

FIRST INTERNATIONAL

HYBRID CONFERENCE

IN ROMANIA

# CITIES *of* TOMORR8W

New waves of urban migration

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A vibrant night photograph of the Singapore skyline. The image features several illuminated skyscrapers, including the prominent Maybank Tower with its distinctive red and white facade. In the foreground, the Merlion statue is visible, perched on a rocky outcrop. The city lights reflect on the water in the foreground. The overall scene is a mix of blue, red, and white light.

“

*To plan a city you have to have a humanist's heart, a scientist's head  
and an artist's eye*

---

Dr. Liu Thai Ker, urban planner and founding father of city planning in Singapore

## Cities. Since 2013.

Cities of Tomorrow, already at its 8th edition, has proven itself as Romania's top forum for business, architecture, urbanism and administration. Our experience and know-how, gathered during years of activity on and with relation to the Romanian and German markets, are the foundation of the event structure, the chosen topics and the promoted projects. Our common goal is to contribute to Romania's competitiveness and to set the stage for sustainable development and smart solutions. Hence, we encourage cooperation and dialogue between all involved actors as the means towards a more attractive and more modern country.

## Why Cities

Romania and its cities are in transition. We are looking to the future and taking significant steps for the improvement of our living, yet regions in Romania need help to grow and develop into modern, sustainable, strong 21st century communities. This year, we added a new discussion topic, city and citizen safety, in light of recent challenges that cities all over the world go through since the onset of the coronavirus pandemic. Cities of Tomorrow offers a platform for exchange of ideas, concepts and know-how between authorities, civil society and private actors. The way we understand to engage as a community, as a company or public authority, to have a unitary voice and to constantly get involved together, defines our future.

# ABOUT



**8**  
editions

**56**  
topics

**174**  
speakers

**2.180**  
participants

**59**  
exhibitors

**43**  
round  
tables

**26.000+**  
social media interactions

**1.000+**  
media appearances



discussion panels



project competition



project marketplace



exhibition area



networking



round tables



international best practice examples



B2B platform

CONCEPT

# KEY SPEAKERS



**Dipl. Ing. 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



**Stefan Reschke**  
Representative  
CEE ExpoReal Munich



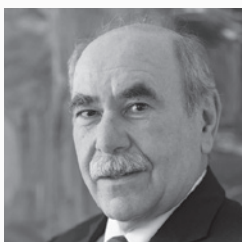
**Prof. Arch. Stephan Braunfels**  
Director Stephan Braunfels  
Architekten BDA



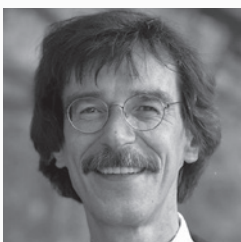
**Prof. Dr. Arch. Dorin Ștefan**  
Director at Dorin Ștefan  
Birou Arhitectura – D.S.B.A



**Dr. Arch. Șerban Țiganaș**  
President Romanian  
Order of Architects



**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



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



**Astrid Fodor**  
Mayor of Sibiu



**Dipl. Eng. Hans-Jürgen Best**  
City Director of the City of  
Essen and Divisional  
Management Board Planning



**Dr. Georg Pammer**  
General Manager Aspern  
Smart City

# KEY SPEAKERS



**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



**Arch. Dorothee Dubrau**  
Deputy Mayor, Responsible  
for Urban Development  
and Constructions  
City of Leipzig



**Tilman Buchholz**  
Deputy Head of the Urban  
Development Department of the  
German Federal Ministry for the  
Environment, Nature Conservation,  
Building and Nuclear Safety



**Judith Artmann**  
Urban Planning  
Department, Düsseldorf



**Leif von Nethen**  
Urban Planning  
Department, Düsseldorf



**Dr. Arnold Voss**  
Urbanist, Founder Office  
for the Art of Planning, Berlin



**Arh. Eugen Pănescu**  
Founding Partner  
planwerk



**Dr. Marcel Heroiu**  
Senior Urban Development  
Specialist World Bank



**Ullrich Sierau**  
Mayor of Dortmund



**Emil Boc**  
Mayor of Cluj-Napoca



**Ilinca Păun Constantinescu**  
Teaching Assistant at UAUIM,  
Faculty of Architecture,  
Author of "Shrinking Cities  
in Romania"



