluster from the South East Region concerned with increasing the innovation potential of the organic farming sector, through research and increasing the competitiveness of member enterprises.

► **Spiru Haret University** is a private educational institution in Romania, with a tradition of 29 years, which provides students with a variety of educational programs and opportunities for personal and professional development.

► **USH Pro Business Center** is an entrepreneurial center, is the structure linked to Spiru Haret University that is specialized in activities dedicated to the entrepreneurial environment such as: research, development, innovation; entrepreneurial development; business education; innovation and technology transfer; establishment and development of innovative clusters; internationalization; establishment and development of start-ups.

Adhering Members:



International Partnerships





for digital transformation

Inter-Bio is part of WallachiaeHub community. Its mission is to become the digital transformation gateway in the region of South Muntenia and Bucharest-Ilfov, Romania, by providing twin transition services and solutions to both the private sector (start-ups, SMEs, mid-caps) and the public sector. <https://european-digital-innovation-hubs.ec.europa.eu/edih-catalogue/weh>



European Project

PROSME The European Enterprise Europe Network,, continues and expands its activity during the period 2022-2025, through the project “**Promoting SMEs through Enterprise Europe Network**” (**PROSME**. <http://een-romania.ro/en/prosme/>



OrganicTargets4EU

The overall objective of OrganicTargets4EU project is to support the achievement of organic sector targets in the EU Farm to fork strategy. Based on an assessment of key drivers and lock-ins affecting the development of the organic sector, the project sets-up a multi-actor process to create possible scenarios for reaching the targets.

<https://organictargets.eu/>



Agroecology-TRANSECT

Agroecology-TRANSECT aims to contribute to releasing the full potential of agroecology for European agriculture by strengthening the knowledge base for farmers and advisors and supporting decision makers..

<https://www.agroecology-transect.net/>



OrganicClimateNET

The overall aim of OrganicClimateNET is to establish a pilot network of 250 organic farms to adapt, test, improve and implement climate and carbon farming practices. <https://organicclimatenet.eu/>



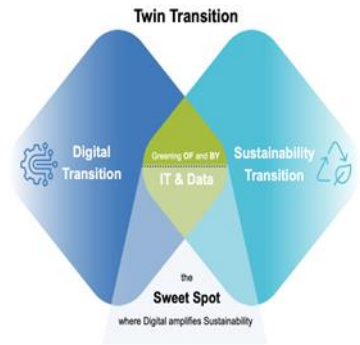
OrganicAdviceNetwork

The overall objective of the project is to co-create an EU-wide network of 1000 organic advisors that will exchange knowledge and provide mutual support, covering all 27 EU Member States and 7 other European countries. The network will cover both plant production and animal husbandry.

