

# Business Development, Innovation and SMEs Programme in Romania

## Impact

Final Event, 25 March 2025

Rannveig S. Gimse



- Total of 43 million euro
- Operated by Innovation Norway
- Objective: Increase value-creation and sustainable growth
- Increase bilateral cooperation
- 8 calls launched
- 350 applications
- 90 projects
- 36 in cooperation with Norway
- It all started in 2018



# Since then

- Covid-19 pandemic
- Full-scale invasion of Ukraine with disruptions in supply chains, price increased and uncertainty in the market
- Accelerating technological developments including AI
- Wake up call for action in the EU on innovation and growth



# What is the impact?



# Innovation

Europe needs to close its innovation gap.

Innovation is key to value creation, and to the green and digital transformation of businesses.

The challenges facing the world require new solutions. These cannot only be developed through research. They also be piloted, implemented and scaled up in the market.

Private companies are in the driver's seat.

The Green Deal offers challenges but also opportunities with investments. Competition is high, and the regions and companies that are less innovative fall behind.



# Innovation

## Results

New technologies, solutions, processes, products or services

58 new solutions developed

75 new solutions applied

24 products or services commercialised

30 new Intellectual Property Rights submitted

## Impact

Empowering innovations and technology creates value-creation and growth.

It also contributes to the green and digital transition in Europe.

The programme has brought solutions to the market. That contributes to shared European challenges.

This enables companies to compete in the market and for EU funding.



Photo: Blueye Robotics

# Growth

The business sector must be productive and scale internationally to achieve high value creation.

The Green Deal is Europe's growth strategy. The challenges Europe face are real. The economy needs scalable solutions..

Europe needs productivity to maintain social standards and increase sustainable growth. Productivity drives value creation, and innovation is the key to productivity.





# Growth

## Results

30% annual growth in profit

18% annual growth in turnover

284 new jobs across Romania

## Impact

Investments have strengthened value creation, growth and competitiveness in the companies supported.

The investments have created regional jobs and the opportunity to stay.

Sustainable business models affect competitors, suppliers and customers, benefitting local communities.

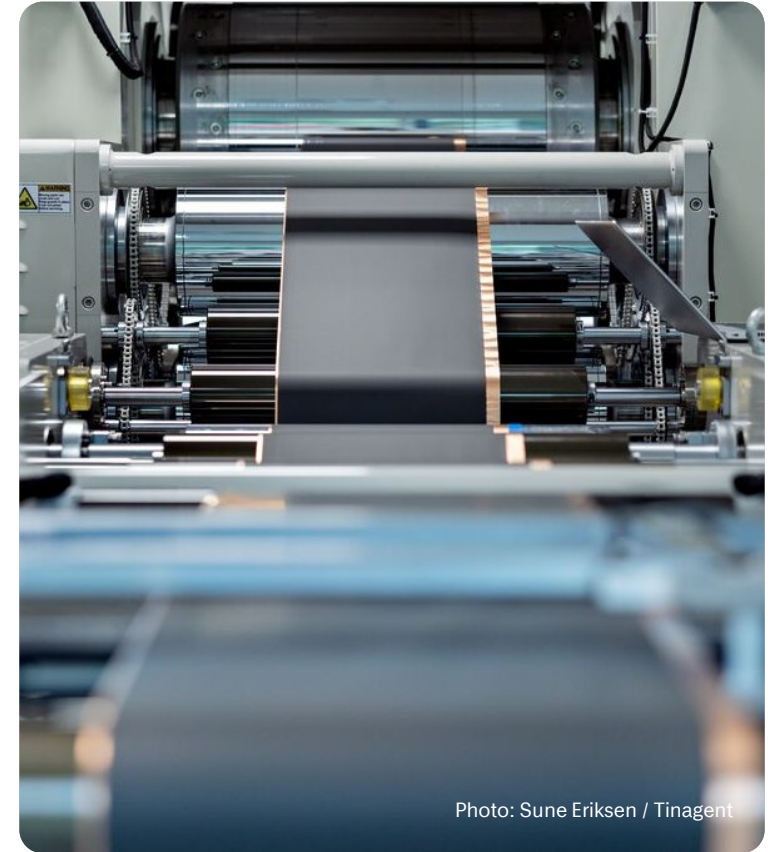


Photo: Sune Eriksen / Tinagent



# Startups

30 startups supported

5 million euro

100% of them survive a year after the end of the projects

36% of them by female founders

A high number of startups is needed to ensure that some will successfully grow and scale their solutions.

