FoodChains 4 EU
Interreg Europe

European Union
European Regional Development Fund

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FoodChains 4 EU Project

ACTION PLAN FOR THE REGION OF MARAMURES

Food Chain Development in Maramures County
ROMÂNIA

2019

ENGLISH SUMMARY

FoodChains 4 EU
Interreg Europe
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Action Plan for the region of Maramures

1. Part I – General Information

Project: FoodChains 4 Europe - Strengthening regional innovation policies to build sustainable food chains

Partner organisation concerned: Maramures County Council

Country: ROMANIA

NUTS2 region: North-West

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2. Part II – Policy Context

The Action Plan aims to impact:

- ☐ Investment for Growth and Jobs programme
- ☐ European Territorial Cooperation programme
- ☒ Other regional development policy instrument

Name of the policy instrument(s) addressed: Smart Specialization Strategy of North West region - RIS3NV

Further details on the policy context and the way the action plan should contribute to improve the policy instrument:

The Action Plan "Development of food chain in Maramures County" is elaborated by the Maramures County Council within the project "FoodChains 4 Europe" (FC4EU), aiming to support the sustainable innovation process in this field, through instruments that stimulate the valorization of local products representative for Maramures County. The regional policy instrument in Romania that was initially addressed by the "FoodChains 4 Europe" project is the Regional Operational Program 2014-2020 (ROP), the main regional policy instrument funded by EU. Considering that the implementation of the ROP 2014-2020 is nearing the end and that in the NW Region the amounts allocated to this program are practically exhausted, we considered the influence of another relevant instrument which is in line with the ROP, namely the Smart Specialization Strategy of the North-West Region RIS3NV, the responsible body being the NW Regional Development Agency, as in the case of ROP 2014-2020. Maramures County Council is also involved in the regional development in the North-Western part of Romania, being a member of the NW Regional Development Council and thus having an active role in the development of a regional development strategy, as well as in the elaboration and implementation of the RIS3NV.

Smart Specialization Strategy of the North-West Region RIS3NV

Pillar I Innovation for health and well-being
Objective: Supporting innovation in traditional fields in the region in order to solve societal challenges related to quality of life
Priority 1.1. - Agri-food, which has as challenges: the complex and costly logistics system, the fragmentation of the production of the raw material (lack of association forms), which in many cases is exported as raw material instead of being processed in the region
Policy mix at regional level:
Priority 2 - An innovative and digitized business environment
Purpose: To increase the number of innovative enterprises including by ensuring access to new technologies, aligning with Industry 4.0 and sustainable economy standards, respectively mobilizing private capital and developing human resources
Actions: 2.1 Supporting innovation within companies in the fields of smart specialization
2.3 Digitizing the business environment in areas of smart specialization
2.4 Development of human resources in areas of smart specialization

The way in which the Action Plan will influence the policy instrument

The improvement of the policy instrument the NW Region Smart Specialization Strategy (RIS3 NV) is envisaged by creating a competitive advantage in the agri-food sector by building a strong brand, developing support entities for innovation & technology transfer and a complex food chain, these challenges being also identified within RIS3 NV.

Also, our action plan will contribute to the smart development in the agri-food sector in the region, through the transfer of good practices and different financial and cooperation instruments that will result in product and packaging innovation, product range expansion, marketing innovation, all taking into account the reduction of water and energy consumption, the reduction of waste, and also the increasing demand for safe and healthy foods.

The activities proposed by our action plan of developing the food chain in the area will cover all the phases characteristic of the technological transfer process, as stated in the RIS3 NV Strategy: raising awareness (by organizing fairs and exhibitions and participating in events), needs analysis (by providing assistance and consultancy for the Good of Maramures label, as well as obtaining other certifications and introducing innovation in the food field), correlation (creating a local network that brings together the academic research/ innovation environment, authorities and entrepreneurs, carrying out matchmaking actions, as well as implementation (organizing vocational training courses, supporting cooperation between researchers and entrepreneurs).