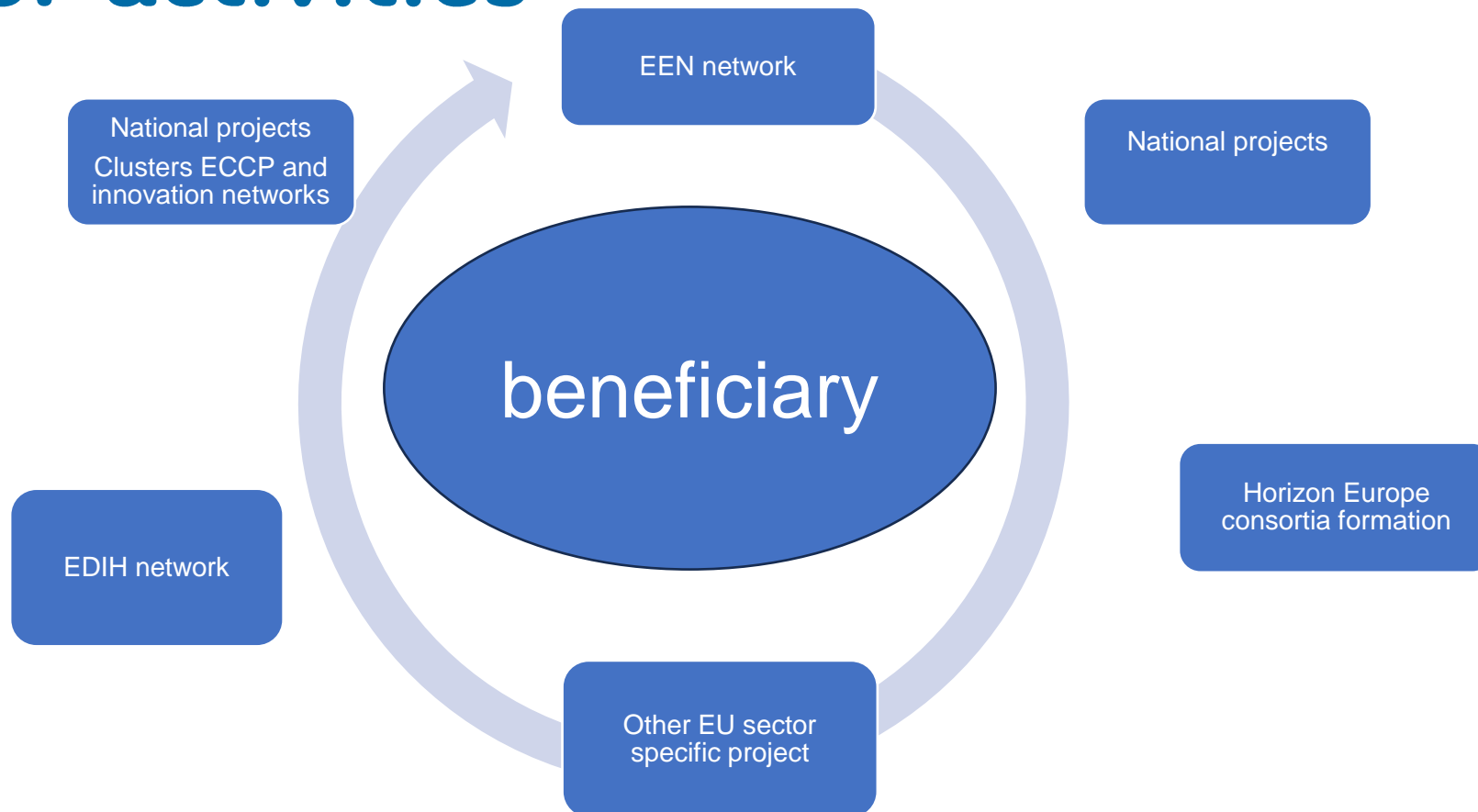
<https://www.organicseurope.bio/news/organicadvicenetwork-project-the-first-europe-wide-network-for-organic-advisors-starting-soon/>

EEN-EDIH-ECCP-_{for digital transformation} Hirozon synergies

WE HUB



How multi project approach may work in a circle of activities



Inter-Bio clients in agri-business



Organic certified companies



Agro-ecology business models



Eco-tourism businesses



Different positions on the value chain (producers, processors, inputs suppliers, retailers, traders, consultants)



High technology suppliers sector specific (bio technology, environment, energy, IT&C etc)



Covering various fields and sectors etc

Client journey multiprojects sinergies

EEN /EDIH core services

Digital transformation
journey based on digital
maturity assessments and
test before invest plus
other digital technology
services through WEH

Access to sector specific
network of consultants for
communities of practice
and use cases

