



#5

CITIES *of* TOMORROW

COMPETITIVE REGIONS, CITIES & COMMUNITIES

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“

People, not houses, make the city

Pericle 495 - 429 BC; Greek statesman, orator and general of Athens

”



WHY CITIES?

5 editions
56 topics
2500 participants

IDEAS FOR THE FUTURE

„Cities of Tomorrow” is an awareness-raising public conference regarding the sustainable economic development, the tasks and roles of the business, political and civil society actors, the development of urban and rural infrastructure, city management and the integration of central and historic areas of the city.

PROJECTS&SOLUTIONS

The event offers a rich variety of presentations, interactive round tables, a market place for projects and solutions for urban development and a good opportunity for networking.

Along the years, Cities of Tomorrow became a top event that successfully reunites the public sector and the private environment.

INVOLVEMENT

The presence of public authorities’ representatives at this event grows by the year, while their implication is also increasing. This is proof for us that the initiative is a successful one, and we try each year, since 2012, to improve this b2b platform Cities of Tomorrow.

CITIES *of* **TOMORROW**

concept



Discussion panels



Market Place of Projects



Networking



International Best Practices



Round Tables



B2B Platform



speakers



Dipl. Eng. Thomas Madreiter
Director of Urban Planning City of Vienna



Arch. Reinhard Joecks
Partner FOSTER AND PARTNERS



Dr. Eng. Michael Horodniceanu
President of MTA Capital Construction



Prof. Jörn Walter
Chief Urban Planner of the City of Hamburg



Prof. Arch. Stephan Braunfels
Director Stephan Braunfels
Architekten BDA



Prof. Dr. Arch. Dorin Ștefan
Director at Dorin Ștefan
Birou Arhitectură – D.S.B.A



Dr. Arch. Șerban Țigănaș
President Romanian
Order of Architects



Prof. Peter Zlonicky
Head of the Office of Urban Studies Munich;
University Professor (em.) for Urban Planning
and Design at the Technical University in
Dortmund.; consultant to the Policy Board on
National Urban Development Policy in Berlin



