



CITIES *of* TOMORROW

Green Cities | Hybrid edition

September 13-16 2021



econet romania

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



Deutsch-Rumänische
Industrie- und Handelskammer
Camera de Comerț și Industrie
Româno-Germană

NEW GREEN FOR NEW GENERATIONS



Cities of Tomorrow #9 brings Green Cities at the forefront of the discussion and raises the question: what does the city in which we want to live look like? What makes life in our city worth living and how can we increase our economic competitiveness while also increasing the quality of life for citizens?

Healthy & resilient societies depend on giving nature the space it needs. Important urban poles in Romania will have to catch up to EU regulations demanding minimum 26 sqm of green space/ inhabitant, after a century of constructing and developing built areas. Local public administration authorities have the obligation to keep records of green spaces and update them regularly, by establishing a local register of green spaces. In practice, the numbers contained in big cities' registers are disputed and outdated. Citizens of large cities

in Romania benefit from less than half the recommended green space (~10 sqm/ inhabitant), whereas at the beginning of the XXth century Bucharest, for example, could be considered a garden city, with more than 60% green spaces. Medium and small-sized cities have more green areas available, often from the remnants of their industrial past, which, if conversed into functional public green spaces, will offer a much-needed revitalization of these cities' economies. **Now is the time to think it green!**

NEW GREEN FOR NEW GENERATIONS



Romanian cities must speed up in the race to reach carbon neutrality by 2050 in order to protect themselves and their inhabitants from the effects of climate change. Soil desertification, extreme temperatures and air pollution are all elements of climate change and human interventions which negatively impact citizens' health and well-being and will continue to do so to future generations.

Green technologies offer cities opportunities to improve the quality of life: vertical gardens, green roofing, the new Bauhaus renovation wave, renewable energy sources, pedestrianization, digitalization of public services – these are all current themes at the center of Europe's green transformation. Challenges lie in defining the needs of Romanian cities and citizens, accessing the necessary funding and learning from worldwide cities which are ahead with the green revolution...

Already at its 9th edition, the yearly conference Cities of Tomorrow is an established platform for dialogue between public and private actors

...And this is where AHK Romania comes in. We build the bridge between international specialists, German cities and companies, local and central Romanian decision-makers, the civil society, with the purpose of increasing Romania's competitiveness and setting the stage for sustainable development and smart solutions

Since 2013, we are actively involved in the sustainable development of cities and regions, promotion of best-practice examples in public administration, urban planning and sustainability.

Join us and let's find ways together to make Romania and its cities the place we want to live, work, raise our children, and in some cases, return to.

ROUND TABLES



***The nine thematic roundtables will take place online,
between 13 and 15 September (three consecutive roundtables per day)***

***You can get involved and participate in the roundtables you are interested
in to interactively discuss and identify problems and solutions.
Your insights and conclusions will form the basis for future action!***



Energy Efficiency & Energy Management



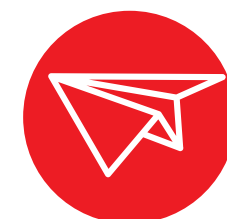
Financing & EU Funds



Digital City Governance



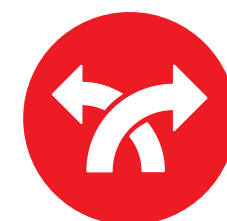
City Safety



Mobility



Construction Law



Reconversion & Revitalisation



Circular Economy



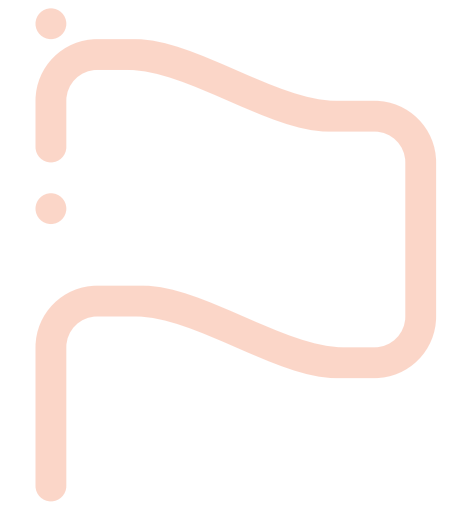
Tourism, Lifestyle & Culture

MARKET PLACE



The event will host the usual marketplace, both online on the Swapcard platform and in-person, in our studio in Bucharest. Sponsors will have the opportunity to present solutions and technologies for cities and regions, while representatives of local authorities and communities will present project ideas for which they seek involvement of private actors.