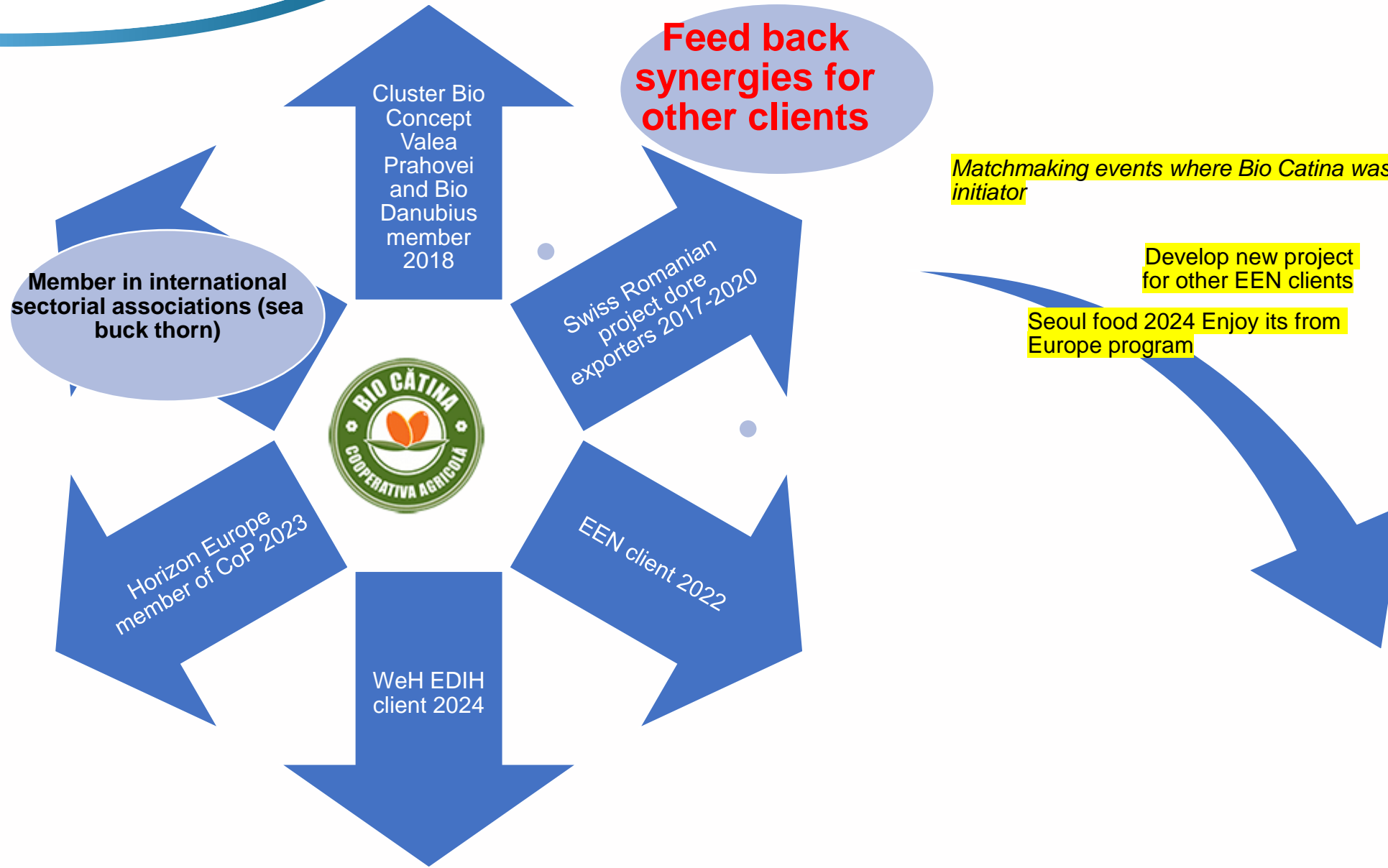
Access to applied
research communities to
boost innovation

Access to specific
research infrastructures

How it works in Inter-Bio case for agri food business, a multifaceted client journey



Synergies “Bio Catina” client



Challenges

- Diversity of business models and sector business profiles
- Lack of resources and time consuming
- Overlapping
- Lack of capacity and knowledge to network
- Results are not recognized by the clients as fast as we think



#EENCanHelp

Thank you

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