

NORTH-EAST DEVELOPMENT REGION

REGIONAL DEVELOPMENT PLAN

PART TWO

- DEVELOPMENT STRATEGY -

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SWOT ANALYSIS

In the Regional Profile a description of the existing situation in the region as concerns general geography, population and activity rate, economic structure, labour force, infrastructure, rural development and environment is presented.

The SWOT analysis aims, by outlining the strengths, weaknesses, opportunities and threats resulting from this presentation, at setting the Development Strategy for the North-East Region.

To identify the strategic objectives and priority lines of the strategy, the analysis will develop within the following sections:

1. Strengths, weaknesses in terms of the following:
 - Human resources
 - Economic structure, referring industry, agriculture, and tourism
 - Infrastructure
 - Environment.
2. Opportunities and threats.

1 STRENGTHS, WEAKNESSES

STRENGTHS	WEAKNESSES
0	1
<p>1. Human Resources</p> <ul style="list-style-type: none"> • High natural increase (the only region with a positive natural increase in the country); • High weight of young population; • High degree of concentration of the population in big cities; • Ethnical homogeneity of the population; • Balanced distribution of the population by gender; • High performance education system in the urban environment; • Existence of public and private institutions for tertiary education; • Young labour force; • Developed professional training infrastructure; • Skilled labour force; • Existence of an institutional capital including project coordinating and monitoring institutions, public administration schools, non-government organisations, etc.; • Existence of a research and development core in the Iasi municipality. 	<ul style="list-style-type: none"> • High level of poverty; • High infant mortality rate; • High rate of migration outwards the region; • Conservative principles of the population (lack of opening for change and modernisation); • Delinquency rate higher than the country average; • Aging of the population in the rural environment; • Low entrepreneurship; • Small number of employees in research and development (except for the Iasi county); • Lack of specific knowledge for business development and job creation • Lack of a system for the development of suitable knowledge and skills concerning environment protection and preservation; • Lack of a training system in practical issues for pupils; • Lack of a specific training system for rural communities.
<p>2. Economic structure</p>	

<p>2.1 Industry</p> <ul style="list-style-type: none"> • Development of activities related to wood exploitation and processing; • Existence of capacities in excess for wood processing; • Existence of excellence centres represented by joint ventures or foreign capital companies; • Existence of a physical infrastructure available in the industry, with related utilities; • Good development of infrastructure in the banking and insurance system; • Developed infrastructure in the commerce and hotels/restaurants businesses; • Existence of a large number of specialists in drugs industry, aeronautics, chemistry and petrochemistry, engineering, medicine. 	<ul style="list-style-type: none"> • Concentration of main investment prevailing in the county capitals and a few towns (Onești, Roman, Bârlad, Dorohoi, Pașcani, Vatra Dornei); • Fragility of industrial structure for the market-oriented economy owing to obsolete technology, low productivity and economic efficiency; • Poor implementation of the quality control system on production and products; • Low weight of SMEs in the productive and services sector (except for commerce and hotels/restaurants); • Lack of a system to implement the knowledge of marketing, management, quality control for entrepreneurs and managers in the region; • Low extent of wood industrialisation; • Insufficient promotion of the investment potential of the region; • Lack of cooperation between tertiary education institutes and potential investors; • Poor quality of services supplied to the population;
<p>2.2 Agriculture</p> <ul style="list-style-type: none"> • High weight of private ownership on arable land and animal stock; • Large area of arable land (appropriate for a wide range of crops); • Large number of specialists with tertiary education in agriculture; • Development of animal breeding under private ownership; • Existence of farm groups in rural tourism; • High weight of the population employed in agriculture; • Existence of an infrastructure for irrigation and draining; • Existence of famous enterprises for agricultural products capitalisation (Pambac, Agribac, Agricola Internațional Bacău, Montana Piatra Neamț, Dorna Vatra Dornei); • Existence of excellence centres in the region as concerns fruit growing (Iasi and Suceava counties) and wine growing (Iasi, Vaslui and Bacau). 	<ul style="list-style-type: none"> • Prevailing agriculture, with a few areas of industrial concentration; • Existence of deforestation processes (on the valleys of Trotus, Tazlău, Bistrița, Prut) and erosion and earth glide processes in the eastern part of the region; • Small size of agricultural exploitations; • Lack of systems to collect, process and provide higher capitalisation of specific products; • Poor technical endowment of all agricultural sectors; • Insufficient capitalisation of the hydrological potential of the region; • No support granted to SMEs for the development of services in the rural area; • Insufficient development of rural tourism; • Insufficient promotion of the rural area and specific products; • Insufficient use of irrigating systems;

2.3 Tourism	
<ul style="list-style-type: none"> • High weight of private property in the tourism area; • Existence of spas; • Existence of cultural centres of national importance; • Existence of conditions for the development of religious, cultural and historical, leisure tourism, hunting and fishing, mountain sports (mountaineering, climbing, skating, skiing, sledging, etc.); • Existence of traditional folklore events in the region. 	<ul style="list-style-type: none"> • Low rate of occupancy of touristic capacities; • Poor quality of specific touristic services supplied in the region; • Insufficient development of the existing touristic potential; • Insufficient promotion of the touristic potential of the region; • No events organised to point out the specific traditions and customs of the region.
3. Infrastructure	
<ul style="list-style-type: none"> • Existence of European roads crossing the region south-northwards; • Existence of three airports in the region; • High percentage of electrified railways; • Developed infrastructure in the area of telecommunication; • High rate of dwellings building in the rural environment; • Existence of famous medical assistance units in Iasi and Bacau; • Existence of an urban passenger transport system. 	<ul style="list-style-type: none"> • Poor development of road infrastructure connecting the eastern and western areas of the region; • Low percentage of updated roads; • Low density of railways per 1000 sq.km; • Uneven distribution of electrified railways; • Low number of localities with no supply systems for natural gas and thermal energy; • Poor development of drinking water supply systems and sewerage networks; • Small habitable area per inhabitant; • Poor development of infrastructure intended for leisure activities.
4. The environment	
<ul style="list-style-type: none"> • Clean environment in the mountain area of the region (except for the Calimani Mountains); • Existence of drinking water resources; • Low level of use of pesticides and fertilisers; • Existence of international programmes in progress concerning environment protection; • Interest shown by managers of commercial companies in environment protection. 	<ul style="list-style-type: none"> • Insufficient information and education of the population as concerns environment protection and preservation; • Unsuitable preservation of the natural framework in the hilly and plain areas; • Poor development of specific physical infrastructure concerned in environment protection; • Poor activity of the industry providing recycling and capitalisation of reusable waste; • Existence of urban non-ecological services.