Stefan Reschke
Representative CEE ExpoReal Munich

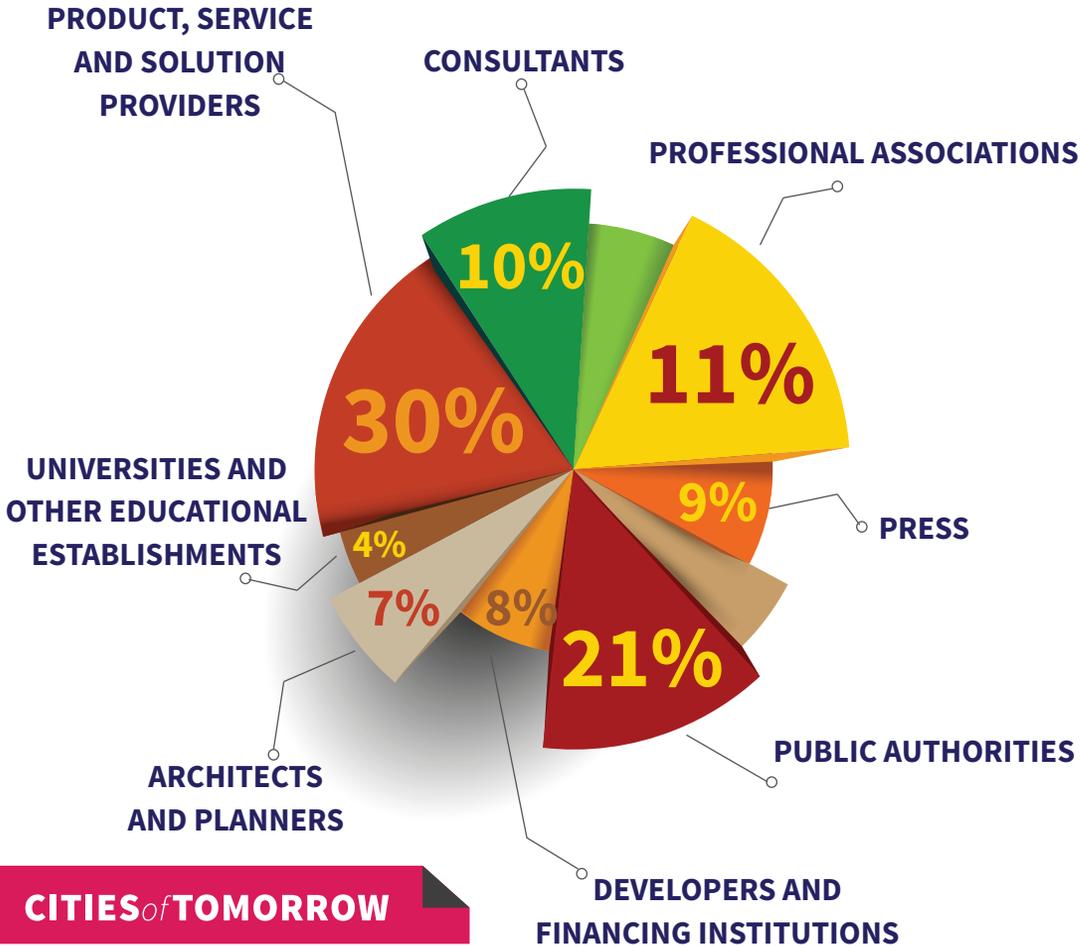


Ivo Gönner
Mayor of the City of Ulm (1992 - 2016)
President of the Council of the Danube Cities
and Regions President of the Association of
Local Public Utility Companies

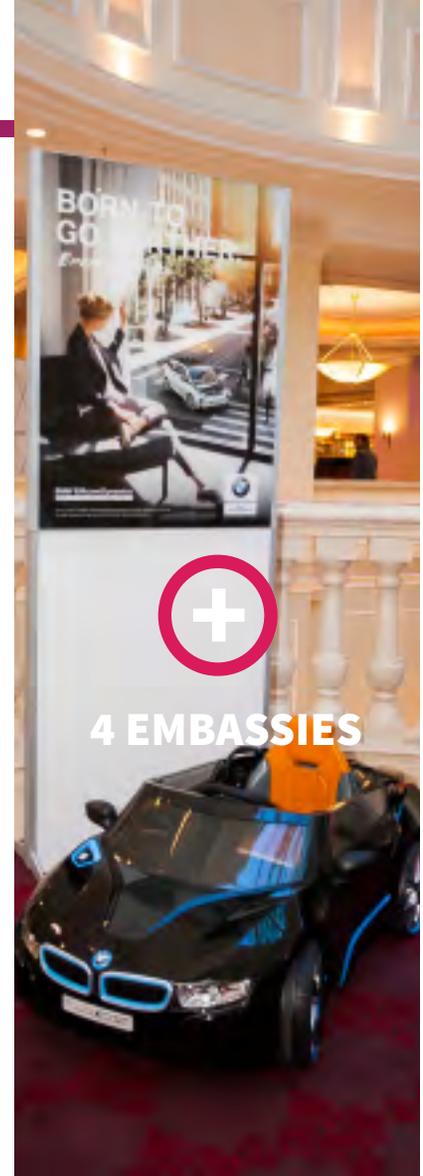


Arch. Dorothee Dubrau
Deputy Mayor, Responsible
for Urban Development and
Constructions of the
city of Leipzig

audience



CITIES *of* **TOMORROW**



4 EMBASSIES





CENTRAL PANEL

Competitive
Romania

SPEAKERS

Delia Ungur, General Manager, Local Development Agency Oradea

Imelda Tóásó, Vicepresident of County Council Braşov (tbc)

Ciprian Lucian Roşca, Secretary of State, Ministry of Regional Development, Public Administration and European Funds

Prof. Dr. Arch. Dorin Ştefan, University Professor at the „Ion Mincu” University for Architecture and Urbanism Bucharest; General Manager at Dorin Ştefan Birou Arhitectură – D.S.B.A.

