



Plattform Environmental Technology

- a strong network for the environment -

PU in strong association with the





Project

"Sustainable PU internationalization strategy"

Occasion:

- In order to consider the developments on the world markets and to keep the PU's offers for its members up-to-date and practice-oriented, we have developed a new internationalization strategy together with our members and with the support of the ClusterAgency Baden-Württemberg (CABW) and Baden-Württemberg International (bw-i).
- This enabled us to adapt the new strategy to the needs of our members, so that it is also supported by them.



Link to EUSDR (EU-Strategy Danube Region)

- The content of the initiative can be assigned to the thematic areas:
 - 2 "Environmental protection in the Danube Region",
 - 3 "Building prosperity in the Danube Region" and
 - 4 "Strengthening the Danube Region".
- In the next few years, the internationalisation strategy aims to establish the PU in the target country Romania, to make it known and to generate projects.
- This will result in intensive contacts between members and companies and institutions in Romania.
- Likewise, the network development to the most important universities/colleges in Romania is to be advanced.



Foundation of "E.I.T. - Environmental Innovative Technologies" in Timișoara as a counterpart to PU

Aims:

- Establishment/foundation of a "PU Romania - EIT Environmental Innovative Technologies" in the region Timiș, which is supported and used equally by Romanian and Baden-Württemberg partners.
- Contact/exchange with the University of the West and the Polytechnic University, Timișoara: ongoing maintenance and intensification over the coming years.
- To promote Romanian investment in future technologies over the next 3-5 years.
- Introducing members to the Romanian market.



Bilateral task force

- PU and E.I.T Romania Taskforce was formed in March 2020.
- We have reinforced our bilateral initiative in October 2020 with our partners from the Universities, Private Sector and Public Sector.
- Support is needed from Local Administration.



Cluster & Project oriented

- Considering the pandemic travel restrictions, we have initiated an online cluster project-oriented approach, focusing on 4 main clusters retained now as being the most impactful:
 - Air
 - Water
 - Energy
 - Academics
 - policy makers.
- Our purpose is to generate projects answering to local environmental issues through our joint initiative.



E.I.T Romania network expansion

- Public sector's support is key to ensure the success of this initiative, both at local and at national level.
- Working together with Town Halls, Regional Committees and Public Ministeries is key in order to generate projects with real socio-economic value which can improve our overall life quality.



Support

- This project is getting off to a promising start and has so far received considerable technical support from the Ministry for the Environment, Climate Protection and the Energy Sector Baden-Württemberg.
- Financial and technical support has already been provided by the Ministry of Economic Affairs, Labour and Housing Baden-Württemberg.

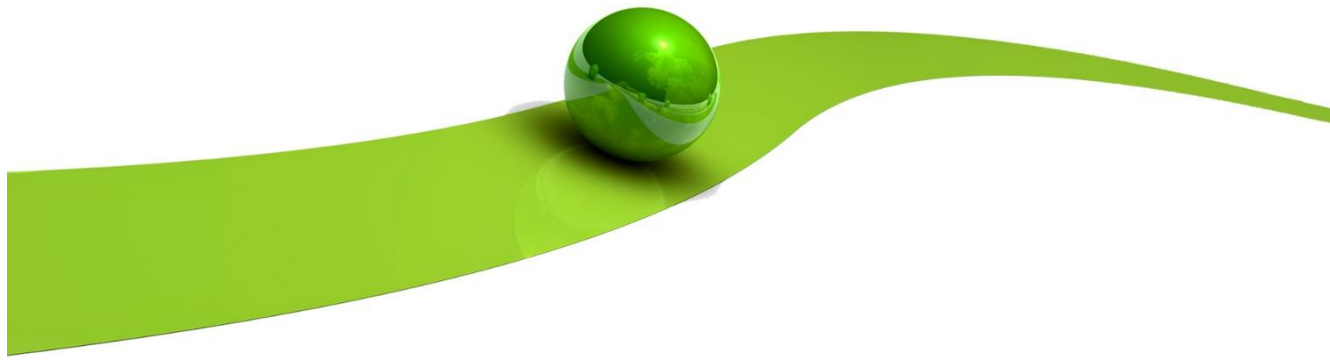


Ministerium für Wirtschaft, Arbeit und
Wohnungsbau Baden-Württemberg



Baden-Württemberg

MINISTRY OF THE ENVIRONMENT, CLIMATE PROTECTION
AND THE ENERGY SECTOR



Many thanks for your attention!

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