2 OPPORTUNITIES, THREATS

OPPORTUNITIES	THREATS
0	1
<ul style="list-style-type: none"> • Interest shown and support granted by the European Union countries to Romania • Setting up of the legislative framework in the 	<ul style="list-style-type: none"> • Existence only of a draft national strategy for economic and social development setting the priorities for a sustainable development

<p>rural development area;</p> <ul style="list-style-type: none"> ● Existence of legislation concerning disadvantaged areas ● Existence of legislation concerning cross-border cooperation ● Involvement of local administrations in regional development ● Existence of legislation and national strategy for the privatisation and restructuring of state capital companies ● Existence of high potential university centres experienced in research and development ● Existence of a legislative framework favouring employment of unemployed and graduates from secondary and tertiary education ● Existence of legislation concerning national territory planning ● Existence of cross border points (roads and railways) to the Republic of Moldova and Ukraine ● Existence of many collaborations and programmes / projects jointly run by local administrations in the region and local administrations abroad ● Existence of programmes and collaborations in the area of environment protection with the concerned ministries in The Netherlands and Denmark ● Existence of a legislative framework aimed at sustainable development, environment protection and preservation ● Existence of feasibility study and endorsement from the Ministry of Defence and Transport to turn the airports in Bacau and Iasi into international airports, with capabilities to meet requirements from the entire area ● High interest of foreign investors for capital investment in the region ● End of the Balkan conflict ● Signing the loan agreement with the World Bank and perspectives for binding the loan agreement with the International Monetary Fund ● Impressive number of international relationships set between the various institutions, administrative units, natural persons, etc. ● Existence of legislation for setting up free zones; ● Existence of the Chamber of Commerce and Industry of Ukraine in Suceava, and of the Suceava county in Cernauti. 	<ul style="list-style-type: none"> ● Inexistence of methodological norms for the application of the legislation concerning disadvantaged areas resulting in a blockage of the functionality of this concept ● Competition from food and agricultural products imported, due to the lack of customs legislation to protect home production ● Unsuitable legislation in the financial/accounting area ● Economic recession at national level ● Insufficiency of funds intended for environment protection ● Poor transparency of the local public institutions and those decentralised in the territory ● High level of bureaucracy ● Lack of a real public/private partnership ● Insufficient communication between the local and central administration ● Failure to clarify the ownership status ● Unsteady legislative framework ● Lack of functionality of the legislation concerning foreign investment ● Existence of financial blockage ● Unsuitable speed of the privatisation and restructuring process ● Lack of functionality of the legislation to encourage the SMEs ● Insufficiency of capital ● High interest rate for loans ● Existence of underground economy and lack of efficient eradication means ● High level of fiscality ● Low circulation of economic information ● Existence of areas liable to natural disaster (earth glide, floods) ● Telephone network poorly developed in the rural environment ● Lack of a legal framework to protect home agricultural production.
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3 DEVELOPMENT STRATEGY NORTH-EAST REGION

General Objective:

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, infrastructure 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**

For attempting those strategic objectives there is indenting to approach next strategic directions:

- A.1. Business infrastructure development**
- A.2. SME-s development**
- A.3. Support and modernization of agriculture**

- B.1. Human resources reconversion**
- B.2. Improving local and regional management**

- C.1. Region's opportunities promotion**
- C.2. Physical infrastructure development**
- C.3. Tourism and agro tourism development**
- C.4. Environment rehabilitation, protection and preservation**

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 catalyze 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 end of the 20th century, investment in human resources available in the area represents one of the priority objectives of the development strategy.

The labour force requirements for the economy will be met at the highest standard, the promotion of local investment and revival of the economic role of the SMEs will be achieved by a co-ordinated development of an education, training, and retraining system.

We consider that there is very important to know, to analyse and to identify the available human potential and his valences and also the most adequate ways and means of professional reconversion towards the domains with most real development opportunities in region. In this way it is possible to increase the rate of human resources absorption by correlation between demand and offer on real labour market. In this context, we aim at an efficient cooperation with all the bodies involved.

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 area 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 morally used.

The ways to emphasise 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, 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 this objectives and strategic directions, we established next priorities:

1. SME-s and physical infrastructure development
2. Tourism development
3. Rural development
4. Human resources
5. Environment

Priority 1. Economic and Social Support

According to the present style of assessment, economic growth is the most important ratio concerning the level of development of a certain region. For this reason, the establishment of a competitive economy is the key factor for the modernisation of the region.

The analysis of the economic dynamics of the region during 1990-1999 leads to the conclusion that the general trend is diminution as concerns both main sides – industry and agriculture.

The transition to the market-oriented economy had a slow start, determined both by the situation inherited, and the principles and lengthiness in the completion of the economic reform. During the transition period the large industrial companies were still operational, having as main management objective to keep going at any cost, deriving a “0” level of profit or recording the least losses possible.

The market-oriented economy has amended this concept, and many of these companies experienced bankruptcy, generating a large number of unemployed and high indebtedness.

The region has a low weight of the SMEs in the productive and services sector (except for commerce and restaurant businesses), providing poor quality of services to population.

The activities relating wood exploitation and processing are counterbalanced by the insufficient use of processing capacities for it.

Typical to the region is the concentration of main investment particularly in the county capitals (Bacau, Iasi, Piatra-Neamt, Suceava, Vaslui, and Botosani) and in a few towns (Onesti, Roman, etc.).

The research and development activity is strongly polarised, having its core in the Iasi municipality, while the rest of the region is poorly represented. In order to assure an extension and a balanced representation for entire region and also to encourage technologic transfer towards beneficiary (economic agents), allowing application of innovation in goods product and services, the regional strategy includes measures that, logistic and financial, support such an approach.

The infrastructure is better represented in the telecommunication area, air traffic (civil and military airports in Iasi, Bacau and Suceava), commerce and restaurant businesses, banking and insurance, physical industrial infrastructure available, but has to suffer as a result of the low percentage of updated roads, low density of railways and uneven distribution of electrified railways, poor development of road infrastructure connecting the eastern and the western areas of the region and to the means routes for road transport. We also confront with a real need for rehabilitation, development and modernization of the water supply system and sewerage network, natural gas distribution and thermal energy.

Although the region has available a large number of specialists having graduated agricultural universities, a large area of agricultural land, initiative and good results as to animal breeding in the private sector, the economic outputs are though insignificant, owing to the narrow size of agricultural exploitations, poor technical endowment of all sectors in agriculture, deficiencies in the production financing area and lack of collection, processing and better capitalisation of specific products.

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There are prerequisites that can allow for economic revival, i.e.:

- The existence of a developed industrial infrastructure almost in all sub-sectors (engineering, chemistry, petrol-chemistry, food, textile, drugs, wood processing, etc.)

- The existence of qualified personnel in these industrial sub-sectors
- The existence of commercial companies in the industry that have an ascending evolution, due to coherent programmes they are involved in and to capital infusion, and they can represent a model to the others as concerns economic revival
- Good dynamics of small and medium enterprises.

Encouraging business development and consolidation represents the essential condition to surpass the underdevelopment state of the North-East Region.

The support for SMEs establishment and growth will have the highest weight, especially for those that can capitalise the natural and human assets and environment protection (agriculture, food and agriculture industries, tourism, information technology, and service supply), which have high power of stimulation.

It is aimed at creating the conditions for the revival of the investment process and orientation of the latter towards setting up, assimilating and implementing new, high performance technologies, having low energy consumption.

In this respect the following steps need to be taken:

- Implementing suitable strategies to develop agriculture and forestry
- Privatising and restructuring the large companies with a majority state capital and turning them into SMEs, which are more adaptable to the market requirements, and should make use of the industrial infrastructure already created
- Encouraging the establishment of new SMEs in the area of production and direct services to the population.

