



■ LOCAL ACTION PLAN

“CLUJUL UNIC”

CITY OF CLUJ-NAPOCA

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1. THE GENERAL CONTEXT FOR CERAMICS IN THE CITY OF CLUJ-NAPOCA

1.1. BRIEF PRESENTATION OF THE CITY OF CLUJ-NAPOCA

Cluj-Napoca is a city with a dynamic social and culture life that largely is coming from its student-town status. The city has also been able to promote itself in the international arena, in particular over the last years, to shine as a future “eldorado” for ICT companies and attract foreign investment from companies such as Nokia and Siemens, together with important foreign investment in the financial and construction sectors. But the city has some lacks to preserve its cultural and economic heritage, and while new sectors have emerged, traditional sectors - as ceramics – have practically disappeared from both the economic scene and from the city social, cultural and architectural life. Nevertheless, thanks to an important University in Arts and Design the city has been able to promote a community of artists, designers and creators with a growing international visibility and that may be the basis for a renewal of traditional sectors, and in particular ceramics. Situated in the North-West part of Romania, the city of Cluj-Napoca is one of the most prosperous city in the country, capital city of Cluj County. The city is having the surface of 180 sq km and the climate moderate-continental with accessibility by road: E60 – Vienna/Budapest/Oradea/Cluj-Napoca/Bucharest, Bucharest-Borş Highway (in progress), by railway: Vienna/Budapest/Oradea/Cluj-Napoca/Bucharest, by airway Cluj-Napoca International Airport.

The city population is approximately 500.000 inhabitants (2002 census):310.000 registered in Cluj-Napoca, more than 100.000 students and about 50.000 non-resident employees. Ancient capital of Dacia Porolissensis, certified by documents two millennia ago by the Greek geographer Claudius Ptolomaeus (85-165), the town was raised to the rank of city during the reign of Emperor Hadrian (117-138) and labelled municipium Aelium Hadrianum Napoca, then to the rank of colony, around 180, under Marcus Aurelius or Commodus. Colonia Aurelia Napoca had institutions, local senate, magistrates, the People’s Assembly, same as the status of any city in the Roman Empire.

The Roman city of Napoca, located in the north-west province Dacia, was founded by Emperor Trajan, and settled by Norican and Pannonian colonists and local indigenous people. The settlement was made *municipium* during Hadrian’s reign and subsequently (most probably during Marcus Aurelius reign’s) became *Colonia Aurelia Napoca*. It was the main city in Dacia Porolissensis (the north-western part of the Roman province Dacia) and the most important judicial centre of this province (where the procurator headquarters’ seated).

The Roman settlement lays in the central part of the present city, completely covered by the modern buildings. Archaeological excavations undertaken along last century have provided evidence for the city defences and several buildings. In the same time, in the south-eastern part of the settlement it was discovered an industrial area (brooches and smiting workshops). No pottery kilns ware found so far, but a ceramic waster pit and a *sigillum* for decoration Samian ware moulds was found, as well as a large amount of pottery material discovered suggests the plausible hypothesis of a pottery workshop located in the same area.

The local production of Roman pottery at Napoca seem to started immediately after the settlement was established, influences by potters' arriving together with the first wave of colonists from the neighbouring provinces of *Noricum*, *Pannonia* and *Moesia Superior*. The activity of pottery workshops from Napoca is continuous from the beginning of the 2nd century until the last quarter of the 3rd century AD, with a peak at the mid-2nd century until the 1st half of the 3rd century AD.

The Roman pottery industry from Napoca is represented by its two major groups: fine pottery and common (utilitarian pottery). Local production of *terra sigillata* and stamped pottery, together with other categories of luxury pottery (thin walled and painted wares, decorated in barbotine technique, Pompeian red wares, pottery with applied decoration etc.) represent 47% of the local pottery production. As one of the specific features of the local workshops, it is worthwhile to mention the massive production of stamped pottery, individualized by decorative motifs and forms characteristic for the pottery workshop from Napoca, and by the fact they display an extraordinary quality of fabric and slip.

Beside fine ware, the common ware of Roman origin (together with pottery in late La Tène tradition) is found in all its forms (cooking, table ware, transport and storage ware) and represent 53% of the local pottery production. It played an important role in the every day life of the inhabitants of the Roman city Napoca.

The local production of Roman pottery is well-documented and supported by fabric analyses, as well. On the basis of this local production is possible to assert, in this stage of the research, the existence of a strong production centre at Napoca, with a large area on witch the products from pottery workshops were spread (especially in the north-western of the province Dacia, as well as in *Barbaricum*).

The first documentary for the city reference dates from 1173 and designates the settlement under the name of Clus (Latin for "place closed between hills"). Other names for the city were Kolozsvár (in Hungarian) and Klausenburg (in German), after the Saxon colonists who settled in Cluj fortress during King Stephen V of Hungary's reign after the local populations were decimated during the assaults. Klausenburg was one of the seven medieval Saxon fortresses (Siebenbürgen) in Transylvania. The first Romanian name of the city was Cluj, sometimes written Klus. In 1974, the name was changed into Cluj-Napoca, Napoca being the first name of the settlement used in the Roman era. The privileged geographical position, on the old routes which linked Western Europe to East and the South of the continent, led to a specific environment of ethnic-cultural plurality and to an economical development. Although it suffered a setback because of the strong barbaric assaults that followed the withdrawal of the Romans (in 271), in the Middle Ages the city witnessed a flourishing civilization, with an exceptional accumulation of economic, artistic and cultural values, which justified the award and the consolidation of a prestige that few cities could boast: that of a "treasure-city". The privileges granted by King Charles Robert of Anjou, in 1316, conferred the status of "free royal city", amongst the most important privileges we find the right to have its own administration, the right to a fair trial, the right to trade, the right to build churches and cemeteries etc. In 1405, King Sigismund of Luxembourg conferred new privileges to the city, including the extension of the fortified precinct. The city has also benefited from special protection from the other great King, born in Cluj-Napoca: Matia Corvin (1458-1490). His reign is linked to the completion, the

construction or rebuilding of some of the most representative monuments of the city. Both the completion of St. Michael's Church, around 1480, and the completion of a fortified precinct of the city, by building around 1475 the Tailors' Tower, are related to this age. Most important foundation in Cluj-Napoca was, however, the Franciscan Church (now reformed) on Lupilor Street (today M. Kogalniceanu Street), funded through a consistent royal donation, whose construction began in 1486.

