Eco-innovation in Romania

EIO Country Profile
2016-2017
The Eco-Innovation Observatory functions as a platform for the structured collection and analysis of an extensive range of eco-innovation and circular economy information, gathered from across the European Union and key economic regions around the globe, providing a much-needed integrated information source on eco-innovation for companies and innovation service providers, as well as providing a solid decision-making basis for policy development.

The Observatory approaches eco-innovation as a persuasive phenomenon present in all economic sectors and therefore relevant for all types of innovation, defining eco-innovation as:

“Eco-innovation is any innovation that reduces the use of natural resources and decreases the release of harmful substances across the whole life-cycle”.

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Eco-Innovation Observatory

Country Profile 2016-2017: Romania

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A note to Readers

Any views or opinions expressed in this report are solely those of the authors and do not necessarily reflect the position of the European Union.

A number of companies are presented as illustrative examples of eco-innovation in this report. The EIO does not endorse these companies.

The report is based on an updated methodology for calculating the Eco-Innovation Index, which has also been applied retroactively to all previous years, hence the outcome in the Eco-Innovation Scoreboard (Eco-IS) for 2017 presented in this report can be compared with the analysis in the previous reports to a limited extent.

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Summary

While a relatively large country of Romania 19m inhabitants, Romania’s economy is among the least developed ones in EU but experiencing rather stable GDP growth of above 4.5% since 2016. The Romanian government has been constantly placing environmental policies at a low priority level and has taken only small steps towards legislation that would incentivise the circular economy. Romania is at a continuing long distance from reaching more ambitious level of environmental sustainability.

Romania’s Eco-Innovation Scoreboard results have depreciated since 2016, as eco-innovation activities have diminished (see Chapter 2). Romania continues to show high use of material, water and energy resources, but low resource productivity. There are continued challenges in the field of waste management at municipal and industrial level, with very low waste recycling rates of 5%, and very high landfilling ratio, of 85% (Romanian EPA, 2017). Illegal waste dumping is very common as well.

Drivers of change can be found in the private sector, as companies are investing more in resource efficiency than in the past (especially in energy saving measures – 30% of companies, and in waste minimising measures – 31% of companies) (Flash Eurobarometer 456, 2017). In addition, more companies in Romania are planning to offer green products and services in the next two years (19%), which is a sign that the companies have started understanding the value of such investments (Flash Eurobarometer 456, 2017). Entrepreneurs have also identified opportunities from the value of waste or used materials, with an increasing number of upcycling activities and the development of new business models around re-use and repair (See Chapter 3). Nevertheless, the larger mass of manufacturing companies are not adopting lifecycle thinking, and continue to see the costs of environmental actions as a burden in adopting resource efficiency measures.

While circular economy initiatives have started to be developed, there is a need for more integrated government support to scale them up. While a major milestone has been achieved with the adoption of the General Waste Management Plan in 2017, thus achieving one of the remaining conditionalities for receiving EU funds, the elimination of the tax on used cars has cause major cuts in the National Environmental Fund’s budget for environmental projects. There is no integrated strategy for the circular economy in Romania, and the regulatory framework is the most important barrier that companies perceive in adopting resource efficiency measures, and in general in investing in business development (Chapter 4). Improving the effectiveness of the current mix of policies, and enlarging their scope to emphasise more waste prevention and product lifecycle thinking are needed future steps.

In the following sections, this report makes a brief overview of Romania’s performance in the Eco-Innovation scoreboard (Chapter 1), eco-innovation and circular economy trends in the private sector and barriers in the field (Chapters 2 and 3), and policy challenges identified (Chapter 4).
Introduction

Romania faces stringent problems in the environmental and waste management sector. Pressing environmental problems are the high air pollution, access to clean water, poor wastewater treatment and unsustainable resource management practices, including difficulties in the field of waste management and improper infrastructure. Only 5% of all types of wastes are recycled in Romania, as the rest of the waste is being landfilled or, in few cases, incinerated. Only 85% the Romanian households are connected to waste collection services (Romanian EPA, 2017). There is a mix of cultural, social and economic factors that prevent the progress on these dimensions, coupled with low environmental awareness and low readiness to cooperate between the public and the private sectors.

Romanian companies are generally oriented towards a competitiveness model based on low cost considerations, which could explain why cost is considered a barrier to resource efficiency measures by one in three Romanian companies (Flash Eurobarometer 456, 2017).

