

North East Regional Strategy

1.1 Strategic Objectives

General objective of the strategy

The General Objective of the Region' s strategy is:

Raising the living standard of the community and providing a sustainable development of the North-East Region.

Being the first of the eight development regions in terms of size, the North-East Region ranges on the first place in Romania in relation to human development ratio and the gross domestic product (GDP) per inhabitant, due to a non-adapted structure of the market economy, with low productivity and economic efficiency.

The potential of the region concerning human resources, tourism, specific activities and the fact that the area is still clean create the prerequisites for a sustainable development process and implicitly a rise in the living standard of the community.

On the basis of the Regional Profile and the SWOT Analysis, the following strategic lines were identified in order to reach the overall objective:

- A. Enterprise and business development**
- B. Human resources adaptation to demands of market economy;**
- C. Promotion of the region**

A. Enterprise and Business Development

Economic revival and acceleration of sustainable development represent the essential objective to ensure the present condition of the North-East Region is overcome.

These aims at creating the infrastructures required favouring business environment, as well as supporting SME development, enhanced development of entrepreneurship, rural and agriculture development.

A strategic importance shows the preservation and selective development of the existing industrial potential, to promote the location in the region of new, innovative industries, as well as industries of a high productivity.

There is also necessary building an efficient and flexible business infrastructure, in order to catalyse and support the development of some profitable activities also for entrepreneurs and for community.

They will become real successfully business nursery, which will benefit of some facilities (financial, juridical, etc.) and also of support for access to new performing and un-polluting technologies.

In order to provide for a balanced development of the region, co-operation between enterprises is required, aimed at vertical and horizontal integration, development of marketing and consulting activities in order to initiate and develop management, entrepreneurship and market skills, as well as to support the research, development and technological transfer sector, to promote clean technologies and those based on material recycling.

It is necessary to develop food economy in an integrate manner, to manufacture specific products by establishing regional enterprises concerned in agricultural raw material processing and expansion of the existing ones.

The strategy aims at capitalising the tourism potential of the region by productive investment in tourism and stimulating the service supply sector in tourism and the rural area.

Agriculture and rural development will be stimulated by establishing efficient ecological farms, creating networks for the capitalisation and collection of specific products, developing services and capitalising the water resources.

B. Human resources adaptation to demands of market economy

Starting from the reality that the North-East Region is an area with various, but limited natural resources, we consider human capital as the main asset of the region.

In order to respond the challenges of the beginning of the 21st century, investment in human resources available in the area represents one of the priority objectives of the development strategy.

The unemployment problem in the region will be approached from the point of view of enterprises' restructuring plans, in order to prepare sustainable alternative for employing dismissed workforce, and providing equal opportunities in employment of various social categories involved.

A. Promotion of the Region

The main point of the objective is overcoming the condition of isolation of the region, as well as making the concept of region disappear, as it is inappropriate for the business environment, by means of capitalisation of the natural, human and social conditions.

This strategic objective plans to capitalise in an efficient way the assets and specifics of the region, by creating, promoting and supporting a representative image, to attract and persuade both investors, and tourists.

One precondition for the opening of an aria is to realize physical connections or communicating network inside as well as the ways of access in both directions. The development, modernization and rehabilitation of road infrastructure and the extension, the modernization of communication infrastructure (especially in rural zone), are strategic directions that we intend to support into future programmes.

The region is confronting with a strength need of developing basis infrastructure: water, sewerage, energy, urban and industrial waste deposit, the existing one being insufficient and also physically and moral used.

The ways to emphasize the potential attractiveness of the region aim at economic revival, promotion of tourism and commerce, rural environment and specific products, improvement of the accessibility to mountain areas, sensitisation, training and education for the population on the principle of awareness, respect and support towards natural, historical, cultural and environment assets.

Being an area of rich tradition in many respects, the region is a propitious framework for the revival of specific trade, promotion of traditional customs, and of the natural framework of cultural and spiritual identity, with economic benefits for the community, giving a local tint of attraction for tourists.

For realize these three objectives we established next strategically priorities for the North-East Region:

1.2 The strategically priorities and measures for the North- East Region

Strategic priority	Strategic measures
1. Human resources development	1.1 Vocational training for pupils; 1.2 Improving labour force skills to cover the requirements on the demand market; 1.3 Training of employed and dismissed population to develop entrepreneurship and business; 1.4 Developing entrepreneurship and improving the management in the Region 1.5 Training for rural community; 1.6 Training for tourism sector; 1.7 Training for protection and preservation of the environment.
2. SME' s development	2.1 Support and promotion of SME' s; 2.2 Support to create Sees in services and production; 2.3 Business information network
3. Environment	3.1 Decreasing the negative effect of industrial activities on environment; 3.2 Creating the administration programme for industrial waste recycling; 3.3 Rehabilitation of zones damaged by

	<p>natural disasters;</p> <p>3.4 Recreating natural capital in damaged areas.</p>
4. Rural zones development	<p>4.1 Development of utilities infrastructure in rural areas;</p> <p>4.2 Development of economic activities in rural area</p>
5. Tourism	<p>5.1 Support and modernization of existing touristy infrastructure and encouragement for new investments;</p> <p>5.2 Marketing initiatives in touristy potential of the Region;</p> <p>5.3 Support to Agro-tourism</p>
6. Social services	<p>6.1 Programs to protect minors and aged people;</p> <p>6.2 Programs to protect children and women against family violence;</p> <p>6.3 Programs for familial planning dissemination;</p> <p>6.4 Services to support disadvantaged social categories</p>
7. Infrastructure	<p>7.1 Rehabilitation/modernisation of access roads to industrial, touristy and rural areas;</p> <p>7.2 Research, technological transfer and informational society development;</p> <p>7.3 Business infrastructure development;</p> <p>7.4 Utilities infrastructure development in urban areas;</p> <p>7.5 Strategic investments.</p>

Priority 1. Human resources

The capitalising and the improvement of the quality of human capital represents one of the essential conditions for the success of implementation of the development strategy in the North-East Region.

The development of human resources and infrastructure of a human character has a direct influence, on the one hand, on the condition of the population existing in the region, and on the other hand it represents a basic precondition to plan progress in all the social and economic sectors, and implicitly on sustainable development.

The structural modernisation of the economy, the development of performance and competitiveness capacity cannot be implemented without a considerable rise in the level of qualification of the population (as labour force) and development of its attitude, entrepreneurship vocations, adaptability to the market-oriented economy.

The positive natural increase and also the presence of a young population characterize only the North-East Region. However, the low level of education (training) will turn it into a disadvantage that means an increasing rate of unemployment.

The region has a complex educational network available, providing for professional training at all levels of education; the degree of literacy is 96.3%.

During recent years it becomes necessary to adapt the vocational system to the actual requirements of the students. In the conditions of such a changeable market the system has to offer a guidance for those persons who want to chance their job, an orientation depending on its skills and the demanding market.

It is necessarily required to formulate a strategy for the employment / training of labour force with less than five years experience, in order to capitalise the potential of young people with secondary and tertiary education who cannot assert themselves at local and regional level, thus eliminating the emigration phenomenon occurring nowadays.

To provide equal opportunities for people of active age in a disadvantaged position on the labour market and who permanently run the risk of rejection as concerns access to jobs due to their qualification, attitude, age and opportunities, family and children, as well as for those living in marginal areas, essential is the level of health, social, educational knowledge, and the spatial structure of the system providing the latter.

The objectives for this priority are focusing:

- Providing the training for labour force on the principles of market-oriented economy;
- Entrepreneurship development and improvement of the quality of management in Region
- Human resources development in rural areas;
- Training young people to look to activities required in the rural environment, including technical assistance, consultancy and providing conditions to train and retrain active population as concerns the development of new activities
- Training the human resources to practice specific trades which are already required on the Region market

These objectives will be implemented by the following measures:

- 1.1 Vocational training for pupils;
- 1.2 Continuous training of the employed labour force and professional recon version on long terms;
- 1.3 training of employed and dismissed population to develop entrepreneurship and business;
- 1.4 Training for local and regional managerial skills improvement;
- 1.5 Training for rural community;
- 1.6 Training for tourism sector;
- 1.7 Training in environmental protection and preservation techniques;

The results expected are:

- trained specialists in management, marketing, human resources
- improvement of performance in SME' s organisation area
- promotion of participation of young people in the practical issues of the community life
- support to pupils in choosing a career according to every one's vocation
- improvement of the employment capacity
- development of entrepreneurship
- raising the quality of tourism services
- identifying vocational skills
- change in mentality and way of action towards the environment.