The first precinct of the fortified medieval city was built after the Tatar's invasion in 1241 and the royal edict in 1316, covering an area of about 7 hectares in the current Museum Square. The tower, located in the South-Eastern corner of the square, was used as a prison. The second fortified precinct has a much more extensive scale, the walls surrounding a surface of about 45 hectares. In the 15th Century, 18 bastions and towers over the fortress and at the city gates or intermediary (Bridge Tower, Monastery Tower, Tailors' Tower etc.) were mentioned in the documents. Cluj was described by the classical writers as "a big and rich commercial city, well built with strong walls and many ancient towers (Giovanandrea Gromo). Between 1713 and 1716, on The Fortress Hill the Austrians built a garrison of the city in Vauban style. Inside the fortress in 1849, the Hungarians executed German historian and thinker Stephan Ludwig Roth who participated at the 1848 Revolution. The Fortress Hill is now a monument and offers visitors a beautiful view of the city.

During the Austro-Hungarian dualism, although the political impact on Cluj-Napoca was a negative one, the city benefited from a strong urban development, with many positive western influences. The attempt to assert the Romanian nation, which culminated with the Revolution of 1848 and the drafting of the Memorandum, completed with the union of Transylvania with Romania.

Today, the city of Cluj-Napoca is the main city of Cluj county and a traditional, cultural and academic centre of Transylvania, born and developed on the banks of Someşul Mic and Nadăş at the crossroads of the Apuseni Mountains and Someş Plateau, spreading on an area of 179.5 square kilometres and having 320.000 inhabitants, is the fifth among the country's cities and one of the main economic and cultural centres.

In the city's Protocols of the 16th Century, kept almost entirely at the National Archives, Cluj county subsidiary, the citizen of Cluj-Napoca was proudly considered "*the one who loves his country*", and "*The Republic is the name of the entire city, for which we owe to die for and offer everything we have*".

The city of Cluj-Napoca, "the treasure city" was therefore considered an urban republic, a homeland for its inhabitants, in which the organization of the local administration, the correct allocation of the taxes, intern order or the urban development were, most of the time, more important than the European events or the prince's policy. Although they were speaking different languages, the inhabitants of Cluj-Napoca knew how to live, accept, cohabit and mutually respect their values, in a city that have never belonged to a single ethnic group, to a single confession or to a single social class. Thereby, the most valuable and durable richness of "the treasure-city" is, in fact, this remarkable art of cohabitation. Cluj-Napoca is a city on the uprising.

1.2. PRESERVING THE HERITAGE OF THE FORMER FACTORY *IRIS CLUJ*

The city of Cluj-Napoca is the most important city of Transylvania, well known as the second largest University town in Romania. There are nine universities with more than 85.000 students in Cluj. In Cluj-Napoca a newcomer will not only discover the beauty of old historical buildings and monuments, but also the look of a new dynamic city with his famous Romanian hospitality. Cluj-Napoca is Romania's second-biggest financial and banking center and it is one of the best developed metropolitan area. Its economic potential draws from local resources, many and diverse corporations, a good geographic position and the tradition and expertise acquired in most industries. Ceramic culture development is popular not only among the potters working in their own workshops, but also among producers of greater volume.

Regarding the ceramic industry, the town is having an important background through the fine porcelain and it was a very important attraction point for this industry in the past. But now, because of the economic decline in this sector, we've got involved in UNIC project, fact that would be a great benefit to the local ceramic industry.

Moreover, our involvement in this network would enable our municipality and the others partners to benefit from the innovative methods developed through the specified network.

The characteristics features defining the city are: a strong industrial potential for processing the resources, an incentive for the technical development of numerous scientific research institutes, a great number of education institutions of all levels, ensuring people's training in a wide range of professions, a rich prestigious artistic activity, a good opportunity for fulfilling a rich artistic potential, a good position at the crossroads of most important highways and railroads connecting it successfully to all regions of the country.

Cluj-Napoca is a multicultural city, with specific traditions and cultural values. Regarding the ceramic as well as porcelain notions, these are connected to each other in several ways. It is enough to mention the name of the former **Iris Porcelain Factory**, to remember that this porcelain factory owned a special and honoured position in the economy of Cluj-Napoca as well as in the history of local ceramics and porcelain industry and in traditional applied arts too in Transylvania region.

The region is known worldwide for many years as a part with tradition in porcelain manufacture. The cradle of the Romanian porcelain remains Transylvania, due to its affiliation throughout history with Europe's great empires. The most popular factory in Romania, in the last century, in the porcelain industry was Iris Cluj-Napoca.

The Iris Factory was the first capitalist enterprise founded after the Union, in the year of 1922, under the name of Societatea Anonimă Română pentru Industria Ceramică “Iris”, Cluj, with a start-up capital of 12 million lei. In the last quarter of the last century, the Iris porcelain competed successfully with the famous Bohemian porcelain. (Czechoslovakia), with the Herend or the Zsolnay Porcelain (Hungary), having a similar quality as the French, Italian or German porcelain. Iris, as a trade-mark, is a high-priority component of self-identity for the citizens of the city of Cluj-Napoca. Nowadays, besides public places, there are several memories of IRIS ceramic pieces which can be found in privately owned places. Every resident is concerned about the fortune of the factory, everyone is proud of the factory's successes during her golden age. We can say that Iris products have a unique touch in the city profile.

After 1989, due to the changes that took place in the Romanian society and the European international context, the local porcelain industry began to gradually weaken. After that unsuccessful attempts to privatise it followed, which did not result in anything but disintegrate the capital gathered over the years, both human and material.

Currently, the condition of the porcelain industry in the city of Cluj-Napoca does not have almost anything from its glorious past. The city of Cluj has about 50-60 companies, which deal with the manufacture of refracted and un-refracted ceramic products.

From all these companies, few have a potential that could lead, in the future, to the development of the porcelain industry in Cluj, only that the majority of these firms have low potential, which appeared due to development in the construction sector of the city of Cluj rather than due to the development of the porcelain industry.

Among the companies which are currently trying to revive the porcelain industry in Cluj and which have a profitable activity with developments prospects, are the following: S.C Iris Portelan S.A, Klausenburger Keramikmanufaktur SRL, Millenium Ceramics SRL, Porcelain Manufactures SRL, Nesan, Prod SRL, Amplex Procom SRL, Porfino Prodimpex SRL, Sumi Porcelain Manufactory SRL, Porcelain Manufactures Moga.

As the times did not allow it earlier, the first private manufacture in Romania was born only in 1990, through the efforts, the perseverance and the tenacity of the local manufacturers. Reinforcing the existing tradition and the talents of generations in Cluj-Napoca is known worldwide, from Japan to the United States, for its delicate lines, combined with the sophisticated mastery of the forms.

About the local porcelain it is said that it is as delicate as the Limoges one, more sophisticated than the Belcek porcelain, equally loved as the Meissen porcelain and at least as sought as the Herend one.

