

# Report on the organization of an international event in Romania: consolid8 Festival 2025

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## 1. Introduction

### 1.1 Purpose of the report

The current report documents the implementation and results of Activity A11.2 – Organisation of one international event in Romania, referred to in this document as the Social Innovation (SI) Festival in Romania (consolid8 Festival), which is an activity part of Work Package 11 – Transnational Activities, Networking, Communication for Transfer of Knowledge and Mutual Learning of the SEED2SCALE project. The report aims to provide an overview of the festival’s concept and objectives, describe the activities carried out, and to analyse the main results, outcomes, and lessons learned by looking at how this activity contributed to the visibility of social innovation and to the strengthening of transnational collaboration around the National Competence Centres for Social Innovation (NCCs).

In the bigger picture of things, the SEED2SCALE project aims to establish and activate five National Competence Centres for Social Innovation in Croatia, Greece, Italy, Romania, and Slovenia, by building on the legacy of the SEED project in order to help these NCCs reach a more mature stage, with defined legal frameworks, governance and business models, and robust relationships with ESF+ Managing Authorities and wider national ecosystems. Within this broader framework, Work Package 11 focuses on transnational activities, networking, communication, and mutual learning with the objectives related to:

- Enhancing global visibility and awareness of social innovation and the SEED2SCALE initiative;
- Facilitating cross-cultural exchange, knowledge sharing, and collaboration among stakeholders;
- Strengthening ties between national ecosystems and EU-wide social innovation communities.

The efforts carried through the Activity A11.2 translate these objectives into practice through the organisation of a large-scale, international social innovation festival in Romania, designed as a high-visibility and high-engagement event that brings together actors from different sectors and experts from different countries, including from the consortium partner countries, as a mean to promote and popularize social innovation practices, especially in less developed social innovation ecosystems from the consortium, such as Romania.

### 1.2 Overview of the SI Festival in Romania (consolid8 Festival)

The SI Festival in Romania was organized by [Fonduri-structurale.ro/consolid8](http://Fonduri-structurale.ro/consolid8), the National Competence Center for Social Innovation in Romania, as part of its mission to consolidate the national social innovation ecosystem and connect it with European-level initiatives. Following the past editions of the consolid8 Festival, a recurring initiative dedicated to social innovation and cross-sector collaboration developed by consolid8, the organization of the SI Festival in Romania was developed as the 2025 edition of the consolid8 Festival and took place on 19–20 June 2025.

The event was hosted at the Ion Mincu University of Architecture and Urbanism (UAUIM) in Bucharest, one of the most relevant institutions in Romania for urban design and the built environment, and was framed by the tagline: “Innovate within, impact beyond: business transformation in green cities”.



Hosting the festival at UAUIM was a deliberate choice to underline the connection between social innovation, urban transformation, and sustainable cities, reflecting the ambition of the tagline to show how internal transformation within organisations, institutions, and communities can generate measurable impact outside, at the level of cities and ecosystems. This framing positioned the festival at the crossroads of green technologies, artificial intelligence, social innovation, and urban design, with a strong emphasis on solutions that can be implemented in practice.

From a practical standpoint, throughout the two days, the university served as both a conference venue and a living laboratory for discussions on how architecture, urban planning, and design can support greener, more inclusive urban futures.

The festival continued the trajectory of the previous consolid8 editions in 2021 and 2022, and aimed to consolidate Bucharest's role as a regional hub for social innovation and to connect local dynamics with European-level initiatives such as SEED2SCALE and the Social Innovation+ Initiative. consolid8 Festival 2025 was also conceived as a cross-sector, multi-stakeholder platform that brought together leaders and practitioners from business, academia, civil society, and public authorities, alongside social entrepreneurs, students, architects, and urban planners.

From a content perspective, the SI Festival in Romania combined practical tools, strategic discussions, and inspirational perspectives relevant to the core themes presented under the following categories:

- Green mindset for future leaders
- Funding opportunities for the green shift
- Doing business in the AI era
- Improving sustainable design
- The future of our cities
- Examples of tested sustainability strategies
- Financial tools for growth and development
- Art & Activations & Inspiration
- Solutions & Resources
- Impact investing

To cover these themes, the 2025 festival structure combined several complementary elements:

- **consolid8 Talks** – a conference pillar with a curated series of keynotes and panels on social innovation, sustainability, green technologies, AI, and urban design, presented by international and national speakers.
- **Masterclasses** – hands-on sessions on sustainable leadership, organisational culture, and EU project development;
- **Workshops for students** – technical and applied workshops on sustainable architecture and digital tools for innovative projects;
- **B2B Solutions area** – a curated online and onsite showcase of sustainability-oriented products, services, and advisory solutions;



- **Synergy space** – a dedicated area and programme for networking, film screenings, artistic experiences, and informal exchange.

## 1.3 Key results at a glance

The SI Festival in Romania (consolid8 Festival 2025) proved to be an effective, high-visibility platform for promoting social innovation and strengthening the role of the National Competence Centres for Social Innovation within a wider European ecosystem. Over 250 participants attended the two-day event, reflecting strong interest in the themes of green transition, AI, urban design, and social impact.

The festival succeeded in bringing together both traditional social innovation stakeholders and new audiences from the private sector, confirming its capacity to go beyond the established “social innovation bubble” and position Bucharest as an emerging hub for social innovation and green city transformation in the region.

In terms of participant profile, the festival achieved a balanced cross-sector mix, with representation from independent professionals, mission-driven organisations, and institutional actors:

- Freelancers / other – 13%
- Start-ups / Social enterprises – 5%
- SMEs and micro-enterprises – 27%
- Corporations – 9%
- NGOs – 19%
- Public institutions – 19%
- Academia – 5%
- Press / media – 2%

The presence of representatives from all five NCCs and from the Social Innovation+ Initiative in a dedicated high-level panel, alongside the organisation of a SEED2SCALE consortium meeting during the festival, ensured a visible and meaningful integration of SEED2SCALE into the programme.

At content level, the combination of consolid8 Talks, masterclasses, student workshops, B2B showcases, and synergy activities provided participants with both strategic perspectives and concrete tools, reinforcing the festival’s role as a space for knowledge sharing and capacity building.

From a communication perspective, the event achieved solid outreach, with over 6,400 page views and almost 3,000 users on the festival web pages, a combined social media reach of more than 40,000 views and around 1,600 engagements, targeted newsletters sent to communities of over 20,000 subscribers, and a total of 21 media pieces generated before and after the event.

Taken together, these results confirm the festival’s clear contribution to the objectives of Work Package 11: enhancing visibility, enabling cross-cultural exchange and collaboration, and strengthening the connection between national ecosystems and EU-level social innovation initiatives.



## 2. Description of the activities carried out

### 2.1 Consolid8 Talks

The consolid8 Talks pillar formed the backbone of the festival programme and concentrated most of the plenary content into a single, high-energy day at the Ion Mincu University of Architecture and Urbanism, on the 20<sup>th</sup> of June 2025. Hosted primarily in the Sala Frescelor, the talks brought together entrepreneurs, technology pioneers, social innovation practitioners, policy experts, architects, and urbanists to explore how green technologies, artificial intelligence, and urban design can support the sustainable transformation of cities and organisations.

The structure of the talks followed the two complementary focus areas: “Transform from within: evolve your business to lead the change” and “Impact by design: Transform spaces beyond company walls.” In the first track, speakers addressed topics such as sustainable business models, ESG-driven governance, leadership in times of uncertainty, building social innovation ecosystems, and access to green and European funding, highlighting how internal changes in strategy, culture, and processes can unlock long-term impact. In the second track, the discussions shifted towards cities and public spaces, exploring resilient urban design, community engagement, and public policies that can enable fair and inclusive transitions.