These baselines will materialise by putting into practice the following measures:

- 1.1. Business infrastructure and services
- 1.2. Technology transfer
- 1.3. Industrial Parks from State Owned Enterprises premises
- 1.4. Assistance and support to SME's
- 1.5. Actions for regional opportunities promotion
- 1.6. Physical infrastructure development

The expected results consist of:

- the increase in financial performance
- looking to new business opportunities
- implementing new, high performance technologies in the industry
- orientation towards the use of new vegetal varieties and animal breeds of a high productivity and adaptability to the climatic conditions of the region
- promoting training in the area of innovation, new information technologies, management, marketing and business
- promoting inter-regional, regional and international co-operation in the area of technological transfer
- increase in the number of SMEs
- improving the quality of services, economic activities and raising the living standard of the population by providing access to information and making use of the latter
- targeting higher capitalisation of agricultural products, wood, ground resources, etc.
- extensive promotion of companies and representative regional products.

Priority 2. Tourism Development

This priority helps 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 tourism objectives with specific targets that meet the requirements of customers nowadays, thus improving the profile of the region and creating a beneficial identity to attract investors.

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

The promotion of touristic 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.

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

- religious tourism: 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
- rest and leisure tourism (Durau, Slanic Moldova, Poiana Sarata resorts)
- circulating tourism, practised in both forms, transit and organised tourism
- tourism for treatment purposes
- tourism in week-ends, in mountain and Subcarpathian areas.

It thus enjoys a natural framework characterised by a diversity of the forms of relief, wealth of the flora and fauna, existence of protected areas (National Park in Ceahlau and National Park of Bicz-Chei-Hasmas), many floral reservations (Botanical Garden in Iasi), faunal, geological, paleontological, dendrological reservations, monuments of 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.), of which some 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, mineral water and bee & natural products, as there is an infrastructure required for the curative and touristic 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:

- 2.1 Investment in tourism activities;
- 2.2 Services for tourism activities;
- 2.3 Support to Agro-tourism activities and other categories of tourism;
- 2.4 Marketing initiatives;
- 2.5 Road infrastructure in mountain areas.

The expected results are:

- an increase in the number of visitors to the North-East Region
- an increase in the amount of private investment in the tourism infrastructure
- an increase in the ratio of utilisation of touristic accommodation capacity in operation
- an increase in the quality of the services supplied by labour force in tourism
- expanding the range of services supplied
- improving the spending availability and returning expectation, 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 capitalisation of the supply
- improvement in the material condition of the respective community
- touristic capitalisation of some inaccessible objectives (old hermitages, historical settlements, spectacular sceneries).

Priority 3. 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.

Given the circumstances where 82% of the agricultural output comes from the private farmsteads, 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 touristic and agro-touristic 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:

- 3.1 Enhancing exploitation potential of natural and artificial lakes;
- 3.2 SME Development in Rural Areas
- 3.3 Agro-industry related SME Development

- 3.4 Eco-farming
- 3.5 Marketing of local products
- 3.6 Rural infrastructure development

As a result of implementing this action, there will be outputs in the following sectors:

- eliminating the disparities between the urban and rural environment
- stimulating the rural activity concerning associations, lucrative principles, preservation of natural potential and ecological technologies in agriculture
- expanding the irrigated agricultural area
- developing the natural piscicultural base of the region
- developing rural tourism.

Priority 4. Improvement of Human Resources

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.

From an ethnical point of view, the population of the North-East Region shows a high degree of homogeneity (98.4% Romanians), most of them Orthodox, with a balanced gender distribution.

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 a private education system was developed, relatively expensive as against the financial possibilities of the population, for which even the costs involved by public education were difficult to bear, as there is insufficient support from the state.

These aspects have determined a drop in the number of participants in the institutional education process, most obvious at secondary and tertiary level.

It is necessarily required to formulate a strategy for the employment / training of labour force with less than eight year 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.

As a consequence of the restructuring and privatisation process, the economic decline and application of GO 9/97 and 22/97, during the past two years more than 20,000 people were made redundant and about 2500 jobs were created.

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 baselines for human resource development are focusing:

- setting up a human capital on the principles of market-oriented economy
- establishing centres and activities that improve the management capacity of the leaders and home investors
- 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
- encouraging the practice of traditional trades
- training the young generation on the principle of respect towards nature, material and spiritual assets, accumulating practical and creative skills adopting a healthy way of living.

These lines will be implemented by the following measures:

- 4.1 Training for SME's;
- 4.2 Vocational training for pupils;
- 4.3 Creating county branches of the Regional Development Agency;
- 4.4 Training for job conversion;
- 4.5 Training for managerial skills improvement;
- 4.6 Training for tourism;
- 4.7 Labour market studies;
- 4.8 Training in environmental protection techniques;
- 4.9 Training for rural areas.

The results expected are:

- trained specialists in management, marketing, human resources
- improvement of performance in SMEs organisation area
- spiritual, ethical and practical education to pupils
- 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
- creating an ecological rural environment.

Priority 5. 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 sedimentable 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
 - 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 SMEs 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:

5.1 Environment – friendly technologies

5.2 Waste recycling

5.3 Investment in public utilities

5.4 Rehabilitation of zones damaged by natural disasters

5.5 Rehabilitation of zones damaged by anthropic activities

The expected results are:

- 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 level of pollutants in the environment, in the circumstances of developing economic activities
- 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
- Increasing the level of recapitalisation of reusable waste resulting within the region
- Increasing the urban level of comfort.

MEASURE FICHE No. 1.1

1. **Priority:** SME's development and physical infrastructure development
2. **Line of action:** Enterprises and business development
3. **Title of measure:** Business infrastructure and services
4. **Description of measure:**
 - Research centres creating/developing/modernization within the framework of economic agents acting in the most important fields in region
 - Creating/developing/modernization business infrastructure specific to potentially economic field, characteristic for region
 - Consultancy network/systems services creating for SME's
 - Representative field identification study for realize an efficient economic liveliness
 - Founding a "market demand", where foreign and local economic agents and businessmen to express their products and services demands
 - Promoting and financial support in advertising activity for representative products and societies
 - Results promotion by organizing specialized symposiums and making them public with a view applying them at large scale
5. **Location:** North-East Region
6. **Beneficiary of the measure:** economic agents, post – high school units, public administrations, community
7. **Form of financial assistance:** grants, long-term loans with low interests
8. **Budget:** 20,000,000 EURO
9. **Expected results:**
 - raising SME's financial and marketing performances
 - new, performing technology implementation in industry
 - efficient utilization of economic resources
 - orientation towards new vegetable sorts and animal races of large productivity and adaptable to region climatic conditions
 - orientation towards new business opportunities
 - forming, training and perfecting entrepreneurs and managers
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 3 years
12. **Way of implementation:** collaboration NE RDA with post – high schools institutes, local and county councils, interested industrial and agricultural societies.

MEASURE FICHE No. 1.2

1. **Priority:** SME's development and physical infrastructure development
2. **Line of action:** Enterprises and business development
3. **Title of measure:** Technology transfer
4. **Description of measure:**
 - financial support for technology import
 - implementing the research undertaken in the technological sector in the country
 - seminars on specific topics, presenting the facilities supplied by technological transfer and its technological impact
 - creating a regional center with county subsidiaries for the support of implementation of inventions, innovations and for regional development through innovation
5. **Location:** North-East Region
6. **Beneficiary of the measure:** enterprises of economic potential having market segments, but requiring retechnologisation in order to maintain their competitive position
7. **Form of financial assistance:** technical assistance, long-term loans with low interests, grants
8. **Budget:** 10,000,000 EURO
9. **Expected results:**
 - promotion of training in the innovation and new information technology sector
 - promotion of inter-regional, regional and international cooperation in the technology transfer sector
 - setting up and enhancing technology brokerage
 - raising technological level and improving performances for those economic agents who benefit of technology transfer
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 3 years
12. **Way of implementation:** collaboration of NE RDA with the Business People Association, higher education institutes, professional associations.