The local ceramic industry aims to put in value its newly acquired technical base and especially the professional skills and creativity of the employed staff. The products and technologies have the ISO authentication and in the porcelain ware, the sector offers a large number of basic models, and each model can generate many variants, depending on the decoration style, on the type of design and on the colours used. The decoration of the porcelain ware is made using its own transfer printing or the one offered by the client, as well as using manual decoration.

THE SITUATION OF THE COMPANIES ACCORDING TO THE TURNOVER WITH DEVELOPMENT PROSPECTS IN THE CERAMIC AND PORCELAIN INDUSTRY:

- **THE MANUFACTURE OF HOUSEHOLD AND ORNAMENTAL PORCELAIN WARE**

PORCELAIN MANUFACTURES SRL Cluj-Napoca, Cluj 93.240

NESAN PROD SRL Cluj-Napoca, Cluj 74.200

PROXIMA COMSERV SRL Cluj-Napoca, Cluj 16.086

AMPLEX PRODCOM SRL Cluj-Napoca, Cluj 12.633

FANTEZI LUX PROD SRL Cluj-Napoca, Cluj 11.493

SUMI PORCELAIN MANUFACTORY SRL Cluj 11.248

TAPIO PRODCOM SRL Cluj-Napoca, Cluj 6.561

- **THE MANUFACTURE OF REFRACTED CERAMIC PRODUCTS**

KLAUSENBURGER KERAMIKMANUFAKTUR SRL Cluj 98.368

CARBOREF SA Cluj- Napoca ,Cluj 8.904

- **THE MANUFACTURE OF CERAMIC PRODUCTS FOR TECHNICAL USE**

PORFINO PRODIMPEX SRL Cluj-Napoca 184.093

GADION PRODUCTIE SI TEHNOLOGII SRL Cluj 22.938

NORADENT SRL Cluj-Napoca Cluj 3.117

- **THE MANUFACTURE OF OTHER CERAMIC PRODUCTS**

ENO SERV SRL Cluj-Napoca Cluj 5231

HIF & H DESIGN SRL Cluj-Napoca Cluj 1224

PRUNDARIU & CO MIROPORCELAIN Cluj Cluj 640

- **THE MANUFACTURE OF SANITARY CERAMICS**
MILLENIUM CERAMICS SRL Cluj-Napoca Cluj 13.593

In conclusion, the greatest porcelain producers from Transylvania, the traditional ceramic product exporters, went , in the last years, through a period of business reorganization and restructuring. To survive, the porcelain industry needs massive investments in technology, but especially a competent management to bring this branch of domestic industry the required flexibility to occupy new markets and reconquer the traditional ones.

1.3. FROM TRADITION TO INNOVATION IN THE LOCAL CERAMIC SECTOR

Based on a strong university system, a skilled and educated population and a strategic geographical location, the city has been able to attract important national and foreign investments, especially in the construction and in the ICT sectors, which have been pushing the image of the city as Romania “techno-polis”. This trend is being supported by important investments in infrastructure, namely in the creation of public space , and by a dynamic banking system , that opens great opportunities for a sustainable development, if the city is capable to avoid the temptation of over-construction that has been seen before in southern European countries, resulting in the loss of distinguish characteristics. The evolution from a solid but traditional financial system (infrastructure-oriented) to a more innovation –oriented financial system, in line with the new trends, is one of the main innovation challenges for Cluj-Napoca. The city is well known for its cultural traditions, its outstanding cultural potentials and its university recognized nationwide.

However, the vast economic transformation that Cluj-Napoca is undergoing is not visible in the ceramics domain, or at least not with positive effects. Once home to important manufactures of tableware such as Iris, the sector at regional level is composed of only around 70 micro-companies, between family-based business and craftsmen. In spite of a regional association in ceramic domain, the sector lacks critical mass for innovation and growth, even if financial and support conditions (universities, research centres) are favourable. But while industry is weak, the city is home to a wealth of artists and designers, of growing international fame, most graduates from the local University of Arts and Design , which could contribute to a sector renewal. To reinforce such asset, best practices exchange and prevent the talents drain to other countries, the city should promote a larger number of cultural events of relevant dimension that it currently doesn’t have, as exhibitions, creativity contests and fairs, inspired in examples as Stoke-on-Trent Ceramics Biannual and Faenza’s International Competition of Contemporary Ceramic Art. The city also lacks a relevant museum on ceramics that can both preserve its heritage and contribute to the visibility of a new generation of artists.

Cluj-Napoca has been able, over the last 10 years, to develop a favourable business environment, and currently the city hosts several worldwide, prestigious companies, which demonstrated to be a great location for new investments in various fields, in particular ICT, as most of

the activity in this sector is taking place in Cluj-Napoca, with in particular relevant investments from Nokia and Siemens. This favourable climate is partly enabled by structural reasons – a strong education system, a skilled and educated population – but also for more conjectural reasons – low salaries, consumer markets still growing.

To consolidate this trend, the city must reinforce its infrastructures, in particular as regards the provision of public space – something that has already been started with the development of the TETAROM industrial parks and incubators – but also with the development of its research structures and the improvement of its capacity to serve local industry (technology transfer, industrial relations, etc.) and to foster a financial system favourable to innovation. A basic aim described in the specifications of the application is to establish cooperation based on partners relations between the producers of ceramics and the academic sector.

Cluj-Napoca is a city on the uprising, but it must work to ensure sustainability of its present economic growth. For it, while profiting from the favourable climate and the existence of structural funds to develop its infrastructures, it must avoid the mistakes that other cities have made, with a concentration of investments on “cement” and construction and neglecting the intangible aspects as capacity to create and disseminate knowledge and development of an innovation-oriented financing system. Of particular importance for Cluj may be the learning of processes in the field of Venture Capital promotion and development of University – Industry relations through experiences as the Centres of Excellence.

Cluj-Napoca is a city with a dynamic social and culture life that largely is coming from its student-town status. The city has also been able to promote itself in the international arena, in particular over the last 10 years, overcoming ethnic tensions and economic problems, to shine as a future “Eldorado” for ICT companies and attract foreign investment from companies such as Nokia and Siemens, together with important foreign investment in the financial and construction sectors. But the city has not been able to preserve its cultural and economic heritage, and while new sectors have emerged, traditional sectors - as ceramics – have practically disappeared from both the economic scene and from the city social, cultural and architectural life. Nevertheless, thanks to an important University in Arts and Design the city has been able to promote a community of artists, designers and creators with a growing international visibility and that may be the basis for a renewal of traditional sectors, and in particular ceramics. As the academic sector is the most important local source of innovative energies, the horizontal cooperation networks of ceramics and porcelain industry have a long history in the area. But to feed this trend, the city must create the conditions for this community to stay and prosper in Cluj-Napoca, avoiding the talent drain to other countries.