The day was structured to present the following keynotes and panels’ titles:

- Why we should stop calling it climate change
- Doing business in the AI era: from tech transformation and productivity to preparations for Talent Wars
- Taking sustainability from compliance to competitiveness
- What about practice: translating goals into results and managing failure
- What are the 3 objectives any CEO should have and how can sustainability help achieve all of them?
- Innovation capital: How can businesses access sustainability incentives to improve their performance
- Scaling sustainable solutions: strategies for impact investing
- Ecosystem building & social impact: the why and the how behind systemic change
- Green cities at the HORIZON: opportunities for more sustainable urban spaces
- How companies can fund the green shift: opportunities and financial instruments for businesses in Romania
- A new way forward on climate advancements: upskilling people & renovating spaces
- From small changes to a lasting impact
- A vision to come true: the voice of our future architects
- Reimagining space and the future of our cities: enhancing the quality of life through architecture
- The BIP we need to hear more often: Businesses, Institutions and the Public working together



Across more than 15 sessions, including keynotes, moderated panels, and fireside conversations, over 30 speakers from around 10 countries contributed perspectives from business, climatetech, architecture, EU institutions, and the social economy. International guests with experience in climate innovation, digital transformation, and social impact complemented the contributions of local leaders and practitioners.

For SEED2SCALE, a particularly important moment within consolid8 Talks was the panel dedicated to ecosystem building and social impact, which brought on stage representatives of all five National Competence Centres for Social Innovation and the Social Innovation+ Initiative. The panel “Ecosystem building & social impact: the why and the how behind systemic change” moderated by Raluca Prelucă, senior consultant at fonduri-structurale.ro and co-founder of consolid8, tackled common challenges in social innovation and discussed concrete pathways for sustainable impact across the social innovation ecosystem in Europe, with interventions and insights from the speakers:

- ❖ **Aurelija Morkeliūnaitė** (project coordinator Social Innovation+ Initiative; European Social Fund Agency) reminded us that the EU is actively funding social innovation projects with European-level impact, and that the new call under Social Innovation+ is open.
- ❖ **Tadej Slapnik** (blockchain-for-good visionary and CEO of Tolar HashNET) emphasised that technology, and even AI, can serve social innovation, not replace it. When anchored in core values, digital tools become multipliers for systemic impact.
- ❖ **Marianna Kondylidou** (global public policy expert with experience in 30+ countries) highlighted that profit and social value are not mutually exclusive. Through Life Cycle Costing (LCC) and strategic planning, companies can align both, as shown in a powerful case where a Greek SME turned a small island into a zero-waste community, now a national example.
- ❖ **Gianluca Salvatori** (vice president of Italian Competence Center for Social Innovation (ICCSI) and pioneer in cooperative innovation) reminded us that while political will exists at European level, the field remains fragmented. Social innovation actors often fill the gaps left by the market or the state, proving that systemic resilience is being built from the ground up.
- ❖ **Danijela Paska** (researcher & ecosystem builder at ACT Grupa Croatia) underlined a key shift: young people are actively seeking careers with social purpose. They are ready to lead, but need ecosystems, organizations, and funding mechanisms that reflect their ethical and social commitments.

Overall, the consolid8 Talks pillar provided the main stage on which the themes of social innovation, green transition, and ecosystem-building were discussed in a public, multi-stakeholder setting. By combining strategic keynotes, practical panels, and a dedicated SEED2SCALE session, it created a coherent narrative from internal business transformation to systemic impact at city and ecosystem level.

## 2.2 Masterclasses

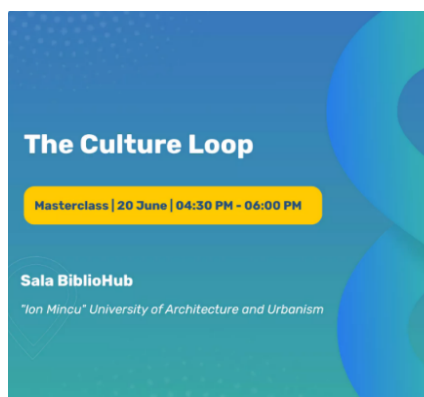


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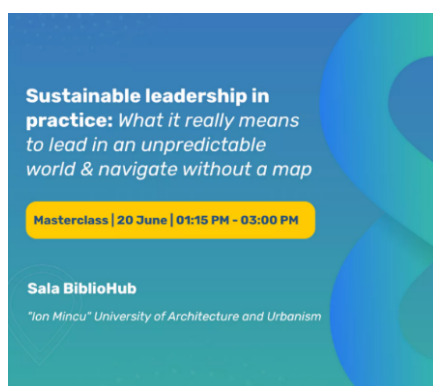
Social  
Innovation   
Initiative

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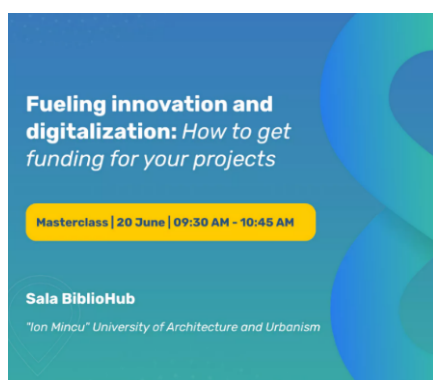
The masterclasses complemented the plenary talks by offering small-group, practice-oriented sessions designed for participants who wished to explore specific topics in more depth and translate high-level concepts into actionable approaches within their organisations and projects. Held mainly in the BiblioHub room at UAUIM over the two days of the festival, these workshops were limited in size to encourage interaction, peer learning, and direct feedback from facilitators.



The masterclass “The Culture Loop”, facilitated by Robert Iancu (Partner & Head of Management Practice at Trend Consult and advisor at EFdeN), focused on the dynamics through which individual behaviours become shared norms and, over time, organisational culture. Participants explored how everyday choices and micro-behaviours that are commonly accepted, repeated, and replicated create a “loop” that can either support or undermine sustainable leadership and impact-driven strategies. The session offered practical tools to diagnose existing cultural patterns, identify leverage points for change, and reinforce healthy behaviours that contribute to resilient, future-fit organisations.



The masterclass “Sustainable leadership in practice: What it really means to lead in an unpredictable world & navigate without a map”, facilitated by Oana Groşanu, Executive Director at the Sustainability Embassy in Romania, addressed the growing pressure on leaders as climate, social, and economic disruptions intensify. Moving beyond traditional interpretations of sustainability as “doing less harm”, the session introduced a more proactive and regenerative perspective, inviting participants to rethink leadership as the capacity to hold long-term purpose and values while operating in uncertain, rapidly changing environments. Concrete examples and reflective exercises helped participants connect sustainability goals with everyday leadership decisions, stakeholder expectations, and organisational resilience.



A third key masterclass, “Fueling innovation and digitalization: How to get funding for your projects,” was facilitated by Raluca Prelucă (Partner & senior consultant, fonduri-structurale.ro). Designed for participants developing innovative products or scaling digital solutions, the session focused on concrete funding opportunities for innovation and digitalization and it guided attendees through the main national and European programmes relevant for this type of initiatives, including instruments such as Horizon Europe’s EIC Accelerator, Romania’s new STEP initiative and the LIFE programme, helping them understand where their ideas fit best and how to structure a funding strategy that can support future projects.