MEASURE FICHE No. 1.3

1. **Priority:** SME's development and physical infrastructure development
2. **Line of action:** Enterprises and business development
3. **Title of measure:** Industrial Parks from SOE's (State Owned Enterprises) premises
4. **Description of measure:**
 - identifying the possibilities of access to the existing and unemployed infrastructure and technology
 - information and support for SME's access to the existing technology and available infrastructure
 - setting up industrial and technological parks, for SME's and community's private investors, in cooperation with post-high schools and/or local public administrations
 - technical assistance and financial support to introduce new technologies on existing infrastructures
 - promoting the results to expand the activities in the sector
5. **Location:** large companies in the region, subject to the restructuring process
6. **Beneficiary of the measure:** SMEs and population in the areas involved
7. **Form of financial assistance:** technical assistance, long-term loans, allowances
8. **Budget:** 20,000,000 EURO
9. **Expected results:**
 - a much faster development of the SME sector concerned in production and services, with new job creation
 - establishing and expanding 12 SMEs and 1000 jobs
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 3 years
12. **Way of implementation:** collaboration of NE RDA with the Chambers of Commerce and Industry, main shareholders (SOF, SIF).

MEASURE FICHE No. 1.4

1. **Priority:** SME's development and physical infrastructure development
2. **Line of action:** Enterprises and business development
3. **Title of measure:** Assistance and support for SME's
4. **Description of measure:**
 - grants for supporting SME's acting in productive and services fields with development potential in region
 - Setting up an exclusively specialized organization for managing services field (identification and inventorying the region services necessary and also supporting by fiscal facilities and assistance/information), grafted on an already existed organization, such as chambers of commerce and industry
 - financial support for setting up 20 SME's and associations which constitute reference models, with the aim to continuing develop disadvantaged zones
 - subsidizing long term loan interests for SME's who needs investments for technical and technological endowment and also for basis infrastructure
 - co financing SME's that aim improving products quality and following European quality and safety standards
 - setting up a regional center with county branches for verifying and certifying the quality of products and for applying a consumers instruction program
5. **Location:** North-East Region
6. **Beneficiary of the measure:** SME's sector and community
7. **Form of financial assistance:** technical assistance, grants, subsidizes interest loans
8. **Budget:** 50,000,000 EURO
9. **Expected results:**
 - increasing the number of SME's
 - services offer diversification
 - increasing services quality and improving living standard
 - guiding activities towards superior utilization of agricultural products, wood, soil resources, etc.
 - increasing the number of jobs
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 3 years
12. **Way of implementation:** collaboration between NE RDA and county and local councils, chambers of commerce and industry, professional occupation and formation agencies, employers' groups and associations

MEASURE FICHE No. 1.5

1. **Priority:** SME's development and physical infrastructure development
2. **Line of action:** Promotion of the region
3. **Title of measure:** Actions for regional opportunities promotions
4. **Description of measure:**
 - call for projects to identify the company that will publish the information of a regional interest
 - financial support to organise an efficient broadcasting system
 - designing an Internet site supporting regional promotion
 - elaborating a collaboration programme with a regional publication promoting business opportunities, information on labour market, significant results derived, etc.
 - support to establish a permanent section on the above, in the local radio and television broadcasts
5. **Location:** North-East Region
6. **Beneficiary of the measure:** economic entities and population of the region
7. **Form of financial assistance:** technical assistance, grants, long-term loans
8. **Budget:** 3,000,000 EURO
9. **Expected results:**
 - region promotion
 - business opportunities promotion
 - improvement information exchange on various interesting fields
 - improvement economic activities and living standard of the population, by information access and exploitation
 - increase in the number of issues for the publication that will the tender
 - increase in the audience of radio and television broadcasts involved
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 3 years
12. **Way of implementation:** collaboration between NE RDA and the media units involved

MEASURE FICHE No. 1.6

1. **Priority:** SME's development and physical infrastructure development
2. **Line of action:** Promotion of the region
3. **Title of measure:** Physical infrastructure development
4. **Description of measure:**
 - rehabilitation/modernization of that road sections which make connection with industrial, touristic and rural zone interesting for region and that provide access to and from region;
 - rehabilitation/modernization/development of methane gas supply and distribution infrastructure
 - modernization/development telecommunications infrastructure
5. **Location:** North-East Region
6. **Beneficiary of the measure:** economic agents, community
7. **Form of financial assistance:** technical assistance, grants, long-term loans
8. **Budget:** 50,000,000 EURO
9. **Expected results:**
 - improving accessibility to region opportunities
 - economic development of the region
 - orientation towards new business opportunities
 - increasing SME's performances
 - increasing the number of jobs
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 3 years
12. **Way of implementation:** collaboration with Transport Minister, National Roads' Administration and other involved institutions

MEASURE FICHE No. 2.1

1. **Priority:** Tourism development
2. **Line of action:** Development of enterprises and businesses
3. **Title of measure:** Investments in tourism activities
4. **Description of measure:**
 - updating and developing the material base of the units existing in the mountain areas, by endowment and equipment improving accommodation conditions for tourists
 - diversification of leisure services provided in touristic units
 - organising national and international business meetings
 - supporting the enterprises that provide arrangements and interior decoration services in touristic units
 - preserving and restoring touristic objectives of a special interest
 - attracting into tourism circulation some leisure and treatment areas that can be modernised by free initiative of people
5. **Location:** North-East Region
6. **Beneficiary of the measure:**
 - tourism entrepreneurs
 - home and foreign tourists
7. **Form of financial assistance:** grants, technical assistance, medium and long term loans, with low interests
8. **Budget:** 12,000,000 EURO
9. **Expected results:**
 - qualitative:
 - improving the quality of living
 - improving the quality of the services supplied by the labour force in tourism
 - capitalising the touristic potential of the area
 - enhancing the touristic image of the area
 - quantitative:
 - increasing the number of tourists per day and overnights
 - increasing the turnover and material base
 - increasing the economic efficiency of economic entities in tourism
10. **Authority in charge with implementation:** NE RDA, county and local councils
11. **Duration:** 3 years
12. **Way of implementation:** NE RDA cooperating with local tourism agency and also with county and local councils