To preserve its heritage and foster a renewal of its traditional sectors, with a view of a sustainable growth that is key for the future of the city – as many of the reasons for the present foreign investment are only conjectural – the city must promote the development of large scale events that may become a window for the local community or artists, while attracting foreign one, and develop heritage sites as museums and permanent exhibitions. Of particular relevance are the examples of Stoke-on-Trent Ceramics Biannual and Faenza’s International Competition of Contemporary Ceramic Art, while examples as the European Industrial Museum for Porcelain in Selb and the National Museum Adrien

Dubouché in Limoges are benchmarks for a possible development of a local museum in ceramics in Cluj-Napoca also. The financing system in Cluj-Napoca is well developed, including several foreign investments. But the system is traditionally based, infrastructure-oriented, and its conversion towards a more innovation-oriented system is a main challenge in Cluj-Napoca, as elsewhere in Europe. Innovation culture is balancing between a traditional science-based system and new private investments in applied research –centres from foreign companies. The city must identify a common ground where to develop an improved innovation culture, and the planned TETAROM industrial parks may play a role here. Education establishments are strong in the region, but ties with industries are weak, the same going for research institutes. More private-public partnerships are necessary. The education system is strong in Romania and particularly in Cluj-Napoca. But while the level of scientific education is top-class, interaction with industry (rotations, intern-ships, etc.) are still underdeveloped. A strong leadership is necessary, in particular towards traditional sectors that lack public spaces (technology parks, incubators) for its development. Technology transfer is still incipient, with an absence of private players and conservative public players.

2. INTRODUCTION OF THE LOCAL SUPPORT GROUP OF THE CITY OF CLUJ-NAPOCA

The Local Support Group for UNIC in Cluj-Napoca developed during its seminars important ideas related to the future Local Action Plan that was realised. To realise the Local Action Plan, the LSG received the recommendations of the network expert and the indicative actions extracted from the baseline study.

A methodological recommendation of the URBACT programmes is to establish local support groups (ULSG). The philosophy of URBACT specification is clear: a local measure cannot be legitimate and effective without the involvement and support of the concerned civil actors. This is a seemingly obvious relation, but in Romania – and probably in all post-socialist, new EU member countries – it has a special significance. The transfer of the legal and economic structures was relatively fast, but there is a huge deficit in the field of local civil networks. Cooperative civil relations can provide the real strength of a community. Every theme, concept or a compulsory stipulation, which helps the actual rebuilding of civil society, is a great support. Accordingly, the Municipality of Cluj-Napoca sets a high value on establishing the local support group of the city, and considers its maintenance a special and highlighted element of the Action Plan of the City.

2.1 THE STRUCTURE OF THE LOCAL SUPPORT GROUP

The Local Support Group of the UNIC project set up at the level of Cluj-Napoca municipality-partner in the UNIC network, functions with two subgroups, respectively one focused on promoting cultural tourism and the second on the relationship between the business and the academic environments.

a) The **subgroup**, which aims at developing solutions for **promoting cultural tourism**, from the perspective of valorisation of the historical tradition will enable the collaboration with small ceramic craftsmen. In this purpose there will be contacted the Craftsmen's Association. Concerning the cultural promotion there will be accomplished a set of activities proposed for 2010 within the event Pécs - European Capital of Culture.

b) The **subgroup** which will aim to activate and develop the **business-academic relationships** - will focus on the support of the innovative actions by encouraging the SME entrepreneurs in the field of ceramics to engage the students of the ceramic section of UAD, by creating communication networks about participation in joint actions, fairs, exhibitions and involvement on a voluntary basis in the preparation of such activities. Business environment, represented by APM, will encourage participation with development projects of the small and medium enterprises entrepreneurship interested in such programs. Co-operation between higher education and business is now widely recognised to have benefits for both sides. It stimulates knowledge transfer in both directions, leads to long-term partnerships that can open opportunities and improve return and helps prepare students for future employment.

The main goal of the academic sector in the ceramic sector is to train specialists, in the field of fine and decorative arts and design, who would have a significant impact in the cultural, commercial and industrial field of contemporary society, as well as to train art teachers for pre-university and university level. UAD wishes to transform its graduates into initiators of qualitative transformation of the human, spiritual and material environment. The University of Art and Design offers to its students a high level of visual education through teaching methods that evaluate the native cultural and artistic tradition, but also assimilate forms of contemporary artistic language.

Together with the Local Support Group the entrepreneurs organised exchange meetings to present their study cases and to promote partnerships during the main stakeholders by creating an e-platform of actions “people-to-people” for knowledge and dissemination of information at European level through UNIC chain-from tradition to improvement and innovation in ceramics, promotion of human capital in ceramics industry, artistic-cultural and tourism promotion through ceramic sector.

2.2. PRESENTATION OF THE MOST IMPORTANT STAKEHOLDERS OF THE LOCAL SUPPORT GROUP

When establishing the Supporting Group of the City of Cluj-Napoca, it was very important to represent the widest circle of active stakeholders, who were involved in shaping the position of ceramics and porcelain local sector.

The most active stakeholders interested in the ceramic sector are analyzed in the following tables:

Stakeholder interest analysis			
Issue:	PROMOTION OF INNOVATION & INDUSTRY STRENGTHENING		
Stakeholders	Interests and how affected by the issue	Capacity and motivation to bring about change	Possible actions to address stakeholder interests
1. Cluj Territorial Office for small and medium enterprises	Supporting small and medium enterprises and craftsmen having the activity field of interest within the ceramic sector	Specific programs for small and medium enterprises and craftsmen	Consultancy for the small and medium enterprises active in the ceramic sector
2 .Porcelain Manufacturer S CO.LTD	Interest in participating on the exhibitions within UNIC activities	Original and innovative ceramic production, traditionally for local culture	Ensuring visibility of the company activity within UNIC network
3. City Hall of Cluj-Napoca Information Office for Investors	Supporting the investors interested to invest within the local ceramic sector	Promoting materials designated to the possible future investor's	Edits and publishes presentation materials of the city; Promotes the economic interests of the city, aiming to increase foreign investments in the ceramic sector in Cluj-Napoca

4. Owners and Patrons Association- APM	Supporting the SME and craftsman that are members within the APM association interested to be promoted within the UNIC network at European level	Capacity of sustaining the visibility of the members of APM within specific networks	Promoting, through specific communication networks of the association, APM members profile
5 .S.C. Amplex Prod-Com S.R.L.	Interest in participating on the exhibitions within UNIC activities	Original and innovative ceramic production, characteristic for local tradition in ceramics	Ensuring visibility of the company activity within UNIC network
6. Sumi Porcelain Manufactory	Interest in participating on the exhibitions within UNIC activities	Original and innovative ceramic production, traditionally for local culture	Ensuring visibility of the company activity within UNIC network