PROJECT COMPETITION



The project competition returns! We are looking for ideas for urban development projects and solutions for green cities in Romania.

3 categories can enter the competition: representatives of public administration, civil society and business environment

Theme: New Green for New Generations

The jury will consist of central & local authorities, urban planners/architects, NGOs, journalists, international experts.



AUDIENCE STRUCTURE 2020: 380 PARTICIPANTS

City mayors, city managers, representatives of regional development agencies
and metropolitan areas, representatives of city and county councils

Romanian and foreign private companies

Professionals in urban planning and architects

Real estate investors and developers interested or based in South-Eastern Europe

Technology and service providers

Urban infrastructure and utilities companies

Banking professionals

NGOs

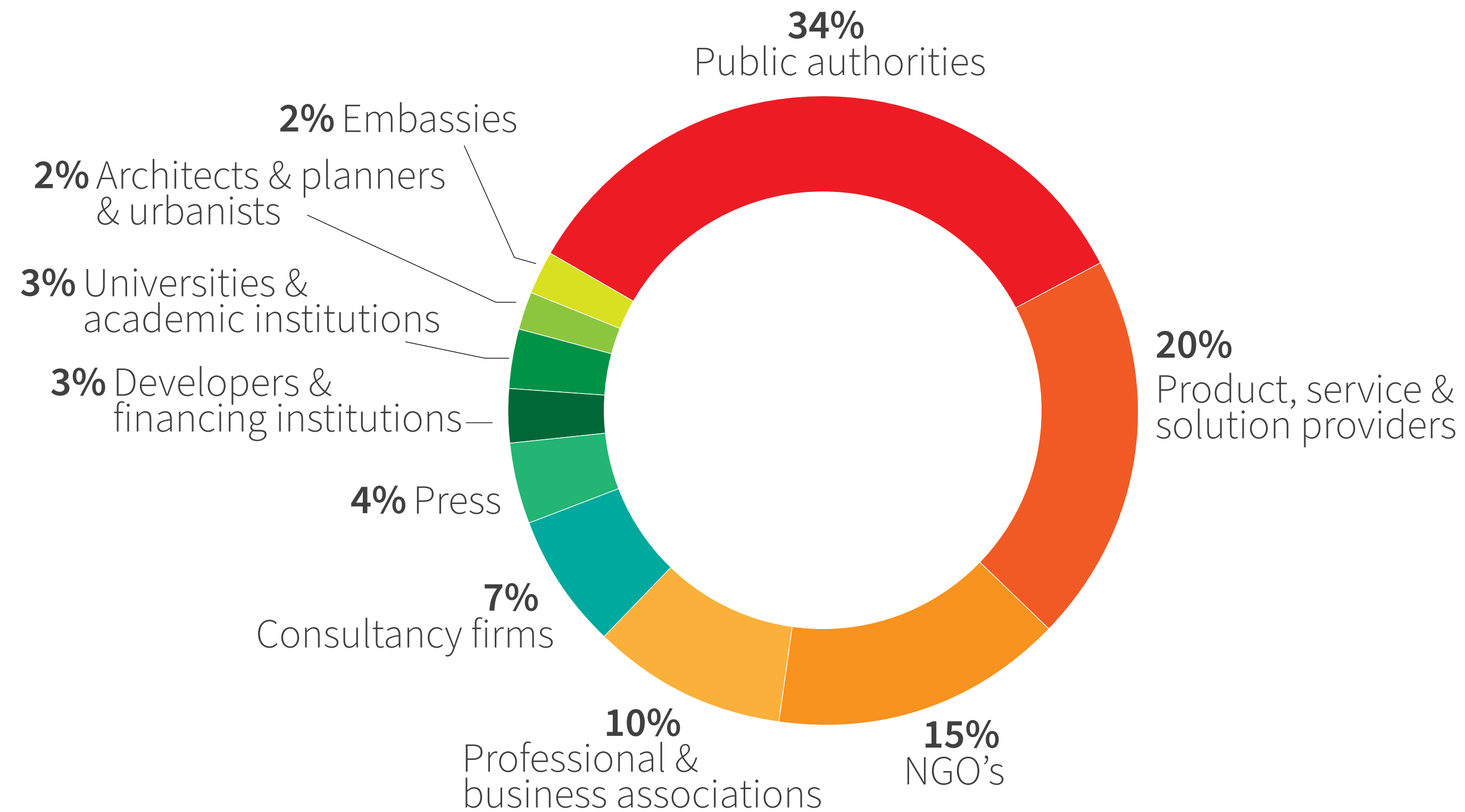
Representatives of Chambers of Commerce and Industry