By implementing the labeling system of products from the chain of producers in the food industry with the label "Good of Maramures", a system of promotion of products and producers will be introduced that better valorizes local material and human resources, ensures and maintains the quality of products, promotes both traditional products and those that include innovation results (packaging, promotion, products, technologies, know-how, etc.). The labeling system "Good of Maramures" will be able to be replicated at the NW Region level and at national level, contributing to the increase of the degree of innovation of the local companies, with a significant contribution to achieving the target of 3% innovative companies.

In the Letter no.129.779/3.12.2019 transmitted by ADR NW, it is stated that the initiative resulted through the FoodChains 4 Europe project - supporting local producers by developing local brands (Good of Maramures) will be proposed as an innovation project in the agri-food field within the entrepreneurial discovery workshops organized by ADR NW, being subsequently included in the project portfolio of the RIS3 NW Strategy, through the approval of the Steering Committee.

Also, given the approach of the new programming period and the need to update the Smart Specialization Strategy for the next period, 2021-2027, ADR NW expressed its readiness to mention the Action Plan as a good practice in supporting the development of the food chain in the region and for the formation of a critical mass in the field, proposing other similar initiatives in other fields and with a wider territorial coverage.

2.1. Context – Preliminary actions of the Action Plan

2.1.1. Registration of the trademark "Bun de Maramures" - "Good of Maramures"

Through "FoodChains 4 Europe" project, Maramures County Council intends to introduce a labeling system called "Good of Maramures" for the most representative local products and in this respect has registered the trademark "Good of Maramures" at OSIM. The State Office for Inventions and Trademarks granted the Certificate of registration of the trademark "Good of Maramures" having no. 158095, starting with 21.06.2018 for a period of 10 years, with the possibility of extension.

2.1.2. The "Good of Maramures" Fair (experimental)

In 2019, Maramures County Council organized three editions of "Good of Maramures" Fair, promoting popular crafts and traditional producers in the area, in May and October in Baia Mare and in November in Milan as part of the project "Longing for Romania - Maramures and the diaspora ", financed by the Ministry for Romanians Everywhere.

The 3 editions of 2019 of the Fair "Good of Maramures" have been a real success both in terms of the number of exhibitors and the quality of traditional and natural products offered, as well as through the wide participation, diversity and appreciation of the visitors, which justifies the continuation of this endeavor and the transformation from an experiment in a periodic event organized in a professional manner by the Association "Good of Maramures", bringing together as many representative products of the food chain from Maramures county

2.1.3. Consultation of the stakeholders through questionnaire of interest regarding "Good of Maramures" Association

Maramures County Council conducted a consultation addressed to the local stakeholders in the food chain, involved in the activities of the FC4EU project, in order to evaluate their interest in relation to Maramures County Council initiative to support the establishment of an association for managing the "Good of Maramures" brand. The

answers to the 15 questions in the questionnaire highlighted a great appreciation of Maramures County Council initiative to support the setting up of "Good of Maramures" Association as a coagulation factor of local food chain.

2.1.4. Setting-up of "Good of Maramures" Association

Maramures County Council facilitated the setting-up of "Bun de Maramures" Association ("Good of Maramures" Association) by 3 project stakeholders, in the month of October 2019, with the objective to promote products and producers in Maramures County and to provide support to increase their competitiveness, obtaining the certificate for the registration of the legal person without patrimonial purpose no. 48 from 05.11.2019.

2.1.5. Maramures County Council's Decision for approval of measures for phase II implementation of FoodChains 4 Europe project

By the Decision no. 272 / 29.11.2019, Maramures County Council approved the establishment of measures for the implementation of phase II of the project FoodChains 4 Europe:

- approval of the Action Plan on the development of food chains in Maramures county,

- approval of the conclusion of the Cooperation Agreement between Maramures County Council and "Good of Maramures" Association for the implementation of the second phase of the FoodChains 4 Europe project and the implementation of the Action Plan.

The agreement having no. 15.489 of 03.12.2019 establishes the general and specific framework of the cooperation, according to the provisions of the Action Plan elaborated in phase I of the project and of the 2 actions included in it, respectively: Development of Good de Maramures Association, which will administer the Good of Maramures brand and Innovation in the food chain in Maramures County.