Priority 2. SME' s development

The SME' s sector is identified as the key sector of sustainable economic growth. The SME' s stand for the most important element able to absorb the work force available or dismissed, as well as the sector most flexible and sensitive to adapting production to the size, structure of the market demand.

Because of the large number of SME' s registered at the Chambers of Commerce, this fields has a solid image in the North-East Region. Reality shows the fact that a large number of economic agents finished their activity or their firms function illegal.

The Region has a low weight of the SME' s in production and services sectors (except for commerce and food-industry), providing low quality of services to population. That's why, it has to be in the Region a representative specific infrastructure for support and business consulting, to maintain proprious conditions and trace directions into the fields that are required on the market.

In the first line it will be the support of SME' s witch can capitalize the natural and human resources of the Region and, at the same time, their durable development in the terms of the environment protection.

The main fields are: agriculture, food- industry, IT, services supply, wood processing, tourism.

The analyse the Strengths, the Weaknesses, the Opportunities and the Threats in what concern the SME' s of the Region ends with The Development Strategy of the SME' s and affair infrastructure.

There were noticed a few Weaknesses lines:

- low weight of SME' s in high technology sector;
- concentration of main investment particularly in the county capitals and in a few towns;
- insufficient promotion for the investment potential of the Region.

On the basis of SWOT analysis we suggest as strategic measures:

2.1 Support and promote SME' s by specific activities

- notifying the develop priorities and the efficient allocation of the resources, through development programs – Local Development Consortium; this is mean to be an harmonisation in the regional development programs, it has to improve the socio-economical position of the Region and to create a favourable image in and out of the country
- financial support to create SME' s and associations which has to be patterns to the development of the poor areas;
- interests subsidized for long terms credits for SME' s which needs technical and technological endowment and for basic infrastructure;
- SME' s co-financing in what concern improving quality of the products and keep up with the European standards for quality and protection;
- Support for modernisation and retechnologisation programs.

2.2 Support to SME' s start up in production and services

- Grants for SME' s sustainability in production and services fields with high development potential in the Region;
- Create a specialised structure exclusive for services administration (identifying and notifying the needs and supporting by fiscal facilities, assistance and awareness), by the patterns of Chambers of Commerce and Industry;
- informing and supporting access of the SME' s to the available technology infrastructure;
- create industrial and technological parks in association with universities or public administration for the benefit of the private investors and of the community;
- technical assistance and financial support for new technologies on the basic infrastructure
- results awareness in order to develop activity on this field.

2.3 Business information network

- creation of a regional centre, with county subsidiaries, to check out and certificate products quality, together with a training program for consumers;
- creating a base of dates concerning regional economic potential to attract native and strangers investors;

- creation „ North-East Regional Centre for export awareness” with a view of publishing an exporters catalogue;
- initiation of „SME’ s forum of North-East Region”
- organisation of business meetings, economical mission, symposium, courses, exhibitions, internal and external fairs;
- meeting- deliberating in specific fields, among economic agents, Government represent ants and public services;
- analysing of the investment proposals to established the importance level and their necessity for the community.

Priority 3. Environment

The essential purpose of regional development as against environment issues is creating a long-term harmony between the latter and the social and economic processes, given the circumstances that the decision-making factors in the economic sector should take responsibility for the consequences on the environment, and the considerations relating environment protection should be included in the economic regulations.

Due to the risk the environment elements and natural resources are subject to, the individual programme should be elaborated on sustainable development basis too.

It is of vital importance to permanently ensure healthy living conditions (clean water and air, healthy nourishment). In this respect, the most important tasks of the region are relating to provision of appropriate drinking water, good management and storage of domestic and industrial waste, right cleaning of used domestic and industrial waters, rehabilitation of affected by natural disasters (floods, deforestation, slides, etc.), industrial activities (mining, chemical industry, metallurgical industry, etc.) and agriculture activities (animal breeding) and reduction of sediment able powder.

The future of the region is also depending on the preservation of soil fertility; the interest of present and future generations should be oriented towards adopting ecological technologies required to derive healthy food, and the use of chemistry should be rigorously checked on.

The North-East region does not face particularly serious pollution phenomena, as it still is a “clean” region.

At regional level, the main environment issues concern:

- Poor management of industrial and domestic waste (non-selective collection, low degree of waste capitalisation and/or treatment, inadequate storing as concerns location and layout of waste dumps, existence of sawdust dumps on the sides of waterways, along roadways).
- Deforestation, with implications in earth glide sharpening
- Soil erosion phenomena, mainly affecting the eastern part of the region
- Drinking water (quality, quantity, distribution)
- Local or areas pollution, determined by:
 - industrial activities with impact on air, water, soil
 - miner exploitation (coals, radioactive miner, sulphur, copper, manganese) with impact on air, water, environment, soil;
 - traffic (insufficiency or lack of roadways avoiding locality centres), with impact on air and level of noise

- urban agglomerations with impact on air (thermal power plants on liquid fuel basis), water (cleaning systems of insufficient capacity) and soil (waste)
- Animal breeding farms, with impact on water and soil
- physical infrastructure in the environment protection area.

The fact that the big polluting companies reduce / limit their activity, allowing for SME' s to take over, which are more flexible, with higher possibilities for a sustainable approach of their development, according to the current legislative provisions, has created the prerequisites to focus on environment quality.

As concerns the impact of anthropic activity on the environment, we consider that the specific training developed in an institutionalised framework (kindergartens, schools) does not cover all the environment issues and includes only a share of the population.

In this respect, it is necessarily required to sensitise, better inform, and educate the whole population on the principle of protecting and preserving the environment at present and for the future generations.

The regional development strategy in environmental issues aims at favouring some production and consumption patterns on the principle of sustainable development, pollution alleviation, information and training provided to the population aimed at providing knowledge, inducing respect and promoting preservation principles as concerns the environment.

The measures suggested for the materialisation of these outputs are:

- 3.1 Decreasing the negative effect of industrial activities on environment
- 3.2 Creating the administration programme for industrial waste recycling
- 3.3 Rehabilitation of zones damaged by natural disasters
- 3.4 Recreating natural capital in damaged areas.

3.1 Decreasing the negative effect of industrial activities on environment

- programmes for application studies of ecological technologies polluted sectors;
- applying new technologies, unpolluted for industry-sector which activity affects the environment
- using unpolluted technologies in industrial activities developed by SME' s and micro enterprises;
- programs for developing systems of monitoring and auto monitoring of the economic agents whose activity has a great impact on the environment with a high ecological risk;
- programs for intra/inner- regional and international co-operation in trades and dissemination of the information in the field;
- promotion and awareness of the results.

3.2 Creating the administration programme for industrial waste recycling

- regional studies for producing, sorting, storing and recycling the waste;
- creation of ecological warehouses for industrial wastes in urban and rural areas;

- ecologising the existing warehouses;
- stimulating the economic agents who capitalize reusable wastes;
- neutralizing the wastes in ecological conditions; rehabilitation of the cleaning station for industrial water.

3.3 Rehabilitation of zones damaged by natural disasters

- projects for eliminating effects produced by slipping (sides and banks consolidation, bridge and roads rehabilitation);
- projects to eliminate the effects of floods (arranging riverbeds, rehabilitation of water supply);
- projects to preview other calamities(regularization water courses, terracing, damming, consolidation).

3.2 Recreating natural capital in damaged areas

- administration of areas and damaged natural capital because of a present or subsequent entropy activity and those affected by natural calamities ;
- ecological reconstruction of damaged areas (soils, wear courses, forests).