Representatives of industrial clusters and universities

We want to make good use of their time to enrich the knowledge of our stakeholders, make valuable connections, share ideas for the future and engage in our country's development



AUDIENCE STRUCTURE 2020



SPONSORSHIP PACKAGES

One or two representatives of the company as moderators of one **Round Table** of choice

Possibility of a **reference quote** in the Follow-up brochure of the event

Logo on the event banner on the **AHK Romania** home page. Period: August, September & October 2021

Physical company stand at the event venue, on September 16

(in agreement with the organizers and depending on the logistic possibilities)

The possibility to have a **jury member** in the Project Competition

Highlighted logo on the banner ad in magazines and business & news websites

The company logo on the screen in the conference room, between the speakers' presentations (in agreement with the organizers)

Displays will be available to play on the event period: a corporate video and the company logo

Virtual company stand for presenting promo materials and get in contact with the participants

Logo on the event page of AHK Romania, where the guests will register and where the presentation & photos of the event can be downloaded after the conference. Period: after signing the contract

Company name mentioned as sponsor in the AHK newsletter editions

Period: August, September & October 2021 Reach: over 1.000 contacts

Highlighted logo on the joint banner with all sponsors in the conference room and the foyer

Highlighted logo on the event's program, which will be distributed electronically

Highlighted logo in the printed and electronic version of the follow up brochure

BRONZE SPONSORS

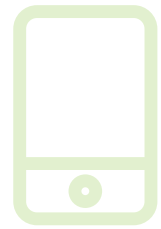
SILVER SPONSORS

GOLD SPONSORS

SOME
DETAILS



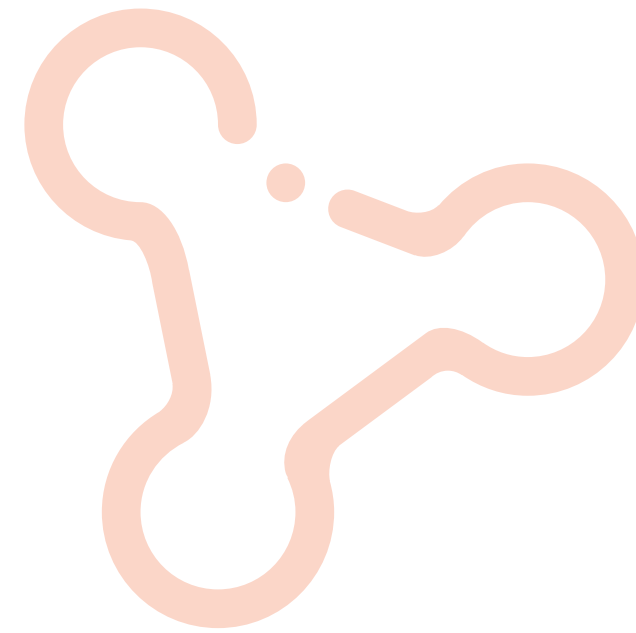
ONLINE (13-15 September)
& ON-SITE (16 September, AHK Studio in Bucharest)



English – Romanian / Simultaneous interpretation

1 participant	2 participants	3 participants
75 EUR + VAT	112 EUR + VAT	149 EUR + VAT
Members of AHK Romania: additional 20% off Members of partner institutions: additional 10% off Student ticket: 15 EUR + VAT Early Bird (Until August 15): additional 20% off		

**THE AHK
COMMUNITY**



sustainability **arbitration**
600 members industry 4.0 **energy efficiency**
connecting future partners **digitalization**
supporting investors **smart city**
 energy **circular economy**
 real estate & investment
official representative of the German economy in Romania
vocational education
identifying business potential and opportunities

***In an attempt to facilitate as many projects for our cities and regions,
Cities of Tomorrow #9 needs your support!
Help Romania become greener by enhancing the livability of its cities,
so your business can grow as well.***

Become a sponsor of the event and contact us!



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