The programme has increased the range of startups in Romania and provided them with access to new markets.

This contributes to the

- development of new solutions
- increasing the number of fast-growing companies
- value creation.





# Green Industry

The need for green energy and technology is greater than ever.

Romania, Norway and Iceland share the aims to cut emissions with 55% by 2030. Europe's challenge is significant. The economy needs green industry and innovation that is scalable.

The EU's Green Deal and RePowerEU offer opportunities. There is a great need, but the markets are immature or new.

Investment in greening and new technology is capital-intensive and risky. The public sector needs to play a role.



# Green Industry

## Results

- 30,000 tonnes less CO2 emissions per year
- 174,000 tonnes of waste reused per year
- 7500 MWh less energy used per year
- 210,000 litres less fuel used per year

## Impact

The programme has supported investments in companies that increases growth and cuts CO2.

It has reduced risk and unleashed private capital for green investments.

The programme unleashed the same amount of private capital as grants.

The investments contribute to cohesion.  
The state aid rules incentivised investments in less developed regions.



Photo: Einar Aslaksen / Vestre



# Improved business skills

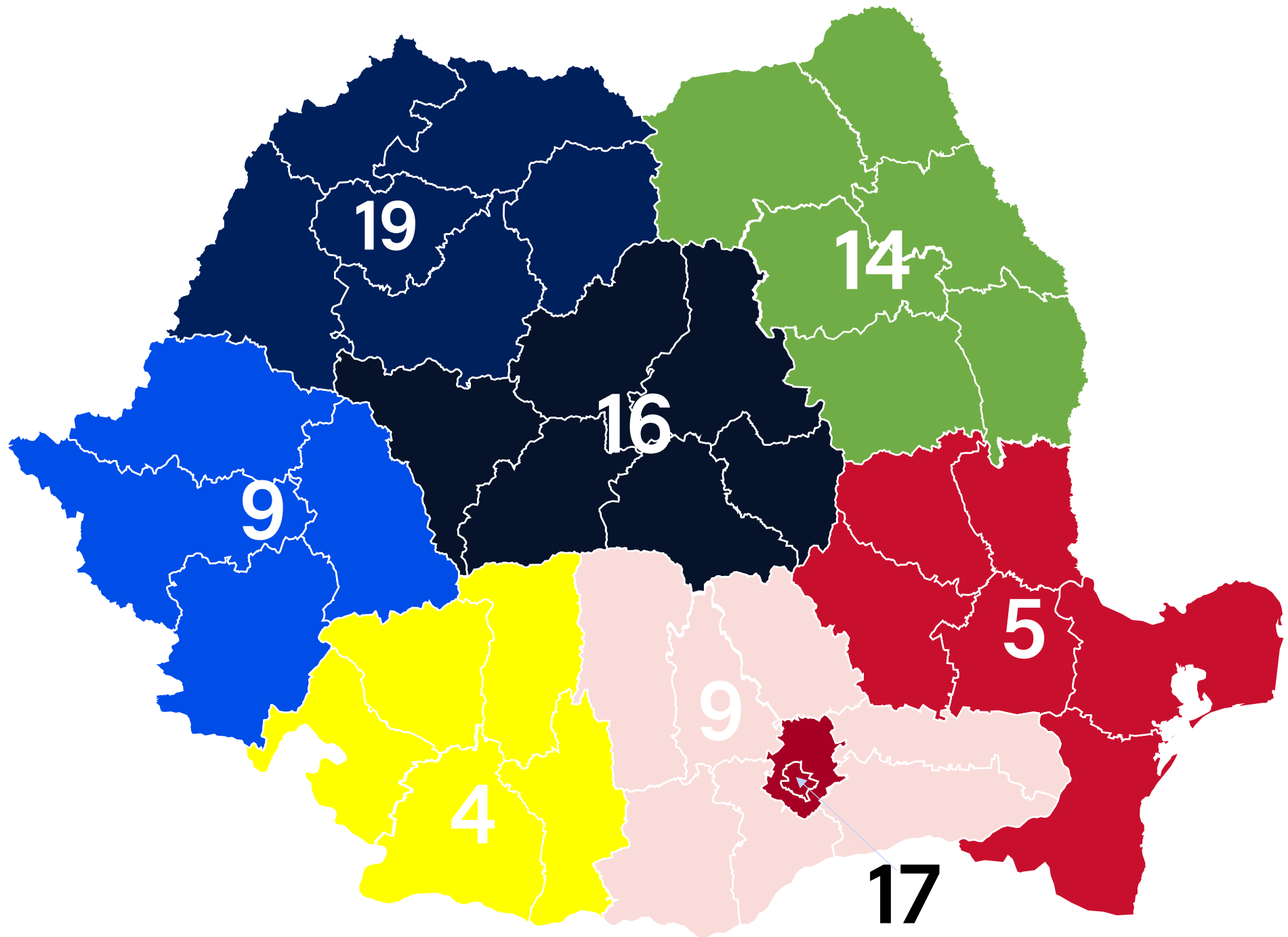
The programme has improved business skills with training, coaching, mentoring on sustainable business models, green innovation, circular economy, internationalisation and CSR.