**Ivan Patzaichin**  
President  
Mila 23 Association



# CITIES of TOMORROW

New waves of urban migration



**380**  
participants

**27**  
speakers & moderators

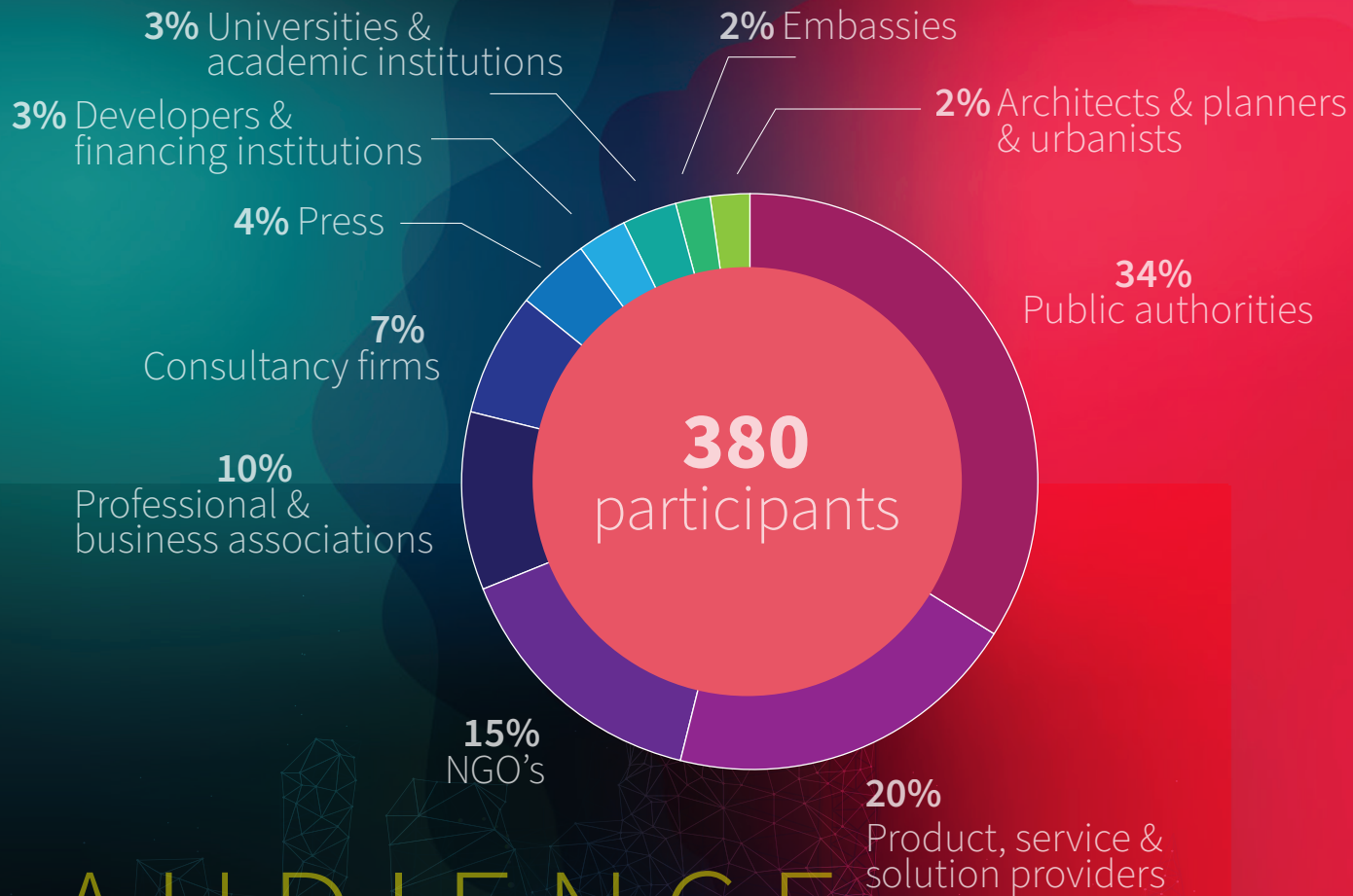
**9**  
round tables

**76**  
submitted projects

**9**  
finalists of the  
project competition

# OVERVIEW





AUDIENCE

## Dortmund – a city of structural change. Success stories and future ambitions

27  
speakers & moderators

This year's special guest was Mr. Ullrich Sierau, Mayor of Dortmund, who held a presentation on his city's structural changes over the last 20 years, most notably the large-scale reconversion project "Phoenix". With the help of a clear vision, good planning and collaboration, Dortmund said goodbye to its industrial past and welcomed a new, citizen-centric strategy to improve the urban environment and citizens' lives.



## Cities in dialogue: magnet vs. shrinking

During the main panel, Mr. Sierau, alongside Mr. Emil Boc, Mayor of Cluj-Napoca, Arch. Ilinca Păun Constantinescu and Mr. Marcel Ionescu Heroiu, Senior Urban Development Specialist at the World Bank Group, looked at the topic of magnet vs. shrinking cities both from a theoretical and a practical standpoint. The discussion, moderated by Arch. Șerban Țigănaș, focused on the potential of Romania's cities and the transition to the future, when our cities will be digitized, sustainable and green, but only through the involvement and collaboration of the parties, both public and private actors.