The expected results are:

- Decreasing the level of pollutants in the environment, in the circumstances of developing economic activities
- Raising the interest of business people and managers in the promotion and use of ecological technologies
- Increasing the number of enterprises based on clean technologies
- Decreasing the number of ecological accidents
- Creating SME' s in recapitalisation of reusable waste resulting within the region
- Decreasing the number of illegal warehouses of reusable materials” sawdust, metal, glass, paper, etc.
- Improving the environment conditions by freeing the areas covered by waste and eliminating the discomfort generated by the latter
- Providing thermal agent for communities by recapitalising the sawdust;
- Improving the poring system;
- Protection and rehabilitation of the damaged communication network;
- Protection of the material assets;
- Security and protection for people in the area;
- Fields protection and their reintegration in agricultural system;

Priority 4. Rural Development

Due to the high weight of the rural areas, there is a focus on promoting their integrate and sustainable development by optimising the existing sectors, encouraging the diversification of economic and social activities, improving infrastructures and providing access to new technologies.

It is also aimed at raising the living standard by environment preservation, habitability improvement and providing access to basic services, as well as maintaining some rural communities viable by preserving culture and traditions.

As a consequence of introducing the legislation on retrocession of agricultural land, a sharp phenomenon of division of land property has occurred during recent years in the region, as well as at national level, having as immediate effect the drop in the physical output achieved with high costs, generally oriented towards self-consumption.

It is required to implement a strategy in agricultural exploitation, coordinated with programmes funding agricultural production and investment, allowing to achieve a real agricultural market (with standard production, qualitatively homogenous and profitable).

The technical endowment with low level of mechanisation equipment has made it impossible for producers in agriculture to exploit in a rational way the existing technical base, so they practice subsistence agriculture. Part of the high amount of labour force in excess coming from the other economic sectors can be absorbed in agriculture, thus contributing the revival of human resources in this sector, which are presently aged. But for that, it must be created conditions for attracting available workforce, concerning identification, promotion and supporting some activity opportunities and options as well as providing life and work conditions likewise or even identical with those in urban environment.

The rural environment of the region is generally characterised by a low public endowment as concerns the system of services supplied to the population, sanitary assistance, supply of utilities (methane gas, drinking water, telephony), which provides a different state of development as against the urban environment.

For these reasons the future development of the following lines of action is required:

- stimulating the traditional activities to preserve and hand over the traditional trades
- increasing the productive potential of the agricultural land fund by facilitating association and lease of agricultural land, employing land amelioration activities, expending and generalising specific technical research in production
- encouraging enterprises producing "bio" brand name products
- expanding and diversifying the services in agriculture by encouraging specific services to market economy
- supporting natural persons, family associations and commercial companies to establish touristy and agro-touristy boarding houses in the localities benefiting by natural factors or historical and architectural monuments of a great attractiveness.

The measures to materialise the above lines will be as follows:

4.1 Developing the infrastructure of utilities in the rural environment;

4.2 Developing the economic activities in the rural environment;

Description of the measures:

4.1 Developing the infrastructure of utilities in the rural environment

- extension and modernization of the distribution network drinking water and sewerage network in more localities of the rural environment of the region;

- extension and modernization of the distribution network methane gas supply and electricity in more localities of the rural environment of the region;
- rehabilitation and modernisation of the production, transport and distribution thermal energy in the rural communities of the region;
- creating or modernization the stations to cleaning and treating of the used waters for a better protection of the environment;

4.2 Developing the economic activities in the rural environment

- supporting of the existent activities and starting the new economic activities in the rural area;
- establishing and promoting the ecological pilot-farms;
- setting up and equipping adequately the small artisan's workshops ;
- establishing SME' s to capitalize wild animals meat, wild fruits, mushrooms, to collect cow and sheep milk and associated products – meat, wool, leather, etc.
- establishing a network of small transport companies which attend the local community;
- creating and diversifying the rural network of services and technical assistance for rural communities, farmers and agricultural work of the region;
- promoting the customs, folk culture, traditional handicraft by fairs, exhibitions, mass media and Internet;
- setting up the processing units of the animal and vegetable products;

The expected results are:

- increase in the rural comfort and improving the living standard of the inhabitants of the region;
- attracting the new investors into the areas whit the modernized infrastructure of utilities by improving the accessibility of region opportunities;
- creating new jobs in the region;
- protection of the environment more efficient;
- eliminating any epidemiological risk for the inhabitants of the region;
- dropping the costs of some services to the population;
- creating new jobs in the rural environment;
- improving the level of capitalization of the area's potential;
- eliminating the disparities between the rural and urban environment;
- improving the quality of the services supplied;
- coming out of the competition in some sectors of activity, achieving some products much better;
- increasing the number of commercial society which carrying on the activity in rural areas.

Priority 5. Tourism Development

This priority take aim the tourism potential of the region grow by capitalizing the existing assets, raising the quality of the services supplied at a competitive level, developing new touristy objectives with specific targets that meet the requirements of contemporary customers, which increasing the total revenues as a result of touristy activity, increasing the number of the consumer customers, thus improving the profile of the region and creating a beneficial identity to attract investors. The touristy infrastructure and with the recreate character will be developed and putted in value, from it followed to benefit both the tourists and the local community.

Besides providing a wide range of opportunities for the labour force directly involved in the tourism area, the latter's development will be generate opportunities for the SME' s that will ensure services to the large number of visitors in the region.

The promotion of touristy areas and the improvement of the natural and built environment will contribute the improvement of the region's picture for potential romanian and foreign investors.

Although the region shows a high level of attractiveness, a good specific infrastructure, a high weight of private property in the area, in the conditions of a clean natural environment, the number of tourists and the income resulting from the tourism activity are relatively modest, as a consequence of the insufficient promotion, lack of personnel with qualifications at European standards and poor quality of the services, as well an reduced business spirit of a one administrators of the touristy objectives. The touristy units which are appeared and developed in the private initiative, offer an very good example, they represented an alternative, as success, appreciated of the customers.

The region displays a wide range of opportunities to allow for varied and complex tourism practice:

- religious tourism, supported by existence of an impressive number of churches and monasteries over the region, declared as historical monuments;
- cultural-historical tourism based on the network of museums, memorial houses, mansions and royal castles, palaces and dacian fortresses supplying the visitors a real cultural and spiritual treasure of the community in the region;
- mountain tourism, favoured by the existence of the mountain area, with its particularly interesting relief, propitious for practising mountaineering, winter sports, climbing, speological tourism;
- tourism in holiday for rest and recreation (Durau, Slanic Moldova, Poiana Sarata resorts)
- circulating tourism, practised in both forms, transit and organised tourism;
- tourism for treatment purposes;
- tourism in week-ends, practicable in mountain and subcarpathian areas;

At the same time, the region enjoys a natural framework characterised by a diversity of the forms of relief, wealth of the flora and the fauna, existence of protected areas (National Park in Ceahlau and National Park of Bicaz-Chei-Hasmas), many floral reservations (Botanical Garden in Iasi), faunal, geological, paleontological, deontological reservations, monuments of the nature hosting many interesting species about to disappear.

The Moldavian specifics showing up by the beauty of the folk costumes, the spiritual wealth of the folklore and folk customs, traditional trades, such as pottery (the famous Horezu ceramics), wood working for artisan purposes, the ingenious folk masks (Terpesti – Neamt county), the well-known Moldavian cuisine, the famous refined wines of the region's vineyards (Husi, Panciu, Odobesti) give a local tint and represent a special attraction of the area.

Having spiritual vocation, the population of the region has preserved and capitalised the sources of Orthodox faith (the prevailing religion in the region); the large number of churches, monasteries, hermitages in the area are of a rare beauty and represent true treasures of faith, tradition, culture and art (Monasteries of Voronet, Sucevita, Putna, Agapia, Neamt, Humor, Arbore, Dragomirna, Bistrita etc.), some of that are included in the UNESCO circuit.