A major barrier identified is the public sector’s low capacity at national level to go beyond implementing EU legislation ad litteram. Given the large scale of the challenge in the waste sector, building more efficient systems for separate waste collection is the most important challenge that the government is pursuing, working towards better enforcement of the laws in place and monitoring their implementation. Building the capacity of investing in new infrastructure for waste management is another challenge at local level.
1 | Eco-innovation performance

The analysis in this section is based on the EU 28 Eco-innovation Index (Ecol Index) for the year 2017. The Eco-innovation index demonstrates the eco-innovation performance of a country compared with the EU average and with the EU top performers. Ecol Index is a composite index that is based on 16 indicators which are aggregated into five components: eco-innovation inputs, eco-innovation activities and eco-innovation outputs as well as environmental outcomes and socio-economic outcomes.

Romania ranks 23rd in the Eco-IS, obtaining a score of 65. This indicates it is well below the overall EU-28 average score, as Romania is ranked in the category of countries catching-up with eco-innovation. The highest ranks are obtained by Sweden, Finland, Germany and Luxembourg, with scores ranging from 139 to 144.

Figure 2.1 EU27 Eco-innovation Index 2017, composite index

Romania has a significantly below average performance in the majority of the dimensions except in terms of socio-economic outcomes, which is consistent with the trends observed in previous years. Nevertheless, while the eco-innovative inputs and activities are at relatively half of the EU level, the country shows above EU-average results in terms of socio-economic outcomes.
Eco-Innovation inputs. Romania’s inputs into developing an eco-innovative economy continue to be modest, with a score of 53 out of the EU average of 100, which is slightly below previous years\(^1\). There are no changes in terms of government environmental and energy R&D investments relative to previous years, as Romania invests below EU average in these fields, amounting to 0.03% of GDP. The share of R&D personnel and research relative to total employment is significantly lower than EU average. As in previous years, Denmark, Finland and Luxembourg’s researchers make up slightly over 2% of each country’s total employment.

Eco-Innovation Activities. Romania ranks below the EU average in terms of eco-innovation activities, with an average score of 37 (63 points below the EU average score of 100). This is in stark contrast to previous performance.\(^2\) The results for eco-innovation activities are driven by the firms’ interest in obtaining certifications for their environmental management. However, compared to previous years, there is a marked decrease on this dimension, as there were 307 companies per million inhabitants with an ISO 14001 certification in 2016, a drop from the number of 466.3 in 2014. Still, this is 1.5 times the average number of firms per million inhabitants in the EU (218). These results are more consistent with the findings of the Romanian Green Business Index survey of environmental performance among Romanian companies in 2017, which continues to show that the main environmental motivation of Romanian companies is the compliance with national or European environmental regulations.

Figure 2.2 Components of the Eco-innovation index for Romania, 2017

Source: EIO, 2018

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\(^1\) Total green early-stage investment in eco-industries are not available for Romania for 2014-2017, along with several other Central and East European countries, so the ranking for the eco-innovation inputs index should be treated with caution.

\(^2\) These indicators have changed relative to the previous EIO Scoreboard, which explains the difference to previous years. In its 014 version, the EU CIS questionnaire addressed questions related to innovative environmental activities in a different format.
**Eco-Innovation Outputs.** Romania’s performance has maintained below the EU average in terms of eco-innovation outputs. The mean Eco-IS output index is 55 for Romania, similar to 2015. This result is explained by the low numbers of eco-innovation patents and publications per million population.

**Resource Efficiency Outcomes** have stagnated. Romania’s performance in achieving resource efficiency outcomes is stagnating, according to the latest data, as the economy remained on average 40% less resource efficient than the EU average as a whole in 2011-2017. Material productivity has been decreasing and reached some of the lowest levels in EU. Water productivity is lower than the EU average, while GHG emissions intensity approaches the EU average. Energy productivity is the only dimension where Romania scores above the EU average. The top performer countries are Luxembourg, Italy and Ireland, whose scores are around 70-80 percentage points above the EU average, particularly driven by their outstanding material productivity.