3. PART III - DETAILS OF THE ACTIONS ENVISAGED

Within the Action Plan of the Foodchain 4 Europe project, two distinct actions will be implemented:

• **Action 1:** Development of the Good of Maramures Association, which manages the "Good of Maramures" brand Objective - stimulating the valorization of local products representative for Maramures County

• **Action 2:** Food Chain Innovation and Technological Dissemination in Maramures County, realized through the Association Good of Maramures Objective - stimulating innovation in the food chains in Maramures County

3.1. ACTION 1: Development of "Good of Maramures" Association which manages "Good of Maramures" brand

3.1.1. Relevance to the project

Three examples of good practices presented in the project are relevant for action 1:

• **Flevofood network (Flevoland)** supplier aggregation / supply chain network / agri-food group / Case study - innovative services and association structures. In order to carry out the activities proposed to support the chain of producers in Maramures County, the Maramures County Council decided to set up a separate associative structure for this purpose. One of the inspirational models is the model from the Flevoland Region, the Netherlands: the Flevofood Network.

The reference elements for the Maramures County Action Plan: Association of producers in an institutionalized form: cluster in the case of Flevoland, association in the case of Maramures.

• **Greater Manchester-Lancashire Association** and the **"Made in Lancshire" brand** Case study - innovative services and association structures.

What can be adopted for Maramures County Action Plan concerns the structure and governance of the food network built around the food sector in Greater Manchester. Also in Maramures, the network will be able to be designed around the various stakeholders in the county and controlled by a central hub. The case study from the Greater Manchester-Lancashire region highlights an example of a potential network of suppliers. Interested parties can work together to resolve various issues in the Greater Manchester food chain. This model is useful regarding the involvement of local stakeholders in the associative activity, the support that can be granted, the network collaboration between actors from various fields of activity.

The reference elements for the Maramures County Action Plan: Business hub- support model dedicated to entrepreneurs through entrepreneurial training services, business consultancy services customized according to the development stage of the company.

• **Developed food culture and a strong regional identity in Emilia-Romagna**

The brand elements identified in the Emilia-Romagna region and their promotion on the local market and on the international market are means of superior use of good quality products produced in the region. The reference elements for the Maramures County Action Plan: Promoting the Italian brand: the Italian brands, the history of the traditional prestigious products and the culinary history, art, culture and territory, the sustainability of the supply chains, the valorization of the revenues.

3.1.2. Nature of the Action 1

Based on the Cooperation Agreement concluded with Maramures County Council, no. 15.489 from 03.12.2019, "Good of Maramures" Association will manage the registered trademark "Bun de Maramures" – "Good of Maramures" and will implement the support program for food chain innovation and technological dissemination in Maramures County. The founding members of Good of Maramures Association are: Mara-Natur Micro-Regional Association, New Novotek LTD, Federation of Agricultural Producers Associations - A.P.A. Transylvania. The Association will encourage the local food producers to become supporting members who will participate in the licensing program or who will wish to support the Association.

Stages of the Action 1:

Stage 1: Institutional development of the "Good of Maramures" Association

A. administrative and logistical organization of the association,
B. elaboration of the Activity Plan of the Association, on short and medium term,
C. co-optation of new supporting members of the association (minimum 3 / year)

Stage 2: Labeling of "Bun de Maramures" – "Good of Maramures" products and promoting them

Through this Action Plan, Maramures County Council intends to support Good of Maramures Association to introduce a labeling system called "Bun de Maramures" – "Good of Maramures" for the most representative local products. The "Bun de Maramures" trademark is owned by Maramures County Council, registered at OSIM - SOIT (State Office for Invention and Trademarks) in Romania. The "Good of Maramures" Association, through the Cooperation Agreement concluded with Maramures County Council for the implementation of this Action Plan, will have the right to manage the "Bun de Maramures" brand.