The trace of history shows everywhere in the region, by the existence of some fortresses, monuments, historical sites (royal residence of Suceava, the Neamt citadel, the Museum of the Royal Court in Piatra Neamt, the Ruginoasa mansion, etc.), treasures of an invaluable worth (Cucuteni collection, the collections in the Culture Palace, Union Museum, Metropolitan church, the Three Saint Jerarchs Cathedral in Iasi), a large number of memorial houses and historical museums (the memorial house of Ion Creanga, Ciprian Porumbescu, Calistrat Hogas, Pogor, Veronica Micle, Gheorghe Asachi, George Bacovia, Nicolae Iorga and the museum piles in the capitals of the counties).

The network of museum institutes is completed by the presence of another type of museums (nature sciences, ethnography and folklore, etc.).

There is an old tradition in the region concerning use of thermal bathing water, bee products, mineral water, and other products with natural specific, existed an infrastructure required for the curative and touristy activity (Borsec, Vatra Dornei, Campulung Moldovenesc, Rodna hotel complex, Baltatesti, Oglinzi, Slanic Moldova, the Targu Ocna and Cacica salt works).

To develop and diversify the touristic supply, the following expansion areas will be taken in consideration:

- angling and hunting tourism, favoured by the wealth of the hunting and piscicultural base and by the existence of hunting chalets
- tourism for practising nautical sports, favoured by the existence of the chain of natural and artificial lakes in the region
- rural tourism favoured by the existence of a natural picturesque scenery, a rural environment with ethnical and folklore assets, with valuable cultural and historical objectives.

For the development and efficient use of the existing infrastructure the following **measures are required**:

Developing and modernization the existent touristy base and encouraging the new investments.

Promoting the touristy potential of the area.

Developing the rural tourism.

The expected **results** are:

- increasing the number of visitors to the Northeast Region;
- increasing the amount of private investment in the tourism infrastructure;

- an increase in the ratio of utilisation of touristy accommodation capacity in operation;
- increasing the quality of the services supplied by labour force in tourism;
- expanding the range of services supplied;
- making easy the availability of the tourists spending and returning in the area;
- improving the image and attractiveness of the watering areas that can contribute a rise in the level of health of the customers;
- creating the image of a region supplying multiple perspectives (tourism, commercial), appropriate for investment and businesses;
- creating a permanent presence in the media environment that will result in a continuous capitalization of the supply;
- improvement in the material condition of the respective community;
- touristy valorising of some inaccessible objectives (old hermitages, historical settlements, spectacular sceneries).

Priority 6. Social Services

Considering the fact that the tender of the social services is very scanty in the region while existing large demand of the social services caused by level of the poorness in the peoples particularly of some social category (the elderly persons, the orphan childs, the peoples with the chronic affections, the peoples with different kinds of the disabilities, the unemployed more than 45 years old, different ethnic minority groups) must to develop with priority this strategic objective in full accord with the Government Programme from Romania in Short Time and according in same time with the criterions to adhering at European Union for Romania.

Considering, the potential of the qualified personnel from the region, free social services offered, existing a some institutions and NGO's which operate in this area, existing the support of foreign institutions and foundations, following compulsoriness a line in accord with the European standards in that direction, result necessarily to develop the social services into the region.

In SWOT analysis, we identify the following weaknesses:

- non-existence a proper material resources;
- non-existence a consulting and assistance centres helping the women and the Childs which are the victims of the violence's into the family;
- reduced level to disseminate the information caused from insufficiency of funds;
- insufficiency of the education regarding the family planning of the peoples;
- deficient changing of the information between county and local centres into concerned public institution;

Following as the socio-economic analysis effectuated and the SWOT analysis we suggest the subsequent **measures**:

6.1 Developing the programmes for the purpose of lesser Childs protection special for the orphan Childs and developing the programmes for the purpose of the old peoples protection:

- strengthening the institutional capacity to the authorities of public local administration, for diversification the activities of child protection, which permit to developing in a family environment to the child, benefiting of a personalized nursing suitable his need;
- promoting the partnership between the authorities of public local administration and civil society in order to use the resources from all public and private actors with activities/attribution in child protection area;
- promoting the placement family and developing in parallel line of maintenance services of child and placement family;
- developing one social workers network in local community level which have the possibility identifying more quickly of the situations who will can to endanger the physical, psychical and ethical development of the child;
- diversification of the modality to give a support for old peoples from poorhouse including and the adequate nursing services;
- developing and implementation of the programmes to forming the personnel which offer the speciality assistance in protection and nursing from old peoples;
- elaborating the specific programmes for old peoples protection;

6.2 Developing the programmes for the purpose women and the Childs protection against of family violence:

- establishing some assistance and consulting centres in the level town of the region to the lesser child's and the woman's protection against the abuses and violence's of the family;
- developing one social workers network in local community level which have the possibility to identify more quickly the situations who will can to endanger the physical, psychical and ethical development of the Childs subject to the violence's and abuses of the adults;
- elaborating and implementing the specific programmes to advise the public viewpoint about the abuse and violence effects on lesser Childs and about the importance of the upbringing and education of these in a normal environment on the family;

6.3 Developing the programmes in the people range about the family planning:

- elaborating and implementing the specific programmes to advise the public viewpoint into the rural environment about the negative effects of the abortions on the health;
- implementing the specific programmes about application of the contraceptive measures with intention to decrease the number of abortions;
- supporting to establish the consulting room on family planning in the rural environment and also in a small towns of the region;

6.4 Developing the programmes for integration a disadvantaged groups like: groups of the ethnic minority; groups of the unemployed more than 45 years old; groups of the Childs which must to go from the placement centres when they are 18 years old; other disadvantaged groups at labour market:

- creating the opportunity for the disadvantaged persons with the purpose to use their potential;
- supporting to identify the new professional careers and developing the new skills requisite of the labour market for the disadvantaged groups;
- creating the opportunity for the women without jobs with the purpose to reinstate them employed.

Priority 7. The Infrastructure

In the Northeast region it remarks an insufficient development both physical and business infrastructure. From the social-economic and SWOT analysis issues the undevelopment of the transportations and communications because the outlying location of the region. Regional networks of traffic lanes doesn't adapt at the continental traffic requirement and the other for the railway transport didn't update pursuit to the European standard. Also the utilities infrastructure (the water and sewerage network, methane gas supply, thermal energy supply, electricity supply) of the region is undeveloped and services quality furnished to the population in this direction is weak. Undevelopment for these two structures of infrastructure determine a reduced attractiveness for the investors out of the region or other possible foreign investors.

On the other hand, concerning the business infrastructure, in the region exist numerous fields and unused buildings resulted following the lockup of the large enterprises from the urban environment.

Concerning the infrastructure in the field of research, technological transfer and information society although exist a large potential of human resources, the Northeast region is on the last place relative of the other country region because the absence of the interest and money for this area.

Concerning that in the Northeast region exist a potential human resources which didn't was exploited and on the other hand some big towns residence country had a starting base (airports, universities, access of the road and railway) we could estimate that through the intervention with specific measures the situation will be redressed. In support of this affirmation we suggest the following measures:

7.1 The rehabilitation/modernization of the access roads unto industrial sites, touristic and mountain zone:

- rehabilitation/modernization section roads which serve industrial sites, touristy zone of the interest for the region and those who ensure the access unto and from the region;
- supporting to make up the system of the road between the urban and rural localities and ensure of priority the connection with the isolated localities;

7.2 Developing the infrastructure in the field of research, technological transfer and information society:

- creating and developing one stimulating frame for deployment activities of research, development, innovation in accord with the principles, the criteria and procedures used in European Union;

- supporting of the development of Excellence Centres – nucleuses and networks of research at whom activity to touch a quality level recognised on the European level;
- developing the infrastructure in the innovation field through creating and developing the industrial parks, innovation and business centres, technological transfer centres, development centres of the human resources in research and innovation;
- incorporating in international circuit concerning the research activity and information society;
- affiliation of the institutions and research societies from the region at the European institution in order to enlargement of the access at the international experience in this field;
- achieving some agreement of collaboration with European and pan European institutes in research field through the agency of which to realize the improvement of the researchers from the region into countries with experience in this field;
- creating one regional centre with county subsidiaries to supporting the implementation of the inventions, innovations and from regional development.