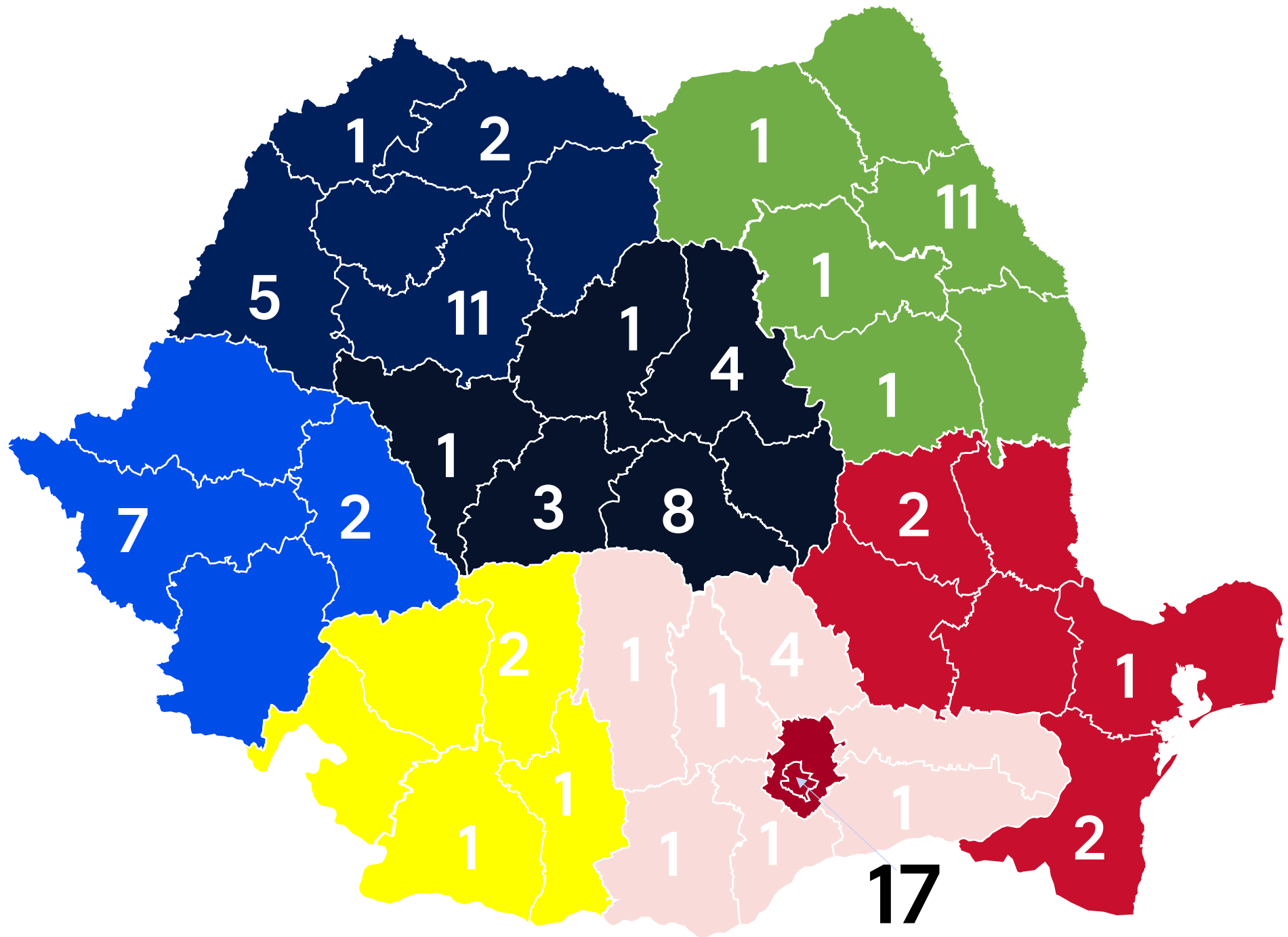
The call for soft measures supported 14 projects