Dan Pascariu, independent non-executive Chairman NEPI and Chairman of the Supervisory Board at UniCredit Bank Romania

Ioana Gheorghiade, Executive Director, Public Sector and Infrastructure Banca Comercială Română

Chairman: Vasile Iuga, Senior Consultant PWC

BACKGROUND

The starting point of the panel was the idea that city development is not a process that occurs by itself, but rather one of complex and coordinated effort, which requires the involvement of all market actors: local authorities, investors, financiers and community. There is a need for substantial investments in all fields: utilities, health care, education, transportation, tourism and lifestyle. The discussion led to the conclusion that cities, similar to people, companies or countries, are constantly competing with each other: for business, investments, workforce or tourists.

CITIES *of* TOMORROW



CENTRAL PANEL



**Competitive
Romania**

CITIES OF TOMORROW

Cities, their urban planning and development need an integrated and holistic approach, in order to become not only cities of tomorrow but also smart cities. The social, economic, environmental and territorial dimensions need to be merged into one strategy. Moreover, there are some key aspects that should be taken into account when aiming to attract investors and reinvigorate Romanian cities, such as constant dialogue between investors, local authorities, developers and civil society, transparent urban plans, development projects created to meet the needs of the cities and their citizens, a SWOT analysis for each city, as well as long-term vision.

REGIONAL DEVELOPMENT

For example, Oradea, which was presented during the event, was successful due to implementing the above-mentioned approaches, acknowledging the importance of the city's SWOT analysis and of a clearly defined strategy.



FINAL PANEL

**European Capital of
Culture – the implications
of the project on the
cultural, social and
economic development
of the city**

SPEAKERS

Astrid Cora Fodor, Mayor of Sibiu

Dan Diaconu, Deputy Mayor of Timișoara

Krzysztof Maj, General Director Wrocław European Capital of Culture 2016

Dr. Andrei Țigănaș, Territorial Marketing Expert

Christoph Salzer, Regional Director Germany, France and Romania,
Warimpex AG, Vienna

Rodica Mărgărit, Business Development Manager BASF Romania

Stefan Reschke, Representative CEE Expo Real Munich

Chairman: Andreas Schiller, Schiller Publishing

BACKGROUND

The cities enjoying this title drew concrete and long-term benefits from the project, through the increase of the number of tourists during that year, as well as through the major investments for the event.

The main idea of the panel discussion was that the „European Capital of Culture” title has a great impact on the visibility of the city in the world, on the development of the regional tourism (figures doubled and accommodation capacity increased) and on the cultural development as well. Investments in culture trigger the development of connected services and lead to the attraction of more investments and economic growth of the city.



FINAL PANEL

European Capital of Culture – the implications of the project on the cultural, social and economic development of the city

THE CITY - CAPITAL

A key aspect all European Capital of Cultures relied on was the involvement of the community. According to Ms. Fodor, Mayor of Sibiu, a community only needs serious motivation, an important target, to come together and function as a perfect synergy. For Sibiu, the title Capital of Culture was this motivation, but also for Wroclaw or Graz. Timisoara set the same goal and views this opportunity mainly as a community project. The citizens need to rediscover and learn to love the city again. In order for this to happen, the public authority has to offer the necessary infrastructure: pedestrian areas, rehabilitated buildings, public and environmental lighting, cultural, gastronomy and sports events, during which people can interact and feel like a community again.