7.3 Developing the business infrastructure:

- creating/developing/modernisation the research centres in the frame of someone economic mediums in the field of the reference for the region;
- creating/developing/modernisation of the specific business infrastructure in the economic field with potential;
- creating the systems/network of the consulting services for SME' s;
- studying of identification the representative fields with the purpose to realises;
- establishing one market demand in which the local and foreign business man express the opinion about supply and demand of the services and the products;
- promoting and financial supporting in the publicity activity of the products and representative societies of the region;
- promoting of the results with the purpose to apply these at a large scale through organization some speciality symposiums and by publicity;

7.4 Developing the utility infrastructure in the urban and environment:

- extension and modernization of the distribution networks water supply and sewerage networks in more localities of the urban environment of the region;
- extension and modernization of the distribution network methane gas supply and electricity in more localities of the urban environment of the region;
- rehabilitation and modernisation the system of the production, transport and distribution thermal energy in the urban environment of the region;
- creating or modernization the stations to cleaning and treating of the used waters for a better protection of the environment;

- modernisation the infrastructure of the storage, the treatment and the recycling of the urban sweepings through the implementation a new system for collecting, selection and capitalization of these;

7.5 Strategic investments:

- promoting of the business opportune ness from the region and increasing of the foreign flow of capital;
- attraction of the strategic investments through granting of the financial inducement that financial source and implementing of the policy of the economic development of the region;
- increasing of the capacity of the economic medium to modulate at quickly transformation which to make in the world economy;
- promoting the cooperation between strategic investors and commercial society of the region;
- accommodation the activities of the commercial society at requirements and exigency of the external market and approach the new segments of the market;
- creating the consumer goods and services of the superior quality with the high value added tax, competitive on the international markets;
- creating the new profession in accord with evolution at worlwide level;
- stimulation the development of the economic relation interregional and internationals.

Priority field 1 – Development of Human Resources

MEASURE 1.1 Improvement of pupil's practical skills

Specific objective: Improvement of labour force training for its better response to the requests and expectations of the regional labour market

Typology of intervention and technical content:

Establishment of the Centre for Psychological Evaluation and Vocational Guidance with competences in establishing the pupils' primary and secondary vocational aptitudes; creating and/or developing computer networks, assuring the equipment for laboratories and other auxiliary teaching material etc.; enhancing the collaboration between schools and firms for applying theoretical knowledge into practice; "secondary" training of pupils, at a medium level, in the fields where they have secondary aptitudes (for an alternative job), with the purpose of their better response to actual and future expectations and demands of the labour market.

Geographic location: cities – county residences of the NE Development Region

Geographical area of interest: NE Region

Beneficiaries: school pupils from the NE Region and, indirectly, the companies in the Region.

Period of intervention: 2003-2005

Expected results:

1 Implementing indicator	2 Results and impact indicator
Establishing the Regional Centre for Psychological Evaluation and Vocational Guidance, with county branches.	Identifying vocational aptitudes.
Number of created computer networks, purchased laboratory equipment and auxiliary teaching material.	Alleviation of discrepancy between number and structure of labour force and labour market demand.
Established work connections between schools in the region and local companies for giving pupils a chance to apply theoretical knowledge into practice.	Increased work efficiency due to enhanced practical training of future labour force.
Number of pupils trained for alternative jobs.	Decreased unemployment.

Implementing authority: North-East Regional Development Agency

Financial framework (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
5.70	0.80	0.00	2.63	2.28

Priority field 1 – Development of Human Resources

MEASURE 1.2 Continuous training for employed labour force and job conversion of long-term unemployed

Specific objective: Improvement of labour force training for its better response to the requests and expectations of the regional labour market

Typology of intervention and technical content:

Training courses for employed and unemployed population, training courses for managers, setting up an awareness campaign targeted to population, trade unions regarding continuous professional training.

Geographic location: NE Development Region

Geographical area of interest: NE Region

Beneficiaries: Employed and unemployed population, private and state firms.

Period of intervention: 2001-2005

Expected results:

3 Implementing indicators	Results and impact indicators
Number of persons trained in the spirit of mobility and flexibility to changes.	Change of mentality towards permanent training and diversification of professional interests (preoccupations).
Number of managers trained for awareness of employees' continuous training	Improvement of personal' s work quality.
Number of persons informed regarding continuous professional training	Making the company activity more efficient.
Number of job-conversion training courses for unemployed and number of re-qualified unemployed for jobs required on the market.	Reducing unemployment.

Total cost	National fund	Local fund	European fund	Private fund
4.59	0.65	0.03	2.09	1.82

Implementing authority: Regional development Agency North-East

Financial framework (million EURO)

Priority field 1 – Development of Human Resources

MEASURE 1.3 Training the engaged and unemployed peoples in order to developed entrepreneurial and business spirit

Specific objective: Developing an entrepreneurial spirit and improving the management of the quality into the region

Typology of intervention and technical content: Constituting a data base in the Northeast RDA' s level which offer the information in order to the facilities of establishing SME' s and about the suppliers of the training from the region, organizing of the appointments, seminars, the Round Tables where the potential beneficiaries can receive the information from the suppliers of the training, the RDA' s advisers respecting the business opportune ness and competition medium of the region; organisation the preparation trainings, the practically applications in the financial – accountant field, marketing, management, etc. ; consulting and assistance of the new created firms.

Geographic location: cities – county residences of the NE Development Region

Geographical area of interest: Northeast Development Region

Beneficiaries: communities of the NE Region

Period of intervention: 2001-2005

Expected results:

4 Implementing indicators	Results and impact indicators
Number of the participants on the appointments, seminars, Round Tables from the organized campaign of promotion	Development of the entrepreneurial spirit
Number of the organized training courses, number of the participants	Formation of the experts in management, marketing, human resource
Number of the firms beneficiary of the consulting and information	A more number of the new created enterprises relative with the last years
	Creating the new jobs

Implementing authority: Regional development Agency North-East

Financial framework (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
2.60	0.37	0.00	1.19	1.04

Priority field 1 – Human Resources Development
MEASURE 1.4 Improvement of local and regional management

Specific objective: Developing entrepreneurship and improving the management quality in the region

Typology of intervention and technical content:

Awareness campaigns regarding the necessity of education and training in human resources management, production management, project management; training courses for trainers in management; creating consultancy centres in business management; training courses and seminars for managers in the region with the purpose of increasing managerial capacity.

Geographic location: Cities-county capitals in NE Region

Geographical area of interest: NE Region

Beneficiaries: regional managers

Period of intervention: 2001-2005

Expected results:

5 Implementing indicators	Results and impact indicator
Number of persons made aware of human resources, production and project management	Development of entrepreneurship
Number of training courses for trainers in management; number of participants	Change of mentality on the traditional way of management
Number of created consultancy centres.	Improvement of management consultancy and training services
Number of courses and seminars organised for managers in view of their managerial capacity development	Increase in companies' turnover and economic efficiency

Implementing authority: Regional Development Agency North-East

Financial framework (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
6.48	0.90	0.14	2.91	2.54

**Priority field 1 – Development of Human Resources
MEASURE 1.5 Specific training for rural communities**

Specific objective: Human Resource development in rural areas

Typology of intervention and technical content:

Awareness seminars regarding business opportunities in the rural areas of the region, including agro-tourism; training courses for entrepreneurs from the rural areas in field like finances and accounting, legislation, management, marketing etc.; training courses for restoring and reassessing ethnographical, folkloric values, museums in the rural areas; organising folk festivals.

Geographic location: rural areas in the NE Development Region

Geographical area of interest: rural areas in the NE Region

Beneficiaries: rural communities within the NE Region

Period of intervention: 2001-2003

Expected results:

6 Implementing indicators	Results and impact indicator
Number of organised awareness seminars, number of participants.	Better acknowledgement of business opportunities in rural environment.
Number of organised training courses for rural entrepreneurs, number of participants	Better involvement of rural population in profitable business.
Number of training courses on ethno-folklorical themes.	Turning rural environment opportunities to good use.
Number of organised festivals.	