Stakeholder interest analysis			
Issue:	CULTURAL AND TOURISM POTENTIAL PROMOTION & CITY IDENTITY DEVELOPEMENT		
Stakeholders	Interests and how affected by the issue	Capacity and motivation to bring about change	Possible actions to address stakeholder interests
1. National History Museum of Transylvania	Heritage preservation by developing the local values within ceramic sector	Knowledges resources within the thematic of UNIC network	Exhibitions within the general theme of promoting the cultural and local heritage, including city identity promotion

<p>2. University of Art and Design Cluj-Napoca</p>	<p>Organising research programme of ceramic and porcelain profession, as well as organising workshops and academic symposiums, in which the living classics of the profession, young talents and representatives of other artistic branches, applying porcelain and ceramics, produce outstanding artistic results along a theme corresponding with the product development concepts of the former Iris factory</p>	<p>Academic section of ceramics and specific department of EU programmes development within the University</p>	<p>Academic exchanges within the ceramic departments of the Universities from the cities partners in UNIC network; Mobility schemes for professors and students regarding the ceramic domain</p>
<p>3. Municipality of Cluj-Napoca, Tourist Information Center</p>	<p>Cultural and tourism potential promotion specific activities, including campaigns, workshops for city identity development</p>	<p>High level of experience and knowledge resources within the thematic of tourism and cultural promotion of Cluj-Napoca city within UNIC network</p>	<p>Cooperation with other Tourist Information Centres from the UNIC network</p>
<p>4 Municipality of Cluj-Napoca, Tourism and Communitarian Direction</p>	<p>City identity visibility through specific communication tools developed within the UNIC network</p>	<p>Local actions promoting the specific values that gives to the city the originality, under the motto: <i>FROM TRADITION TO INNOVATION</i></p>	<p>Cooperation with similar departments of brand promotion from UNIC partner cities</p>
<p>5 Municipality of Cluj-Napoca, Communication and PR Direction</p>	<p>Promotion of the communication tools within the network, through a specific campaign CLUJUL UNIC</p>	<p>Specific actions of promoting the UNIC activities of Cluj-Napoca municipality, via communication tools developed by partner cities</p>	<p>Cooperation with similar PR departments from UNIC partner cities</p>

6 Municipality of Cluj-Napoca, Strategy and Local Development Office, projects evaluation-EU office	Writing and coordinating the European projects, having the specific objectives as development and implement the specific activities within the cultural and tourism promotion and city identity domain	Developing projects regarding tourism and cultural promotion of the city, also of the local brand, focussing on the ceramic specific values	Initiating the specific partnerships regarding the programmes where the eligible solicitors are local public administration within the UNIC network
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Members of the Supporting Group as main stakeholders of the City of Cluj-Napoca in the ceramic domain:

Name of representative and position	Name of organisation	Phone/Fax	E-mail	Adress
Sălăgean Tudor-Alexandru Researcher	National History Museum of Transylvania	0742-130998 0264-591718	tsalagean@yahoo.com	Constantin Daicoviciu street, no. 2, Cluj-Napoca
Rusu-Bolindeț Viorica Museograf	National History Museum of Transylvania	0744-168066	viorusu1@yahoo.com	Constantin Daicoviciu street, no. 2, Cluj-Napoca
Cimpean Manuela-Mirela Head of Tourism Office	Municipality of Cluj-Napoca, Tourism Office	0720-660610 0264-596030	manuelacimpean@yahoo.com	Motilor street, no. 1-3, cod 400001, Cluj-Napoca
Rebrean Gabriela Small and medium enterprises councilor	Cluj Territorial Office for small and medium enterprises	0730-580450 0264-487224	gabriela.rebrean@mimmc.ro	Horea street, no. 13, Cluj-Napoca
Șuteu Angela Small and medium enterprises councilor	Cluj Territorial Office for small and medium enterprises	0743-508693	angela.suteu@mimmc.ro	Horea street, no. 13, Cluj-Napoca
Sumedre Teodora Manager	Sumi Porcelain	0722-286152 0264-403182	office@sumiporcelain.com	George Byron street, no.13, Cluj-Napoca
Olaru-Zăinescu Mircea Executive secretary	APM Cluj	0721-894862 0264-430148	secretar@apm.ro	Avram Iancu street, no.52, Cluj-Napoca
Șuteu Petru Manager	S.C. Amplex Prod-Com S.R.L.	0264-450566 0730-618560	suteu.petru@yahoo.com	Otelului street, no. 12/A, Cluj-Napoca
Rusu Oana Expert in Investor's	Municipality of Cluj-Napoca, Investor's Office	0721-230349 0264-599329	investincluj@primariaclujnapoca.ro	Motilor street, no. 1-3, cod 400001, Cluj-Napoca

relations				
Szabó Tamás Expert UNIC e-tools	Municipality of Cluj-Napoca, EU Office	0264-596030 /4630	dezvoltare@primariaclujnapoca.ro	Motilor street, no.1-3, cod 400001, Cluj-Napoca
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Doina Ienei Professor	University if Art and Design Cluj-Napoca	0264-591477	relations@uad.ro	Unirii's Square, no. 31, Cluj-Napoca
Rodica Macovei Eng.	Porcelain Manufacturer S CO.LTD	0264-415108	office@porcelain.ro	Muncii's Boulevard, no. 25 A, Cluj-Napoca
Ciobanu Viorica	Traditional Craftsman's Association	0745-334512	amp@yahoo.com	Dorobantilor f.n, Cluj-Napoca

2.3. LOCAL SUPPORT GROUP- TOOL FOR UNIC LOCAL NETWORKING ACTIVITIES

Defining the main thematic fields gave considerable methodological direction during the process of identifying the individual actions of the Action Plan of the City of Cluj-Napoca, we have harmonized the concrete actions with the project priorities with all thematic fields. That was made in order to promote the LSG as a specific tool for UNIC local networking activities, integrated in the EU platforms.