Another masterclass was “EU Missions and Project Development Training”, which was led by Dragoş Jaliu and Raluca Prelucă (fonduri-structurale.ro), with contributions from Marius Mitroi (UEFISCDI) and Cristiana Croitoru (Built Environment Expert, UTCB). This session offered a structured introduction to Horizon Europe Missions, with particular focus on Climate Adaptation and Climate-Neutral and Smart Cities, and explained the role of National Contact Points in guiding applicants. Participants worked through the main steps of shaping a project concept, aligning it with European priorities, and translating it into a competitive proposal, including through a hands-on writing exercise. The masterclass directly supported the capacity-building dimension of WP11 by equipping ecosystem actors with tools to access EU funding for climate- and impact-oriented social innovation initiatives.

Taken together, the masterclasses strengthened one of the core ambitions of the festival: to move beyond inspirational content and offer concrete skills, methods, and frameworks that participants can use to drive change within their organisations, ecosystems, and cities. They also provided a relevant learning environment for SEED2SCALE partners and stakeholders, particularly in relation to leadership, organisational culture, and access to EU-level funding instruments.

## 2.2.1 Workshop for students

Within the broader masterclass offer, a dedicated strand of activities targeted students and young professionals, particularly from the architecture and urbanism community at UAUIM. These workshops were conceived to connect the festival’s themes with the educational mission of the university and to equip future practitioners with technical and digital skills relevant to sustainable urban development and social innovation.



The workshop “3D Scanning and Photogrammetry”, facilitated by Cristian Gheorghe, Founder of BIM GIS CONCEPT, took place on 20 June, in the amphitheatre of the Ion Mincu University of Architecture and Urbanism. Using the case study “Digitization of the Nicolae Minovici Folk Art Museum”, the session introduced participants to advanced technologies such as 3D laser scanning, photogrammetry, and topographic control for the digital preservation of historic monuments. Students learned how thousands of images captured with DSLR cameras and drones, combined with data from multiple laser scanning stations, can be processed into a georeferenced, high-resolution 3D model. The workshop illustrated both the technical workflow and the broader potential of these tools for architecture, heritage conservation, and evidence-based interventions in the built environment.



The “Technical Workshop “Design a Greener Future: Intro to

Archicad” was organised was dedicated to participants in the Sustainable Workspace Design Competition 2025. Led by arh. Nada EIDakak (Technical Consultant & Trainer, CADWARE Engineering), the workshop provided a hands-on introduction to Archicad’s functionalities for sustainable design interventions. Participants explored how to use the software to model spaces, consider energy efficiency and materials, and prepare design proposals that align with the competition’s focus on collaboration, creativity, and long-term positive impact.

By embedding these workshops into the festival programme, consolid8 extended its reach to the next generation of architects and designers, reinforcing the idea that social innovation and sustainability are inseparable from technical practice. The sessions helped students understand how digital tools and sustainable design principles can be used to improve cities and communities, thereby contributing to the longer-term capacity-building and ecosystem-development goals of the NCP.

### 2.3 B2B Solutions area

The B2B Solutions area was conceived as a bridge between the content of the festival and the practical tools and services that organisations can use to accelerate their sustainability and social innovation journeys. Curated under the message “Take steps towards a greener future”, this component showcased a selection of companies and organisations whose solutions support the critical transition toward a greener, more digital economy. The showcase was available online, through a dedicated section on the festival website, and onsite, where some providers were present with stands and materials, allowing participants to engage directly with their teams.

The featured solutions covered different needs encountered by organisations navigating sustainability and impact agendas. Stratos Management, for example, presented its work as an environmental consultancy helping clients measure and reduce carbon footprints, produce robust sustainability reports, and align with EU regulations such as CSRD and the taxonomy framework. The Sustainability Embassy in Romania highlighted its role as a community-builder and learning hub, supporting over 160 organisations through platforms like the Sustainable Romania Coalition and educational programmes such as SustainAbility School. Major technology companies including Lenovo, HP, LG Electronics, Microsoft and NOD brought forward their efforts to design energy-efficient equipment, develop cloud and digital solutions that lower emissions, and integrate ESG considerations into products and services, while emphasizing how IT infrastructure and digitalization can become enablers of sustainable transformation rather than sources of additional impact.

At the same time, organisations with a strong footprint in social innovation and sustainability in Romania, such as fonduri-structurale.ro / Grupul de Consultanță pentru Dezvoltare DCG, through the consolid8 crowdfunding platform and its role as National Competence Centre for Social Innovation, and EFdeN, with its portfolio of demonstrative houses, mobility solutions, and educational programmes, illustrated how advisory, financial, and educational tools can be combined to support impact-driven projects.

For festival participants, the B2B Solutions area functioned as a “toolkit in real life”: an accessible overview of concrete partners, services, and technologies that can help them move from intention to



implementation. For Activity A11.2 and WP11, it also represented a way to engage the private sector more deeply in the social innovation conversation and to illustrate how businesses, consultants, and ecosystem organisations can contribute to, and benefit from, the development of social innovation ecosystems in Romania and the wider region.

## 2.4 Synergy space

The Synergy space was designed as an environment where participants could unwind, reflect, and connect beyond the formal structure of talks and workshops. The space was intentionally conceived as a meeting point between ideas, people, and experiences, aligned with the festival's ambition to foster long-term relationships and cross-sector collaboration.

One strand of the Synergy programme focused on film and reflection. Two productions were screened on the UAUIM terrace: "Why we cycle", a documentary that explores the cultural, emotional, and social dimensions of cycling in the Netherlands, and "I am not a robot", an award-winning short film that addresses questions of automation, identity, and the human impact of technology. These screenings were followed by a moderated discussion on urban mobility and artificial intelligence, as well as a sketching and illustration exercise where participants, guided by student architects and urban planners, imagined more equitable and pleasant public spaces. A pedalling competition with small prizes added a playful element, while reinforcing the theme of sustainable mobility.

Another strand emphasised inspiration through art and history, giving festival participants free access to the School of Architecture Museum at UAUIM. The museum's collection of diploma projects, archival documents, models, and salvaged architectural fragments provided a tangible context for reflecting on how past decisions have shaped the built environment in Romania, and how current generations can design more sustainable and inclusive cities.

Finally, the Synergy space also functioned as a dedicated networking zone, where participants could meet informally, exchange ideas, and initiate collaborations. In this sense, the Synergy space contributed directly to the ecosystem-building objective by lowering barriers, stimulating spontaneous encounters, and offering shared experiences.

## 2.5. Consortium meetings

In parallel with the public activities of the SI Festival in Romania, SEED2SCALE consortium meetings were organized in order to make effective use of the partners' presence in Bucharest and to strengthen coordination within the project.

On 19 June, a Steering Committee meeting was held, focused on overall project governance. Partners discussed the organisation and frequency of Executive Board meetings (bringing together WP Leaders and Country Coordinators), considering future workflow in the first 18 months and addressed the scheduling of future in-person meetings for the second half of the project. The meeting served its purpose by also establishing agreed and clear deadlines for deliverables and reporting, with all WP and Activity Leaders.



On 19 and 20 June, a Transnational Partners Meeting took place in the BiblioHub room, structured as an extended working session from early afternoon until the end of the day, when the consortium reviewed the overall progress of SEED2SCALE for months 1–18 and received updates from each National Competence Centre for Social Innovation on their current status. A dedicated segment was devoted to the development and activation of the NCCs’ Core Competences Portfolio in view of the national pilot projects, including a presentation on the organisation of the consolid8 Festival as a concrete example of how NCC competences can be mobilized. Partners then worked in national and cross-country groups on the planning of future activities, discussed the implementation of National Strategies and Action Plans for Social Innovation, and received updates on the Online National Platforms and on transnational exchange and mutual learning activities.