MAIN CONFERENCE

The jury – Marianne Schulze (journalist, Germany), Ionuț Georgescu (CEO, Fepra International) Alexandru Petrovici (Executive Director, Association of Romanian Towns), Tudor Popp (Managing Partner, REC Partners and Hotspot Workhub), and Sebastian Metz (AHK Romania) – chose **9 finalists out of 63 submitted projects for the first three categories**. The healthcare/citizen safety winner was chosen by the conference participants. All 76 projects can be discovered here: [www.citiesoftomorrow.ro](http://www.citiesoftomorrow.ro)

CATEGORY  
**Public  
Administration:**

**WINNER** **City Vaslui** (Rehabilitation and destination change of former power plant buildings) [www.primariavs.ro](http://www.primariavs.ro)  
**Someș Water Company** (Satellite Assisted Water Network Leak Detection Programme) [www.casomes.ro](http://www.casomes.ro)  
**City Alba-Iulia** (Find Your Greatness) [www.apulum.ro](http://www.apulum.ro)

CATEGORY  
**Business  
Environment:**

**Aria Concept Architecture** (Urban Regeneration Kit) [www.ariaconcept.ro](http://www.ariaconcept.ro)  
**Feexers (Feexers Apps)** [www.feexers.com](http://www.feexers.com)  
**WINNER** **Triptic Studio (Green Spots)** [www.greenspots.ro](http://www.greenspots.ro)

CATEGORY  
**Civil  
Society**

**WINNER** **Planeta Petrila Association** (Post-industrial regeneration) [www.planetapetrila.ro](http://www.planetapetrila.ro)  
**ARCEN** ("Catalog București") [www.arcen.info](http://www.arcen.info)  
**Laboratorul Verde Association** (C&D waste management platform) [www.facebook.com/laboratorul-verde](https://www.facebook.com/laboratorul-verde)

CATEGORY  
**Healthcare  
Citizen Safety**

**WINNER** **Sibiu County Council** (New County Hospital) [www.cjsibiu.ro](http://www.cjsibiu.ro)  
*All submitted projects can be found here: [www.citiesoftomorrow.ro/helathcare-citizensafety/](http://www.citiesoftomorrow.ro/helathcare-citizensafety/)*

PROJECT COMPETITION

## PUBLIC ADMINISTRATION:

### City of Vaslui

## Rehabilitation and destination change of former power plant buildings

Former neighbourhood power plants that were heating communist flats remained without their main utility, since the centralized heating system has become technically outdated. Most users gave up on this service and chose individual heating systems. From 27 heating power plants, only 2 are still working. The other non-functional buildings were presenting a high risk for the health and safety of citizens. The city of Vaslui started a complex process of rehabilitation and destination change in collaboration with the local Council. The following objectives were realised: two day care centres for the elderly, a day care centre for schoolchildren, a cultural centre, a club for retired persons and a „Friendship” club.



*#CitiesofTomorrow is the key by which local authorities can better read the needs of inhabitants. Best practices presented may be easily replicated by the municipalities that are really interested in the wellbeing of the population: extraordinary solutions to common urban problems! Participate at this event and Romania will soon be a better place to live in!*

*Ștefan Dudău - Senior Advisor, City of Vaslui*

# WINNERS





*The last edition of Cities of Tomorrow confirms the fact that it is becoming more than an event, it is becoming a state of mind and a way of life. Being part of it, makes our team more eager to develop and promote its vision and values both locally and regionally. Moreover, the fact that we have been selected as winner determines us to stronger believe in a greener future. We would like to congratulate the organizing team and all the participants at Cities of Tomorrow No. 8*

*Cristian Danciu - Managing Partner at Triptic Studio - Architecture & Interior Design, Partner & Co-Founder at Green Spots - City Solar Charging Stations*

## BUSINESS ENVIRONMENT: **Triptic Studio** Green Spots

Green Spots is a Made in Romania smart city solution that charges mobile devices such as mobile phones or laptops using solar energy, founded by two architects, a business developer and a World Bank consultant on urban regeneration who manage the full process from design to manufacture. As electric mobile devices need permanent charging for a proper mobility, Green Spots enables the use of solar charging options tackling the pollution problem. Next steps: Green Spots has implemented 5 chargers in major Romanian cities and in Bucharest and is currently negotiating entrance on new international markets.

# WINNERS

## CIVIL SOCIETY:

### **Planeta Petrila Association** Post-industrial regeneration

Planeta Petrila represents a bottom-up post-mining regeneration project that changes the attitude towards the modern industrial heritage as an essential resource for the regeneration of monoindustrial areas. Petrila project is in its 8th year, with significant results: keeping the Petrila Mine buildings in place, listing them as National Heritage Category A and transforming the industrial site in the most important contemporary artistic setting and the most visited place in town. Next steps: establishment of an IT/ robotics hub in Petrila, followed by the recognition of representative characteristics of the industrial heritage in the entire Jiu Valley, transforming the former mine sites into mixed use (history + culture + technology + bussines) regenerated centers.