This label will not be just a certification, it will be a guarantee regarding the potential of a local product to become representative for Maramures County, because it exploits a local resource, has a traditional recipe and uses a traditional or innovative technique based on quality, not quantity. These products will be promoted within activities and events held by Maramures County Council, such as Maramures Days, Christmas in Maramures, fairs and exhibitions, etc., and also at events organized by "Good of Maramures" Association, as well as at other national and international events. "Good de Maramures" will represent an alternative and an opportunity for local food producers who do not have the "Traditional Product" certificate, to be recognized as exponents of traditional food from Maramures, based on local recipes and materials.

Becoming operational, the "good de Maramures" label will contribute to the development of a local food chain, from "farm to fork", using this label for products, packaging, distribution and sales processes (in traditional fairs and online - through a dedicated website).

A. Setting-up the "Bun de Maramures" – "Good of Maramures" labeling system

The "Good of Maramures" label can be obtained and used on the basis of a license agreement, because this type of agreement covers all legal requirements regarding the industrial property and registered trademarks.

B. Implementing the "Bun de Maramures" – "Good of Maramures" labeling system

This activity will be carried out continuously. The experts of the Association will be responsible for receiving the license applications, for planning the evaluation of each dossier and for communication with the applicants and with the evaluators. For the approved applications, they will draw up the license contracts and will submit them for approval to the Board of Directors of the Association. The logo "Good of Maramures" will be provided to the producers who have obtained the license, and they will integrate it in their own label for the approved products.

C. Supporting the producers who have entered in the "Good of Maramures" labeling system

The products and the producers who have obtained the license right for the "Good of Maramures" brand will be promoted at fairs and exhibitions in the country and abroad, in which Maramures County Council and Good of Maramures Association will participate. The licensed producers will also be promoted in the catalog of products made by "Good of Maramures" Association, on the dedicated site and on the interactive map that will be developed by the Association. The Good of Maramures Fair will be organized periodically.

The producers licensed with the Bun de Maramures label will be supported to obtain other national and even European certificates (traditional product, established recipe, PDO or PGI).

D. Identification of funding sources and development of projects for supporting the promotion and certification at national and European level

The experts of the Association will have the permanent task to identify the financing sources that can support the promotion and certification at national and European level of producers from Maramures and they will elaborate the financing applications at the request of beneficiaries, supporting members of the Good of Maramures Association.

3.1.3. Stakeholders involved in the Action 1

- Maramures County Council – general monitoring of the implementation of Action 1
- North-West Regional Development Agency North-West – regional counseling on the policy instrument - Smart specialization strategy - RIS3 NV Strategy
- "Good of Maramures" Association – implementation of the Action 1
- North University Centre Baia Mare - Faculty of Food Industry – providing expertise for labeling activity
- CDIMM Maramures Foundation – providing assistance for implementation of Action 1
- University of Agro Sciences and Veterinary Medicine Cluj-Napoca – Faculty of Food Science and Technology – providing expertise for the labeling activity
- Department for Agriculture and Rural Development Maramures – providing expertise for labeling activity
- National Agency for Veterinary Health and Food Security - providing expertise for the labeling activity
- Chamber of Commerce and Industry Maramures - providing expertise for the labeling activity
- Association of traditional and ecological meat products from Maramures county - providing expertise for labeling activity
- "Product of Maramures" Association - providing expertise for labeling activity
- Beekeepers Association of Maramures - providing expertise for labeling activity
- Ecological Association and WWF Romania Association - providing expertise for labeling activity
- ASSOC Association - providing expertise for the labeling activity
- LAGs from the Maramures County - providing expert sources of financing, disseminating information
- Private entrepreneurs - direct beneficiaries of Action 1, including them in the "Good of Maramures" labeling system, providing expertise and feedback

3.1.4. Timeframe:

- **January 2020 – December 2021**

3.1.5. Indicative costs

Stage 1: Institutional development of the "Good of Maramures" Association = 5.000 EUR

Stage 2: Labeling of "Bun de Maramures" products and promoting them = 39.000 EUR

3.1.6. Indicative funding sources:

- The budget of the Association and the budget of Maramures County Council - as support for actions and punctual projects of county public utility.