### 3. Results and outcomes

The SI Festival in Romania contributed to the objectives of Activity A11.2 and of Work Package 11, both in terms of ecosystem engagement and in terms of visibility for SEED2SCALE and social innovation more broadly. By design, the festival acted as a transnational platform where the five National Competence Centres for Social Innovation, the Social Innovation+ Initiative and a wide range of Romanian and international stakeholders could meet, exchange, and learn from each other.

The integration of the SEED2SCALE partners into the core programme ensured that the project was presented as a part of a larger conversation on sustainable business, green cities, and social innovation in Romania and Europe. This approach directly supported the WP11 objectives of enhancing visibility and facilitating cross-cultural exchange and positioned the NCCs as key ecosystem actors, capable of connecting European-level frameworks with local realities in Croatia, Greece, Italy, Romania and Slovenia. For Romania, where the social innovation ecosystem is less mature, the festival offered a rare opportunity to host such a diverse group of European experts and to showcase the role of the Romanian NCC in convening actors and disseminating good practices.

The festival brought together over 250 participants over two days, with a strong cross-sector mix that reflects the project’s ambition to “break out of the social innovation bubble”, with representatives from business, civil society, academia and public administration, who had structured opportunities to interact in the Talks and masterclasses, and informal opportunities to continue conversations during coffee breaks, the Synergy programme. The participant profile shows that the event managed to attract not only NGOs and public institutions, but also SMEs, corporates, freelancers, and students:

- Freelancers / other – 13%
- Start-ups / Social enterprises – 5%
- SMEs and micro-enterprises – 27%
- Corporations – 9%
- NGOs – 19%
- Public institutions – 19%
- Academia – 5%
- Press / media – 2%



On the content side, the festival succeeded in moving beyond inspirational speeches to offering practical knowledge and tools, as the consolid8 Talks pillar covered a wide range of topics that are relevant to SEED2SCALE project: climate risks and narratives, AI and digital transformation, sustainable leadership and governance, impact investing, green cities, and cross-sector collaboration. Furthermore, the SEED2SCALE panel provided a focused moment where European funding opportunities for social innovation, concrete case studies (such as the zero-waste island in Greece), and systemic challenges such as fragmentation of the field and youth engagement were discussed explicitly, opening new perspectives to what social innovation looks like in different countries of Europe and how can local actors find inspiration from other models.

The masterclasses and student workshops strengthened the knowledge transfer by providing hands-on learning opportunities where participants could work on organisational culture and leadership, learn how to structure funding strategies for innovation and digitalization, and explore pathways to EU funding through EIC Accelerator, STEP, LIFE and Horizon Europe missions. Also, students and young professionals were introduced to advanced digital tools such as 3D scanning, photogrammetry and Archicad, illustrating how technical innovation can serve heritage preservation and sustainable architecture. Together, these elements contributed to building capacities at multiple levels of the ecosystem: organisational, project, and individual.

From a communication and dissemination perspective, the SI Festival in Romania achieved solid visibility relative to its scale and niche:

- The festival pages on the consolid8 website recorded over 6,400 views and almost 3,000 users between March and July 2025, showing sustained interest.
- The social media campaign run between 24 May and 12 July on Facebook, Instagram and LinkedIn (consolid8), complemented by posts on the SEED2SCALE LinkedIn page, generated a combined reach of more than 40,000 views and around 1,600 engagements, based on approximately 31 unique posts and 74 stories disseminated on festival channels and 5 posts on SEED2SCALE LinkedIn page.
- Dedicated newsletters promoted the festival to over 20,000 subscribers in the fonduri-structurale.ro community and to an additional 600+ subscribers in the consolid8 festival community, representing NGOs, entrepreneurs, academia, public institutions and citizens interested in social innovation and sustainability.
- The event generated 21 pieces of media coverage (14 pre-event and 7 post-event), which helped reinforce its visibility and legitimacy in the Romanian public sphere. Noted publications can be consulted here: [Organizația Femeilor Antreprenor](#); [Zile și Nopti](#); [Revista Cariere](#); [eEcco](#); [9'clock](#); [Ambasada Sustenabilității în România](#), [fonduri-structurale.ro](#).

The event demonstrated in practice how social innovation can be embedded into broader conversations about business competitiveness, technology, and urban development; it helped anchor the project in a real multi-stakeholder environment, strengthening its credibility with external actors, and created a favourable environment for new relationships and ideas to emerge, especially between actors who do not usually meet (for example, tech companies and NGOs, architecture students and



social innovators, or local actors and European-level initiatives). Overall, the SI Festival in Romania made a meaningful contribution to the visibility, connectivity and capacity of the social innovation ecosystem, especially in Romania.

#### 4. Lessons learned and recommendations

One of the main lessons from the SI Festival in Romania relates to the mismatch between the ambition and the available budget. Delivering a two-day international festival with a rich programme (talks, masterclasses, workshops, B2B, synergy spaces) and strong communication requires resources that go beyond a standard project meeting. To make the event possible, additional fundraising efforts from private partners were necessary, which can further complicate the matter of the content and underline the structural fragility of relying predominantly on private funding for an event that has a clear public-good mission and aims to serve a broad ecosystem.

The need for private sponsorship brought into focus the establishment of a necessary value related content integrity, which must be explicitly protected when private interests are involved. In this edition, the organising team managed this risk through clear internal rules and moral guidelines, ensuring that sponsorship did not influence the editorial line, the selection of topics, or the framing of discussions. The experience confirms that such safeguards are both necessary and effective, but also that they come with continuous work of negotiation, expectation management, and transparent communication with partners.

Linked to the above, a key insight is that festivals dedicated to social innovation and systemic change are more resilient and credible when they can rely on consistent support from public authorities (local and national). While private partners can provide important resources and visibility, public institutions have a particular responsibility in enabling safe, independent spaces for debate and experimentation around public-good issues. The absence of substantial public backing makes it more difficult to guarantee continuity and to fully insulate content from perceived sponsor influence.

The festival showed that deliberate cross-sector curation adds considerable value. By bringing together business leaders, NGOs, public institutions, academia, students, tech companies and urban planners in the same space, the programme illustrated that social innovation is not limited to one sector or field. This mix made the sessions more relevant for a wide range of participants and contributed to the objective of reaching beyond the “social innovation bubble.”

Based on these lessons, several recommendations can be formulated for future editions of the SI Festival or similar events:

- Future editions should establish structured collaboration with local and national public authorities (municipalities, relevant ministries, public agencies) to secure a more stable and predictable public funding base for the event.
- Clear ethical guidelines should be maintained and periodically reviewed to ensure a strict separation between sponsorship arrangements and content or editorial decisions.
- Private partners should be selected based on the compatibility of their values with the mission of the festival, with transparent principles of collaboration agreed and communicated from the



outset.

- The event format should continue to combine talks, masterclasses, workshops, B2B showcases and synergy activities, as this integrated approach effectively addresses multiple needs: inspiration, learning, access to practical tools, networking and community-building.

## 5. Final conclusion

The SI Festival in Romania, organised in the framework of Activity A11.2 of the SEED2SCALE project, demonstrated the value of using a large, public-facing event as a strategic tool for strengthening social innovation ecosystems. Over two days, the festival brought together more than 250 participants from business, civil society, public institutions, academia, media and the creative sector, and positioned Bucharest as a meeting point for discussions on social innovation, green technologies, AI and urban transformation.

By integrating SEED2SCALE content and partners into the core programme, the festival created genuine opportunities for mutual learning and coordination among the five National Competence Centres for Social Innovation and at the same time, the mix of consolidated Talks, masterclasses, student workshops, B2B showcases and Synergy activities ensured that participants could access both strategic perspectives and practical tools, while also building new relationships across sectors and countries.