*Overall, participating in Cities of Tomorrow has only brought us benefits. In addition to participating in the dialogue between declining and developing cities, so important for post-industrial functional urban areas, we were glad that the Petrila urban regeneration project recieved the Civil Society Award. It is an encouragement for civil society initiatives in general and an opportunity to promote them in front of diverse and relevant stakeholders. It is also an extraordinary motivation because we were in the same list with projects and achievements that we admire and have been registered in the competition.*

*Mihai Danciu, Planeta Petrila*

# WINNERS



## HEALTHCARE/CITIZEN SAFETY: **Sibiu County Council** **New County Hospital**

Project: The project of building a new county hospital for adults and children in Sibiu responds to the need for modern, holistic and high quality health services, with a design that ensures an adequate response to epidemics and other emergencies while integrating respect for the environment and the opportunities of digitalization. The current county hospital is hosted in 27 different buildings, the oldest ones dating back to 1857. In the absence of a Municipal Hospital, Sibiu County Hospital serves the 460.000 inhabitants of Sibiu county, as well as patients from neighboring counties. The project is in an advanced stage. Sibiu County Council owns the plot of land for the construction and an environmental assessment confirmed the location is adequate for a public hospital. Initial urban planning permits have been obtained and the technical and economic documentation related to the feasibility study has been completed. The process of accessing European funding has been initiated.

# WINNERS

The 9 round tables, held online on three consecutive days, were a good opportunity to discuss practical and applied topics & projects.



#### Energy Efficiency & Energy Management

Local Authorities – main actors in the implementation of energy efficiency



#### Financing & EU Funds

European funds for digitalization



#### City Governance/Digitalization/City Information Platform

Connected data for interoperability of administration processes



#### Mobility

Carbonfree metropolitan mobility



#### Construction Law

Recent changes in construction legislation – applicability and blind spots



#### Reconversion & Revitalisation

Simple, sustainable solutions with high impact on people



#### Circular Economy

Solutions for achieving the recycling targets



#### Tourism, Lifestyle & Culture

Reviving rural areas and building sustainable local communities

NEW



#### City Safety

Urban surveillance and statistical dashboard reports

# ROUND TABLES



**SAVE  
THE  
DATE**

September 13-16 2021



**CITIES *of*  
TOMORROW**

**Green Cities | Hybrid edition**

# Energy Efficiency & Energy Management

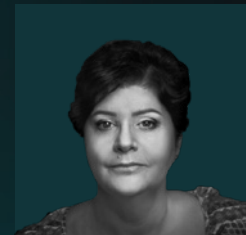
## Local Authorities – main actors in the implementation of energy efficiency

### DEBATE

The topic of the Energy Efficiency Roundtable, “Local authorities - the main actors in the implementation of energy efficiency”, was an extremely debated one, where the topic of educating the user of a building was discussed. Emphasis was placed on buildings owned by local public authorities, which consume large amounts of energy but have other end-users, such as schools and hospitals.

### CONCLUSIONS

The debate identified the need to harmonize local authorities with private partners, which provide solutions to support increased energy efficiency in buildings, through public-private partnerships and dialogue. Both local authorities and associations present at the table have been involved in the debate and support the continuation of a dialogue on other related discussion topics. The difficulty of implementing an energy efficiency program for dual-use buildings was also mentioned and the need for a mapping of utility networks (at local and national level) was noted. The city of Cluj Napoca was brought into discussion; the municipality currently has 73 energy-efficient public buildings, verified in real time from a single place, the buildings being part of a common application. Participants also pointed out the need for a diagnosis of all localities in terms of energy efficiency and established procedures to avoid very large discrepancies between localities and their access to finance.



**Moderator:**  
**Elena Gaspar**  
President SNRB



**Comoderator:**  
**George Zapan**  
Head of Building Products,  
Smart Infrastructure, Siemens Romania

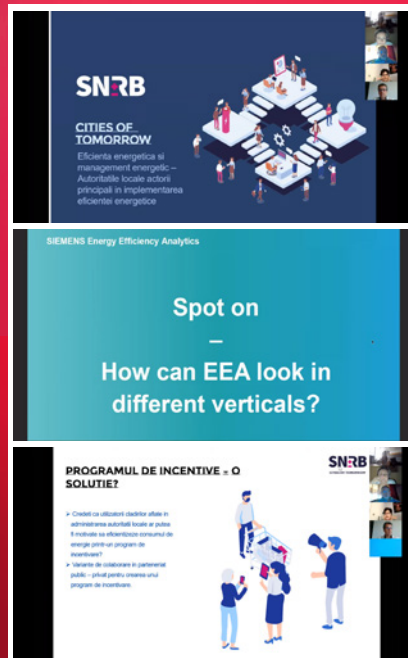


**Comoderator:**  
**Augustin Ionescu**  
Head of Digital Grid,  
Smart Infrastructure, Siemens Romania



## SOLUTIONS

- #1 Concluding public-private partnerships, e.g. with the timely amortization of the investment, from the utility bills savings and the access to European funds
- #2 Development of a guide for ATUs with procedures and standards, which can be followed step by step
- #3 Making an X-ray of localities in terms of energy efficiency
- #4 Educating and incentivizing the user of an energy efficient or enveloped building, in order to have a maximum contribution on the economy and efficiency of that building





## Financing & EU funds

### European funds for digitalization

#### DEBATE

At the round table Financing & EU Funds, European funds for digitalization and for the development of cities of the future were discussed. The debate comes at a strategic moment of planning the European funds for Romania for the next 10 years. The main funding lines that could support the implementation of smart city projects and the digitization of services for citizens were discussed. These include financing lines dedicated to smart cities, from water infrastructure to green cities, public lighting or urban mobility, proposed by the EBRD (European Bank for Reconstruction and Development), an institution that provides support throughout the project cycle, from training to its effective implementation. Innovative solutions have also been presented, which can support the efficiency of local public services, such as public lighting, waste management, parking management or citizen safety.