Implementing authority: Regional Development Agency North-East, Commune Councils, Culture Inspectorates.

Financial framework (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
1.19	0.17	0.03	1.53	0.46

**Priority field 1 – Human Resources Development
MEASURE 1.6 Specific training for tourism**

Specific objective: Human resources development in the tourism field

Typology of intervention and technical content:

Introducing related-related subjects in the vocational education system; qualifying personnel for related (job conversion or continuous training), providing the framework for collaboration of home touristy organisations with other international organisations in the sector.

Geographic location: North-East Development Region

Geographical area of interest: North-East Development Region

Beneficiaries: managers and employees working in touristy field, and, implicitly, Romanian and foreign tourists.

Period of intervention: 2001-2003

Expected results:

7 Implementing indicators	Results and impact indicator
Number of personnel qualified for related.	Increase in touristy services' quality.
Active collaborations between Romanian touristy organizations with other international organisations in the sector.	Improvement of region's image.
	Positive economic impact on the whole community.

Implementing authority: Regional Development Agency North-East, county councils, offices for authorization and controlled in tourism.

Financial framework (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
0.78	0.11	0.03	0.34	0.30

Priority field 1 – Human Resources Development
MEASURE 1.7 Training in environmental protection techniques

Specific objective: Training and informing population on environment issues

Typology of intervention and technical content:

Introducing environment-related subjects in the education system, training population in environment protection issues, environmental management training for entrepreneurs.

Geographic location: North-East Region

Geographical area of interest: North-East Region

Beneficiaries: companies and population of the region

Period of intervention: 2001-2003

Expected results:

8 Implementing indicators	Results and impact indicator
Number of persons trained within school system on matters regarding the environment protection.	Creating an ecological and social awareness
Number of newly-created jobs in environment protection.	Protection and development of eco-systems
Number of training courses on environmental management; number of participants entrepreneurs.	Change in mentality and in the way of action towards the environment.

Implementing authority: Regional Development Agency North-East, local public administrations, inspectorates for environment protection, water management systems, NGOs in the sector, media, county school inspectorates.

Financial framework (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
0.29	0.03	0.06	0.11	0.09

Priority field 2 – Development of SME' s
MEASURE 2.1 Support and promotion for SME' s

Specific objective: Supporting the privatisation of companies

Typology of intervention and technical content:

Supporting of modernization programmes and implementation of new technologies, by means of collaboration with employers' associations, local and county councils, Chambers of commerce and industry, agencies of employment and professional training.

Geographic location: North-East Region

Geographical area of interest: North-East Region

Beneficiaries: companies and population of the region

Period of intervention: 2001-2005

Expected results:

9 Implementing indicators	Results and impact indicator
Increase of number of SME' s	Increase in quality of services and in quality of life
Increased job offer	Diversification of services offer
	Large scale promotion of representative regional companies and products.

Implementing authority: Regional Development Agency North-East,

Financial framework (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
42.84	13.07	0.00	10.54	19.23

Priority field 2 – Development of SME' s
MEASURE 2.2 Support for creation of SME' s oriented towards production and services sectors

Specific objective: Setting up a structure exclusively specialised on managing the services sector (identifying the necessary services in the region and creating a regional database, supporting the sector by tax facilities and technical assistance) , **grafted** on an existing organization, like chambers of commerce, for instance.

Typology of intervention and technical content:

Creation of industrial and technological parks in collaboration with universities and/or local public administration, for the benefit of SME' s, private investors and the community.

Geographic location: North-East region

Geographical area of interest: North-East region

Beneficiaries: Big, restructuring companies

Period of intervention: 2001-2006

Expected results:

10 Implementing indicators	Results and impact indicator
Providing information and support for SME' s access to available technology and infrastructure	Faster development of SME' s involved in the productive and services sectors, implying the creation of new jobs.
Technical assistance and financial support for implementing new technologies on the existent infrastructure.	Large-scale promotion of representative regional companies and products.
	Promotion of inter-regional, intra-regional and international co-operation, setting up partnerships.

Implementing authority: Regional Development Agency North-East,

Financial framework (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
23.00	3.26	0.00	10.54	9.20

Priority field 2 – Development of SME' s
MEASURE 2.3 Information networks for business

Specific objective: Creating a regional centre, with county branches, for check-up and certification of product quality and supporting a consumer's training programme.

Typology of intervention and technical content:

Harmonising the local development programmes, enhancing socio-economical position of the region and it's representatively by close collaboration with employers' unions, chambers of commerce, employment agencies.

Geographic location: North-East Region

Geographical area of interest: North-East Region

Beneficiaries: SME' s and regional community

Period of intervention: 2001-2006

Expected results:

11 Implementing indicators	Results and impact indicator
Number of Romanian and foreign investors	Orientation towards new business opportunities
Financial indicators	Attracting Romanian and foreign investors with real financial potential
	Increase of financial performances
	Promoting permanent training on marketing and management.

Implementing authority: Regional Development Agency North-East

Financial framework (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
19.77	2.78	0.08	9.03	7.88

Priority field 3 – Environment
MEASURE 3.1 Reducing the negative effect of industrial activities on the environment

Specific objective: Reducing the noxes from industrial activities

Typology of intervention and technical content:

Reducing the polluting substances (noxes) by implementing new environmentally-friendly technologies in high-polluting industrial companies; developing monitoring and self-monitoring systems for companies whose activities are highly polluted and ecologically risky.

Geographic location: High-polluting industrial companies in the NE Region

Geographical area of interest: Highly industrial-polluted areas in the NE Region

Beneficiaries: industrial companies involved, inspectorates for environmental protection

Period of intervention: 2001-2006

Expected results:

12 Implementing indicators	Results and impact indicator
Number of industrial companies that benefit from implementing new technologies.	Decrease % of highly polluting industrial areas.
Number of created monitoring and self-monitoring stations for industrial polluters.	Increase % of environment quality in highly-polluted areas.
Decrease in number of environmental disasters.	Decrease % of environmental disasters.

Implementing authority: Ministry of Waters and Environment Protection

Financial framework (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
34.21	8.26	0.00	25.95	0.00

Priority field 3 – Environment
MEASURE 3.2 Industrial and house waste management programme, especially recycling products and materials

Specific objective: Storing the house and industrial waste – in environmentally-friendly conditions – and recycling products and materials.

Typology of intervention and technical content:

Fitting out ecological warehouses for house and industrial waste, both in urban and rural areas, and ecologising the existent ones, ecologically neutralising the waste; rehabilitation of purging stations for house and industrial used waters; giving incentives for putting to good use the reusable waste.

Geographic location: NE Region

Geographical area of interest: NE Region

Beneficiaries: people and companies involved, inspectorates for environmental protection, local and county authorities.

Period of intervention: 2001-2006

Expected results:

13 Implementing indicators	Results and impact indicator
Number of ecological storing areas (waste holes)	Decrease % of highly-polluted areas due to uncontrolled waste warehouses.
Quantity of ecologically neutralised waste	Areas freed from waste.
Number of rehabilitated purging stations for used waters.	Improvement % of deviser in sewerage systems.
Number of economic agents using reusable waste in the production process	Decrease % of stored waste quantity per year due to their reuse.
	Increase % of quality of affected environment factors due to incorrect management of waste.

Implementing authority: Ministry of Waters and Environment protection

Financial framework (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
80.37	11.02	34.78	43.57	0.00

Priority domain 3 – Environment
MEASURE 3.3 Rehabilitation of areas affected by natural calamities.

Specific Objective : To eliminate the effects caused by land glides and flooding and to prevent new natural calamities.

Typology of intervention and technical content :

Realization of works for stabilizing banks and slopes, bridges and roads restoration, riverbeds out fittings, water courses regularizations, water supplies rehabilitation, terracing, dam **ups.**

Geographical location : Objectives affected by natural calamities.

Geographical area of interest: Areas of NE Region affected by natural calamities or for which there is a great risk of new calamities.

Beneficiaries: inspectorates for environment protection, local and district authorities.

Intervention period: 2001-2006.