The results achieved have contributed to the objectives of Work Package 11: enhancing visibility, facilitating transnational exchange, and reinforcing the role of NCCs as key ecosystem actors.

Overall, the SI Festival in Romania confirmed that when social innovation is presented as a connecting thread between business transformation, public policy, technology and urban life, it can attract interest and mobilise diverse stakeholders around a shared vision.

## 6. Annexes

### Annex 1 – SI Festival in Romania official webpage

Website: <https://www.consolid8.ro/festival/>



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Bucharest, 19-20 June

## consolid8 Festival 3rd Edition

Innovate within, impact beyond:  
business transformation in green cities

*Ion Mincu University of Architecture and Urban Planning*

[Reserve your seat](#)

in collaboration with:



Social Innovation  Initiative



## Annex 2 – consolid8 Talks agenda



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Friday, June 20th, Sala Frescelor (Ion Mincu University of Architecture and Urbanism)				
Timeframe	Type of session	Name/ Theme	Moderator	Speaker/s
10:30 - 11:00	<b>Guest registration (30 min)</b>			
<b>Part 1: Transform from within: evolve your business to lead the change</b>				
11:00:00 - 11:20	Opening notes (RO & EN)	Welcoming remarks	consolid8 Talks MC: Julia Nagy - Journalist	consolid8 Talks MC: <b>Julia Nagy</b> - Journalist <b>H.E. Willemijn van Haften</b> - Ambassador of the Kingdom of the Netherlands to Romania <b>conf.dr.arh. Lorin NICULAE</b> - Protector parteneriat academic, comunicare și internaționalizare @UAJIM <b>Raluca Painter</b> - Head of Unit @DG EMPL - Social Climate Fund <b>Vilja Rugej</b> - Marketing Manager and Event Architect @consolid8 Festival <b>Leo Van Broeck</b> - Professor Engineer Architect, the former Flemish Government Architect <b>Maks Giordano</b> - global award-winning digital strategist, innovation specialist and Founder @juuman.okudo
11:20 - 11:30	Opening keynote (EN) - 10 min	Why we should stop calling it climate change		
11:30 - 12:05	Keynote (EN) - 35 min	Doing business in the AI era: from tech transformation and productivity to preparations for Talent Wars		
12:05 - 12:10	Keynote (RO) - 5 min	Taking sustainability from compliance to competitiveness		
12:10 - 12:55	Panel (RO) - 45 min	What about practice: translating goals into results and managing failure	<b>Oana Groșanu</b> - Executive Director @Sustainability Embassy in Romania	<b>Ramona Grozavescu</b> - Sustainability Manager @NHood Romania <b>Alexandra Bogdan</b> - Business Intelligence & Special Projects Manager @PPC Blue <b>Veronica Dogaru</b> - Corporate Communications & CSR Director @Orange România <b>Oana Vițeanu</b> - Sustainability Project Manager @Stratos
12:55 - 13:15	<b>Coffe Break &amp; Networking (20 min)</b>			
13:15 - 13:30	Keynote (RO) - 15 min	What are the 3 objectives any CEO should have and how can sustainability help achieve all of them?	consolid8 Talks MC: Julia Nagy - Journalist	<b>Codruț Nicolau</b> - Founder @Sustain Future <b>Yorick Debeus</b> - Head of European Affairs @Leyton <b>Ryan Grant Little</b> - Climatatech founder, advisor, investor
13:30 - 13:45	Keynote (EN) - 15 min	Innovation capital: How can businesses access sustainability incentives to improve their performance		
13:45 - 14:10	Keynote (EN) - 25 min	Scaling sustainable solutions: strategies for impact investing		
14:10 - 14:45	Panel (EN) - 35 min	Ecosystem building & social impact: the why and the how behind systemic change	<b>Raluca Prelucă</b> - Partner & Senior consultant @fonduri-structurale.ro	<b>Tadej Slapnik</b> - CEO @Hashnet d.o.o <b>Marianna Kondylidou</b> - Senior Socioeconomic Expert and Public Governance Specialist <b>Gianluca Salvatori</b> - Vice President @ICCSI <b>Danijele Pasika</b> - researcher and social impact specialist @ACT Grupa <b>Aurelija Morkeliūnaitė</b> - project coordinator Social Innovation + Initiative
14:45 - 15:30	<b>Lunch Break (45 min)</b>			
15:30 - 15:50	Keynote (RO) - 20 min	Green cities at the HORIZON: opportunities for more sustainable urban spaces	consolid8 Talks MC: Julia Nagy - Journalist	<b>Corina Elena Dumitru</b> - policy expert @Romanian National Research Agency
15:50 - 16:10	Fireside chat (RO) - 20 min	How companies can fund the green shift: opportunities and financial instruments for businesses in Romania	<b>Ana-Maria Icătoiu</b> - Vicepresident @Federation for Innovation and Sustainable Competitiveness in SMEs (FICSIMM)	<b>Teodora Petre</b> - Commercial Executive Director @Investment and Development Bank
16:10 - 16:25	Fireside chat (RO) - 15 min	A new way forward on climate advancements: upskilling people & renovating spaces	<b>Tana Foață</b> - Executive Director @Europuls - European Expertise Center	<b>Raluca Painter</b> - Head of Unit @DG EMPL - Social Climate Fund
16:25 - 16:45	<b>Coffe Break &amp; Networking (20 min)</b>			
<b>Part 2: Impact by design: Transform spaces beyond company walls</b>				
16:45 - 17:05	award session contest UAJIM	From small changes to a lasting impact	consolid8 Talks MC: Julia Nagy - Journalist	<b>Award ceremony</b> - student contest with UAJIM students <b>Diana Dan</b> - president and co-founder @Tomorrow's Architects
	Students' intervention	A vision to come true: the voice of our future architects		
17:05 - 17:30	Keynote (EN) - 25 min	Reimagining space and the future of our cities: enhancing the quality of life through architecture		<b>Leo Van Broeck</b> - Professor Engineer Architect, the former Flemish Government Architect
17:30 - 18:05	Panel (RO) - 35 min	The BIP we need to hear more often: Businesses, Institutions and the Public working together	<b>Margareta Mucibabic</b> (Chesaru) - Public Affairs & Social Impact Advisor	<b>Oana Craioveanu</b> - CEO & Co-founder @Impact Hub Bucharest <b>Oana Toiu</b> - Member of the Romanian Chamber of Deputies and Vice President of the USR party <b>Raluca Negulescu-Balaci</b> - Executive Director @UPath Foundation ONLINE <b>Andreea Nistor</b> - Development Director and Partner @Digital Nation
18:05 - 18:15	<b>Closing Ceremony</b>			
18:15 - 21:00	<b>Networking and Relaxation: A space to unwind, connect, and ignite new ideas</b>			



## Annex 3 – B2B Solutions overview



**STRATOS**  
EXCELENȚĂ ÎN MEDIU

### Stratos Management

Stratos Management is a leading environmental consultancy dedicated to helping companies and organizations embed sustainability at the core of their operations. Through tailored solutions, expert guidance, and innovative tools, Stratos supports clients in navigating complex environmental regulations, measuring and reducing their carbon footprint, and preparing impactful sustainability reports. Our services empower businesses to align with the latest EU directives, such as CSRD and taxonomy regulations, while identifying opportunities for long-term environmental and social value creation. Whether through strategic advisory, carbon footprint assessments, sustainability reports and training, Stratos acts as a trusted partner for those committed to driving positive change. For organizations seeking to reduce their environmental impact and lead responsibly, our expertise is a valuable resource in achieving meaningful, measurable progress in a competitive business environment.