#### CONCLUSIONS

The moderators and participants in the round table concluded that the next programming period of European funds will be a very important one, Romania having at its disposal a record amount of 80 billion euros, for the next 7 years. Therefore, the strategic process of identifying local needs and financing options through reimbursable or non-reimbursable external funds must start as soon as possible.



**Moderator:**  
**George Ilie**  
Smart City Director  
Telekom Romania



**Comoderator:**  
**Irina Papuc**  
Schuman Associates





## SOLUTIONS

- #1 Permanent dialogue of public, local and central authorities with financiers (Ministry of European Funds, EBRD, other international financial institutions), but also with industry representatives who can offer innovative solutions and which address specific needs of cities
- #2 Intensify efforts to understand the opportunities offered by European funds in the next programming period
- #3 Early preparation of project portfolios to cover funding needs in a timely manner and in response to citizens' needs



# City governance

## Connected data for interoperability of administration processes

### DEBATE

The round table on City governance / digitalization / city information platform discussed what big data means and how it can be useful in the context of a city's development. There was talk about the digitization of cities and how it can improve a number of issues facing citizens, from public transport to interaction with institutions.

### CONCLUSIONS

Technology and digitization are advancing at a rapid pace that people cannot keep up with, so digitization solutions and technology must be invisible and human interaction with them must be minimal. Digitization represents an increase in the comfort of citizens in cities and facilitates access to information and the exchange of data necessary for innovation, and Romania will be able to make a technological leap with the funds made available in the next programming period.

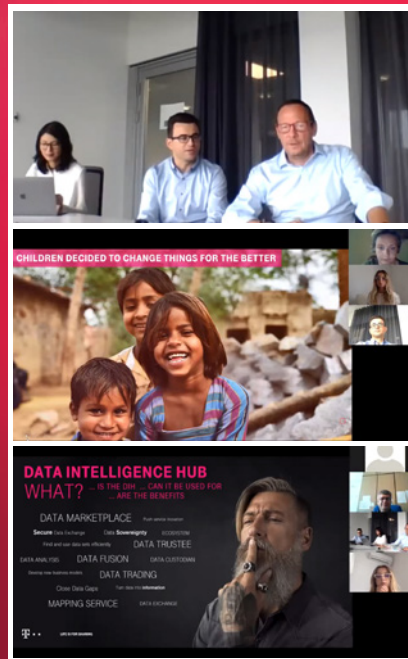


**Moderator:**  
**Dr. Dandan Wang**  
Senior Data Scientist  
Telekom-Systems International



## SOLUTIONS

- #1 Preparation of projects for accessing European funds in the next programming period, made available for digitization
- #2 Use of an integrated hub for exchanging data and information with other companies / institutions / organizations



# Mobility

## Carbonfree metropolitan mobility

### DEBATE

During the Mobility round table, the moderators and participants discussed non-polluting metropolitan mobility and tried to identify and solve current problems, taking into account the local specifics. Open-access and open-market solutions are still marginal in Romania, where the authorities play a defining role in terms of mobility. The debate also focused on the importance of mobility as a support in everyday life and how it can bring both opportunities, when well developed, both locally and regionally, and barriers, when transport is deficient and access to a certain area difficult.

### CONCLUSIONS

The moderators, together with the participants, acknowledged that the solutions will not be easy to implement, given that mobility is an area that intertwines with urban development. The discussion showed that the electric motor and the younger hydrogen technology will be the directions of the future. Another element that will change the movement paradigm is automation. The car, today an individual means of transport, will fulfill in the near future the role of a robot taxi, making us rethink our ownership relationship with such a good. Traffic and fleet tracking solutions will also continue to be important support elements for city managers. Many of the cities present at the round table have shown interest in moving from individual, polluting cars to a public transport system organized around modern solutions. Finally, the appearance of cities and suburbs will change by implementing such solutions.



**Moderator:**  
**Ștefan Roșeanu**  
President AMM



**Comoderator:**  
**Florian Röttig**  
CEO, Siemens Mobility



**Comoderator:**  
**Cătălin Pițigoi**  
Head of Rail Electrification & ITS,  
Siemens Mobility





## SOLUTIONS

- #1 Tram-train and suburban train: a solution for the future, sustainable and non-polluting, developed a long time ago and which is taking shape in Romania as well. This solution would ease the connection of cities with suburbs and bring the rural and urban environments closer together
- #2 Electric and hydrogen transport are directions for the future and must be taken into account by cities looking for solutions for clean public transport
- #3 Implementation of automation, fleet and traffic management solutions

**CITIES of TOMORROW**  
The future of urban mobility

Siemens Mobility Romania  
**Carbon Free Metropolitan Mobility & Carbon Free Smart Cities**  
August 25th 2020  
Catalin Pitigoi & Florian Paul Roettig

**Mobility Alternatives**

- Re-locate road space for bikes, e-bikes & e-scooters
- Strengthen & support of city planning activities for separate routes
- Example Denmark: more than 7.000 km bicycle infrastructure "cycle super highways"

**Use Case 3: Incident management**

**Major disruptions in the transport network require a rapid response**

- Fast detection (e.g. automatic detection via cameras or sensors)
- Simulation & prognosis and efficient action alternatives
- Implement the most efficient and appropriate response for the situation
- Efficient communication with the public
- Efficient coordination with the relevant authorities for the recovery (e.g. emergency services, police, fire, etc.)

