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Green Cities | Hybrid edition

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“If you look at the population, you will see that there are more children and more grandparents than people who drive home from work. If you take this into account, it will not be a problem to opt for the development of a green, environmentally friendly city in the next 20 years.”

Ullrich Sierau, Independent Consultant and former mayor of Dortmund

Cities. Since 2013.

Cities of Tomorrow, already at its **9th 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 the three entities. 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

9
editions

66
topics

194
speakers

2.470
participants

65
exhibitors

52
round
tables

27.000+
social media interactions

1.300+
media appearances



discussion panels



project competition



project marketplace



exhibition area



networking



round tables



international best practice examples



B2B platform

C O N C E P T



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



Arch. Reinhard Joecks
Partner
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Dr. Eng. Michael Horodniceanu
President
MTA Capital Construction



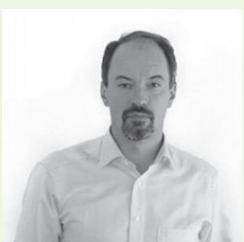
Stefan Reschke
Representative
CEE ExpoReal Munich



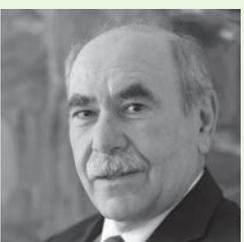
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Director Stephan Braunfels
Architekten BDA



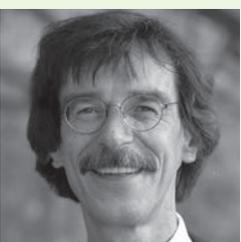
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Dr. Arch. Șerban Țiganăș
President Romanian
Order of Architects



Ivo Götner
Mayor of the City of Ulm
(1992 - 2016); President of the Council
of the Danube Cities and Regions



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



Arch. Eugen Pănescu
Founding Partner
planwerk



Dr. Marcel Heroiu
Senior Urban Development
Specialist World Bank



Ulrich Sierau
Mayor of Dortmund



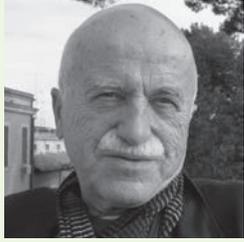
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Urbanist, Founder Office
for the Art of Planning, Berlin



Ivan Patzaichin
President
Asociația Mila 23



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



Ilinca Păun Constantinescu

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



Leif von Nethen

Urban Planning
Department, Düsseldorf



Judith Artmann

Urban Planning
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Burkhard Drescher

Managing Director, ICM – Innovation
City Management GmbH



Andreas Kipar

Co-Founder,
CEO & Creative Director,
LAND - Landscape Architecture
Nature Development