**Socio-economic Outcomes.** The total score for socioeconomic outcomes is now 13 percentage points above EU average performance, slightly dropping from the 2015 peak performance. The positive performance on this dimension is influenced by the relatively high employment and company revenue levels in eco-industries. Exports of products from eco-industry are, nevertheless, weak.
2 | Selected circular economy and eco-innovation areas and new trends

In general, the Romanian companies have low environmental awareness and are mainly driven by compliance with regulation in their environmental practices and are generally driven by cost considerations in their choices. Nevertheless, there are signs that companies are increasingly engaging in self-auditing their waste management practices, trying to find potential opportunities to improve waste management, and thus improving their environmental awareness (GBI Romania, 2017). 70% of the companies that are monitored by the Green Business Index Romania are collecting more than 75% of their waste selectively, albeit their numbers are diminishing (GBI Romania, 2017).

In terms of value chain sustainability, very few companies (11.8%) are prioritising green public procurement in their policies, while 65% of them mention they have no GPP policies in the companies (GBI Romania, 2017). Moreover, mentioning GPP as a priority does not mean that it is actually implemented. This shows that companies in Romania have a long way to go before approaching the environmental footprint of their company and products from a product lifecycle perspective.

While businesses keep advancing slowly in improving environmental awareness, there is also some progress on the population front. While in 2012 only 75% of Romanian households were connected to their local public waste collection services (and especially only 60% of households in rural areas) (Romanian EPA, 2015), the rate of connection to waste collection services grew to around 85% on average in 2015, with around 70% of households in rural areas now taking advantage of waste collection services. Nevertheless, in Romania, only 13% of municipal waste was recycled, while roughly 72% of the total quantity of municipal waste generated was landfilled in 2015 (EPA Romania, 2017). This is still a progress from earlier performance. Nevertheless, overall, **only 5% of all types of wastes are recycled in Romania**. Packaging waste has higher rates of valorisation, however, below the EU average. WEEE is the type of waste that is valorised to the largest extent through recycling or recovery (over 85% of total amount generated is valorised). The situation is different for other types of packaging waste materials (glass, plastic, pulp and paper, metal, wood) which are valorised to a lower extent: 54% on average in 2014 (EPA Romania, 2017). The highest percentage of waste valorised is for pulp and paper (83%), while only 31% of wood waste was valorised in 2014 (ibid).

Several large companies have started to invest in infrastructure for recycling and collecting used products, trying to capture this business opportunity. At the same time, some are also supporting civil society initiatives with this purpose: **Sigurec** recycling stations have been placed at local hypermarkets to collect used oils in return for cash to be used at the hypermarkets or to support local NGOs. Over 5,200kg used cooked oil were collected through it in the second half of 2017. Sigurec also offers mobile collection services for a large range of wastes for households. In addition, MOL gas stations have also set up a cooked oil collection programme in the 30 local gas
stations since 2012 collecting more than 7,025³. Moreover, took over 10,611l used cooked oil in 2017.

A number of 17 upcycling initiatives in the fields of furniture and design, as well as 10 others in the field of clothing and accessories have been mapped in 2017⁴. The majority are small-scale initiatives or social enterprises, which collect used furniture pieces or used clothes and reconvert them into design objects (bags, wallets new pieces of furniture or decorations). Others are makerspaces or co-working spaces, which encourage local entrepreneurs to re-think their product design and minimise their costs at the same time by using otherwise wasted materials. These initiatives show that there is potential for introducing circular economy concepts at a larger scale in Romania.

The 2017 Eurobarometer on resource efficiency shows that companies in Romania are starting to be keener on investing in resource efficiency measures than in the past. Approx. 30% of companies have implemented energy saving measures (33%) and waste minimising measures (31% of companies), which is half the average EU share. In Romania, 59% of the companies invest nothing or less than 1% of annual turnover in becoming more resource efficient, which is slightly more than the EU (51%), while 5% of companies invest more than 5% of turnover for such measures, a markedly higher percentage than in EU (1%). More companies in Romania are planning to offer green products and services in the next two years (19%), which is a sign that the companies have started understanding the value of such investments (Flash Eurobarometer 456, 2017).

Let’s share & care! urban mining and empty shop

Let’s Share and Care! is a national campaign developed by Let’s Do It Romania!, an environmental NGO, in cooperation with Teach for Romania. The campaign aims to support children from poor communities with a high school dropout rate, and at the same time to fight against waste through resource reuse. "Let’s Share & Care!" involves collecting clothes, toys, stationery, furniture and other objects that can be reused from companies, employees, public institutions, etc. "Let’s Do It, Romania!" collects boxes from all companies and upgrades them in an urban mining centre before sending them for re-use. In 2017, there were 42 companies and 11 individuals that donated 3.6 tonnes of materials (clothes, shoes, furniture etc.) for reuse in 6 schools.