Click [here](#) to find out more about how they can help you reach your sustainability goals.



### HP

For nearly 85 years, HP has been a driving force of innovation, helping people and businesses thrive amid economic and technological changes. Our success is measured not only by the products and profits we generate but also by the positive impact we have on society and the environment. Through innovative technology, smart solutions, and unmatched expertise, HP supports companies and organizations in achieving their sustainability goals. From energy-efficient printers and PCs to cloud solutions that reduce carbon footprints, we provide the tools necessary for a greener future, whether it's reducing electronic waste, optimizing energy consumption, or implementing digital solutions to streamline workflows. HP remains a leader in driving responsible transformation across the industry.

Click [here](#) to find out more about how they can help you reach your sustainability goals.

### Microsoft

Microsoft helps companies and organizations become more sustainable through innovative technology solutions that optimize resources and reduce environmental impact. With cloud platforms, artificial intelligence, and energy-efficient infrastructure, Microsoft provides advanced tools for sustainable business operations. Microsoft Azure, for instance, helps businesses lower their carbon footprint by using data centers powered by renewable energy, supporting the transition to a greener future. Beyond technology, Microsoft supports organizations through strategic initiatives that promote the circular economy and reduce electronic waste. Data analytics and AI solutions enable businesses to make more informed decisions about energy and water consumption, helping them optimize their sustainability strategies. Microsoft's commitment to sustainability extends beyond its own operations, empowering other organizations in their efforts to build a more sustainable future. Through education programs and technological support, companies gain access to the necessary resources to implement eco-friendly and efficient solutions.

Click [here](#) to find out more about how they can help you reach your sustainability goals.



### LG Electronics

LG Electronics, a global innovator in technology and consumer electronics, provides intelligent, energy-efficient solutions that help businesses transition toward a more sustainable future. Through its four business divisions—Home Appliances Solution, Media Entertainment Solution, Vehicle Solution, and Eco Solution—LG serves industries ranging from retail and hospitality to healthcare and education.

In the B2B space, LG supports companies improve energy efficiency, optimize building performance, and enhance communication and customer experience by offering intelligent systems including HVAC technologies, commercial displays, digital signage, solar panels, and EV components. These solutions reduce carbon footprint, lower energy consumption, and support long-term environmental responsibility, whether enabling smart energy management, delivering immersive digital signage content, or integrating clean energy systems. LG empowers businesses to operate sustainably without compromising innovation or performance.

Through its "Better Life Plan 2030", LG reinforces its ESG strategy by committing to carbon neutrality, circular resource use, and sustainable product design. Every innovation reflects the company's belief that technology should not only protect but also preserve.

Click [here](#) to find out more about how they can help you reach your sustainability goals.



### EFdeN

EFdeN is a Romanian NGO with over 12 years of experience in designing and implementing sustainable solutions in the built environment. Our work spans interdisciplinary research, educational programs, and real-world pilot projects – including solar houses, green mobility systems, and urban resilience interventions – all aimed to foster truly sustainable communities. Through the newly-launched Sustainability Leadership Program, part of the European Institute of Sustainability, we support companies and institutions in embedding sustainability into their operations. We empower both individuals and organizations to reduce their environmental footprint, align with ESG standards, and generate long-term value for the communities they serve.

Click [here](#) to find out more about how they can help you reach your sustainability goals.



### Lenovo

At Lenovo, our goal is to provide smarter technology that builds a brighter and more sustainable future for our customers, colleagues, communities, and our planet. In January 2023, we committed to achieving net-zero greenhouse gas (GHG) emissions by 2050. Our approach to reaching this goal is scientific, collaborative, and responsible. We focus on designing high-energy-efficiency devices, using recycled materials, and adopting production models that reduce our carbon footprint. Lenovo laptops and workstations are built to maximize energy consumption, directly contributing to lower greenhouse gas emissions. By continuously measuring, analyzing, and disclosing our efforts, we strive to make a real difference each year with our net-zero strategy. We aim to do things differently so that we constantly improve—for our customers, employees, the communities in which we operate, and the environment.

Click [here](#) to find out more about how they can help you reach your sustainability goals.



### Ambasada Sustenabilității în România

By cultivating a fast-growing community, fostering cross-sector partnerships and enabling access to resources and expertise, the Sustainability Embassy in Romania empowers companies and organizations to integrate sustainability into their core operations without compromising economic efficiency.

One of its core programmes is the Sustainable Romania Coalition, which serves as a multi-stakeholder platform that brings together over 100 organizations, including companies, NGOs and public institutions.

Through impactful initiatives like Sustainability School, offering over 100 expert-led webinars and workshops, the Sustainability Embassy in Romania equips organizations with strategic guidance and practical tools for real business transformation.

It is a reliable ally for businesses committed to long-term value, resilience and measurable impact.

Click [here](#) to find out more about how they can help you reach your sustainability goals.



### NOD

Sustainability is no longer just an option but an essential responsibility for every organization. NOD recognizes this reality and integrates sustainability principles into all aspects of its operations, helping partners adopt eco-friendly and efficient practices. Through its innovative portfolio and ecosystem of resellers, NOD supports companies in optimizing processes, reducing environmental impact, and achieving long-term sustainability goals. NOD provides energy-efficient products and technological solutions that minimize resource consumption and promote the use of recycled materials. Through consulting services, technical support and ecosystem of resellers, NOD assists companies in implementing sustainability strategies, optimizing IT infrastructure, and leveraging cloud solutions that lower their carbon footprint. Through strategic partnerships and investments in green technologies, NOD goes beyond merely supplying products—it builds a sustainable ecosystem for businesses, from streamlining the distribution chain to promoting responsible business practices.

Click [here](#) to find out more about how they can help you reach your sustainability goals.



### Grupul de Consultanță pentru Dezvoltare DCG SRL

Since 2007, fonduri-structurale.ro has been providing specialized consultancy, training, and implementation support for European Funds to public and private organizations, start-ups, and social entrepreneurs throughout Romania. The organization has successfully drafted and implemented projects in areas such as innovation, human resources, support for vulnerable groups, education, business development, research, IT&C, and administrative capacity building.

Committed to developing the social innovation ecosystem in Romania, fonduri-structurale.ro has developed the crowdfunding platform [conect@8](#). This platform empowers entrepreneurs and professionals in the creative industries, to validate and launch their innovative products and services for market. Through [conect@8](#), fonduri-structurale.ro not only facilitates faster business development but also highlights the vital role that companies and individuals play in advancing initiatives that generate positive social impacts within their communities. To further support social innovation ecosystem, fonduri-structurale.ro acts as the National Competence Center for Social Innovation and the National Contact Point for the "Employment and Social Innovation" (ESII), within the European Social Fund Plus (ESF+).

Click [here](#) to find out more about how they can help you reach your sustainability goals.



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## Annex 4 – Festival photo documentation



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## Annex 5 – Consortium meetings attendance lists

### seed scale STEERING COMMITTEE MEETING, BUCHAREST 19 JUNE 2025

BENEFICIARY	PARTNER	REPRESENTATIVE	SIGNATURE
BE001 - COTO	Città di Torino		
BE002 - FGB	Fondazione Giacomo Brodolini		
BE003 - POLIMI	Politecnico di Milano		
BE004 - POLITO	Politecnico di Torino		
BE005 - UNIBO	Università di Bologna		
BE006 - EURICSE	EURICSE		
BE007 - C8	fonduri-structurale.ro/consolid8		
BE008 Center Noordung	Center for space technologies Herman Potocnik Noordung - Country Coordinator		
BE009 Hashnet SI	Hashnet, distribuirane tehnologije d.o.o.		

