

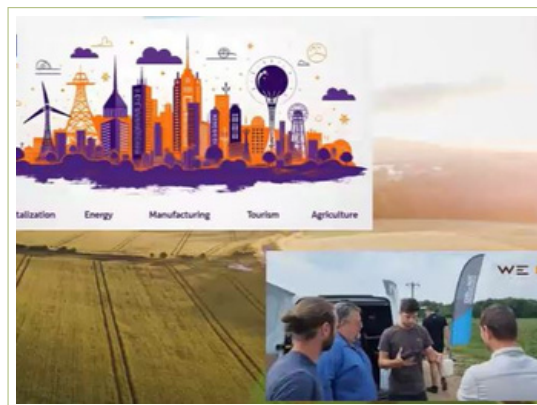
## Innovation Hub Factsheets 2024

### Bio Danubius, Romania

Bio Danubius is an ambitious project working with farmers across the Danube delta in the far east of Romania, bordering Ukraine. The region has a strong identity as a natural park, so this innovation hub is building on this reputation by creating a voluntary certification system, Bio+, focusing on organic and agroecological farming principles, ensuring these high standards are recognised and rewarded appropriately.



SWOT Analysis Workshop with the Ministry of Agriculture and Rural Development



Digitalisation project with the Wallachia eHub

### Notable successes and challenges 2023–2024

There were positive developments in 2024 in branding and exports, with participation in the Seoul Food Fair, visits to farms in Romania and an agreement with Greek farmers under the Enterprise Europe Network.

In October 2024 the team took part in a SWOT analysis workshop with the Ministry of Agriculture and Rural Development, and spent time sharing information and experiments with farmers on the [Agriplanta](https://agriplanta.ro) website.

The team published an article on the need for farmers to have a viable business model for generating revenue, as well as the importance to farmers of Bio Danubius sharing costs and benefits.

### Summary

Digitalisation is an important part of the project and the team is part of the [Wallachia eHub](https://wallachiaehub.ro). They have found that farmers are sceptical about software and training and have identified economic and technological infrastructure barriers for farmers to digital adoption. The team is looking at developing standard digital tools within local groups to help bring farmers together in spreading the concept of agroecology.