Ioan Popa

Mayor of Reșița



Radu Mihaie

Mayor of District 2



Ciprian Ciucu

Mayor of District 6

SPEAKERS



290
participants

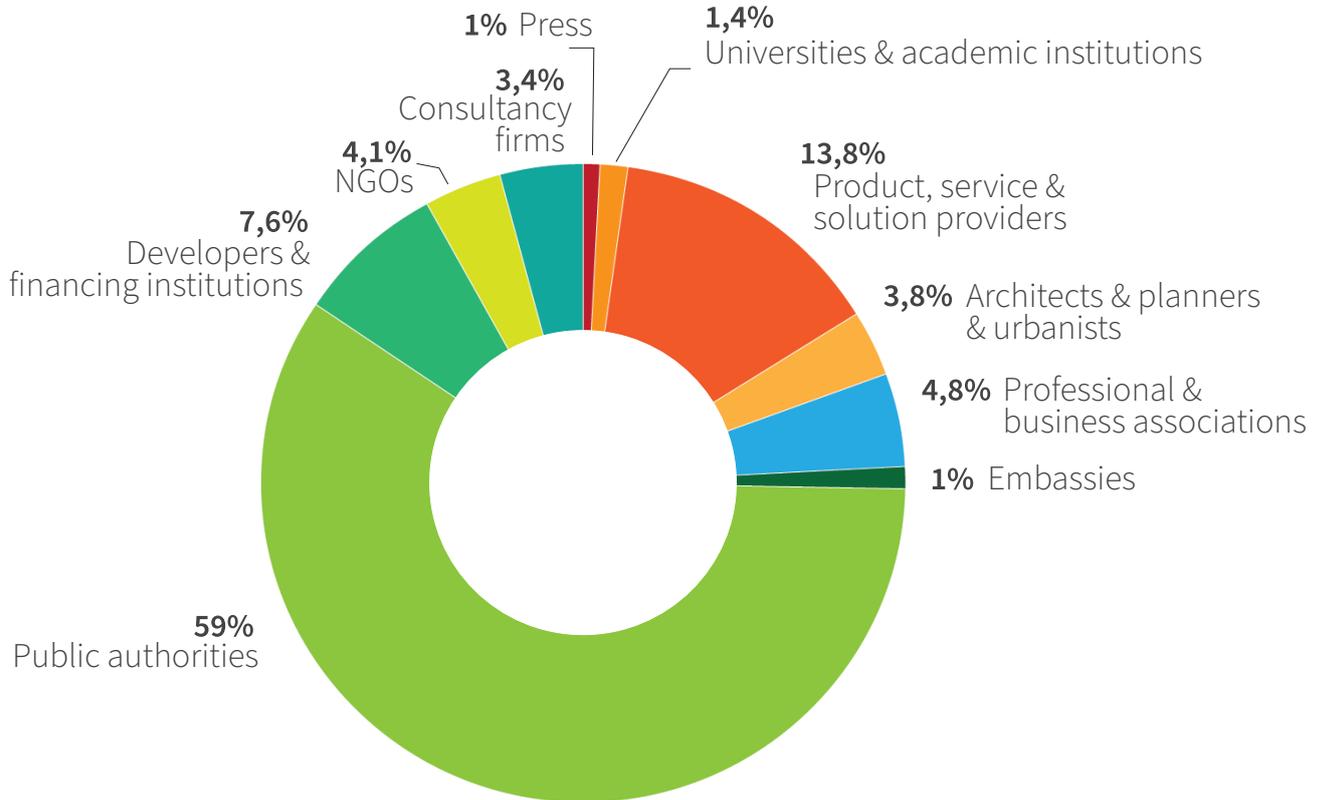
38
speakers & moderators

9
round tables

20
projects for green cities
in competition

9
finalists of the project
competition & marketplace

OVERVIEW



AUDIENCE STRUCTURE

Cities in Dialogue I: New Green for New Generations - The Mayors' Dialogue

The first dialogue brought together two district mayors of Bucharest, **Radu Mihaiu** (District 2) and **Ciprian Ciucu** (District 6) and **Ullrich Sierau**, former longtime mayor of Dortmund. The dialogue focused on parks, green spaces and reclaiming city areas for pedestrians and leisure activities. The two Bucharest district mayors emphasized their ongoing or planned projects to revitalize parks and squares such as Morii Lake or Strada Liniei, in district 6, and Parcul Sticlăriei in district 2. In addition, the City has started a collaboration with the Order of Architects to develop four run-down urban areas in need of revitalisation. Representatives of the OAR will propose projects based on the wishes of the population Ullrich Sierau showed how Dortmund underwent a lengthy transformation, more than 20 years, from a heavy industry city to one that puts pedestrians and the life quality of its citizens first. The exchange of experience was extremely useful. It was noted that although Germany is more advanced in the development of green cities, it has faced similar problems in their implementation. Mr Sierau mentioned the strategies of municipalities to convince citizens of the usefulness of one project or another. The conclusion was again that without citizen involvement and acceptance, projects have no future. The discussion was moderated by **Irina Meliță**, architect and vicepresident of the Romanian Order of Architects Bucharest and **Andreas Schiller**, german journalist and publisher.



