

## ADC Project

### ADRIATIC – DANUBIAN MODERN HOUSING TRANSNATIONAL AGREEMENT

We, the partner organizations of the project "Adriatic Danubian Clustering - ADC" ([www.adcproject.eu](http://www.adcproject.eu)), financed by the European Operational Programme South Eastern Europe 2007-2013 (OP SEE) together with the undersigned stakeholders:

Well aware of the importance of clusters as geographic agglomerations (at local, regional or national level) of companies, suppliers, service providers and associated institutions in a particular field, linked by externalities and complementarities of various types;

Having regard to the general objective of ADC project aiming to create efficient transnational networks among the productive clusters of economic sectors of strategic importance for our Countries, modern housing and building industry being one of them;

Having regard to the Final Recommendations of the European Cluster Policy Group - ECPG (September 2010) stressing the need to combine macro-economic policy response with a structural upgrading of competitiveness in line with the ambitions of the Europe 2020 strategy and the growing importance of clusters in the new global environment in which this strategy has to succeed;

Having particular regard to the call of ECPG for the commitment of European policymakers to the active support of the clusters potential to modernise and improve economic policies, starting from the key note of the international cooperation among clusters for the sake of developing emerging industries / services, of raising excellence of cluster organisations and of better matching public instruments and clusters governance (for instance by programming of Rural and Regional Development Funds);

Having regard to the latest development of the EU policies and EC recommendations concerning the achievement of Europe 2020 strategy and in particular the EPBD recast (Directive 2010/31/EU, November 2009) stating that all new builds across the entire EU will need to be 'nearly' zero-energy by 2020

Having regard to the Green Paper **on the modernisation of EU public procurement policy "Towards a more efficient European Procurement Market"** (COM(2011)15 final) concerning the reform of the public procurement rules stressing the key role that public procurement may play for the achievement of Europe 2020 strategy and in a particular extent in the part concerning the promotion of "Green Public Procurement".

#### Whereas the ADC project aims:

1. to achieve a transnational competitive cooperation between enterprises in order to overcome the lacking reciprocal knowledge of the possibilities of entrepreneurial cooperation, as far as access to innovation, human capital development, supply chain exchange, phase specialization and joint initiatives on global market are concerned;

2. to make more of manufacturing skills of SEE region and of place based implementation of multi-level governance for the capacity building of the attractiveness of Adriatic – Danube area as an integrated productive system with high competitiveness for international investors;
3. to promote the evolution of the ADC Sectoral Working Group on modern-housing, based on local focus groups in the partners’ realms that are building new transnational connections among stakeholders and companies of existing and emerging clusters and/or company networks;
4. to establish a sustainable, standing, transnational partnership shaping the new Adriatic Danube Modern Housing Cluster rallying manufacturing and service companies in the sub-sectors of sustainable construction, renewable energy, energy saving technology in construction and home automation, lightning engineering, wood and furniture, building restoration;
5. all the statements above considered as integral part of the agreement thereof;

Agree on

### **Art.1 – Mission of the Modern housing transnational cluster network**

The establishment of the Adriatic Danube Modern Housing Cluster Network aims to fulfil the expectations and to match the interests for growth of modern-housing clusters and company networks, their stakeholders and the companies therein by providing facilities to

- the establishment of standing new trading connections across the South Eastern European Countries;
- the visibility of the SEE clusters and emerging clusters landscape for sharing good practices in particular in the fields of improving quality standards and of enhancing sustainable productive techniques;
- the accessibility and use of Knowledge Based Services (KBS);
- the promotion of SEE technology transfer systems for better sharing innovation sources & RTD results in the modern-housing sector;
- the easing of import & export ties of standardized products between Internal Market & ACs, CEFTA in particular;
- the cross-sectoral match-making between potential partners of different specialisations, also for their cooperation in the global market;
- the joint participation in projects financed/co-financed by EU and by other donors.

### **Art.2 – Principles of the transnational cooperation**

By implementing its mission the Adriatic Danube Modern Housing Cluster is driven by three assumptions on the identity and justification of the transnational cooperation in the modern-housing sector as follows:

- to contribute to the integration of the supply chain;
- to improve the entrustment process among companies;
- to foster public investment in green housing through public-private partnership;
- to contribute to the achievement of EU 2020 strategic objectives through the reinforcement and improvement of the modern housing value chain

Moreover ADMHC promotes direct initiatives for education and awareness of the final consumers.

### **Art.3 - Specific objectives**

For the promotion of modern-housing clustering of companies and support organizations at transnational level in SEE the Adriatic Danube Modern Housing Cluster (ADMHC) cares in particular for:

- the transfer of know-how and the exchange of best practices;
- the provision of technical education & life-long learning on sustainable building and quality for the standing development of the human capital in the sector also through facilities for staff exchange;
- to foster a process of mutual trust among companies of the sector in order to strengthen the connections in the SEE area;
- the awareness of the importance of a standing innovation process and the functioning of proactive technology transfer systems;
- the awareness of public decision makers towards green housing support policy based on common outlining of investment plans / public private partnership;
- the improvement of the environmental sustainability of building industry.

### **Art.4 – Management**

The measures provided for in this Agreement are subject to a peer commitment for implementation by the signing ADC project partners and the signing stakeholders (cluster representatives, RTD – University - Innovation Centres, Chambers and other development actors, including financial institutions, Regional and Local Public Authorities) and companies willing to become owners of the process of Adriatic Danube Modern Housing Cluster Network.

The priority task of this partnership is to set up an effective and sustainable unit for the functioning of the network shaping the transnational dimension of ADMHCN also after the project completion.

By doing this the partnership will care the sub-sectoral articulation of its activity for the productive specialities of sustainable construction, renewable energy, energy saving technology in construction and home automation, lightning engineering wood and furniture, building restoration.

Moreover ADMHCN management will implement an open door attitude for the possibility of joining by new members, emerging cluster leaders in particular, and for the extension of its coverage of building industry related activities.

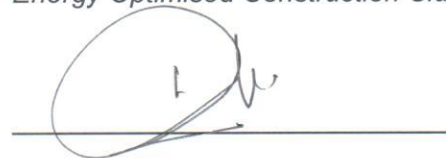
Networking with other international networks of relevance for ADMHCN development and effectiveness is also welcome.

**Mariborska razvojna agencija**  
*Maribor Development Agency*



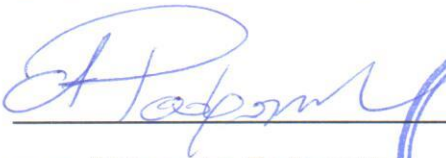
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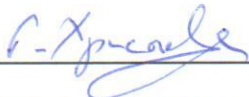
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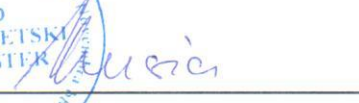
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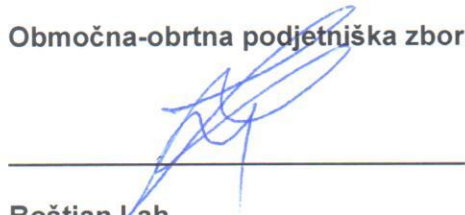
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