

EUI CAPACITY BUILDING EVENT  
16-17 SEPTEMBER 2025, CLUJ-NAPOCA, ROMANIA

Factsheet – Study visits

Day 1: September 16, 2025 (14:00 – 17:00)

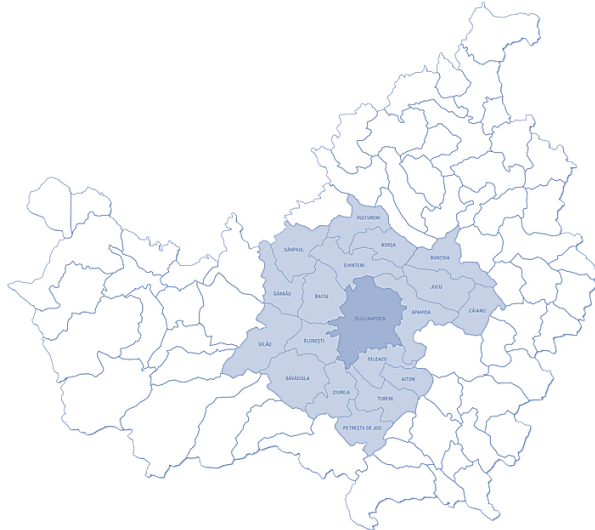


Co-funded by  
the European Union



## INTRODUCTION

The programme includes two visits to the (1) **Someş River green - blue sustainable mobility corridor**; and (2) **Regional Excellence Centre for Creative Industries (CREIC)**, part of Cluj Innovation Park.



The visits are organised by the Cluj Metropolitan Area Inter-Community Development Association (ADI ZMC). The metropolitan area is situated in Cluj County, part of the North-West development region. It was constituted in 2016 and includes the **municipality** of Cluj-Napoca and **18 communes** (Aiton, Apahida, Baci, Bonțida, Borșa, Căianu, Chinteni, Ciurila, Feleacu, Florești, Gilău, Gârbău, Jucu, Petrești de Jos, Săvădisla, Sânpaul, Tureni and Vultureni). Its surface represents 24% of Cluj County's territory. More than half of the population from the metropolitan area lives in the municipality<sup>1</sup>.

**Figure 1:** Cluj Metropolitan Area within Cluj County.  
Source: <https://www.clujmet.ro/>

## AGENDA



### PARTICIPANTS ....

14.00



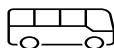
meet in front of North-West Regional Development Agency and walk to the riverbank

14.10

walk on the riverbank, occasionally stopping to listen to presentations, having the possibility to ask questions<sup>2</sup>



14.45



are transported to the second location

15.15

visit and receive information about CREIC, having the possibility to ask questions<sup>3</sup>

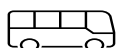


15.55

offer feedback regarding the visits within a moderated discussion



16.30



are transferred back to / near the venue

<sup>1</sup> The population of the metropolitan area is of 420,839 inhabitants, according to the 2021 Census, while that of the municipality is 286,598 based on the same source.

<sup>2</sup> Source of photo: Planwerk.

<sup>3</sup> Source of photo: <https://clujinnovationpark.ro/creic-labs/>.

## SITE VISIT 1: Someș River green - blue sustainable mobility corridor

The Municipality of Cluj-Napoca carried out two projects financed under the Regional Operational Programme (OP) 2014-2020, which involved the transformation of a part of the Someș riverbanks. Investments were made in cycle paths, promenades, green spaces, urban furniture and playgrounds. The two projects relied on the winning proposal from the “Rethinking Someș” open design competition and were implemented in parallel.



**Figure 2:** Architectural photography from the riverbanks. Source: <https://imagensubliminal.com>

The revitalisation of the riverbanks is in **synergy** with other projects financed from the same programme during the previous two programming periods. These have resulted in the regeneration of two parks (Central Park and Railway Park) located near the river. Further interlinked investments are planned to revitalise Cetățuia (Fortress) Hill.

The next step is to **scale up** the riverbank revitalisation projects to the level of the metropolitan area. In line with the Sustainable Urban Mobility Plan 2021–2030, the mayors of Cluj-Napoca, Florești, Gilău and Apahida have already signed an agreement to procure the services required to produce the technical documentation and update the spatial development plan.

**Figure 3:** The Someș River green - blue sustainable mobility corridor: existing section and the ones planned for the first scale-up stage



Source:  
<https://files.primariaclujnapoca.ro/2023/12/09/20231208-prezentare-Floresti.pdf>

The corridor is set to be further extended to Jucu and Bonțida communes. Recently, the cities of Gherla and Dej have been proposed to be included in it, as well. The cities are crossed by the same river and are close to the metropolitan area but are not part of it.

The green-blue metropolitan mobility corridor has been widely **debated** with interested stakeholders, including citizens<sup>4</sup>. Sociologists from the Babeș-Bolyai University of Cluj-Napoca conducted a qualitative study into citizens' perceptions of their relationship with the river. The National Administration “Romanian Waters” and the Cluj County Council were involved in **vertical multi-level cooperation**.

<sup>4</sup> Source and further information: <https://primariaclujnapoca.ro/informatii-publice/comunicate/dezbatare-ciic-somesul-metropolitan-culoar-verde-albastru-de-mobilitate-sustenabila-joi-19-10-2023-ora-17/>.