3.1.7. Monitoring methodology

In accordance with the Cooperation Agreement between Maramures County Council and "Good of Maramures" Association, Maramures County Council will actively and effectively monitor the Action Plan implementation:

Stage 1

No	Action	Indicators of verification and monitoring	Sources of verification
A	Administrative and logistical organization of the association	Regulation of organization	Archive of Action Plan – Maramures County Council
B	Elaboration of the Activity Plan of the Association, on short and medium term	Approved documents	Archive of Action Plan – Maramures County Council
C	Co-optation of new supporting members of the association	minimum 3 members / year	Archive of Action Plan – Maramures County Council
	Meetings with stakeholders	Annual	Archive of Action Plan – Maramures County Council

Stage 2

No.	Action	Indicators of verification and monitoring	Sources of verification
A.	Setting-up the "Good of Maramures" labeling system	Labeling methodology developed Labeling documents prepared Collaborating experts selected	Archive of Action Plan – Maramures County Council, Archive of Association
B.	Implementing the "Good of Maramures" labeling system	3 – 5 Contracts of license prepared and approved / year	Archive of Action Plan – Maramures County Council, Archive of Association
C.	Supporting the producers who have entered in the "Good of Maramures" labeling system	Participation at 1 event / year 3-5 promotion materials elaborated for associated members 2 editions (spring and autumn) of "Good of Maramures" Fair organized	Archive of Action Plan – Maramures County Council, Archive of Association
D.	Identification of funding sources and development of projects for supporting the promotion and certification	3 – 5 founding sources identified 1 – 3 projects elaborated	Archive of Action Plan – Maramures County Council, Archive of Association
	Meetings with stakeholders	Annual	Archive of Action Plan – Maramures County Council, Archive of Association

3.1.8. Dissemination

- Website of Maramures County Council – dedicated section of Good of Maramures Association
- Website of Good of Maramures Association – minimum 1 update / month
- Social media: Facebook, Instagram – minimum 1 update / week
- Articles in written media – minimum 2 materials / year
- Articles in on-line media – minimum 5 materials / year
- Promotion program in localities of Maramures County through direct meetings with producers / monthly
- Printed materials
- Press releases
- Joint promotion actions with universities (Baia Mare and Cluj-Napoca)
- Local TV shows

3.2. ACTION 2: Food Chain Innovation and Technological Dissemination in Maramures County

3.2.1. Relevance to the Project

Three examples of good practices presented in the project are relevant for action 2:

- **Developed food culture and a strong regional identity in Emilia-Romagna**

Within the development of the chain of food industry producers, we identified a strong innovation activity at the level of the manufacturing companies. An important contribution is the cooperation with the universities in the region for the transfer of knowledge and for the adoption of technological innovations.

The reference elements identified: Innovation for competitiveness: new products, new technologies, mechanization, niche products, storage methods, sustainable packaging, plant protection, continuous updating of information.

- **Flevofood network (Flevoland)** supplier aggregation / supply chain network / agri-food group /

The innovation activity is supported by important convergent activities. Innovation is facilitated by the development of human resources through specific training, exchanges of experience, demonstrations with innovative technologies, participation / organization of conferences.

Reference elements identified: Dissemination of knowledge through direct activities (training sessions, experience exchanges, practical demonstrations, conferences) to stimulate innovation.

- **Greater Manchester-Lancashire Association** and the **"Made in Lancshire" brand**

The Greater Manchester-Lancashire Association is supported in its activity by the University of Manchester, the cooperation between university and the business environment stimulating innovation. The very strong development of the University in recent years has also attracted a strong current of technological innovation and dissemination from the university to food producers.

Reference elements identified: Cooperation with the university environment: dissemination of information to support innovation in the food chain.

3.2.2. Nature of the Action 2

Stage 1: Innovation of food chain in Maramures County

The action of innovation in the food chain will be supported by a complex of activities that Good of Maramures Association will carry on. These include human resources development activities, as well as activities to facilitate the technological dissemination from the academic to the business environment.