# Construction Law

## Recent amendments to the legislation in the field of constructions. Applicability and neuralgic points

### DEBATE

The recent amendments to the construction legislation were discussed at the Construction Law round table. So far this year (August 2020), 4 new normative acts entered into force that have brought important changes in the field of construction and urban planning legislation, meant to offer solutions to the problems identified in practice, respectively to protect the public interest in building constructions that meet the quality standards in this field. The moderators were pleased to note that most of the conclusions and recommendations of last year's roundtable have in the meantime been transposed into the relevant legislation.

### CONCLUSIONS

With regard to the legal dispositions on the connection to the utility networks of the urban infrastructure, it was asserted that, in practice, the requirement for the construction permit of said connection to be issued at the same time as the building permit cannot be met, unless ignoring the energy legislation. The operation of the long-awaited commission for the single agreement was also much debated. The participants at the round table concluded that it is desired that these commissions for a single agreement be set up not only at county level, but also at the level of the local public administration. It was also suggested the need to identify the possibility of mediating solutions and responding to the constraints of all advisers in this committee for a single agreement, as well as the existence in the committee of empowered negotiating representatives, not only delegates. A further appreciated legal amendment was the exclusion of the prefect from the persons authorized to cancel the building permit, thus respecting the principle of separation of powers in the state and local autonomy. Also welcomed was the reduction of the minimum amount of fines provided by Law 10, as well as by Law 50, aimed at reestablishing proportionality between the sanction (amount of the fine) and the gravity of the act.



**Moderator:**  
**Laura Neacșu**  
Real Estate and Energy Lawyer  
at Stalfort.Legal.Tax.Audit.



**Comoderator:**  
**Arch. Michaela Gafar**  
OAR Bucharest



**Comoderator:**  
**Antoanela Comșa**  
AREI President & CEO GranVia Romania

## SOLUTIONS

- #1 A systemic and not a one-topic approach to the normative framework in the field of constructions and urbanism;
- #2 Adopting of clear implementing rules and procedures for issuing the single agreement;
- #3 Possibility to mediate a solution that responds to the constraints of all endorsers, correlated with the possibility for the investor / applicant to present and discuss the solution with the representatives of the endorsers;
- #4 Correlation of the attributions of the authorities involved in the authorization process and of the normative requirements in the adjacent fields, as well as the creation of working groups with specialists and representatives from the utility providers. In this regard, the ACUE federation has agreed to be part of such a commission;
- #5 Express mentioning of the category of “interested persons” among the persons entitled to bring an action in cancellation of a building permit issued without complying with the legal provisions;
- #6 Proposal to establish clear criteria and guidelines for setting the amount of the fine (Law 10, Law 50).





# Reconversion & Revitalization

Simple, sustainable solutions with a high impact on people

## DEBATE

This year BASF has been the moderator of the roundtable “Reconversion and Revitalization” and had the honor to host Dr. Liu Thai Ker, known as the “Father of Singapore”. Dr. Liu walked the participants through a story of urban planning, a story of how to build a city that grows from a few million to dozens of millions of inhabitants in a few decades becoming synonym to “prosperity” in the meantime. He also spoke about scientific planning for the health and wealth and planning with the heart for the land and people, to reach the 6Es, the last 2 being of utmost importance: Earth and Esteem. And in this context, the more than 70 participants discussed ways in which Romanian cities can become sustainable, healthy and safe.



**Moderator:**  
**Andreas Lier**

General Manager BASF Romania

## CONCLUSIONS

The urban and spatial planning model proposed by Dr. Liu in the presentation, applied in the Singapore Master Plan of 1991, in use even now, is replicable and scalable, and can be applied to a city of 50,000 inhabitants, as well as to a megacity with a population of 20 million. In this model, man and land are at the heart of urban planning: everything that means nature and heritage is preserved and protected, and the city must be planned with respect to its “urban organs” (industry, trade, infrastructure). Another defining aspect of smart city planning, which emerged from the discussion, is the authorities through the policies and regulations they impose. Authorities have a responsibility to prevent citizens’ problems, to understand and address the cause of problems, and to establish action plans. Of great importance is also the ability of the authorities to gain people’s trust through prompt action, which is to the benefit of people and the environment.