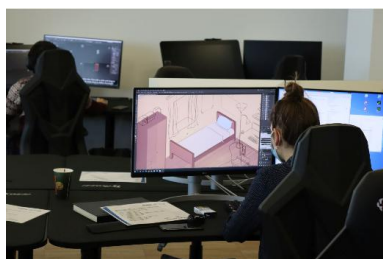
## SITE VISIT 2: Regional Excellence Centre for Creative Industries (CREIC)

The CREIC is located within the **Cluj Innovation Park**, alongside the TEAM (Technology, Evolution, Entrepreneurship and Micro-enterprises) Centre. The investments made by the Municipality in the two centres were founded from the Regional OP 2007-2013 under the axis dedicated to growth poles. TEAM offers investment spaces (plots of land), micro-production and office spaces. Originally, CREIC hosted a film studio, media production spaces and co-working offices for the cultural and creatives industries, as well as meeting rooms.



**Figure 4:** The CREIC building. Source: <https://clujinnovationpark.ro>

**Adding value** to previous **investments**, three CREIC labs were equipped as part of the 'Cluj Future of Work' project, which was financed under the Urban Innovative Actions Initiative 2014–2020. The labs are open to those interested in using them for R&I upon submitting an online request.



**CGI & VFX lab** dedicated to film and animation production and post-production



**Machine learning and automation lab** supporting technology uptake and development in robotics, AI, e-Health, IoT, smart city, etc.



**Design Development lab** where furniture products can be designed and prototyped with the help of 3D printing

**Figure 5:** The labs from the CREIC building. Source: <https://clujinnovationpark.ro>

The 'Cluj Future of Work' project was implemented by the Cluj-Napoca Municipality, in partnership with cluster and professional associations, as well as the University of Arts and Design from Cluj-Napoca. **Key actors** continued to be **involved** in the further development of Cluj Innovation Park. The park now hosts additional investments, including:



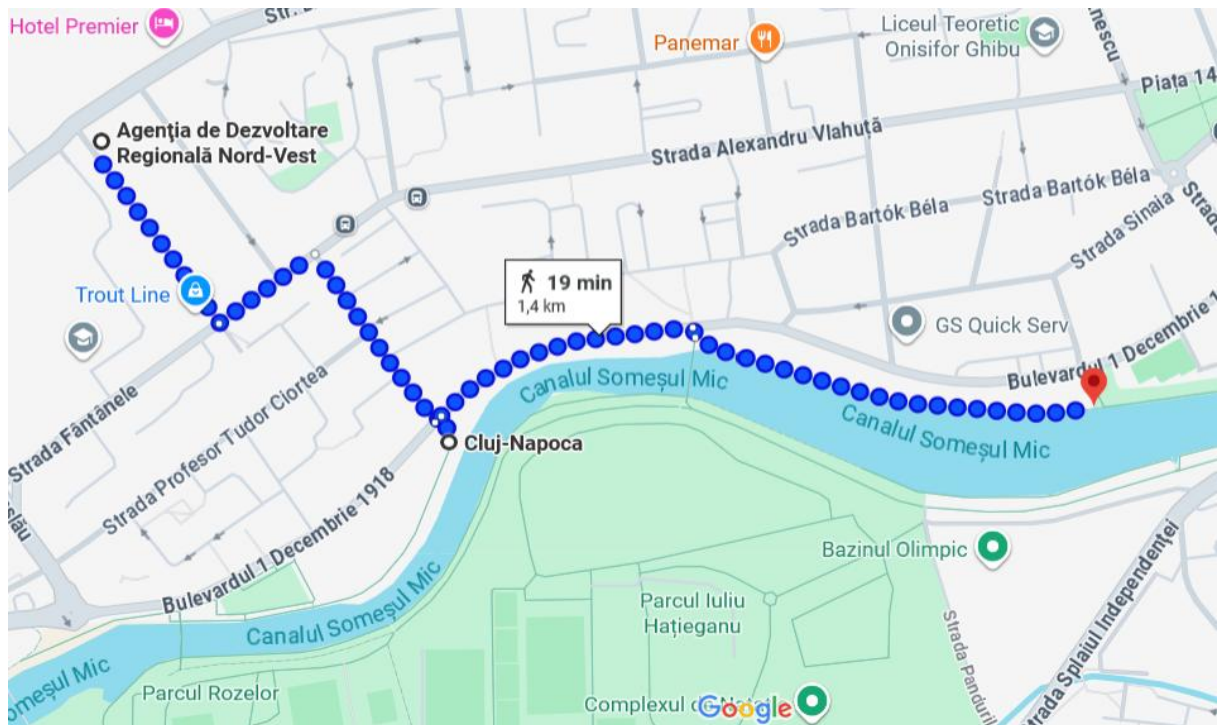
**Figure 6:** The solar panels over the parking lot. Source: <https://www.servuscluj.ro>

- an experimental research park focusing on advanced alternative energy technologies, established under a project implemented by the TREC Energy Cluster and the National Research and Development Institute in Isotopic and Molecular Technologies, with funding from the Competitiveness OP 2014-2020 and the municipality (through Cluj Innovation Park), and

- an excellence centre for furniture, resulting from a project implemented by the Transylvanian Furniture Cluster in partnership with companies, which obtained financing from the same programme.

## ANNEX 1: Maps

- Visit 1: **Someș River green - blue sustainable mobility corridor**



- Visit 2: **Regional Excellence Centre for Creative Industries (CREIC)**