SUCCESS PROJECTS

The collective political will as well as the cooperation between the private and public sectors are paramount for the success of such an event. A city that is able to manage an event of this amplitude is seen by an investor as an attractive city, as this is the proof that its processes are transparent and that the authority's desire to reach its goals rules that city. The European Capital of Culture project is as important to a Central European or South-Eastern European city as the Olympic Games in Paris 2024!

round tables

The second part of the event was dedicated to finding concrete and viable solutions regarding eight major topics for the regional development: energy efficiency and energy management, financing & EU funds, city governance/digitalization/city information platform, mobility, utilities (waste separation), tourism & lifestyle, reconversion & revitalisation of industrial sites and planning legislation. Each of these subjects was approached individually as part of the round tables, which offered the participants the opportunity to engage active and suggest solutions for the chosen topic. The best solutions were voted by the participants and awarded at the end of the event, during the awards gala.

1

Energy efficiency & energy management

(incl. smart energy and smart city)

2

Financing & EU Funds

3

City Governance/ Digitalization/ City Information Platform

4

Mobility

(modern urban transport
incl. biking cities)

5

Utilities

(waste separation)

6

Tourism & Lifestyle city

7

Reconversion & revitalisation of industrial sites

8

Planning legislation

ENERGY EFFICIENCY AND ENERGY MANAGEMENT (SMART ENERGY & SMART CITY)

SETUP

According to the interest and expertise of each participant, the round table split into three groups and tackled several topics: distributed production of thermal energy – central heating and partial central heating, smart buildings and smart streets.

CONCLUZII

The overall conclusion of the workshop emphasized the need of implementing the discussed solutions and validating them through partnerships with clusters and the private sector.

SUGGESTED SOLUTIONS

- 1** Creation of PPP pilot projects within an area of regional interest
- 2** Encouraging the transition from „consumer” to „prosumer”. Local energy producers should receive a remuneration for the energy they drive into the system.
- 3** Promoting the public-private partnerships and the ESCO-type contracts
- 4** Establishing a micro-lab with the representatives of all stakeholders and creating pilot projects.





SUGGESTED SOLUTIONS

1 Creating a “clearing house” for collecting problems and finding solutions together with the AAPRO (Association of Public Administration in Romania).

2 Complementarity of POR, PNDR, POIM procedures

3 The strategies of international financial institutions should be the basis for the strategies and decisions of the authorities.

FINANCING & EU FUNDS

CONCLUSIONS

The problems when trying to access European funds are on the one hand excessive red tape and on the other hand the lack of guides, whose publishing is always delayed and also the lack of action of public authorities who fear of being accused of corruption.

CITY GOVERNANCE/ DIGITALIZATION/ CITY INFORMATION PLATFORM

TOPICS

Extremely actual issues were addressed and, at the same time, quite innovative concepts for nowadays Romanian cities. The myth of the databases, the concept of efficacy versus efficiency and the definition of smart city and its implication in the national context were discussed at this round table.

CONCLUSIONS

The conclusion was that the foundation of databases is structured information and that order of information is necessary. Personal interaction is very important; meetings and debates between authorities and experts of the private environment are essential, since the internet cannot replace this type of interpersonal communication. Digitalization of cities was considered by the table participants to be a mean towards grounding decisions.

SUGGESTED SOLUTIONS

- 1** Open data and a platform to make it transparent and to offer national access to it. For example, if a city administration comes up with an ingenious solutions, it should be known by everyone. Professional associations should assume the role of multiplication and dissemination of information.
- 2** Organizing efficient public debates – allowing and welcoming public participation, since the opinion of the community regarding the public money is very important.
- 3** Streamlining the growth of the quality of life, which would attract more investments.





SUGGESTED SOLUTIONS

1 Development of infrastructure for electric vehicle charging stations, which can ensure the necessary charging power.

2 Intermodal system – integrated solutions for the use public transportation (buses, subway, tram, car sharing, bike sharing, etc.): identifying solution/route, reservation, same payment system for any transportation means.