Thematic Fields		Clujul UNIC	Revitalising horizontal cooperation networks
1	Supporting innovation processes of the ceramics sector	1.1. Establishing a cultural industry incubator house 1.2. University of Art and Design (including the Department of Ceramics and Porcelain Design) 1.3. „Porcelain-Iris Cluj/ Zsolnay design resident exchange programme	Establishing international internships and academic exchange programmes „CC Cluj Ceramics” – development scholarship by application for innovation EU programs Promoting services providers who own the necessary hardware

			and software tools for ceramics design purposes
2	Developing local ceramic industry	2.1. Using Iris former porcelain factory heritage-on promoting the local ceramics active small and medium enterprises	Cluj-Napoca Cluster of Ceramics
3	From tradition to innovation	3.1.Rehabilitation of art ambient ceramic architectural assembly 3.2. Establishing an open network of art-center as IRIS CERAMICS NETWORK	Traditions of ceramics as urban development tools
4	Developing cultural and tourism potentials	4.1. Promoting the Iris Flower in Ceramics exhibition 4.2. Creating an exhibition regarding the History of the IRIS factory, integrating the city's thematic tourism programme	Cultural heritage preservation and tourism local/regional/national campaign
5	Developing urban identity	5.1. „IRIS ” – city campaign	IRIS brand re-start promotion

3.LOCAL ACTION PLAN *CLUJUL UNIC* FOR CITY OF CLUJ-NAPOCA

3.1. OBJECTIVES OF THE LOCAL ACTION PLAN *CLUJUL UNIC*

In the city of Cluj-Napoca, the Local Action Plan, suggestive named as *CLUJUL UNIC*, is intended to provide an exchange and learning tool for policy decision-makers, practitioners and other actors involved in developing the ceramic industry policies at the local level, as well as disseminate good practices and lessons learned from exchanges at local/regional level. In particular it aims to assist city policy-makers, active small and medium enterprises from the ceramic industry domain and entrepreneurs to develop projects ideas eligible for financing from the operational programs. The high level objective of the Local Action Plan will be to increase the impact of the active policies on the situation of the ceramic industry at local level by ensuring the necessary information needs into the process of reinvigorating the local premises for the ceramics entrepreneurs.

The goal of the Local Action Plan is to help the local ceramic small and medium enterprises, to promote themselves in the local and international market. The promotion of the ceramic small and medium enterprises is a very important thing, because they don't have economical sources to promote themselves one by one, the only way for them is to promote their products together, to participate on international and

national fairs. Another objective of the LAP is to create a database with all the local ceramic entrepreneurs, and help them to access European Funds to develop themselves.

- Its main **objectives** are the following: promoting the innovation in the ceramic sector, reinforcing the local ceramic industry, development of the ceramic decorative art as urban development tool, their cultural and artistic potential, promotion of tourism by preserving the city identity within the local ceramic values.

<p>Main Objective: Increasing the impact of the active policies on the situation of the ceramic industry at local level by ensuring the needed information for the revival of the local premises in this sector</p> <p>Other objectives: Knowledge facilitation between decisional factors at local level and active small and medium enterprises in the ceramic industry development domain by organizing exchange experience meetings, actions “people to people” Know-how transfer into the sustainable development domain of the ceramic sector among participant cities of the UNIC network, focusing on the tourist and cultural heritage and to activate the relation among the business clusters and the academic area Promoting the innovation in the ceramic sector and disseminating the best practices from the domain at local and regional level</p>

3.2 ACTIONS WITHIN THE LOCAL ACTION PLAN *CLUJUL UNIC*

- **The actions** to be developed will be the following:

Action 1:	Promoting the active SME's (former IRIS factory cluster) on the ceramic industry market, with the support of the database provided by the MA-The Territorial Office for small and medium enterprises, taking into account also the status as members in the Owner's and Entrepreneurs Association, by creating a friendly brochure where they can present themselves Designing and collecting information to realize the CLUJUL UNIC promotion catalogue within the project
Area:	Promoting Innovation (WG1)
Status:	Confirmed
Benchmark:	MA-The Territorial Office for small and medium enterprises strategy and the partnership between Investor's Office and the Owner's and Entrepreneurs Association CLUJUL UNIC catalogue (activity included in the branding making-off process) with sections: Cultural-historical and tourism promotion, Academic city, Cluj-Napoca a city of innovation and modern technologies, Ceramic City/from tradition to innovation

Schedule:	2010
Source of financing	ROP 5.3
Outputs:	N° of brochures “small and medium enterprises within UNIC”

Action 2:	Organization of a Special event linked to Pécs (sister city) 2010, Traditional Ceramics Fair “From Roman tradition to innovation”; first event in 2010, could become an annual event
Area:	Preserving the cities' cultural heritage for tourism (WG4)
Status:	Confirmed
Benchmark:	Pécs 2010 European City of Culture
Schedule:	2010
Source of financing	UNIC Budget
Outputs:	N° of visitors, n° of participating companies

Action 3:	Preserving the ceramic heritage by tourism information campaign related to promotion of ceramics cities as points of tourism attraction
Area:	Cultural and artistic potential and promotion of tourism (WG4)
Status:	Taylor’s Fortress location Cluj-Napoca
Benchmark:	Photo exhibition with the participation of UNIC ceramic cities at the Taylors' Tower
Schedule:	2010
Source of financing	ROP 5.3
Outputs:	N° of tourists and visitors within the photo exhibition

Action 4:	University – Industry relations — Promotion of a scheme of internships from the University of Design to SME's (former IRIS factory cluster) within the context of “people to people” actions
Area:	Promoting Innovation (WG1)
Status:	Confirmed
Benchmark:	Mobility schemes for the students in the ceramic academic area
Schedule:	2010-2011
Source of financing	ERASMUS
Outputs:	N° of intern-ships and partnerships between Ceramic Universities

Action 5:	Traditional Craftsmen Fair active in ceramic sector in the city
Area:	Strengthening the local ceramics industries (WG2)
Status:	Confirmed
Benchmark:	The first traditional fair of Ceramic Craftsmen was in 2009 and will become an annual event
Schedule:	Annual event
Source of financing	Government funds/Ministry of Economy/MA OTIMMC
Outputs:	N° of craftsmen active in traditional ceramic area exposing their products and number of sold ceramic items

Action 6:	Help Desk to inform the small and medium enterprises about the financing opportunities within ceramic clusters domain
Area:	Strengthening the local ceramics industries (WG2)
Status:	Confirmed
Benchmark:	The Territorial Office for small and medium enterprises strategy/MA Associated within UNIC project in Cluj-Napoca
Schedule:	2010-2011
Source of financing	Government funds/Ministry of Economy, UNIC budget (section MA OTIMMC), POS CCE
Outputs:	N° of small and medium enterprises that received consultancy and information from the Help Desk

Action 7:	Preserving the ceramic heritage from the former IRIS factory by tourism promotion — Porcelain Exhibition IRIS UNIC which could lead to the establishment of an Porcelain Museum/ or at least temporary presentations of the former IRIS ceramic collections, owned in present by private collectors
Area:	Cultural and artistic potential and tourism promotion (WG4)
Status:	Taylor's Fortress location Cluj-Napoca
Benchmark:	Limoges Museum, Faenza Museum, Royal Deft Museum Factory, Pécs Zsolnay Museum
Schedule:	2011
Source of financing	Natural Cultural Found
Outputs:	N° of exhibitions, n° of tourists