Ullrich Sierau
Independent Consultant,
Ex-Mayor of Dortmund

Ciprian Ciucu
Mayor of District 6,
Bucharest

Radu Mihaiu
Mayor of District 2,
Bucharest

Irina Meliță
Vicepresident,
OAR Bucharest
MODERATOR

Andreas Schiller
Journalist and Publisher,
Schiller Publishing House
MODERATOR

Cities in Dialogue II: New Green for New Generations - The Dialogue of involved parties

In the second panel dedicated to green cities, a little more technical than the first one, **Arch. Eugen Pănescu**, the mayor of Reșița, **Ioan Popa**, **Elena Lucaci**, founding president of the "Parents of Cherry Trees" Association and **Andreas Kipar**, renowned international architect, urban planner and landscape designer, creator of the "Green Rays" model in Milan, which connects different areas of the city to encourage a new slow mobility from the centre to the periphery, entered into a dialogue on the right approach to large urban greening projects and the involvement of all stakeholders. The dialogue was moderated by **Dorothee Hasnaș**, an architect and cultural manager with long experience in sustainable city development.



Ioan Popa
Mayor of Reșița

Andreas Kipar
Co-Founder, CEO & Creative Director,
LAND - Landscape Architecture
Nature Development

Dorothee Hasnaș
Architect and Cultural Manager

Elena Lucaci
Founding President,
Pariții de Cireșari
Association

Eugen Pănescu
planwerk Cluj, Executive
Board Member at Architects
Council of Europe

The 9th edition of Cities of Tomorrow hosted a project competition for public administration, business environment and civil society. The sustainable development factor was taken into account in the selection of the final projects. We were therefore looking for initiatives leading to green cities, with a focus on improving the quality of life of their inhabitants.

The jury - Marianne Schulze (Real Estate and Urban Development journalist), Eugen Pănescu (Architect, Co-founder planwerk), Daniel Matei (Business Development Manager Impact Hub Bucharest), Alexandru Petrovici (Executive Director, Association of Romanian Cities), Tudor Popp (Managing Partner, REC Partners and Hotspot Workhub) and Sebastian Metz (AHK Romania) - chose 9 finalists from a total of 20 projects proposed in the three categories. All submitted projects can be found here: www.citiesoftomorrow.ro

CATEGORY
**Public
Administration**

WINNERS **City of Buzău** - Buzău Green City - www.primariabuzau.ro

ADI for Public Transport Bucharest-Ilfov - Introduction of urban and metropolitan train services in the Bucharest - Ilfov metropolitan area - www.tpbi.ro

Sector 6 of Bucharest - nZEB educational units and deep retrofit measures - www.primarie6.ro

CATEGORY
**Business
Environment**

WINNERS **Banca Comercială Română** - BCR Smart Transport Solution - www.bcr.ro

Life is Hard - City Health Smart City Platform - www.cityhealth.io

Urban Cultor - Food for Earth - www.foodfortheearth.eu

CATEGORY
**Civil
Society**

WINNERS **EFdeN** - Development of solar house prototypes for educational and research purposes - www.efden.org

Fundația Comunitară Mureș - Cycling for a good cause - www.pedaleaza.org

Centre for research, innovation and promotion of wood SILVANIA -
Standard carbon footprint management system - www.centruilsilvania.ro

AHK Romania offered 3 prizes for the encouragement of the projects development, our partner HotSpot Workhub offered a special prize for Life is hard consisting in a 30 h subscription in the Working hub Hotspot in Bucharest

PROJECT COMPETITION



The 9 round tables, held online on three consecutive days, were a good opportunity to discuss practical and applied topics & projects. Afterwards, the conclusions and identified solutions were briefly presented in a final wrap-up panel during the main conference on September 16.