Expected results:

Implementation indicators	Results and impact indicators.
Number of rehabilitation works performed at the objectives affected by the natural calamities.	Restoration and protection of communications channels and of other affected objectives.
Number of works for prevention of natural calamities realised in the areas with great risk of natural calamities.	Increased safety and security for the inhabitants and the material property from respective areas.
Surface of land.	Surfaces of land restored in use.
Number of natural calamities.	Decrease of the natural calamities number.
	Eliminating the risk of new natural calamities in the high risk areas.

Implementing Authority: Ministry of water and environment protection.

Financial framework (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
24.04	5.51	1.25	17.28	0.00

Priority field 3 – Environment

MEASURE 3.4 Reconstruction of natural capital in wasted areas.

Specific objective : Correct management of deteriorated areas and wasted natural capital due to some present or foregoing anthropic activities and of those affected by natural calamities ;ecological reconstruction of affected areas.

Typology of intervention and technical content : Creating a database with deteriorated areas and wasted natural capital by some present or foregoing anthropic activities and of those affected by natural calamities, reconstruction of land surfaces, water courses and wasted forests.

Geographical location : Natural wasted objectives.

Geographical areas of interest: Areas from the regions in which the natural capital is wasted.

Beneficiaries: Inspectorates for environment protection, local and county authorities, forest directorates.

Intervention period: 2001-2006.

Expected results:

Implementation indicators	Results and impact indicators.
Creation of a detailed database concerning the natural capital and the deteriorated areas.	Precise information on natural capital situation.
Number of performed works for reconstruction of affected land surfaces, water courses, forests.	Land surfaces restored for use.

Implementing authority: Ministry of water and environment protection.

Financial framework (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
11.43	2.77	0.00	8.66	0.00

13.1 Priority field 4 – Development of rural areas

MEASURE 4.1 Development of utility infrastructure in rural environment.

Specific Objective: The life standard improvement for the rural environment inhabitants through creation, enlargement and modernisation of the utility infrastructure, which will make these areas more attractive for potential investors.

Typology of intervention and technical content:

- enlarging and modernisation of water and sewerage distribution networks in as many as possible rural localities.
- developing and modernising gases and electric power distribution networks in as many as possible rural localities.
- creation or modernisation of stations for purging and treating used waters for a better environment protection.

Geographical location : North-East Region.

Geographical areas of interest: Rural areas from the region.

Beneficiaries : local public administration, local community, Local companies, potential investors.

Intervention period : 2001 - 2006

Expected results:

Implementation indicators	Results and impact indicators.
-life standard improvement of the rural inhabitants of the region.	-number of localities with water distribution and sewerage networks. -drinkable water tome distributed / inhabitant. -total length of water and sewerage distribution pipes. -number of new localities which were connected to gases network. -natural gases tome distributed / inhabitant.
-to attract new investors in rural areas.	-number of new business started in the area as a consequence of infrastructure facilities.
-creation of new jobs in the region.	-number of new jobs created
-better protection of the environment	-number of localities in which were created or modernized stations for purging and treating water. -quality indicators of purged water which are restored in the natural circuit. -the tome of residual waters processed and restored to the natural circuit.

Implementing authority: RDA North-East

Financial framework (million EURO)

Total cost	National fund	Local fund	European fund	Private fund

Priority field 5 – Tourism
MEASURE 5.1 Development and modernization of existent touristy base and encouragement of new investments

Specific objective: Investments in existent touristy base and encouragement in new investments in order to enhance the touristy attractively of the region

Typology of intervention and technical content:

Rehabilitation of existent touristy units, including treatment base holiday resorts; creating a “special touristy area”: North Moldavia – regarding ecumenical tourism; restoration and preservation of some regional cultural patrimony elements; fitting out and marking touristy route.

Geographic location: NE Region

Geographical area of interest: NE Region

Beneficiaries: touristy entrepreneurs, local and foreign tourists

Period of intervention: 2001-2006

Expected results:

14 Implementing indicators	Results and impact indicator
Turning to good use the region’s touristy potential	Number of tourists per night.
Enhancing NE Region’s touristy image	Turnover of tourism companies
Increase of touristy services’ quality	Number of newly created jobs.

Implementing authority: Regional Development Agency North-East,

Financial framework (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
8.21	1.16	0.0	3.76	3.28

Priority field 5 – Tourism

MEASURE 5.2 The preferment of touristy potential in the area.

Specific objective: The increase of touristy attractiveness in the North – East region.

Typology of intervention and technical content: Creation of a web site, realisation of some publicity materials and booklets, participation to markets, salons and to national and international festivals in the tourism area.

Geographic location: North – East Region.

Geographical area of interest: North – East Region.

Beneficiaries: tourists, travel agencies, region population.

Intervention period: 2001 – 2006.

Expected results:

Implementing indicators	Result and impact indicators.
-increase of region knowledge degree.	-increase of registered tourists
-creation of an image for the North- East region that offers multiple views.	-increase of new jobs number.

Authority in charge with implementation: ARD North – East

Financial framework: (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
8.63	1.16	0.42	3.76	3.28

Priority field 5 – Tourism

MEASURE 5.3 Development of agro-tourism.

Specific Objective: Development of agro-touristy base and increase of services quality offered in this sector, with the purpose of involving high number of tourists and to promote the region image.

Typology of intervention and technical content : Support for SME' s in planning investment projects in agro-tourism; development of one information system to promote the tender of guesthouses in the country and outside; training programs for the personnel involved in agro-touristy activities; improvement of agro-touristy guesthouse management through experience exchanges with the other regions from the country.

Geographic location: North –East region.

Geographical area of interest: North –East region.

Beneficiaries: tourists, local communities.

Intervention period: 2001 – 2006.

Expected results:

Implementing indicators	Result and impact indicators.
-development of new businesses in the region	-number of tourists
	-number of new created jobs

Authority in charge with implementation: ARD North – East

Financial framework: (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
16.42	2.33	0.00	7.53	6.57

Priority field 6 – Social services

MEASURE 6.1 Development of programs with the purpose of protecting infants and older.

Specific objective: Improvement of life condition and increase of social services quality ensured to infants and older, through varied programs, with the purpose of ensuring social integration of these population categories.

Typology of intervention and technical content : Elaboration and development of specific programs for protection of children and older, as and activities of staff forming in order to supply speciality assistance in the area of protection and care for these population categories. These programs will unroll in co-op with central and local public administration institutions, NGO' s and other organizations from the area.

Geographic location: North – East region.

Geographical areas of interest: North – East region.

Beneficiaries: underprivileged groups of infants and older, local community, local public administration, NGO' s and non-profit organizations from the area.

Intervention period: 2001 – 2006.

Expected results:

Implementing indicators	Result and impact indicators.
-integration of these underprivileged categories in the civil society	-number of jobs occupied by older and children.
-improvement of life standard.	-number of children and older which benefits from social assistance accorded by specialists.
-strengthening of institutional capacity of NGO' s and NPO' s from this area.	-number of new jobs created in the intern structure of NGO' s participating to the program.
-forming of some good skilled specialists in the area of social protection of children and older.	-% of specialists who provide social assistance to children and older.

Authority in charge with implementation: ARD North – East.

Financial framework: (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
5.98	0.72	1.16	2.17	1.93

Priority field 6 – Social services

MEASURE 6.2 Development of programs with the purpose of protecting children and women from domestic violence.

Specific Objective: To provide speciality assistance and consulting to the families in which are registered cases of domestic violence and abuses against children and women, as well to educate the young families in this direction, with the purpose of improving the life quality of local communities.

Typology of intervention and technical content: Planning of specific programs which will target: activities of consulting accorded to children and women exposed to violence and abuses; establishment of some part time coverts with the purpose of preserving the victims of domestic violence and homely abuses and giving them free medical and psychological assistance; education and information of public opinion regarding the negative effects of violence and abuses against infants and women.

Geographic location: North – East region.

Geographic area of interest: North – East region.

Beneficiaries: families from local communities, victims of domestic violence, NGO' s and NPO' s activating in this area, public local administration.

Intervention period: 2001-2006.