MEASURE FICHE No. 2.2

1. **Priority:** Tourism development
2. **Line of action:** Development of enterprises and businesses
3. **Title of measure:** Services for tourism activities
4. **Description of measure:**
 - survey to assess the areas of a high touristic potential able to attract the Smells in the region into specific activities
 - creating a line of Smells supplying services on a network basis, available to accommodation units
 - supporting the establishment of a leisure activity base – fast food, music, sports in the main touristic centres
 - creating a public transport service available to the accommodation units for touristic trips (historical, cultural, mountain routes)
 - promoting and introducing informational system in all touristic objectives
5. **Location:** North-East Region
6. **Beneficiary of the measure:** tourists, customers, consumers, SME's involved
7. **Form of financial assistance:**
 - grants
 - technical assistance to newly established enterprises or those in process of development
 - medium term loans
8. **Budget:** 8,000,000 EURO
9. **Expected results:**
 - qualitative:
 - raising the quality level of the services in the tourism area
 - broadening the range of services supplied
 - improving the spending availabilities of the customer determining his coming back
 - increasing the tourism attractiveness of the region
 - quantitative:
 - establishing three SMEs supplying complex services, with a capacity of 60 seats
 - increasing the number of tourist overnights
 - increasing the number of foreign tourists visiting the region
10. **Authority in charge with implementation:** NE RDA and the society who will applied the project
11. **Duration:** 3 years
12. **Way of implementation:** NE RDA cooperating with specialized institutions

MEASURE FICHE No. 2.3

1. **Priority:** Tourism development
2. **Line of action:** Region promotion
3. **Title of measure:** Support to agro-tourism activities, and to other categories of tourism
4. **Description of measure:**
 - undertaking a survey of market requirements (opinion tests, setting up the Customer's Book in the touristic units)
 - supporting some tourism agents to create special programmes for attracting tourists in the treatment, mountain areas with special tradition, as well as creating a special programme for youth tourism
 - expanding the treatment base in the region
 - capitalising the status of areas united for experience sharing purposes
 - training programme for the personnel in the hospitality industry, by sectors, to avoid occurrence of unemployment
 - collaboration of tourism agencies with the school network in order to promote tourism in organised groups
 - organising weekend tourism near urban areas
 - supporting an action programme aimed at eliminating the seasonal character of tourism in some resorts
5. **Location:** North-East Region
6. **Beneficiary of the measure:** population of the region and tourists
7. **Form of financial assistance:**
 - grants
 - technical assistance
 - long term loans with subsidized interests
 - premiums for the companies with special achievements in the sector
8. **Budget:** 5,000,000 EURO
9. **Expected results:**
 - qualitative:
 - improving the image and attractiveness of spas that can contribute a rise in the health level of the customers
 - capitalising natural products resources
 - generating a specific touristic supply that can meet better the customers' demand
 - including new objectives in touristic activity
 - generating a closer collaboration relationship between the tourism agencies, units in the hospitality industry, school, sanitary and culture inspectorates
 - quantitative:
 - increasing the number of tourists accommodated in the spas
 - increasing the number of trips made by pupils in organised groups
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 3 years
12. **Way of implementation:** NE RDA cooperating with tourism agencies

MEASURE FICHE No. 2.4

1. **Priority:** Tourism development
2. **Line of action:** Region promotion
3. **Title of measure:** Marketing initiatives
4. **Description of measure:**
 - designing an Internet site to present the areas of touristic interest in the region
 - producing leaflets updated yearly to be distributed to all the tourism agencies in the country
 - supporting the participation of tourism agencies in specific fairs and in programmes concerned in experience sharing with other agencies from the country and abroad
 - including commercials in radio-TV programmes to permanently reflect the latest step made by tourism in the region
 - supporting the establishment of enterprises in the North-East Region, having as scope the promotion of tourism and of the region exclusively
 - supporting the establishment of a consumer training programme
 - establishing a regional centre with county subsidiaries to check and certify on the product quality
 - supporting the organisation of festivals on various topics, to point out the specific values of the region
 - supporting a programme of measures contributing the elimination of the seasonal character of the activity in touristic resorts
5. **Location:** North-East Region
6. **Beneficiary of the measure:** population of the region, tourists
7. **Form of financial assistance:**
 - grants
 - technical assistance
 - medium term loans with subsidized interests
 - premiums for the companies with special achievements
8. **Budget:** 1,500,000 EURO
9. **Expected results:**
 - an increase in the level of knowledge on the region, in the first place by the inhabitants (who can become catalytic agents) and then by the potential customers from the country or from abroad
 - creating the image of a region supplying multiple perspectives (touristic, commercial) which is appropriate for investment and business
 - permanently featuring in the media environment, which will lead to a continuous capitalisation of the supply
 - increase in the number of tourists recorded
 - increase in the turnover of touristic enterprises in the region
10. **Authority in charge with implementation:** the units that will participate in project completion
11. **Duration:** 3 years
12. **Way of implementation:** NE ARD cooperating with the units involved in project competition

MEASURE FICHE No. 2.5

1. **Priority:** Tourism development
2. **Line of action:** Region promotion
3. **Title of measure:** Road infrastructure in mountain areas
4. **Description of measure:**
 - building the access infrastructure to touristic centers in mountain area
 - support communities, local public administration, tourism agencies and specific commercial companies involving in paving the access areas
 - training the local communities and local public administration to enhance their awareness concerning the importance of performing land amelioration work, damming, paving and recovery of isolated or degraded land and finding local co financial resources for this purposes
5. **Location:** in the mountain and hilly areas facing access problems in the North-East Development Region
6. **Beneficiary of the measure:** involved communities, tourists
7. **Form of financial assistance:**
 - grants
 - medium and long term loans with subsidized interests
 - premiums for the companies with special achievements
8. **Budget:** 5,000,000 EURO
9. **Expected results:**
 - setting up an active and long-teem collaboration agreement between the representatives of local communities and the interested tourism agencies and other commercial companies that can contribute the improvement of access to the respective areas
 - improving the material status of the respective community
 - eliminating the critical areas that may cause important damage (earth glide, river overflows, etc.)
 - touristic capitalisation of some inaccessible objectives (old hermitages, historical sites, spectacular landscapes)
10. **Authority in charge with implementation:** the entities that will participate in the project completion
11. **Duration:** 3 years
12. **Way of implementation:** project of the North-East RDA in collaboration with the local county councils, as well as commercial companies concerned in road and bridge building

MEASURE FICHE No. 3.1

1. **Priority:** Rural development
2. **Line of action:** Enterprise and business development
3. **Title of measure:** Enhancing exploitation potential of natural and artificial lakes
4. **Description of measure:**
 - water surface capitalisation in tourism and entertainment
 - utilisation in irrigation systems
 - setting up Regional Fishery Fund to capitalise water resources in mountain, hilly and plain areas
5. **Location:** North-East Region
6. **Beneficiary of the measure:**
 - the communities concerned, tourists, owners of agricultural land who will employ water accumulations in irrigation
 - fisheries and fish processing farms
 - local personnel employed in these activities
7. **Form of financial assistance:**
 - grants
 - granting medium loans to establish three fisheries
 - providing know how and technologies to apply the new techniques in pisciculture (freezer network, primary processing, transport)
8. **Budget:** 4,000,000 EURO
9. **Expected results:**
 - expanding the irrigated agricultural area
 - increasing the number of tourists in the area
 - developing the natural piscicultural fund of the water resources in the region
 - creating new jobs
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 3 years
12. **Way of implementation:** project coordinated by the NE RDA, in collaboration with specialists from DGAA and the Faculty of Biology, Iasi

MEASURE FICHE No. 3.2

1. **Priority:** Rural development
2. **Line of action:** Enterprise and business development
3. **Title of measure:** SME's development in rural areas
4. **Description of measure:**
 - undertaking a study as concerns the evaluation of actual situation and the rural communities needs for services, including medical and cultural services
 - creating a rural network of services and technical assistance for rural communities, farmers and agricultural work in the region
 - establishing a network of small transport companies
5. **Location:** North-East Region
6. **Beneficiary of the measure:** the rural communities in the North-East Region
7. **Form of financial assistance:**
 - grants and technical assistance
8. **Budget:** 5,000,000 EURO
9. **Expected results:**
 - improving the accessibility and mobility in the rural area
 - eliminating the disparities between the rural and urban environment
 - creating new jobs
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 3 years
12. **Way of implementation:** project coordinated by NE RDA, in collaboration with the county councils in the region, branches of National Council for SME's, and other involved bodies.