\*\*\*

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### seed scale STEERING COMMITTEE MEETING, BUCHAREST 19 JUNE 2025

BENEFICIARY	PARTNER	REPRESENTATIVE	SIGNATURE
BE010 BSC	BSC, poslovno podporni center, d.o.o., Kranj		
BE011 IH Ljubljana	Impact Hub Ljubljana, zavod za podjetništvo in razvoj		
BE012 TPLJ	Teholoski park Ljubljana		
BE013 AG	ACT Group - Country Coordinator		
BE014 NORA	Development Agency of the City of Novska - NORA		
BE015 UMN	Novska Youth Association		
BE016 FEB	Faculty of economics and business - Zagreb		
BE017 Hashnet HR	Hashnet d.o.o.		

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







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seed scale STEERING COMMITTEE MEETING, BUCHAREST 19 JUNE 2025

BENEFICIARY	PARTNER	REPRESENTATIVE	SIGNATURE
BEO18 AUA	Agricultural University of Athens (AUA) - Country Coordinator		
BEO19 MSCF	Directorate for Social and Solidarity Economy, Ministry for Social Cohesion and Family		
BEO20 AN.KA. S.A.	ANKA		
BEO21 UnivSSE	UnivSSE Coop		
BEO22 KOLLEKTIVA	Kollektiva		
BEO23 ELECTRA Coop	Electra Energy Coop		
BEO24 LDK SED CONSULTANTS	SED		
BEO25 HIGGS	HIGGS		

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seed scale STEERING COMMITTEE MEETING, BUCHAREST 19 JUNE 2025

BENEFICIARY	PARTNER	REPRESENTATIVE	SIGNATURE
BEO26 Association SSE	Association of SSE of South Aegean		

\*\*\*  
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## seed scale PARTNERS TRANSNATIONAL MEETING, BUCHAREST 19 JUNE 2025

NAME	SURNAME	ORGANISATION	COUNTRY	SIGNATURE
		Agricultural University of Athens (AUA) - Country Coordinator	Greece	
		Città di Torino - Country Coordinator	Italy	
		Novska Youth Association	Croatia	
		Fondazione Brodolini	Italy	
		Politecnico di Milano	Italy	
		Università di Bologna	Italy	
		HIGGS	Greece	
		BSC, poslovno podporni center, d.o.o., Kranj	Slovenia	
		Tehnoloski park Ljubljana	Slovenia	

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NAME	SURNAME	ORGANISATION	COUNTRY	SIGNATURE
		SED	Greece	
		Directorate for Social and Solidarity Economy, Ministry for Social Cohesion and Family	Greece	
		Electra Energy Coop	Greece	
		Center for space technologies Herman Potocnik Noodung - Country Coordinator	Slovenia	
		Politecnico di Torino	Italy	
		ESFA	ESFA	
		UnivSSE Coop	Greece	
		Association of SSE of South Aegean	Greece	
		ACT Group - Country Coordinator	Croatia	

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## seed scale PARTNERS TRANSNATIONAL MEETING, BUCHAREST 19 JUNE 2025

NAME	SURNAME	ORGANISATION	COUNTRY	SIGNATURE
[Redacted]		Impact Hub Ljubljana, zavod za podjetništvo in razvoj	Slovenia	[Signature]
		fonduri-structurale.ro/consolid8	Romania	[Signature]
		Politecnico di Milano	Italy	
		EURICSE	Italy	
		Fondazione Brodolini	Italy	[Signature]
		Hashnet, distribuirane tehnologije d.o.o.	Slovenia	
		Hashnet d.o.o.	Croatia	
		Città di Torino - Country Coordinator	Italy	[Signature]
	Development Agency of the City of Novska - NORA	Croatia	[Signature]	

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## seed scale PARTNERS TRANSNATIONAL MEETING, BUCHAREST 19 JUNE 2025

NAME	SURNAME	ORGANISATION	COUNTRY	SIGNATURE
[Redacted]		ANKA	Greece	[Signature]
		Kollektiva	Greece	[Signature]
		Kollektiva	Greece	[Signature]
		POLITECNICO DI MILANO	ITALY	[Signature]

\*\*\*  
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## seed scale PARTNERS TRANSNATIONAL MEETING, BUCHAREST 20 JUNE 2025

NAME	SURNAME	ORGANISATION	COUNTRY	SIGNATURE
[Redacted]		Agricultural University of Athens (AUA) - Country Coordinator	Greece	[Signature]
		Città di Torino - Country Coordinator	Italy	[Signature]
		Novska Youth Association	Croatia	[Signature]
		Fondazione Brodolini	Italy	
		Politecnico di Milano	Italy	
		Università di Bologna	Italy	[Signature]
		HIGGS	Greece	[Signature]
		BSC, poslovno podporni center, d.o.o., Kranj	Slovenia	[Signature]
	Tehnoloski park Ljubljana	Slovenia	[Signature]	

\*\*\*  
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 The purpose of data collection is related to the organization of the consolid8 Festival, an activity within the SEED2SCALE project.  
 By completing and signing this document, you consent to the processing of your personal data as described above and agree to the video recording of the consolid8 Festival.

Co-funded by the European Union | Social Innovation Initiative | This project has received financial support from the European Social Fund under Grant Agreement ESF-SI-2023-NCC-01-0003.

## seed scale PARTNERS TRANSNATIONAL MEETING, BUCHAREST 20 JUNE 2025

NAME	SURNAME	ORGANISATION	COUNTRY	SIGNATURE
[Redacted]		SED	Greece	[Signature]
		Directorate for Social and Solidarity Economy, Ministry for Social Cohesion and Family	Greece	[Signature]
		Electra Energy Coop	Greece	[Signature]
		Center for space technologies Herman Potocnik Noodung - Country Coordinator	Slovenia	[Signature]
		Politecnico di Torino	Italy	[Signature]
		ESFA	ESFA	[Signature]
		UnivSSE Coop	Greece	[Signature]
		Association of SSE of South Aegean	Greece	[Signature]
		ACT Group - Country Coordinator	Croatia	[Signature]

\*\*\*  
Grupul de Consultanță pentru Dezvoltare DCG SRL, headquartered in Mogoșoaia, Ifov, at 28A Egen Barbu Street, email: structuralq@fonduri-structurale.ro, processes the personal data included in this document as a partner in the SEEDSCALE project.

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## seed scale PARTNERS TRANSNATIONAL MEETING, BUCHAREST 20 JUNE 2025

NAME	SURNAME	ORGANISATION	COUNTRY	SIGNATURE
[Redacted]		Impact Hub Ljubljana, zavod za podjetništvo in razvoj	Slovenia	[Signature]
		fonduri-structurale.ro/consolid8	Romania	[Signature]
		Politecnico di Milano	Italy	[Signature]
		EURICSE	Italy	[Signature]
		Fondazione Brodolini	Italy	[Signature]
		Hashnet, distribuirane tehnologije d.o.o.	Slovenia	[Signature]
		Hashnet d.o.o.	Croatia	[Signature]
		Città di Torino - Country Coordinator	Italy	[Signature]
		Development Agency of the City of Novska - NORA	Croatia	[Signature]

\*\*\*  
Grupul de Consultanță pentru Dezvoltare DCG SRL, headquartered in Mogoșoaia, Ifov, at 28A Egen Barbu Street, email: structuralq@fonduri-structurale.ro, processes the personal data included in this document as a partner in the SEEDSCALE project.