A. Creating a functional network of collaborating organizations and beneficiaries of the services of Good of Maramures Association

A network at county level will be created, made up of organizations (independent producers, companies from the chain of food producers, associations, NGOs, other organizations) who benefit from the services of Good of Maramures Association or collaborators of the Association. During the meetings the network members will discuss the situation and problems of the food chain in Maramures County, opportunities and challenges existing in the internal and external market, ways of collaboration, support and development.

B. Development of human resources – trainings, seminars, exchanges of experience

The development of human resources will be aimed at "Good of Maramures" Association beneficiaries to acquire new professional skills or entrepreneurial skills.

C. Mediation and technological dissemination based on identified innovation needs and resources

- Database with research results of universities (Baia Mare and USAMV Cluj)
- Database with experts in the fields related to innovation in food chains
- Database with requests to solve the problems of food producers and processors
- Mediation and technological dissemination through "Good of Maramures" Association / University / business environment
- Mediation of demands for innovation / research / existing resources already patented
- Mediation of the request for innovation / research / human resources available to solve the requests

- Maramures County Council, based on the Cooperation Agreement concluded with the Association, will consider the possibility of granting Innovation Vouchers in order to stimulate the members of the association to transfer innovative knowledge and technologies from the academic environment.

D. Identification of financing resources and elaboration of development projects including the project for the implementation of the Center for Innovation and Technological Transfer

The team of the association will have the permanent task to identify financing sources to support the producers from Maramures County to transfer the technology and innovation existing in the food industry at national and European level. The experts of the association will elaborate financing applications at the request of the members of the Good of Maramures Association.

During 2021, the Association will elaborate the project for creating the Center of Innovation and Technological Transfer "Good of Maramures" that will be oriented towards the chains of producers in the food industry. This entity of innovation and technological transfer will be aimed at contributing to the development of the "Good of Maramures" Association after the completion of phase 2 of the FoodChains 4Europe project, starting in 2022.

Stage 2 - Competitive growth for food industry production

The producers and the products that have obtained the license right for the "Good of Maramures" brand will be promoted through a specialized tool package, both in Romania and abroad.

A. Website of the Association + updating: The website of Good of Maramures Association will be designed in order to have a section dedicated to the members of the association, with individual pages for each member.

B. Interactive Map: "Good of Maramures" Association will create an interactive map of Maramures County with the location of all interested food producers. The map will indicate the location and contact data of the producers, the main local food products, information on the quality certification etc.

C. Facebook Page, Instagram Page + updating: "Good of Maramures" Association will create presentation pages in social media (Facebook, Instagram) that will be updated weekly. These will contain useful information about and for the members of the Association and will also promote different events organized by the Association or other specific event in the food industry.

D. Promotional materials: Catalog of local food producers and products, brochure, leaflets, CD etc. "Good of Maramures" Association will make printed and electronic materials to promote the Association and its members.

E. Program of promotion in localities of Maramures County: Periodically "Good of Maramures" Association will organize events to promote its activity in local administrative units of Maramures County (municipalities, cities, villages). The purpose will be to inform companies and entrepreneurs about the activity of the association as well as to identify new members for the Association and for the network of collaborating organizations.

F. Other actions of promotion: "Good of Maramures" Association will organize ad-hoc activities within events organized by third parties in or outside Maramures County, aimed at promoting the association and its members.

3.2.3. Stakeholders involved in the Action 2

- Maramures County Council – general monitoring of the implementation of Action 2
- North-West Regional Development Agency North-West – regional counseling on the policy instrument - Smart specialization strategy - RIS3 NV Strategy
- "Good of Maramures" Association – implementation of the Action 2
- North University Centre Baia Mare - Faculty of Food Industry – providing expertise for mediation / technological dissemination and for human resources development
- University of Agro Sciences and Veterinary Medicine Cluj-Napoca – Faculty of Food Science and Technology – providing expertise for mediation / technological dissemination and for human resources development
- Department for Agriculture and Rural Development Maramures – providing expertise for human resources development
- National Agency for Veterinary Health and Food Security - providing expertise for human resources development
- Chamber of Commerce and Industry Maramures – providing expertise for human resources development
- Association of traditional and ecological meat products from Maramures County – providing expertise for human resources development