3 Promoting the car sharing concept – new business model (city car rent), but also at personal level (to share the personal car)

MOBILITY

WHAT WE NEED

In our country, this field offers a lot of room for improvement: building highways, offering parking spaces, efficient public transportation, bicycle lanes, efficient traffic management, creating electric vehicle charging stations infrastructure are just some of the projects that should be implemented.

THE IDEA

The general idea of finding organizational solutions for the issue of traffic belongs to the Sustainable Urban Mobility Plan, which has to be voted by each local administration. For this reason, the cooperation between public authorities and private environment is essential in this field as well.

CONCLUSIONS

The workshop ended with the conclusion that, even though there are a lot of different problems, we should be starting to fix them, a possible solution being a pilot project with support of the private environment, which should set an example and encourage others to follow it.

UTILITIES (WASTE SEPARATION)

PREMISE

The problem of waste management is one of high importance. In Romania there are currently nine infringement procedures for waste and the European Commission is able to suspend financing, if the problem does not come to an end.

This table reunited representatives of all involved parts: Ministry of Environment, Ministry of Regional Development, Public Administration and European Funds, Intercommunity Development Association (ADI), representatives of transfer of responsibility organizations (OTR), civil society. As a result of the discussions and the exchange of information, the participants found the following possible solutions:

SUGGESTED SOLUTIONS

- 1** Developing a mechanism for constantly informing and monitoring territorial administrative units (UAT) regarding their obligations. At the same time, adopting the principle of individual responsibility and legal measures for mayors who do not respect the implementation agenda and legal recycling obligations or even to the ones responsible for the delay of EU funded waste management projects.
- 2** Running national long-term campaigns to inform citizens about their individual duty to collect recyclable waste, which should be broadcasted during every TV commercial break (mandatory, imposed by law, with the support of CNA, National Audio-Visual Council).
- 3** Improvement of report and control mechanisms, in order for the national databases for waste management, collection and recycling to be credible, precise and to reflect reality. Updating projects underlying the SMID (Integrated Waste Management System) with technologies that allow efficiency growth and cost reduction.





SUGGESTED SOLUTIONS

1 Identification of deserted green spaces, their rehabilitation and inclusion in the public circuit. In the evenings, they could work as summer gardens for outdoor movie projections. Gardens that have been identified: Grădina Uranus and Grădina Universitarilor => Street Delivery will attempt to find gardens and revitalize them (in this regard: the launch of the project „Grădini posibile” for Bucharest, Cluj, Iași, Bacău, Timișoara and Baia Mare <http://street.delivery/>).

2 European Region of Gastronomy – local gastronomy tourism (Sibiu will be ERG in 2019)

3 City Trophy: Bus Friendly City

TURISM & LIFESTYLE CITY

CONCLUSIONS

The problems that were identified among the participants of this table were the lack of green spaces, the low quality of restaurant services and the lack of support from local authorities. Most of the time, good ideas go to waste, because their implementation is troublesome and authorities do not offer

RECONVERSION & REVITALISATION OF INDUSTRIAL SITES

TOPICS

There are some positive examples of reconversion in Romania, such as the beer factory Grivița, the former printing house Universul, even the city of Reșița or Industria Bumbacului premises with an advantageous position on the Dâmbovița bank and spacious halls. The potential of the latter was discovered by young entrepreneurs, who founded a continuously growing group of creative industries (Calup). However, there are still a lot of abandoned spaces with high reconversion potential. Worth mentioning are the unused military units all over the country, which could serve other purposes.

CONCLUSIONS

Reconversion initiatives should be designed as long-term projects and should not be interrupted along the way; it is important to understand that industrial sites should not be avoided even though many times the owners do not want to cooperate and revitalise the space. There is limited access to information and local authorities are often reluctant in supporting such projects.

Since there are divergences in the legislative framework, passionate people with different opinions should be brought together to debate existing problems (a forum would help); conferences can be held on Skype.