- 942 persons trained
- 21 large enterprises have received business skills support 39 business organisations/clusters have supported SMEs to increase knowledge
- 441 SMEs have received business skills support
- 439 startups have received business skills support









# Bilateral Cooperation

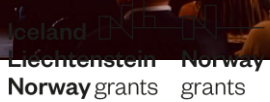
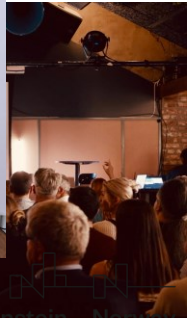
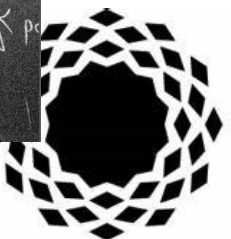




# Bilateral Activities

Health is wealth

Take a wellness break with this category from health tech and med tech to mental health awareness.








All Norwegians should know how great the EEA and Norway Grants are

Håkon Haugli, CEO of Innovation Norway

FINANTARI SMILE MEDIA Marți, 26 Sep 2023 - 10:42  Salvează articolul

## INTERVIU Håkon Haugli, CEO Innovation Norway: Cooperarea între companiile românești și norvegiene, deși provin din medii culturale și geografice distincte, s-a dovedit a fi de succes



Sursa imagine Innovation Norway

Håkon Haugli, CEO Innovation Norway, a discutat în cadrul unui interviu despre oportunitățile de finanțare din cadrul Mecanismului de Finanțare al Granturilor SEE și Norvegiene disponibile pentru antreprenorii români, scopul acestor oportunități, interesul antreprenorilor români pentru afaceri în domeniul energiei și mediului și motivele pentru care aceste domenii sunt atât de importante acum, dar și despre finanțarea energiei

# Bilateral Cooperation

Technological development is accelerating

Requirements are more demanding

Challenges are more complex

Global markets are unpredictable.

It is difficult for companies to predict which competence, technology and systems companies are needed ahead

It is also difficult to learn it or to procure it in time

Partnerships become more important to gain fast access to the competence needed to compete





# Bilateral Cooperation

## Results

- 36 partnerships with Norway
- All partners report apply knowledge from the partner in their activities
- In investment projects, partners shared practices, expertise, competence, knowledge and experience
- In R&D, partners contributed with know-how, technologies, processes or methods
- Also in R&D, partners co-developed solution and share the IPR

## Impact

Access to new markets and contracts

Increased exports

Opportunity to develop, test or scale

New production partners within Europe

Joint IPRs

Networks, partnerships, cooperation

Scaling of production

Stepping-stone to European projects

Capacity-building and learning



Photo: Einar Aslaksen / Vestre

# Impact

Good for business, good for the economy

A contribution to the European Green Deal and to the strategic autonomy of Europe

Increased bilateral relations with Norway



# Thank you!

Contact me at [Rannveig.Gimse@InnovationNorway.no](mailto:Rannveig.Gimse@InnovationNorway.no)

Visit us at: [eea.innovationnorway.com](http://eea.innovationnorway.com)

Follow us to get the latest updates:



EEANorwayGrantsIN



EEANorwayGrantsIN



EEANorwayGrantsIN