

CLAY project - Interreg Europe

**The fifth meeting of CLAY - Interreg Europe project
was held online, hosted by SW Oltenia (Romania)
on September 23, 2020**

September 23, 2020 - The 5th meeting of the CLAY project (**Cross Sector support for Innovative and Competitive Artistic Ceramic SMEs**), funded by the Interreg program of the European Union, which aims to support the small and medium-sized enterprises in the ceramic sector by acting on regional policies, was held on Wednesday 23 September 2020.

Due to the Coronavirus emergency, the meeting of the project took place online, hosted by the partner **South West Oltenia (Romania)**. The objective of the event was the presentation and discussion on Action Plan idea/draft from CLAY partners.

The Leader Partner, reiterating the impossibility of holding the physical meeting in Romania, appreciated the effort of the partner organizing the online event and the partners who guaranteed their presence at the virtual meeting.

Followed the welcome from Ms. Marilena Bogheanu, General Director of RDA SW Oltenia, Mr. Nicolae Sardarescu, Mayor of Horezu and President of the Romanian Association of Cities of Ceramics (ArCC); Mr. Eugen Savulescu, representative of GAL Depresiunea Horezu and Director of ArCC.

During the meeting the project partners (from Italy, Finland, France, Portugal, Romania and Spain) illustrated the progress of the work on the **action plans** that defined adequate actions to respond to the needs of the territories and which, following the orientation of the political strategies of the own regions, will support the innovation of ceramic SMEs.

4 videos were presented as study visits, showing the peculiarities of **Horezu ceramics**:

1. Presentation of the traditional Horezu pottery;
2. Reinterpretation of traditional motifs in Horezu ceramics;
3. 3D Systems Pro – a small business that implements 3D printing;
4. A business that carries out its activities in a unique house in the shape of a ceramic vessel.

The videos are available on the Youtube channel of the CLAY project ([YOUTUBE LINK](#)).

During the next CLAY event, to be held in Umbria by the end of the year if the health situation allows it, the partners will present and discuss the advance draft of Action Plan in order to then start Phase 2 of the project.

More on CLAY project

CLAY aims at supporting the ceramic sector by prioritising new technologies, strengthening brands and developing new services to maintain competitive advantage and face the challenge of globalisation. The interregional exchange will help CLAY partners to **improve regional programmes and policy instruments** that can strengthen tradition and boost innovation in the artistic ceramic sector.

The CLAY project gathers **5 regions** which have both important ceramics traditions and innovative small and medium enterprises, and uses interregional exchange to identify solutions to the challenge of matching tradition and innovation, by improving regional programmes for innovation.

The CLAY project is implemented by **6 partners**:

- Regione Umbria / Regional Government of Umbria (Lead Partner - Italy);
- AEuCC - Agrupaciòn Europea de Cooperaciòn Territorial Ciudades de la Ceramica, AECT limitada / European Grouping of Territorial Cooperation Cities of Ceramic, EGTC with limited liability (Advisory Partner, legally based in Spain, with headquarters in Italy);
- ADRSV - Agentia pentru Dezvoltare Regionala Sud Vest Oltenia / Regional Development Agency South West Oltenia (Romania);
- Etelä-Pohjanmaan liitto / Regional Council of South Ostrobothnia (Finland);
- CTCV Centro Tecnológico da Cerâmica e do Vidro / CTCV Technological Centre for Ceramics and Glass (Portugal);
- Association pour le développement et la promotion du pôle européen de la céramique / Association for the development and promotion of the european ceramic center (France).

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Youtube | <https://www.youtube.com/channel/UCjqhhDmo5HmXfnl9a-Bd4RA>

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