MEASURE FICHE No. 3.3

1. **Priority:** Rural development
2. **Line of action:** Enterprise and business development
3. **Title of measure:** Agro-industry related to SME's development
4. **Description of measure:**
 - establishing SME's to capitalise wild animals meat, wild fruit, mushrooms, to collect cow and sheep milk and associated products – meat, wool, leather, etc.
5. **Location:** North-East Region
6. **Beneficiary of the measure:** rural communities in the North-East Region
7. **Form of financial assistance:**
 - technical assistance
 - grants
 - medium and long term loans, with subsidized interests
8. **Budget:** 6,500,000 EURO
9. **Expected results:**
 - raising the economic importance of the hilly and mountain areas
 - improving the level of capitalisation of the area's potential
 - creating new jobs.
10. **Authority in charge with implementation:** NE RDA, local agencies for professional training, local authorities
11. **Duration:** 3 years
12. **Way of implementation:** NE RDA, in cooperation with local authorities and counties agencies for employment professional training

MEASURE FICHE No. 3.4

1. **Priority:** Rural development
2. **Line of action:** Enterprise and business development
3. **Title of measure:** Eco-farming
4. **Description of measure:**
 - establishing pilot-farms of an ecological character, employing non-polluting technologies
 - educating and raising the awareness of rural communities for agricultural activities based on non-polluting technologies
 - sharing experience with specialists having tradition in the area of ecological agricultural activities
 - promoting the concept and results derived by the ecological farms.
5. **Location:** North-East Region
6. **Beneficiary of the measure:** rural communities in the North-East Region
7. **Form of financial assistance:**
 - grants
 - technical assistance
8. **Budget:** 6,500,000 EURO
9. **Expected results:**
 - stimulating rural communities for associativeness, lucrative principles by preserving the natural potential and the ecological agricultural techniques
 - increasing alimentation quality and safety
 - positive impact to the environment factors, for its preservation and pollution reduces
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 3 years
12. **Way of implementation:** NE RDA, in collaboration with the Agricultural and Forestry Science University “Ion Ionescu de la Brad”, Iasi

MEASURE FICHE No. 3.5

1. **Priority:** Rural development
2. **Line of action:** Promotion of the region
3. **Title of measure:** Marketing for local products
4. **Description of measure:**
 - setting up a Rural Promotion Agency
 - establishing a data base for the Promotion of the Rural Environment of the region
 - exhibition series of events concerned in agricultural ecological products, in the framework of “Harvest Days” events
 - promoting the customs, folk culture, traditional handicraft by fairs, exhibitions and the media
 - opportunity of investing in rural touristic farms and agriculture in general, by designing an Internet site – “GREEN LINE”
5. **Location:** North-East Region
6. **Beneficiary of the measure:** human communities in the rural environment of the North-East Region
7. **Form of financial assistance:** Grants
8. **Budget:** 1,400,000 EURO
9. **Expected results:**
 - stimulating the investment interest in the rural environment
 - improving the living standard in the rural environment
 - developing rural tourism and practising an ecological agriculture
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 2 years
12. **Way of implementation:** project coordinated by NE RDA, in cooperation with involved institutions

MEASURE FICHE No. 3.6

1. **Priority:** Rural development
2. **Line of action:** Promotion of the region
3. **Title of measure:** Rural infrastructure development
4. **Description of measure:**
 - communal road network development and setting up road connections with existing infrastructure
 - development, extension and modernization of telecommunication infrastructure in rural environment
 - extension, rehabilitation and modernization of water supply system and distribution network
 - sewerage and used waters cleaning systems achievement
 - rural ecological waste deposits setting up
5. **Location:** rural environment of North-East Region
6. **Beneficiary of the measure:** human communities in the rural environment of the North-East Region
7. **Form of financial assistance:** Grants
8. **Budget:** 50,000,000 EURO
9. **Expected results:**
 - stimulating the investment interest in the rural environment
 - improving the living standard in the rural environment
 - developing rural tourism and practising an ecological agriculture
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 2 years
12. **Way of implementation:** project coordinated by NE RDA

MEASURE FICHE No. 4.1

1. **Priority:** Human resources
2. **Line of action:** Enterprises and business development
3. **Title of measure:** Training for SME's
4. **Description of measure:**
 - setting up a database in the NE RDA supplying information to support the establishment of Smells (existing competitor environment, business opportunities, etc.)
 - organising training courses in the financial, marketing, public relations areas, etc., for SME management
 - establishing a business incubator
 - setting meetings between business people in order to create partnership links for investment opportunities
5. **Location:** North-East Region
6. **Beneficiary of the measure:** communities of the North-East Region
7. **Form of financial assistance:**
 - grants
 - technical assistance
8. **Budget:** 3,500,000 EURO
9. **Expected results:**
 - qualitative
 - training specialists of management, marketing, human resources
 - improving the performance in the SME organisation area
 - quantitative
 - creating new jobs
 - raising the turnover
 - increasing the economic efficiency
10. **Authority in charge with implementation:** NE RDA, NE RDA, higher education institutes, the Chambers of Commerce and Industry
11. **Duration:** 2 years
12. **Way of implementation:** project coordinated by NE RDA

MEASURE FICHE No. 4.2

1. **Priority:** Human resources
2. **Line of action:** Adjusting human resources to market economy demands
3. **Title of measure:** Vocational training for pupils
4. **Description of measure:**
 - establishing computer networks in schools and high schools and setting up Internet connections to facilitate communication, experience sharing, access to accurate and updated information
 - establishing micro-farms near schools, concerned in horticulture, vegetable growing, wine growing, fruit growing, as well as domestic animal breeding (rabbits, pigeons)
 - supporting sportive clubs of the pupils and high performance sports activities
 - organising trips and sight seeing targeting the main historical objectives, monuments of nature, natural parks and reservations, in order to improve touristic orientation skills, first aid, observance of regulations and protection of the environment.
5. **Location:** North-East Region
6. **Beneficiary of the measure:** students in the pre-university education institutes
7. **Form of financial assistance:**
 - grants
 - technical assistance
8. **Budget:** 1,500,000 EURO
9. **Expected results:**
 - qualitative
 - spiritual and ethical education of pupils
 - developing pupils' personality
 - promoting the participation of young people in the practical issues of the community life
 - resizing leisure activities of pupils
 - supporting pupils in choosing a career according to each one's vocation
 - quantitative
 - establishing a number of computer networks
 - setting up a number of micro-farms
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 2 years
12. **Way of implementation:** NE RDA in collaboration with county school inspectorates, pupils clubs, rescue points, environment protection agencies, NGO's acting in specified fields