In 2018, the campaign continued with the “empty shop” concept. In partnership with the Promenade shopping mall, a clothes collection campaign was deployed in 12 shopping centers. The campaign attracted over 10,000 donors and a record amount of clothes in just two weeks, of about 30 tons, which is 10 tons of clothes above the proposed target. This was the largest

³ https://www.green-report.ro/unde-poti-preda-uleiul-folosit/
⁴ See bit.ly/hartaupcycling
harvest of used textiles and clothes made in Romania. The clothes will be upgraded and repaired and sent to disadvantaged families throughout Romania.

- Keywords: reuse, repair, campaign
- http://letsdoitromania.ro/
- Andrei Cosuleanu, andrei.cosuleanu@letsdoitromania.ro

GreenFiber investments

A EUR 7.5m loan to GreenFiber International SA to finance a recycling and circular economy project. This operation is backed by the European Fund for Strategic Investments (EFSI). The project aims to create 280 full-time jobs and to increase the amount of waste collected and processed by over 50,000 tonnes per year.

“The EIB funds will enable GreenFiber International SA, the leader in recycling in Romania and Europe’s largest PET recycler, to increase the company’s collection of recyclable materials and its polyester stable fibre output. I very much welcome that, thanks to the EIB’s support, GreenFiber International SA has the opportunity to contribute to Romania’s transition to a circular economy and to meet Romania’s national recycling targets.” (Green Group President Clement Hung)

- Keywords: polyester fibre recycling; EFSI;
- http://www.greenfiber.ro/

Tubatect

Tubatect was born in 2013 by architects in Bucharest, who thought of using cardboard tubes that remained from the paper used by the plot center to manufacture pieces of furniture. Since then, they’ve had 56 projects, entailing 78 object designs, delivered to 63 customers.

Tubatect also won 4 awards, including the Grand Prize for Enterprises of the 2016 Clean Environment Awards Gala in 2016, organised by the Ecotic association.

- Key words: upcycling; furniture; cardboard tubes
- www.tubatect.eu
- Contact: Adrian Ibric, hello@tubatect.eu

Source of picture: tubatect.eu
Barriers and drivers to circular economy and eco-innovation in Romania

The general economic environment has been favourable in Romania, as the country has been experiencing growth in the past years. However, the uncertainty created by the political landscape and the Romanian government’s repeated changes in the tax system and labour regulations has been a major factor disincentivising companies from investing. In a 2017 survey performed by EIB with Romanian companies, the firms ranked further challenges in their own industry. Around 60% of construction and manufacturing companies perceived the demand for products, the availability of skilled staff and energy costs as potential significant long-term barriers to investment activities (EIB, 2017).

Figure 1 Long term barriers to investment in Romania

Economic factors are mixed drivers to adopting circular economy practices in Romania. On the one hand, clear negative factors stem from the costs side, which are considered the main barriers of adopting environmental measures. One in three companies in Romania perceive the costs of environmental actions as a burden in adopting resource efficiency, the third highest share among EU MS (Flash Eurobarometer 456, 2017). Due to the economic model adopted by Romanian companies, which is broadly based on cost competitiveness, economic operators are strongly opposing any measures that would result in higher production costs, which results in strong opposition to more stringent environmental legislation (see for instance the discussion on the increase in the landfill tax in next chapter). This is a structural issue in Romania, which would need a systemic approach to shift the economic model from a cost-based to a high-value added rationale.
On the other hand, interestingly, less companies found the lack of expertise, choosing the right resource efficiency actions for themselves or the supply of raw materials, parts, products or services as difficult when adopting environmental measures. Such economic factors are in general less of a barrier to companies than the legal framework in Romania.

The regulatory and policy framework in Romania seems to be one of the largest complaints and difficulties that companies experience when introducing resource efficient measures. Generally, 36% of Romanian companies find the complex administrative or legal procedures as a barrier to taking up resource efficiency. This is the most mentioned difficulty in Romania and is above the EU average of 33%, but not as high a difficulty as encountered by SMEs in France (53%) or Poland (52%) (see Flash Eurobarometer 456, 2017). 22% of companies also have difficulty to adapt environmental legislation in their company, while 27% believe the technical requirements of the legislation are not up to date.