- "Product of Maramures" Association – providing expertise for human resources development
- Beekeepers Association of Maramures – providing expertise for human resources development
- Ecologic Association and WWF Romania Association – providing expertise for human resources development
- ASSOC Association – providing expertise for human resources development
- LAGs from the Maramures County – providing expertise for human resources development
- CDIMM Maramures Foundation – providing expertise for mediation / technological dissemination and for human resources development
- Private entrepreneurs – providing expertise for exchanges of expertise

3.2.4. Timeframe:

- **2020 – 2021**

3.2.5. Indicative costs

Stage 1: Innovation of food chain in Maramures County = 28.000 EUR

Stage 2: Competitive growth for food industry production = 23.000 EUR

3.2.6. Indicative funding sources:

- The budget of the Association and the budget of Maramures County Council - as support for actions and punctual projects of county public utility.

3.2.7. Monitoring methodology

In accordance with the Cooperation Agreement between Maramures County Council and "Good of Maramures" Association, Maramures County Council will actively and effectively monitor the Action Plan implementation:

Stage 1

No	Action	Indicators of verification and monitoring	Sources of verification
A.	Creating a functional network of collaborating organizations and beneficiaries of the services of Good of Maramures Association	- 5– 6 new members / year - cooperation agreements with county institutions with impact in the field of food chains	Archive of Action Plan – Maramures County Council, Archive of Association
B.	Development of human resources – trainings, seminars, exchanges of experience	- operational program human resources development -10 – 20 trained, qualified, re-qualified persons / year	Archive of Action Plan – Maramures County Council, Archive of Association
C.	Mediation and technological dissemination	- Operational database with innovation resources: 10-25 items / year - Operational database innovation requests: 10-25 items/year - Mediation dossiers: 5-7 items / year - Innovation Vouchers: 3-7 items / year	Archive of Action Plan – Maramures County Council, Archive of Association
D.	Identification of financing resources and elaboration of development projects	5 – 8 identified financing sources / year	Archive of Action Plan – Maramures County Council, Archive of Association
	Meetings with stakeholders	Annual	Archive of Action Plan – Maramures County Council, Archive of Association

Stage 2

No	Action	Indicators of verification and monitoring	Sources of verification
A.	Website of the Association + updating	1 operational Website of Good of Maramures Association	Archive of Action Plan – Maramures County Council, Archive of Association
B.	Interactive Map	1 operational map	Archive of Action Plan – Maramures County Council, Archive of Association
C.	Facebook Page, Instagram + updating	Facebook Page, Instagram Page – weekly updating	Archive of Action Plan – Maramures County Council, Archive of Association
D.	Promotion materials	1 catalog with minimum 10 producers 1 brochure with minimum 10 producers 1 leaflet cu products and producers 1 presentation CD of the Association	Archive of Action Plan – Maramures County Council, Archive of Association
E.	Program of promotion in localities of Maramures	1 – 2 presentations / trimester	Archive of Action Plan – Maramures County Council, Archive of Association
F.	Other actions of promotion	1–3 ad-hoc actions of promotion / year	Archive of Action Plan – Maramures County Council, Archive of Association
	Meetings with stakeholders	Annual	Archive of Action Plan – Maramures County Council, Archive of Association

3.2.8. Dissemination

- Website of Maramures County Council – dedicated section of Good of Maramures Association
- Website of Good of Maramures Association – minimum 1 update / month
- Social media: Facebook, Instagram – minimum 1 update / week
- Articles in written media – minimum 2 materials / year
- Articles in on-line media – minimum 5 materials / year
- Promotion program in localities of Maramures County through direct meetings with producers / monthly
- Printed materials
- Press releases
- Joint promotion actions with universities (Baia Mare and Cluj-Napoca)
- Local TV shows

Date: 05.12.2019

Name of the organisation:
MARAMURES COUNTY COUNCIL

Signature of representative:
Gabriel Valer ZETEA
President

ROMÂNIA CONSILIUL JUDEȚEAN 1 MARAMUREȘ