**Comoderator:**  
**Luminița Andrieș**

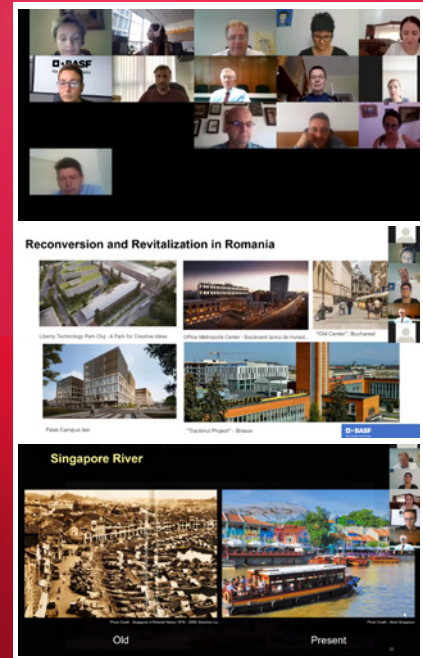
Manager Constructions Industry  
BASF Romania





## SOLUTIONS

- #1 Smart urban planning must be supported by strategies and policies from the authorities, introduced following the analysis of the needs and problems of citizens now and in the future and after determining the desired results, to ensure the proper implementation of the plan.
- #2 Establish an agency responsible for the entire urban area, to plan and monitor the implementation and compliance with urban rules and policies.
- #3 People and the environment must be at the heart of smart planning, and urban planners and everyone involved in the process must serve their needs.



# Circular Economy

## Solutions for fulfilling recycling targets

### DEBATE

At the Circular Economy round table, a study on the perception of Romanians regarding the direction in which the environment is heading was presented for the first time and solutions for meeting recycling targets were discussed. According to the presented study, the importance of selective collection is growing for Romania's citizens, even if the direction in which the environment is heading is perceived as wrong, at this time.

### CONCLUSIONS

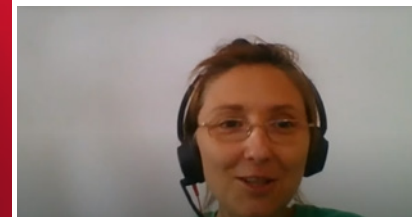
The debate showed that responsibility must be shared between citizens, the private and the public sectors. Citizens need to look more closely at the products they buy, taking into consideration their impact on the environment, but also the manufacturing companies need to invest more in packaging design and production lines. Public authorities must provide support on the one hand to responsible producers, by creating financial-banking facilities to support an increase in the reuse and recycling of products and packaging, and to citizens on the other hand, by intensifying efforts to educate the population on the selective collection system and circular economy. Recycling targets will not be easy to achieve, especially in the context of talks on European Commission level on increasing them.



**Moderator:**  
**Ionuț Georgescu**  
General Manager Fepira International



- #1 Creating financial-banking and investment facilities to support producers' efforts to improve their production lines
- #2 Manufacturing companies need to focus more on the design phase, so that consumers have access to products with a positive impact on the circular economy - reduce, reuse & recycle
- #3 Continuing to inform and educate citizens to understand the recycling system
- #4 Careful analysis of the option of energy recovery of waste
- #5 "On-site" support of composting activities and prioritization of packaging according to material and recyclability
- #6 Producers and Local Public Authorities must be given more responsibility, the transfer of responsibility to third parties must be avoided, and collection and recycling services must be adapted to the new technological and communication conditions
- #7 Increasing transparency, so as to improve trust and communication between stakeholders, the result being an increase in real efficiency towards a circular economy
- #8 Citizens have a responsibility to look more closely at the products they consume and the impact they have on the environment





# Tourism, Lifestyle & Culture

## Revitalizing rural areas and building sustainable local communities

### DEBATE

The round table discussion on Tourism, Lifestyle and Culture took place around the theme “Revitalizing rural areas and building sustainable communities”. The desire to develop rural areas was debated, but also the existence of barriers to their development and concrete solutions were proposed.

### CONCLUSIONS

For the sustainable development of rural areas and communities, they need to have the necessary infrastructure and connectivity. The purpose of development is not to generate mass tourism in rural areas, because it cannot be sustained and does not represent a desideratum. Another conclusion drawn by the moderator and participants is that often even tourists visiting rural areas do not know what to expect, where misunderstandings and false expectations may arise. Local entrepreneurs also need support; however, we must not build anything from scratch, but starting from what we already have and adapting, without disturbing the ecosystem and preserving the local specificity and the area's authenticity.



*Moderator:*

**Dr. Dragoș Anastasiu**

President Eurolines Group

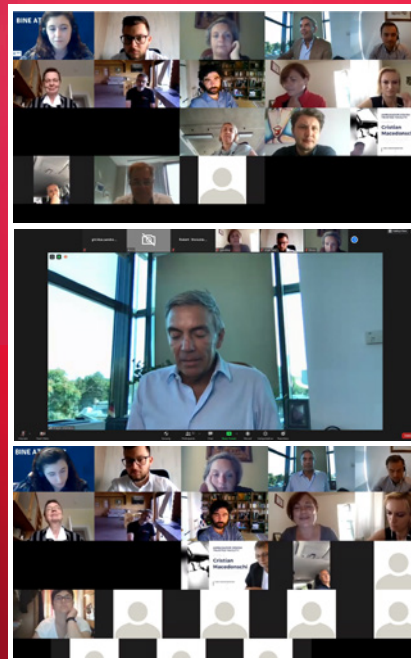
President AHK Romania





## SOLUTIONS

- #1 Development of a guide for the promotion of rural areas, with a set of simple rules that everyone can follow
- #2 Development of an entrepreneur's guide
- #3 More can be achieved together (both in the AHK working group and with the involvement of local authorities): for example, simplification of regulations, less taxation
- #4 The need to set up a Council of local leaders, to form partnerships with public authorities, to involve relevant associations, such as AHK, with the aim of bringing people together