SUGGESTED SOLUTIONS

1 An initiative for the reconversion of industrial sites is proposed, which starts from a common vision and common priorities, involves other similar initiatives, is based on national and international best practices, establishes three objectives for 2018. This will work as a catalyst, as a sounding board and dialogue partner, will call for discussion all national and international stakeholders, will sum up existing analyses and studies and will start a pilot project in a Romanian city.

2 Regional branding and urban branding for improving Romania's image.





SUGGESTED SOLUTIONS

1 Less red tape during the release of construction authorization documents through the reestablishment of Overall Permit Commissions as part of the city administration, which should assemble all authorizing units and release an overall permit for the construction authorization.

2 More involvement and support for appropriate legislative changes in the construction and planning legislation. Establishing an AHK working group and submitting solutions to the executive would be useful.

3 More clarity regarding the concept of public interest in the planning legislation through pointing out coherent criteria for the interpretation of this concept in a normative act.

PLANNING LEGISLATION

CONCLUSIONS

Given the fact that the problems in this field are numerous and quite serious, as they can lead to blocking the system, the participants at this table dealt with various topics: urban planning certificate, construction authorization, design services documentation and other concepts of the planning legislation.



ABOUT THE ORGANISER



The German-Romanian
Chamber of Commerce

AHK ROMANIA

The German-Romanian Chamber of Commerce (AHK Romania), founded in September 2002, is the official representative of the German economy in our country with over 560 member companies. Thus, it is the largest bilateral Chamber in Romania. For 15 years, the Chamber has been the main actor of the German-Romanian economic relations, simultaneously representing the interests of its members in front of the competent authorities. AHK is actively supporting German companies to enter the Romanian market and also works as a partner for Romanian companies who are interested in the German market, through the services it provides and the events it organizes. Moreover, it is an important platform for networking, exchange of information and experiences, not only for its members, but also for other interested companies. AHK Romania contributes, in cooperation with other national and international partners, to the improvement and constant evolution of the business and investment conditions in Romania.

AHK ROMÂNIA INITIATIVES



econet romania

the GreenTech-Initiative of AHK Romania
German-Romanian Chamber of Industry and Commerce



**AHK
ROMANIA**

**SCHIEDSGERICHT
CURTEA DE ARBITRAJ**

Curtea Permanentă de Arbitraj de pe lângă AHK România



Zentrum für Aus- und
Weiterbildung der AHK Rumänien
Centru de Formare Profesională
al AHK România

CITIES *of* **TOMORROW**

AHK ROMÂNIA

The German-Romanian
Chamber of Commerce

THE GREENTECH INITIATIVE OF AHK ROMÂNIA

Especially during the last years, the Chamber has focused its efforts on sustainable development and is permanently engaged in drawing the attention of the local and national Romanian authorities to this topic. The experience and global market knowledge of the personnel represent a solid basis for gaining new competences and abilities. Therefore, topics such as energy efficiency, renewable energy, environment and sustainable buildings are now easy to handle in a professional manner. The close relationship with the mentioned sectors in Romania, cultivated over the years through participation at fairs, the creation of market studies and organization of own econet events, conferences, workshops, business trips to Romania and Germany, but also the working groups the Chamber hosts convey a better market understanding and position us as a serious business partner.

For more than seven years, AHK Romania is the main starting point in the field of energy, constructions and environment, offering a bilateral platform for know-how and experience exchange by means of its GreenTech initiative „econet romania”. Furthermore, the Chamber is involved in implementing the dual learning system in Romania according to the German model and has created the Permanent Arbitration Court.



CITIES of TOMORROW



ROMANIAN BUSINESS GOES TO MUNICH

20th International Trade Fair for Property and Investment

October 4-6, 2017 | Messe München



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**For further information on sponsorship
or participation at Cities of Tomorrow # 6:**

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SAVE THE DATE

We are expecting you at:
CITIES *of* **TOMORR6W**
February 27th 2018



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