Expected results:

Implementing indicators	Result and impact indicators.
-improvement of life standard for the families in which were registered such cases of domestic violence	-number of new jobs created through the establishment of this part-time coverts.
-strengthening of institutional capacity of NGO' s and NPO' s from this area.	-% of this part –time coverts utilization.
-forming some good skilled specialists in the area of sociology and psychology who can provide needful assistance.	-number of persons who are beneficiaries of the services accorded from these coverts.

Authority in charge with implementation: ARD North - East

Financial framework: (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
4.88	0.72	0.06	2.17	1.93

MEASURE 6.3 –Development of programs in population line regarding familiar planning

Specific objective: Education of local communities regarding at concepts like familiar planning and contraception methods, with the purpose of improving its life standard and health and to reduce the desertion of children to crèches.

Typology of intervention and technical content: Elaboration of specific programs which should inform the public opinion (specially the inhabitants from the rural areas and the younger) about contraception methods; establishment of familiar planning cabinets.

Geographic location: North – East region.

Geographic areas of interest: North – East region.

Beneficiaries: families from local communities, NGO' s and NPO' s which activate in the area, local public administration.

Intervention period: 2001-2006.

Expected results:

Implementing indicators	Result and impact indicators.
-the decrease of miscarriages rate and the decrease of illness cases caused by miscarriages.	-number of jobs created in familiar planning cabinets.
-decrease of children desertion and of number of children from crèches.	-number of persons which benefits from counselling.
-increase of education grade of youth in this direction.	-birth rate, death rate, miscarriages rate, number of abandoned children.

Authority in charge with implementation: ARD North – East.

Financial framework: (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
4.82	0.66	0.36	2.01	1.78

MEASURE 6.4 –Development of programs for disadvantaged groups

Specific objective: Increase of social inclusion grade of disadvantaged groups, with the purpose of improving their life quality.

Typology of intervention and technical content: Elaboration and implementation of specific programs regarding the disadvantaged categories: younger over 18 years who quit the public assistance institution, the younger who quit the school, unemployed over 45 years, persons with odds, minorities.

Geographic location: North – East region.

Geographical area of interest: North – East region.

Beneficiaries: disadvantaged groups; NGO' s and NPO' s which activate in the area, public local administration, local community.

Intervention period: 2001-2006.

Expected results:

Implementing indicators	Result and impact indicators.
-social integration of disadvantaged groups;	-number of new jobs occupied from members of these disadvantaged categories.
-decrease of unemployment rate in line of disadvantaged groups.	-number of persons from these disadvantaged categories who participate to training sessions.

Authority in charge with implementation : ARD North – East.

Financial framework: (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
9.29	1.13	2.28	3.08	2.81

MEASURE 7.1 – Rehabilitation/modernisation of access roads to industrial, touristy and mountain areas.

Specific objective: rehabilitation/modernisation of roads section which serve industrial or touristy interest areas for the region and of those who grant in/out access from the region.

Typology of intervention and technical content: constitution of roads communication system between urban and rural localities and tuning of priority to assure links with isolated localities in co-op with Transport Ministry, National Roads Administration and other institution of profile.

Geographic location: North – East region.

Geographical area of interest: North – East region.

Beneficiaries: economic agents, local community.

Intervention period: 2001-2006.

Expected results:

Implementing indicators	Result and impact indicators.
-improvement accessibility to the region opportunities.	-rehabilitation/modernization/development of gause supply infrastructure.
-increase of jobs number.	-development/modernisation of telecommunication infrastructure.

14.1

Authority in charge with implementation: ARD North – East.

Financial framework: (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
537.57	61.64	64.64	399.09	0.00

14.2

MEASURE 7.2 – Development of infrastructure in the area of research, technological transfer and informational society.

Specific objective: Creation and development of an encouragement framework to involve activities of research, development and innovation perfectly harmonized with the principles, criteria's and procedures followed by UE.

Typology of intervention and technical content: The development of Excellence Centres in Research, Creation and Development of Technological Parks, Innovation and Business Centres, Technological Transfer Centres, Informational Technological Centres, Centre for developing the Human Resources in Research – Development-Innovation.

Geographic location: North – East region.

Geographical area of interest: North – East region.

Beneficiaries : Research centres, academic centers, economic agents from the region, local community.

Intervention period: 2001-2006.

Expected results:

Implementing indicators	Result and impact indicators.
-better co-op between the institution of Research, university centres and economic agents at the regional and inter-regional level.	-number of partnership co-op. -number of leases for services and possession purveyance.
-increase of implementation degree of technological innovations and patents in enterprises.	-number of new patent acts and innovations applied in production. -number of economic agents utilizing these innovations and patents.
-forming specialists and experts in the area of research-development , technological transfer and informational transfer.	-number of specialists and experts formed in these areas. -number of specialists and experts new employed in these areas.
-maintenance and creation of new jobs.	-number of new created jobs in the areas of research, technological transfer and informational transfer.

14.3

Authority in charge with implementation: ARD North – East.

Financial framework: (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
16.54	4.75	3.03	6.06	2.70

Priority field 6 – Infrastructure

MEASURE 7.3 – Development of business infrastructure

Specific objective: Creation/development/modernisation of the specific business infrastructure in the area with reference potential for the region.

Typology of intervention and technical content: The achievement of business infrastructure in co-op with interested CCIA, CJ, universities, CNIPMMR, societies from industry and agriculture.

Geographic location: North –East region.

Geographical area of interest: North –East region.

Beneficiaries: SME' s, local and regional authorities, NGO' s.

Intervention period: 2001-2006.

Expected results:

Implementing indicators	Result and impact indicators.
-functional new constructed centres.	-Financial and market performance increase for the SME' s
-New part –time jobs created.	-implementation of new performing technologies in industry.

Authority in charge with implementation : ARD North – East.

Financial framework: (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
32.88	8.96	8.03	10.40	5.49

MEASURE 7.4 Utilities infrastructure development in urban areas

Specific objective: The life standard improvement for the urban environment inhabitants through creation, enlargement and modernisation of the utility infrastructure, which will make these areas more attractive for potential investors.

Typology of intervention and technical content: Enlarging and modernising the water, natural gas, heating distribution networks and sewerage networks; modernising stations for purging and treating used waters.

Geographic location: North-East Region

Geographical area of interest: towns and municipalities in the NE Region

Beneficiaries: local community, local companies, potential investors, local public administration

Period of intervention: 2001-2006

Expected results:

Implementing indicators	Result and impact indicators
life standard improvement of the urban inhabitants of the region.	-drinkable water tome distributed / inhabitant -quality indicators of distributed drinkable water -natural gases tome distributed / inhabitant -number of apartments connected to heating distribution system -number of apartments connected to gas distribution network
-to attract new investors in urban areas due to utility infrastructure development	-number of new business started in areas benefiting from infrastructure facilities.
-creation of new jobs in the region.	-number of new jobs created
-better protection of the environment	-quality indicators of purged water which are restored in the natural circuit. -the tome of residual waters processed and restored to the natural circuit.

Implementing authority: Regional Development Agency North-East,

Financial framework (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
198.23	3.64	128.76	65.83	0.00

Priority field 7 – Infrastructure

MEASURE 7.5 Strategic investments

Specific objective: attracting strategic investments - by giving financial incentives – as financing source and mean of implementing the policy of economic re-launch of the region; adapting companies' activities to the requirements of international markets.

Typology of intervention and technical content:

Promoting business opportunities in the NE Region by close collaboration between RDA NE, Chambers of Commerce and Industry and strategic companies.

Geographic location: North – East region

Geographical area of interest: North – East region.

Beneficiaries: companies and population within the region

Period of intervention:2001-2006

Expected results:

15 Implementing indicators	Results and impact indicator
Increase of foreign capital in-flow	Promoting regional business opportunities
Creation of new jobs	Building company capacity of adapting to the size and speed of changes in world economy.

Implementing authority: Regional Development Agency North-East,

Financial framework (million EURO)

Total cost	National fund	Local fund	European fund	Private fund
20.82	6.48	3.10	7.16	4.08