

eMotional Cluj: Circular Mobility Innovation

Cluj Napoca - Romania

Short description

Technical University of Cluj-Napoca (UTCN) commits to:

- Conduct research to identify and validate optimal compositions for materials made from non-recyclable plastic and glass waste for potential infrastructure use.

Prysmian Group commits to:

- Supply cable scrap: Prysmian will deliver up to 20 tons of cable scrap to be repurposed into sustainable materials for pathways, sidewalks, and playground foundations.
- Support waste reuse: Provide 1 ton of cable scrap for every 100 kg of recycled plastic and glass waste collected during the project.
- Implement decarbonisation strategies: Continue to optimise operations to achieve reduction of CO₂ emissions by leveraging innovative processes.

The Climate Company commits to:

- Provide the innovative material “Littar”, made from upcycled plastic and glass waste, for testing and integration into the pilot pathways, sidewalks, and playground foundations.

Cluster of Education (C-EDU) commits to:

- Organise educational workshops and community events to promote waste collection and sustainability.



Industry/Sector

- Mobility & transport

Parties of LGD/Participating parties

- Technical University of Cluj-Napoca,
- Prysmian Group,
- Cluster of Education,
- The Climate Company

Scope of LGD

- Circular economy for mobility: uses non-recyclable plastic and glass waste to develop sustainable infrastructure, promoting green mobility in rural-urban areas.
- Innovative waste management: transforms waste into materials for pathways, sidewalks, and playgrounds, encouraging new mobility habits.
- Sustainability and connectivity: addresses waste reduction, rural-urban accessibility, and European Green Deal goals through a holistic approach.
- Collaborative partnership: UTCN (research), The Climate Company (material innovation), and C-EDU (community engagement) drive project success.
- Practical implementation: designs and tests a social waste collection model, integrating material development into infrastructure construction.

Concrete measures/commitments

- European Goals of the Green Deal

eMotional Cluj: Proving ground for Transylvania as a regional innovation valley

Cluj Napoca - Romania

Short description

National Institute for Research and Development of Isotopic and Molecular Technologies (INCDTIM) commits to: Monitor and optimize efficiency of industrial processes while supporting decarbonization strategies.

TERAPLAST commits to: Develop and test advanced materials, including new food packaging and potable water infrastructure solutions.

Cluster of Education C-EDU commits to: Act as the Secretariat of the LGD, ensuring smooth coordination between all stakeholders. Facilitate the Steering Committee, composed of representatives from public, private, academic, and civic partners. Oversee the implementation roadmap, ensuring adherence to agreed milestones and KPIs. Coordinate stakeholder engagement, organizing periodic review meetings and working groups. Monitor and Report on Progress, including the publication of annual LGD progress reports, as a support for the Municipality Facilitating knowledge transfer, connecting with other European Regional Innovation Valleys for best practices and peer learning/ supporting the Municipality of Cluj-Napoca

ADI ZMC (Cluj Metropolitan Association commits to: Organize community engagement activities, focus groups, and co-design workshops to ensure stakeholder inclusion in decision-making processes.



Industry/Sector

- Energy & renewables

Parties of LGD/Participating parties

- National Institute for Research and Development of Isotopic and Molecular Technologies, TERAPLAST SA, Cluster of Education C-EDU, Cluj Metropolitan Association

Scope of LGD

- Accelerate Cluj-Napoca's transition to climate neutrality.
- Boost local and regional competitiveness by leveraging green innovation and digital transformation of locally relevant economic drivers such as the future of mobility and materials.
- Address the needs of vulnerable populations through inclusive infrastructure development and new jobs.
- Position Cluj-Napoca as a leading regional hub for sustainability and innovation, contributing to the broader objectives of the European Green Deal and Mission Cities.

Concrete measures/commitments

- European Green Deal
- Mission Cities
- New European Innovation Agenda.



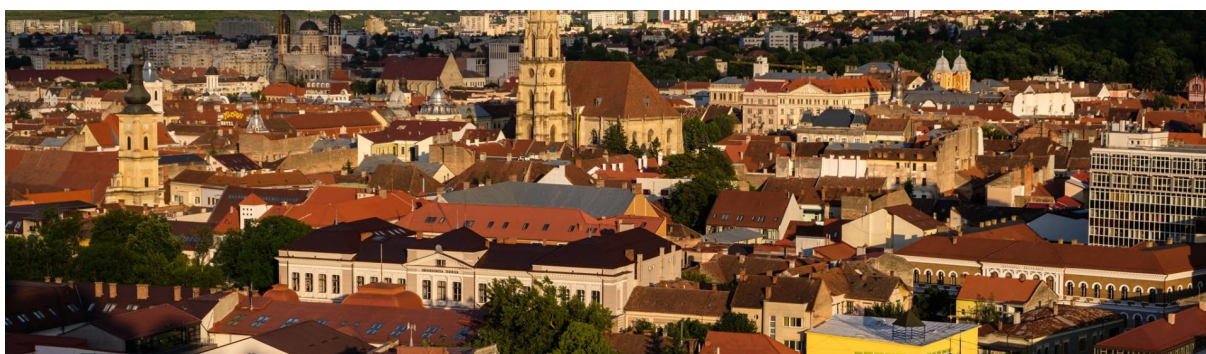
eMotional Cluj: Green Events Capital

Cluj Napoca - Romania

Short description

Cluj Craftsmen Association (AMPC) commits to: Incorporate sustainable craftsmanship into fairs and festivals, promoting locally sourced and eco-friendly products.

Cluster of Education (C-EDU) commits to: Organize educational workshops and community campaigns to involve citizens in green practices.



Industry/Sector

- Culture & creative industries

Parties of LGD/Participating parties

- Cluj Craftsmen Association,
- Asociația Cluster de educație C-EDU

Scope of LGD

- Sustainability in creative industries: embeds sustainability practices into festivals, fairs, and public events to position Cluj-Napoca as a leader in green events.
- Green event assessment: develops a self-assessment mechanism to evaluate event organizers' efforts in reducing carbon footprints and promoting environmental responsibility.

- Policy integration: establishes a long-term framework for sustainable event management by incorporating sustainability principles into local policies.
- Pilot initiative for scalability: demonstrates feasibility through structured pilot activities, enabling experimentation, refinement, and broader implementation.
- Green Event Framework and certification: co-designs sustainability guidelines with stakeholders and introduces the "Cluj: Green Event City" certification label.

Concrete measures/commitments

- Integrated Plan for Urban Development and adjacent policies
- Digital Transformation Strategy
- Mission 100 Cities.