MEASURE FICHE No. 4.3

1. **Priority:** Human resources
2. **Line of action:** Adjusting human resources to market economy demands
3. **Title of measure:** Creating county branches of the Regional Development Agency
4. **Description of measure:**
 - elaborating a strategy for the organisation of RDA subsidiaries
 - organising a contest to employ the personnel required
 - providing premises for the RDA subsidiaries
 - providing communication and information equipment, utilities and furniture
 - providing training to the personnel in subsidiaries
5. **Location:** in the municipalities that are county capitals in the NE development region
6. **Beneficiary of the measure:** North-East RDA
7. **Form of financial assistance:**
 - grants
 - technical assistance
8. **Budget:** 1,000,000 EURO
9. **Expected results:**
 - a faster and more detailed communication between North-East RDA and the working partners in the region
 - collecting more detailed data concerning the programmes and projects implemented in the region
 - permanent information sharing between the North-East RDA and each of the counties.
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 1 years
12. **Way of implementation:** NE RDA

MEASURE FICHE No. 4.4

1. **Priority:** Human resources
2. **Line of action:** Adjusting human resources to market economy demands
3. **Title of measure:** Training for job conversion
4. **Description of measure:**
 - training the employed population as concerns mobility and flexibility to change
 - organising retraining of unemployed according to the requirements by trades and activities
 - training the people having been made redundant for the development of private activities
 - logistical endowment of the Centre for labour force retraining
5. **Location:** North-East Region
6. **Beneficiary of the measure:**
 - unemployed
 - community of the region
7. **Form of financial assistance:**
 - grants
 - technical assistance
8. **Budget:** 1,200,000 EURO
9. **Expected results:**
 - reemploying a number of unemployed
 - improving the employment capacity
10. **Authority in charge with implementation:** NE RDA, county agencies for professional training and retraining, technical, vocational and post-high school education units
11. **Duration:** 2 years
12. **Way of implementation:** project of the RDA in collaboration with the above institutions

MEASURE FICHE No. 4.5

1. **Priority:** Human resources
2. **Line of action:** Adjusting human resources to market economy demands
3. **Title of measure:** Training for managerial skills improvement
4. **Description of measure:**
 - organising training and seminars for the development of practical management skills required in a competition-based economy
 - organising training for trainers in the management area
 - creating consulting centres in the area of business management, with subsidiaries in all the component counties of the region
5. **Location:** North-East Region
6. **Beneficiary of the measure:**
 - managers
 - entrepreneurs
7. **Form of financial assistance:**
 - grants
 - technical assistance
8. **Budget:** 2,000,000 EURO
9. **Expected results:**
 - qualitative
 - changing the views on traditional management methods
 - developing entrepreneurial principles
 - quantitative
 - increasing the turnover and economic efficiency
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 2 years
12. **Way of implementation:** project of NE RDA in collaboration with the Chambers of Commerce and Industry, specialists in the management area from the university centres.

MEASURE FICHE No. 4.6

1. **Priority:** Human resources
2. **Line of action:** Promotion of the region
3. **Title of measure:** Training for tourism
4. **Description of measure:**
 - training courses and seminars concerned in management, marketing, public relations for entrepreneurs in tourism
 - training on presentation of product in tourism, to point out the region's competitive advantages: variety of the topography, low prices, uniqueness of certain reservations and monuments of nature, cultural and historical objectives, included in the national and universal heritage; printing materials, catalogues, brochures, leaflets on tourism promotion and information
 - training courses for the employees to get a continuous increase in the quality of the services supplied and providing a safety and security climate to the tourists
 - providing the framework for collaboration of home touristic organisations with other international organisations in the sector
5. **Location:** North-East Region
6. **Beneficiary of the measure:**
 - managers and employees in tourism
 - home and foreign tourists
7. **Form of financial assistance:**
 - grants
 - technical assistance
8. **Budget:** 1,000,000 EURO
9. **Expected results:**
 - raising the quality of touristic services
 - meeting the requirements of touristic services consumers
 - improving the brand name of the region
 - positive economic impact on the entire community
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 2 years
12. **Way of implementation:** RDA project in collaboration with the county tourism agencies, tourism / services faculties, etc.

MEASURE FICHE No. 4.7

1. **Priority:** Human resources
2. **Line of action:** Promotion of the region
3. **Title of measure:** Labour market studies
4. **Description of measure:**
 - establishing a data base at agency level in collaboration with the county agencies for professional training and retraining, as concerns demand and supply of labour force
 - forecast studies concerning the developments on the labour market aimed at matching the requirements
 - establishing centres to identify vocational skills and professional retraining
5. **Location:** North-East Region
6. **Beneficiary of the measure:** employed and unemployed labour force existing at regional level
7. **Form of financial assistance:**
 - grants
 - technical assistance
8. **Budget:** 2,000,000 EURO
9. **Expected results:**
 - identification of vocational skills
 - alleviating the discrepancy between the number and structure of labour force and the jobs
 - reducing unemployment
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 2 years
12. **Way of implementation:** project of NE RDA in collaboration with the county agencies for professional training and retraining, psychology centres, etc.

MEASURE FICHE No. 4.8

1. **Priority:** Human resources
2. **Line of action:** Promotion of the region
3. **Title of measure:** Training in environmental protection techniques
4. **Description of measure:**
 - providing ecological management training for the information and education of entrepreneurs
 - press information about the real size of the pollution and making publicity on ecological infringements (camera shots, photos)
 - practical activities in the field to provide information and specific ecological education to population
 - organising training to establish the principle of correlation of industrial and agricultural policies with the ones concerned in environment protection
 - providing training in industrial and domestic waste management by recycling the reusable waste and recovering the energy contained by waste
5. **Location:** North-East Region
6. **Beneficiary of the measure:**
 - economic agents
 - population of the region
7. **Form of financial assistance:**
 - grants
 - technical assistance
8. **Budget:** 500,000 EURO
9. **Expected results:**
 - creating ecological and social awareness
 - protecting and developing ecosystems
 - change in mentality and way of dealing with the environment
10. **Authority in charge with implementation:** NE RDA, local public administration, environment protection agencies, water management systems, NGOs in the sector, media
11. **Duration:** 2 years
12. **Way of implementation:** project of the NE RDA in collaboration with ecological and environment institutions

MEASURE FICHE No. 4.9

1. **Priority:** Human resource
2. **Line of action:** Promotion of the region
3. **Title of measure:** Training for rural areas
4. **Description of measure:**
 - awareness training concerning the need to restore and reassess ethnographical, folkloric assets, museums in the rural environment
 - training to develop receptivity for rural population involvement in rural tourism (capitalisation of Romanian traditional cuisine)
 - organising festivals concerning traditions and folklore, facilities for the development of cultural tourism
 - school courses for ecological awareness among pupils in the rural environment
 - seminars concerning business opportunities in the rural environment
 - organising management and marketing courses for entrepreneurs in the rural environment as concerns initiating businesses by taking in consideration the ecological implications.
5. **Location:** rural area of North-East Region
6. **Beneficiary of the measure:** the community in the rural area of the North-East region
7. **Form of financial assistance:**
 - grants
 - technical assistance
8. **Budget:** 1,500,000 EURO
9. **Expected results:**
 - developing ecological awareness in the rural environment
 - creating an ecological rural environment
 - improving and developing the management knowledge of entrepreneurs in the rural environment.
10. **Authority in charge with implementation:** NE RDA, County School Inspectorates, Commune Councils, Environment Protection Agencies.
11. **Duration:** 2 years
12. **Way of implementation:** project of the NE RDA in collaboration with ecological and environment institutions