- The **main thematic areas** that are more relevant to our city are:
 - Promoting innovation in the ceramics sector & strengthening the local ceramics industries by activating the business-academic partnership ;
 - Cultural & tourism potential promotion.& city identity development

Activities table					
Thematic Area:		PROMOTION OF INNOVATION & INDUSTRY STRENGTHENING			
Activity title	Lead partner	Description of activity (brief)	Intended outputs and indicators	Timescale	Resources per annum and funding sources
1. Creating “CLUJUL UNIC” catalogue	Municipality of Cluj-Napoca through Information Office for Investors	Promoting the active SME’s (former IRIS factory cluster) on the ceramic industry market, with the support of the database provided by the MA-The Territorial Office for small and medium enterprises, taking into account also the status as members in the Owner’s and Entrepreneurs Association, by creating a friendly brochure where they can present themselves Design and information collection to realize the CLUJUL UNIC promotion catalogue within the project	Editing, printing and distribution of brochures Indicators – no of brochures	2 months	ROP 5.3
2. Internships within the ceramics manufacturers	University of Design	Creating University – Industry relations, by promoting a scheme of internships from the University of Design to SME’s (former IRIS factory cluster) within the context of “people to people” actions Within the project, with the help of the The Territorial Office for small and medium enterprises, the students will become interns by rotation within a	The student will be sent to study in other cities from the UNIC network Indicators – no. of students	4 months	ERASMUS POS-DRU

		<p>few of the ceramics manufactures</p> <ul style="list-style-type: none"> - local manufactures (POS-DRU) - UNIC network manufactures (ERASMUS) 			
<p>3. Traditional Craftsmen Fair active in ceramic sector in the city</p>	<p>Municipality of Cluj-Napoca through the Information Office for Investors Cluj County Center for Conservation and Promotion of Traditional Culture</p>	<p>Organizing trimester fairs, four times per year, in the city centre, as well as participating with the ceramics fairs to certain events taking place in the city (Concerts, Europe Day, before important Holidays etc.)</p>	<p>Promotion of the ceramic values of the city</p> <ul style="list-style-type: none"> Number of exhibitors, number of participants to the fairs Number of ceramic pieces sold within the fairs 	<p>2010, 2011</p>	<p>Local budget</p>
<p>4. Help Desk to inform the small and medium enterprises about the financing opportunities within ceramic clusters domain</p>	<p>The Territorial Office for small and medium enterprises</p>	<p>Establish the Help Desk and promote it within the community of ceramic manufacturers</p> <ul style="list-style-type: none"> Publishing financing opportunities in the local newspapers Informing the stakeholders about the opportunities which are available for them Organizing events to inform and promote the financing opportunities for ceramic manufactures 	<ul style="list-style-type: none"> Informed manufacturers Number of applications submitted Number of financed projects 	<p>2010, 2011</p>	<p>Governmental funds/Ministry of Economy, UNIC budget (section MA OTIMMC)</p>

Activities table					
Thematic Area:		CULTURAL AND TOURISM POTENTIAL PROMOTION & CITY IDENTITY DEVELOPEMENT			
Activity title	Lead partner	Description of activity (brief)	Intended outputs and indicators	Timescale	Resources per annum and funding sources
1. Organization of a Special event linked to Pécs (sister city) 2010, Traditional Ceramics Fair “ Tradition and innovation in ceramics”; could become an annual event	Pecs Municipality Cluj & Municipality of Cluj-Napoca	Promoting through an Info point named CLUJUL UNIC, during the sisters events and project activity linked to the fact that in 2010 Pecs is the Cultural Capital of Europe in 2010	Promoting the European cultural values linked to ceramic network by increasing the number of visitors at the planned events; Developing the visibility of the local specific identity of Cluj-Napoca city in the European area	May 2010 September 2010	UNIC Budget Own promotional materials and brochures
2. Preserving the ceramic heritage by tourist information campaign related to promotion of ceramics cities as points of tourist attraction	Municipality of Cluj-Napoca through the Tourist Information Centre	UNIC permanent Info point at the level of Tourist Information Centre, promotion of the cultural-tourism values of the UNIC partners cities through the local network of electronic Info points	Increasing the number of interested potential tourists from the UNIC partners cities by promoting the common values; Developing the qualitative instruments for promotion of the local values into the European network of the UNIC Tourist	2010-2011	ROP 5.3 Promotional materials from the Ministry of Regional Development and Tourism

			Information Centres; Ensuring the impact of the local policies regarding the tourism promotion via European network		
3. Preserving the ceramic heritage from the former IRIS factory by cultural tourism promotion — Porcelain Exhibition IRIS UNIC which could lead to the establishment of an Porcelain Museum/ or at least temporary presentations of the former IRIS ceramic collections, owned in present by private collectors	Municipality of Cluj-Napoca	Colloquium dedicated to the promotion of the values belonging to the city former porcelain factory IRIS and additional temporary presentation of the private collection	Increasing the number of tourists by promoting the local values and heritage among people of all ages; Developing the relation between museums and private collectors, ensuring the visibility of the local ceramic culture at an European level	2011	Natural Cultural Found
4. Photo exhibition with the participation of UNIC ceramic cities at the Taylors' Tower	Municipality of Cluj-Napoca through the Tourist Information Centre	Dissemination of the results from Limoges international exhibition by bringing together the posters regarding the exhibits of the partner cities	Increasing the number of visitors from the UNIC cities and offering materials with information which will promote international ceramic culture; Developing the visibility of each ceramic culture	2010-2011	UNIC budget Local budget

			through its specific in all European countries		
5. Promotional brochures named CLUJUL UNIC	Municipality of Cluj-Napoca through Tourist Information Centre	Editing through this brochure some special chapters dedicated to specific areas of development near to ceramic domain: tourism promoting cultural heritage; academic city/ceramic arts; innovation and modern technology in ceramics, ceramic art from tradition to innovation	Promoting the specific areas of development near to the ceramic domains among people of all ages and increasing the interest of those who are specialized in modern technology in ceramics; Developing through this brochure a cultural network, promoting materials which will show a web between ceramic heritage and the latest innovations in this domain	2011	UNIC budget Local budget
6. Traditional Craftsmen Fair active in ceramic sector in the city, first event in October 2009	Municipality of Cluj-Napoca through Tourism Information Centre Local Craftsmen Association	Ensuring sustainability of the event in the next years, by promoting the work of the craftsmen active in the ceramic sector by facilitating their access to the fair	Increasing the number of visitors at the specific fair Editing brochures with the evolution of the event and the craftsmen work; Promoting the work of the local craftsmen at the European level	2010-2011	UNIC budget Local budget