Energy efficiency & energy management

Energy efficiency in public buildings from idea to implementation



Financing & EU funds

European and Governmental Funds- the source of sustainable economic growth



Digital City Governance



Mobility

Smart Mobility for Green Cities



Construction Law

Zonal Urban Plans – the importance of collaboration between the public authority and the private sector



Reconversion & Revitalisation

Revitalization of Just Transition counties



Circular Economy

Solutions to meet recycling targets



Tourism, lifestyle & culture

Tourism potential of the Just Transition Counties



City Safety

Bring the city back to the people



ROUND TABLES

Energy efficiency and energy management

Energy efficiency in public buildings - from idea to implementation



DEBATE

Public authorities are obligated to make their buildings (schools, kindergartens, town halls, county councils) more efficient. How can this be done? Ms Gheorghiadă presented from the point of view of a bank, Mr Rușeț spoke about technologies on the market that could be implemented and Ms Gaspar spoke about what happens to an energy efficient building. We have an energy efficient building but how do we save energy? How do we raise awareness among parents, students and other users - that they have to turn off the lights, the windows have to be opened a certain way, etc.

SNRB is running some awareness campaigns in schools and we were happy to see that there are two very good examples at local authority level for energy efficiency in buildings/schools: Sector 6 and the city of Buzău (circular school).

CONCLUSIONS

The need to raise awareness among public authorities and citizens about energy efficiency in buildings and the benefits of this measure

The importance of PP

The importance of technologies that can be used in a sustainable building

The realisation of a system of collaboration between the local authority trying to retrofit buildings and make them energy efficient and the end user in order to achieve the maximum energy efficiency potential of a public building

The provision of significant funding for this area



ROUND TABLES

SOLUTIONS

- #1 Awareness campaigns in schools
- #2 Raising awareness of the users of an energy efficient building
- #3 PP Partnerships
- #4 Energy Communities - could include local public authorities as members - advantage: possibility to access funding bypassing the constraints usually faced by public authorities on funding.
- #5 Community of citizens (legal structure) - the main purpose is the production of energy within the community.



Moderator: Ioana Gheorghiade
Corporate Director Risk Management, BCR



Moderator: Elena Gaspar
President, SNRB



Moderator: Petru Rușeț
CEO Siemens Energy Romania

Financing & EU funds

EU and government funds - the source of sustainable growth



DEBATE

The opportunities for green cities and smart cities in the NRRP were discussed.

We talked about the more than 80 billion EUR that Romania has the opportunity to attract. We are talking about more than 80 billion EUR coming from - NRRP, which is on everyone's lips. From here we will have €29.2 billion, hopefully by the end of September we will know the final form approved by the European Commission.

The discussion also turned to the Multiannual Financial Framework funds, where through the Cohesion Policy Romania can receive over EUR 30 billion - many opportunities for funding initiatives of this kind. Most of this is to be found in the 8 regional operational programmes. One good thing is that they will be managed directly by the ADRs, which become managing authorities in this new programming period. This decentralisation will certainly benefit local communities.

CONCLUSIONS

There are substantial funding opportunities offered by the NRRP for green projects, but we do not know yet exactly how the money will be spent. Given the final deadline for the implementation of NRRP projects (31.08.2026), the lack of knowledge and predictability can be a challenge, a constraint.

Also the funds from the Multiannual Financial Framework represent an important opportunity for the growth/development of a sustainable economy.



ROUND TABLES

SOLUTIONS

- #1 There was also a debate about which is the best approach - to go bottom-up or up-to-bottom. Given the situation in the current context, it would be better to start from the bottom up, each of us working together, speaking our minds and trying to see what initiatives each of us can take, so as to ensure that this 80+ billion can not only be absorbed but that it is absorbed in a way that really generates a sustainable impact.

- #2 One of BCR's initiatives, launched right during the conference, is a course dedicated to financing programmes for entrepreneurs. A course in which we want to debunk myths and introduce Romanian entrepreneurs to European funds. It was developed by BCR experts in collaboration with experts from the North-East ADR.