A 2018 survey with over 200 Romanian companies found that 90% of the companies are in a severe risk situation of not complying with regulation due to the way they administer their obligations to the Environmental Fund in Romania with regard to the packaging waste they produce (EY, 2018). Once new obligations for contributions on valorising WEEE and batteries waste enter into force, the burden will be even higher for the companies. It is clear from the survey that the companies need more training and advice to manage their waste and their legal obligations for environmental management.

Next to the burdensome regulatory framework, a major problem continues to be the lack of adequate infrastructure for waste management. As previously mentioned, only 85% of the population is covered by a proper waste collection system, and separate garbage collection is done only in exceptional cases. Industry-level waste collection systems have also been very inefficient, especially with regard to packaging waste, as explained in the next chapter.

Difficulties in public-private cooperation are further barriers to implementing environmental and circular economy measures in Romania (Jaspers, 2016), which are relics of the post-communist transition in the country.
4 | Policy landscape in Romania

Romania is still struggling with implementing basic regulation for ‘classical’ waste management policies related to landfilling and stimulating recycling. The country is at a long distance from reaching EU-level targets for recycling and reducing landfilling (current landfilling rate is 85%, while target is 50% by 2025). As such, the government has not yet made clear moves to widen the policy scope towards promoting the circular economy, also due to low administrative capacity. In addition, there have been very turbulent times in terms of environmental policy-making in Romania since 2016, due to political instability that resulted in changing governments and constantly changing Ministers of the Environment. This has slowed down the pace of adopting new regulations or has resulted in undoing several measures taken by previous governments.

While in 2016 there was progress in terms of speeding up the implementation of several instruments, including the drafting of the national waste management plan and waste prevention measures, since 2017 there were several controversial steps taken by the government. A major step forward has been the long-delayed drafting of the National Waste Management Plan and its adoption in December 2017, which was a pre-requisite for the absorption of EU funds. The plan is strengthening the landfill tax escalator approach, is coupled with the national plan for waste prevention and is providing guidelines for local level waste management plans (which are some of the Gordian knots in the system); it is also elaborating the methodology for the financing rules to implement the ‘polluter pays principle’ (Ecoteca, 2016). Since its adoption in December 2017, the government proposed to introduce a subsidy for the recycling industry.

In a controversial move, the government has decided the postponing of the implementation of the increase in the ‘pay as you throw’ tax until 2019 (law 384/2013), even if its foreseen enforcement was supposed to start in January 2017. The main reason mentioned for this was the lack of infrastructure for the implementation of integrated waste management systems at local level and especially the lack of separate garbage collection systems, as well as the tendencies of the waste collectors to game the system (Green Report, 2017). If properly implemented, this tax could be one major incentive towards the companies’ re-thinking production and moving to circular economy approaches in industry, the renewed postponing of the tax increase keeps landfilling as a very cheap alternative in Romania. Nevertheless, the current format of the legislation was considered as allowing municipalities and waste collection operators to resort to illegal landfilling or garbage dumping, in order to meet the targets imposed, which is why the withdrawal of the tax increase is a good opportunity to re-think the system (ibid).

Another important change has been the elimination of the environmental tax on used cars in February 2017, which had as a consequence the almost doubling (75% increase) of the number of used cars purchased in Romania within a year (ZF, 2018) and thus increasing the pollution level from exhaust fumes from used cars. The measure also reduced the budget financing the Environmental Fund by half. Lacking own resources, the Agency administering the Environmental Fund cannot introduce new incentives to support, for instance, the adoption of environmental measures in the private sector or by households. No fiscal mechanism has yet been introduced to replace the eliminated environmental tax and complement the Environmental Agency’s funding.