<p>7. Ceramic culture among the young generation</p>	<p>University of Art and Design</p>	<p>Promoting the Universities as they are the most important source of energies by rebuilding the cooperation system and adjusting it to the new circumstances. Facilitating the access to Erasmus partnerships</p>	<p>Increasing the number of Romanian and foreign students that are aware of ceramic culture heritage; Improving students ceramic knowledge through cultural exchange and promoting specific traditions of Cluj-Napoca among other UNIC partner cities; Enhancing city visibility at an international level.</p>	<p>2011</p>	<p>ERASMUS programme</p>
<p>8. Ceramic City Camp</p>	<p>University of Art and Design Local Network of Museums</p>	<p>Developing Cluj-Napoca's original ceramic culture by organising a “cultural camp” for visitors from the other UNIC cities. Offering another image of the ceramic culture by facilitating the access to workshops where craftsmen can demonstrate their skills</p>	<p>Involving craftsmen around Cluj-Napoca area in the project increasing the number of tourists and increasing their interest in the local ceramic heritage; Improving the local craftsmen image and work in the other UNIC partner cities</p>	<p>2011</p>	<p>National Cultural Fund</p>
<p>9. Ceramic and Porcelain Exhibition</p>	<p>Local Network of Museums</p>	<p>Organising an exhibition with ceramic works of art from different periods of time gathered in one place; Promoting this way the local cultural heritage from thousands</p>	<p>Increasing the number of people interested in ceramic and porcelain culture developing their ability in the recognition of an old ceramic</p>	<p>2011</p>	<p>National Cultural Fund</p>

		years ago until today. The tourists will have the opportunity to make in insertion in time and observe the ceramic culture evolution	handwork and nowadays technology, improving tourist's capacity in dissociating an old ceramic period and contemporary culture; Establish methods to compare the local culture with other UNIC cities culture.		
10. Craftsmen round table	Craftsmen Association	Inviting craftsmen from all UNIC partner cities and local ones at a round table for cultural and technologies exchange, comparing the local ceramic decoration with European designs	Facilitating the cooperation system between local craftsmen and European craftsmen. Increasing the member of European craftsmen which will inspire from local culture. Promoting the cultural diversity among UNIC partner cities through decoration exchange. Increasing the visibility of the local ceramic design at an European level	2011	UNIC budget
11. Evolution with Iris	Former Iris factory	Iris, as a trade mark, is a high priority component of self-identity for the local citizens. Almost all of them are connected somehow to Iris Factory. Promoting through this activity IRIS factory products and	Increasing the number of visitors interested in IRIS products and promoting IRIS factory design at European level;	2011	EU funds

		design as part of the city identity	Offer materials about factory's history and evolution photos, flyers; improving IRIS factory image and promoting at international level the tools that use;		
12. Ceramics tools road	Local manufacturers in ceramics	Facilitating the access in the local craftsmen manufactures and in IRIS factory, comparing the tools that are used to obtain specific design and decorations that are traditional in Cluj-Napoca area	Promoting local manufactures among European craftsmen increasing the number of people of all ages that will experience a day in creating a product of their own using traditional tools; Offering the possibility to learn how to use those tools	2011	National Cultural Fund
13 Promoting the ceramics values into the the urban area -Promoting of the city ceramic plaque	Municipality of Cluj-Napoca Network of museums	Facilitating the tourism attraction for the ceramic ambient urban decorations	Increasing the number of interested potential tourists from the UNIC partners, with the support of the Tourist Information Centre; Ensuring the impact of the local policies regarding the tourism promotion via European network	2010-2011	National Cultural Funds

14 Cultural and tourist caravan	Municipality of Cluj-Napoca through Tourist Information Centre	Information campaign within the cultural and tourist local potential	Increasing the number of cultural festivals and the number of tourists interested in visiting the city	2011	CULTURA EU PROGRAMME
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3.3. ASSESSMENT AND MONITORING OF THE LOCAL ACTION PLAN *CLUJUL UNIC*

The **monitoring and evaluation activities** included in the LAP UNIC will make possible the appreciation of issues such as:

- the effectiveness of these measures - including the estimation of the best practices and innovative tools used
- the proper use of the EU funding in the field of ceramic industry development, the identification of the weak points and the improvement of the activities carried out, which will lead to accomplishing the objectives.

The evaluation and monitoring process of the PLA UNIC will be continuously completed and in order to evaluate locally the process of implementation and the programming of communicating the outcomes of the measures proposed in this plan there will be used impact indicators (having a general effect). The outcome indicators will be used to measure qualitative changes caused by the implementation of various activities and tools deemed at reviving the local ceramic industry. Product indicators will be used to measure various instruments and activities developed or implemented.

The outcome and product indicators aim the monitoring of the individual implementation activities. Their defining, including the defining of their measurement units, of the initial values and of target values, will be used for an active monitoring of the implementation of the measures deemed to develop the local ceramic industry.

Expected results

As a result of the implementation of LAP UNIC activities and measures we expect a better information of the target groups about the opportunities offered by the local ceramic industry and the requirements for obtaining financial assistance aids in order to revive the sector, as follows:

- we estimate increasing awareness of the existing funding opportunities for beneficiaries / potential players interested in developing the local ceramics industry;
- the increase in the number of small businesses in the field of ceramics, as a result of publicity and advertising campaigns;
- the increased interest of the media for the analysis of the information on EU funds for financing investment in this sector (which is now in decline);

- an improved awareness of the investors regarding the impact of the investments made in this sector in relation to the environmental infrastructure;
- the transfer of good practices from European to local level regarding development innovative measures of the ceramics sector.

Claims for taking coherent measures aiming at reshaping the local ceramic sector as well as the porcelain and ceramics industry, have been inevitably connected to the city proposed actions within the Local Action Plan CLUJUL UNIC.

By joining the UNIC network and by active participation, the quantity of useful information for solving the problems as well as the methods of activities-formulation have increased and have been enriched. The present Action Plan could not have been prepared without the inspiration and support of the UNIC network and with the members of the Local Support Group contributions.

The impact of UNIC network for Cluj-Napoca can be seen in the transfer of approach, which has made the horizon of possible actions wider than it used to be: the issues and problems of ceramics and porcelain industry are not exclusively connected to local needs, but to even European ones, other organisations, aims, co-operations as well as other innovation possibilities have been involved in outside the scope of platform of exchange tools.

4. ANNEXES

- *Annex 1.* - *Letter of commitment* from the City Hall of Cluj-Napoca - UNIC partner
- *Annex 2.* - *Letter of commitment* from the Territorial Office for SME's- Associated MA Authority
- *Annex 3.* - *Table of members of the UNIC Local Support Group*