# City Safety

## Urban surveillance and statistical dashboard reports

### DEBATE

During the discussion, several topics related to city safety were touched upon, especially those related to citizen safety, reducing pollution through automation and improving traffic management, parking solutions. The round table was divided into two phases - a phase of presentation of solutions for the security component of cities, such as video solutions based on Intelligent Video Analysis/identification of people, traffic and parking management systems. In the second part a case study was presented: the mobility and traffic management project that is being implemented in Piatra Neamț is the largest modernization project of transport stations in Romania (80 stations).

### CONCLUSIONS

The solutions for the safety of cities and their citizens were well received by the participants in the round table. What is clear at the moment is that these technologies find their applicability in many areas related to city safety (main entrances to the city, traffic, parking lots, parks, educational institutions, sports arenas, objects of national interest, waste storage areas, etc.) and can provide the data extracted from the video analysis in a common database. The investment in such technologies can generate revenue for the authorities from the fines imposed, or it can be used to prevent unauthorized actions and to analyze the data extracted from the sensors/camera. There are funding opportunities for automation solutions and technologies, either from local or national funds, or by accessing European funds, where such solutions for urban safety are an important component



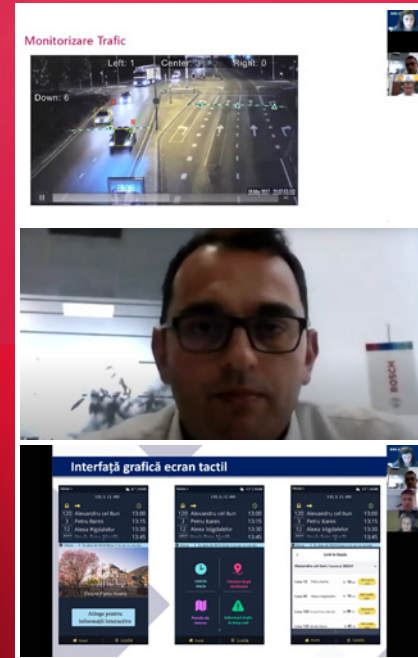
**Moderator:**  
**Tiberiu Nicolae**

Development Director for Eastern Europe  
and the Adriatic Countries Bosch Romania



## SOLUTIONS

- #1 Identifying and accessing funds (national or European) needed for development
- #2 Implementation of urban surveillance technologies that can deliver very useful information for authorities and can help manage and optimize events around the city



*Almost four years have passed since my arrival in Romania and I have not missed a single edition of “Cities of Tomorrow”. Why? Because it’s one of the most relevant conferences of the year! Modern cities define the future of our lives and make the reputation of our countries.*

*Cord Meier-Klodt, Ambassador of the Federal Republic of Germany in Romania*

*Despite the difficult times we have experienced this year, Cities of Tomorrow managed to raise again the bar and become an inspiring platform of dialogue and knowledge sharing for all participants. It was an honor to moderate the Circular Economy Roundtable and engage with such a passionate audience, willing to come together and contribute to the transformation of our society. Congratulations once again to all those involved!*

*Ionuț Georgescu, General Manager FEPR*

*Romania is full of creative and innovative ideas and people. It’s amazing what kind of energy this country has! We want to do our part to contribute to Romania’s competitiveness and set the stage for the sustainable development of its cities and regions.*

*Sebastian Metz, General Manager & Board Member AHK Romania*

# TESTIMONIALS





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

AHK Romania is the largest bilateral Chamber of Commerce and Industry in Romania and the official representative of the German economy in our country. AHK is actively supporting German companies to enter the Romanian market and, on the other hand, 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 is engaged in fields like green energy, environment and constructions by means of its GreenTech initiative, econet romania.

[www.ahkrumaenien.ro](http://www.ahkrumaenien.ro) ● [www.econet-romania.com](http://www.econet-romania.com) ● [www.citiesoftomorrow.ro](http://www.citiesoftomorrow.ro)



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



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**marketplace**  
ROMANIA

# THE ORGANIZER

# Green Tech initiative of AHK Romania

[www.econet-romania.com](http://www.econet-romania.com)



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 that the Chamber hosts, convey a better market understanding and position us as a serious business partner. For almost ten years, AHK Romania is the main starting point in the field of sustainable development, offering a bilateral platform for know-how and experience exchange by means of its GreenTech initiative, econet romania.

## Our partners in Romania



## Our partners in Germany





## **For further information on sponsorship or participation at Cities of Tomorrow #9:**

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