Romania’s most important Extended Producers’ Responsibility scheme is the packaging waste tax, which has been the subject of significant press coverage due to its flawed implementation. As mentioned in the previous EIO report 2015, Romania has had severe problems with the collection of the packaging tax and monitoring the implementation of the packaging recycling system. This
was due to the inappropriate management of the packaging waste by economic operators and flaws in the reporting system and inaccurate or fictitious reporting by Packaging Recovery Organisations (PROs) (IEEP & Denkstatt, 2017). Since 2016, several stakeholders dialogues have been taking place between the National Environmental Protection Agency, the Ministry of Environment, PROs and waste producers in order to improve the system and to prevent an infringement procedure from the European Commission for not reaching the targets agreed for recycling. By the time of writing this report (April 2018), the Ministry of Environment had been working on updating the legislation on packaging and packaging waste and pay as you through mechanism (modifying laws 249 and 211 / 2011), which could bring major improvements if enforced (Green Report, 2018), and would pave the way for adopting a more ‘circular’ behaviour in companies. If passed, the changes would bring a new way of calculating the tax on packaging waste for producers and a differentiated tariff for the population, as well as increasing the transparency and traceability of waste disposal; moreover (Economica, 2018). According to the proposed law, the local councils will be able to impose two types of tariffs for household waste collection: one for the bio-degradable waste, which will be landfilled, and one for packaging waste, which can be collected for recycling. Economic operators would be forced to introduce only re-usable packaging on the market. In addition, packaging waste producers would be obliged to provide a guarantee of 2 RON (0.35 EUR) for bringing back the packaging waste for re-use or recycling.

The Romanian Environmental Fund has continued funding two major programmes: the ‘Green house’ programme and the car scrap scheme. The latter has been continued with a relatively large budget (120m. RON / cca. 25m euro). In 2018, used car owners are provided with eco-cheques of up to 10.000 Euro (not more than 50% of the value of the car), in order to purchase an electric car, or 5,000 Euro to purchase a hybrid electric car. It is nevertheless important to mention that there is very little infrastructure for charging electric cars in Romania, therefore this scheme should be accompanied by measures improving the supporting conditions for using electric vehicles.

In terms of actions to support sustainable production and consumption, there is low take-up of European measures in the field in Romania. The EU Ecolabel has had a low take-up in Romania, albeit slowly rising. There were only 14 companies having obtained the Ecolabel from the Ministry of Environment by early 2018\(^5\). This grew from 5 companies in 2011. The main reasons for the low interest of companies in obtaining it were considered the voluntary character of the label and potentially the price of obtaining it. At the same time also the lack of support from the Romanian EPA in accompanying the labelling process, as the procedure guides are not updated on time.\(^6\) There are no publicised cases of circular procurement or public initiatives of product environmental monitoring.

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City of Iasi – Strategy towards the zero-waste city:

The city of Iasi joined the European Network of Zero-Waste Cities in 2017. One of the larger Romanian cities of 350,000 inhabitants, Iasi’s per capita waste generation reached 120,000t per year, of which only 10-12% is recycled.

The city set up a task force since autumn 2016 to develop the strategy to improve its waste collection system and preventing landfilling by implementing the nationally adopted legislation on the “pay as you throw” system and investing in infrastructure for separate collection at source of three types of waste: recyclables, compostable/biowaste and residual waste.

The city seeks funding for extending the existing Municipal Waste Collection Center with a repair and resale center for furniture, textiles, electronics and construction waste, which would be a pioneering initiative in Romania.

- Keywords: zero waste; waste collection; urban strategy
- http://www.primaria-iasi.ro/

URBANWins project

The Municipality of Bucharest, together with Romanian environmental NGOs (Ecoteca, ENVIRON) and Ecotic – Romania’s first established scheme of producers and importers of electric and electronic equipment are part of the URBANWins project, funded by Horizon 2020. Within the project, Bucharest will be a test-bed for the development of a city-metabolism map, mobilisation of stakeholders through an urban agora and for transferring knowledge from some of the knowledge partners in the project.

- Keywords: urban metabolism, Bucharest
- https://www.urbanwins.eu
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<tr>
<td><strong>Technology Transfer</strong></td>
<td>Advisory support for technology adopters</td>
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<td><strong>Support of private demand</strong></td>
<td>Tax incentives for consumers (e.g. for purchasing environmentally efficient products)</td>
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<td>Tax reductions for products and services (e.g. VAT reductions)</td>
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<td>Demand subsidies (e.g. eco-vouchers, consumer subsidies)</td>
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<td>Awareness raising and information provision</td>
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About the Eco-Innovation Observatory (EIO)

The Eco-Innovation Observatory (EIO) is the initiative financed by the European Commission’s Directorate-General for the Environment. The Observatory is developing an integrated information source and a series of analyses on eco-innovation trends and markets, targeting business, innovation service providers, policy makers as well as researchers and analysts.

Visit EIO and DG ENV EcoAP website and register to get access to more information and to access all EIO resources.

www.eco-innovation.eu
ec.europa.eu/environment/ecoap