MEASURE FICHE No. 5.1

1. **Priority:** Environment
2. **Line of action:** Enterprise and business development
3. **Title of measure:** Environment – friendly technologies
4. **Description of measure:**
 - studies for the application of ecological technologies to the polluting companies
 - projects promoting regional, inter-regional and international co-operation in the exchange and forwarding of information in the concerned sector to companies
 - development of implementation of management system in environment, energy and quality system safety issues
 - projects contributing the introduction of non-polluting technologies in smells and micro-enterprises, contributing directly the reduction of pollutants release into the environment
 - programme aimed at extending loans under advantageous conditions to viable enterprises for modern equipment purchase and noxa reduction, as well as recapitalisation of the latter
 - programme aimed at promoting and making publicity for the results derived.
5. **Location:** North-East Region
6. **Beneficiary of the measure:** Enterprises involved
7. **Form of financial assistance:**
 - grants
 - technical assistance
 - medium and long terms loans, with low interests
8. **Budget:** 6,000,000 EURO
9. **Expected results:**
 - increasing the interest of businessmen and managers to promote and employ ecological technologies
 - increasing the number of enterprises based on clean technologies
 - alleviating the level of pollutants release into the environment in the circumstances of economic operation
 - rise in the noxa (waste) capitalisation percentage
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 3 years
12. **Way of implementation:** collaboration with the environment protection entities, chambers of commerce and industry, Business People Association, specialists from university centres, research centres (Technological Research Institute).

MEASURE FICHE No. 5.2

1. **Priority:** Environment
2. **Line of action:** Promotion of the region
3. **Title of measure:** Waste recycling
4. **Description of measure:**
 - survey on issues at regional level concerning production (generation), sorting, storing and recycling of waste
 - survey on rehabilitation of enterprises concerned in recycling and waste capitalisation, according to modern technologies for environment protection
 - elaborating regulations to monitor the circulation of waste from demolitions and the mining sector, and the recovery of reusable waste
 - programme concerned in granting facilities to enterprises, establishing and supporting smells operating in the area of recycling / capitalisation of reusable waste
 - projects contributing and/or determining the identification and introduction of new solutions and technologies for the recycling / capitalisation of waste
 - programme to promote and make publicity on the results derived
5. **Location:** North-East Region
6. **Beneficiary of the measure:** Enterprises in the concerned field, region community
7. **Form of financial assistance:**
 - grants
 - technical assistance
 - medium and long terms loans, with low/subsidized interests
8. **Budget:** 4,100,000 EURO
9. **Expected results:**
 - creating a number of 50 new jobs
 - increasing the number of enterprises having as scope waste recapitalisation
 - drop in the number of illegal warehouses for waste material: sawdust, metal, glass, paper, etc
 - improving the environment conditions by removing waste from illegal storage areas and eliminating the discomfort caused by the latter
 - providing a thermal agent to some communities by employing sawdust in the thermal power plants
 - increasing the level of recapitalisation of reusable waste resulting within the region.
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 3 years
12. **Way of implementation:** collaboration with environment protection agencies, county and local councils, water management systems, universities, research centres

MEASURE FICHE No. 5.3

1. **Priority:** Environment
2. **Line of action:** Promotion of the region
3. **Title of measure:** Investment in public utilities
4. **Description of measure:**
 - projects promoting co-operation at local level, aiming at solving infrastructure problems
 - projects employing market mechanisms in the restructuring of municipal services and infrastructure
 - new service system concerning selective collection, sorting, capitalisation and storage of urban waste
 - rehabilitating the system of production, transport and distribution of thermal energy for heating and preparing warm water for consumption, in the urban communities, replacing the thermal power plants that use CLU fuel, fuel oil or other methane gas polluting fuels in the NE Region
 - updating and improving of the drinking water supply and sewerage networks
 - elaborating regulations to stimulate civic sense
 - establishing a regional centre concerned in computer-assisted design in the area of urban infrastructure and services
5. **Location:** North-East Region
6. **Beneficiary of the measure:** the inhabitants of the towns in the NE Region
7. **Form of financial assistance:**
 - grants
 - technical assistance
 - medium and long terms loans, with low/subsidized interests
8. **Budget:** 10,000,000 EURO
9. **Expected results:**
 - increase in the urban comfort
 - drop in the costs of some services to the population
 - improvement of environment conditions by a better waste management and a reduction in polluting emissions in the atmosphere
 - improving the living standard of the inhabitants in the towns involved
 - improvement of urban systemisation and increase in the safety for specific infrastructure exploitation
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 3 years
12. **Way of implementation:** NE RDA in collaboration with environment protection agents, bodies of the local and county public administration, NGO's, water management systems

MEASURE FICHE No. 5.4

1. **Priority:** Environment
2. **Line of action:** Promotion of the region
3. **Title of measure:** Rehabilitation of zones affected by natural disaster
4. **Description of measure:**
 - projects of eliminating effects produced by slides (bank consolidations, road and bridges rehabilitations, slopes consolidation)
 - projects of eliminating effects produced by floods (banks and slopes consolidations, roads and bridges rehabilitations, riverbed arrangement, water course regularizations, water supplies rehabilitations, etc.)
5. **Location:** North-East Region
6. **Beneficiary of the measure:** local councils, the community, economic agents from the region
7. **Form of financial assistance:**
 - grants
 - technical assistance
 - medium and long terms loans, with low/subsidized interests
8. **Budget:** 20,000,000 EURO
9. **Expected results:**
 - communication ways protection
 - material goods protection in affected areas
 - lands protections
 - reestablishment of communication connections between different areas (localities, objectives, etc.)
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 3 years
12. **Way of implementation:** NE RDA in collaboration with environment protection agents, bodies of the local and county public administration, water management systems

MEASURE FICHE No. 5.5

1. **Priority:** Environment
2. **Line of action:** Promotion of the region
3. **Title of measure:** Rehabilitation of zones affected by anthropic activities
4. **Description of measure:**
 - projects consisting of closed industrial and zootechnical objectives conservation and of ecological reconstruction of afferent areas (waste dump, quarries, drifts, decantation ponds, soil surfaces, subsoil, phreatic waters, water courses affected by polluting economic activities)
 - projects aiming at the setting up and application of radiological human and environmental risk determination methodologies as well as of mine waters cleaning technologies in nuclear raw materials exploitations (uranium ore)
5. **Location:** North-East Region
6. **Beneficiary of the measure:** local councils, the community, economic agents from the region
7. **Form of financial assistance:**
 - grants
 - technical assistance
 - medium and long terms loans, with low/subsidized interests
8. **Budget:** 20,000,000 EURO
9. **Expected results:**
 - putting back in circulation of some affected lands
 - increasing safety and security of community inhabitants lives
 - environmental factors rehabilitation
10. **Authority in charge with implementation:** NE RDA
11. **Duration:** 3 years
12. **Way of implementation:** NE RDA in collaboration with environment protection agents, bodies of the local and county public administration, water management systems