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## seed scale PARTNERS TRANSNATIONAL MEETING, BUCHAREST 20 JUNE 2025

NAME	SURNAME	ORGANISATION	COUNTRY	SIGNATURE
[Redacted]		ANKA	Greece	[Signature]
		<del>Kollektiva</del>	Greece	[Signature]
		Kollektiva	Greece	[Signature]
		POLITECNICO di MILANO	ITALY	[Signature]



Co-funded by the European Union

Social Innovation Initiative

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## Annex 6 – Examples of Communication and media materials



Bucharest, 20 June 2025

## INNOVATE WITHIN, IMPACT BEYOND: BUSINESS TRANSFORMATION IN GREEN CITIES

ION MINCU UNIVERSITY OF ARCHITECTURE AND URBAN PLANNING

in collaboration with



### Talks

**Sala Frescelor (str. Biserica Enei)**

Starting at 11:00 | check in at 10:30

- Why we should stop calling it climate change
- Doing business in the AI era: from tech transformation and productivity to preparations for Talent Wars
- Taking sustainability from compliance to competitiveness
- What about practice: translating goals into results and managing failure
- What are the 3 objectives any CEO should have and how can sustainability help achieve all of them?
- Innovation capital: How can businesses access sustainability incentives to improve their performance
- Scaling sustainable solutions: impact investing strategies
- Ecosystem building & social impact: the why and the how behind systemic change
- Green cities at the HORIZON: opportunities for more sustainable urban spaces
- How companies can fund the green shift: opportunities and financial instruments for businesses in Romania
- A new way forward on climate advancements: upskilling people & renovating spaces
- Reimagining space and the future of our cities: enhancing the quality of life through architecture
- The BIP we need to hear more often: Businesses, Institutions and the Public working together

Ending at 18:00

### Masterclasses

**Sala BiblioHub, 1st floor UAUM**

09:30 - 10:45

Fueling innovation and digitalization: How to get funding for your projects

Facilitator: Raluca Prelucă - Partner & Senior consultant @fonduri-structurale.ro

13:15 - 15:00

Sustainable leadership in practice: What it really means to lead in an unpredictable world & navigate without a map

Facilitator: Oana Groșanu - Executiv Director @Sustainability Embassy in Romania

16:30 - 18:00

The Culture Loop: how individual behaviors, when accepted and repeated, shape organizational norms and create the environment in which people work.

Facilitator: Robert Iancu - Partner & Head of Management Practice Trend Consult, advisor EFdeN

### Top speakers



**Maks Giordano**  
International expert in digital innovation and transformation



**Raluca Painter**  
Head of unit in the European Commission's DG for Employment, Social Affairs and Inclusion



**Teodora Petre**  
Commercial Executive Director at the Investment and Development Bank



**Ryan Grant Little**  
Climate-tech investor, advisor and serial entrepreneur



**Leo Van Breeck**  
Engineer & the former Flemish Government Architect



**Oana Groșanu**  
Executive director @Sustainability Embassy in Romania



**Tana Foarță**  
Director of Eurotopis & Top Forbes 30 under 30 Romania



**Gianluca Salvatori**  
Secretary General of European Research Institute on Cooperative and Social Enterprises

**B2BGreen Solutions** Main Lobby Ongoing: all day

**consolid8 Synergies** UAUM Terrace: all day Networking event: 18:00

in collaboration with

consolid8 FESTIVAL

UNIVERSITY OF BUKURESTI

20 JUNE

## WELCOME TO CONSOLID8 TALKS 2025

An event designed for the leaders navigating the sustainability shift

### Innovate within, impact beyond: business transformation in green cities

Ion Mincu University of Architecture and Urban Planning

Co-funded by the European Union

Social Innovation Initiative

Kingdom of the Netherlands

Lenovo hp STRATOS LG Microsoft Windows 11 Pro seed scale

NOP the fiscali ED CEO CLUBS UNIVERSITATEA DE ARHITECTURA SI URBANISM AL BUCURESTI IS Institutul National de Cercetari si Dezvoltari Tehnologice Avanzate CORCOVA

CHECK THE FULL SCHEDULE HERE

consolid8 FESTIVAL

UNIVERSITY OF BUKURESTI

Co-funded by the European Union

Social Innovation Initiative

Kingdom of the Netherlands

EDITION

## INNOVATE WITHIN, IMPACT BEYOND: BUSINESS TRANSFORMATION IN GREEN CITIES

ION MINCU UNIVERSITY OF ARCHITECTURE AND URBAN PLANNING

Premium Partners

Lenovo hp LG STRATOS Microsoft Windows 11 Pro seed scale NOP the fiscali ED CEO CLUBS UNIVERSITATEA DE ARHITECTURA SI URBANISM AL BUCURESTI IS Institutul National de Cercetari si Dezvoltari Tehnologice Avanzate CORCOVA

19-20 JUNE 2025

consolid8 FESTIVAL

768 urmăritori • 4 urmăritori

Urmărești Caută

consolid8 Festival

13 iunie

This is the BIP we need to hear more often... Vezi mai mult

consolid8 FESTIVAL

20 JUNE

TALKS

ECOSYSTEM BUILDING & SOCIAL IMPACT: THE WHY AND THE HOW BEHIND SYSTEMIC CHANGE

MARGARETA MUCIBABICI  
Public Affairs & Social Impact Advisor

OANA CRAIOVEANU  
CEO Strategic Public Engagement

OANA-SILVIA TOIU  
Manager Innovation Partnership

MODERATOR

TALKS

PANELIST

PANELIST

PANELIST

consolid8 Festival

12 iunie

How do we move from isolated pilots to robust, scalable ecosystems for social innovation across Europe?... Vezi mai mult

consolid8 FESTIVAL

20 JUNE

TALKS

ECOSYSTEM BUILDING & SOCIAL IMPACT: THE WHY AND THE HOW BEHIND SYSTEMIC CHANGE

RALUCA PRELUCĂ  
Partner & Senior consultant Strategic Innovation

TADEJ SLAPNIK  
CEO (Healthcare)

MARIANNA KONDILIDOU  
Senior International Expert and Public Governance Specialist

MODERATOR

TALKS

PANELIST

PANELIST

PANELIST

**consolid8 festival**  
Conținut audio original

**consolid8festival** In a world where women are still fighting to be heard, seen, and respected, they're leading the change.

At #consolid8Talks, 20 out of 30 speakers are women. Not tokens. Not exceptions. Leaders. Experts. Changemakers.

From Brussels to Bucharest, from ESG strategy to urban innovation, they're shaping the future from powerful positions because when women are given equal ground, they build stronger foundations.

✦ Let's listen. Let's follow. Let's lead together the way to a greener future.

#WomenInLeadership #LeadTheChange #GenderEquity #STEMinism #JusticeForWomen #EqualVoices #SheShapesTheFuture  
24.spt. Vezi traducerea

Apreciat de dragosjalu și alții  
11 iunie

Adaugă un comentariu...

Postează

**consolid8 FESTIVAL** in collaboration with

**FUELING INNOVATION & DIGITALIZATION: HOW TO GET FUNDING FOR YOUR PROJECTS**

**20 JUNE**

**09:30 - 10:45**

**RALUCA PRELUCĂ**  
Partner & Senior consultant  
@fonduri-structurale.ro

fs fonduri structurale SALA BiblioHub UAUIM

**MASTERCCLASS**

**consolid8 festival** ...  
consolid8 Festival

105 postări 383 de urmăritori 31 de urmăriți

Transforming businesses & cities for a greener future.

- Join 300+ changemakers, leaders & creators in Bucharest
- June 19-20 UAUIM
- Discover agenda

[www.consolid8.ro/festival](http://www.consolid8.ro/festival)

Urmăritori: europuls și ashokaromania

Urmărești Mesaj

**Lost at consolid8 Festival**

**FROM SMALL CHANGES TO A LASTING IMPACT**

**Winners**