Moderator: Oana Bâra
Financing Programmes Coordinator, BCR

Digital City Governance



DEBATE

The agenda was built around several perspectives: economy, citizen engagement, city infrastructure and environment. Another discussion point was how cutting-edge technologies can make the digital transformation of Cities more affordable. Digitalization is a major driver for innovation, competitiveness, job creation and growth in all sectors. There are some difficulties in the quality across cities, especially in rural areas, where citizens and city administration don't have good access to internet, which is prohibiting them from getting and harvesting digital technologies available today. Having one view on the city activities (financial perspective, collaboration, collecting citizen feedback) is very important nowadays, but still fragmented at that moment, but city representatives understand the value of ERP systems.

Key discussion on the next generation ERP – having the capability to govern cities' operations. Based on the engagement with participants it was clear that they have some outdated technology, but there's an opportunity to enhance it. Broaden the depth of the functionalities and consider moving to new platform. When we speak about next generation ERP, it's really about the city's backend system, integrated with front end applications

As a part of the City Mayors' priorities, we discussed the necessity of keeping City infrastructure up and running. Technologies are helping here to monitor the investments released for the reconstruction projects, manage the city assets, optimize the maintenance costs and even predict the equipment failures.

Another key topic was around best practice and knowledge-sharing. From the research that we did, prior to the roundtable it's quite evident that there's been some significant progress in Romanian cities around smart economies and smart education and we believe that there's a lot of the best practice that Romania can share with the world in terms of moving the needle on smart cities. Vice versa, we've seen a lot of use cases and innovations being delivered globally, specifically within Europe and North America, but also around the globe, where some Romanian cities could potentially benefit from engaging with the city and county peers. We spoke about data as a fuel and how it will be used and managed.

Through the whole discussion one observation was extremely important: whatever city government is doing, it's just to make citizens happy and satisfied. Keep them in comfortable and safe cities.



ROUND TABLES

CONCLUSIONS

That is why citizen experience matters and the best way to continue this discussion is not only inviting city representatives, but we suggest to arrange some kind of community of practice, by AHK or a Ministry, to invite city reps regularly, on a monthly basis, to discussions, and inviting city reps from abroad to share knowledge. Also make a design thinking workshop happen for the interested cities. What are citizens' priorities, what do they really expect from the Government?

Cities have many facets and Romanian City Councils have the difficulty to run consistent programs due to lack of funding, skilled resources or partners. Best practices and on regular basis knowledge sharing will help reinforce digitalization.

Access to the next generation ERP powered by innovative technologies can become the driver of the City Councils digitalization. An excellent choice for rapid enrollment: ERP as a service from the national Data Center to meet the data residency requirements.



Moderator: Natalia Panina
General Manager for Public Services in Middle and Eastern Europe, SAP

SOLUTIONS

- #1 Best practice and knowledge sharing with City Councils on a regular basis (Community of practice) could help reinforce digitalization. Data intelligence is the prerequisite of data driven City approach. National standards, common methodology and consistent data collection in digital platforms are quintessential. Citizens' experience matters. Having a city/regional collaboration digital platform can help to increase citizen satisfaction and loyalty.

- #2 Provide equal access to digital technologies – ERP as a service, in one national data center, to become really useful opportunity. On the other hand, digital agenda of cities and projects in this space are really a great candidate to be included in the national recovery plan.

Mobility

Smart Mobility for Green Cities



DEBATE

During the mobility roundtable, 5 important elements leading to the transformation of mobility as we know it today have been identified. The first fact is that 20-25% of EU Greenhouse gas emissions are produced by transport, so it's very important to focus on low-carbon mobility. 50% of the public space is taken up by roads, meaning cities are nowadays designed for our cars and not for citizens, meaning that it's important to reallocate infrastructure. The third force is that private cars are still the most used transport means in Europe. (57-80%), so we need to think about integration (facility of making the choice of taking alternative transport means). 130bn euros are lost every year due to congestions, accidents and low efficiency on transportation. We need to rethink our ownership models and incentivize more sharing systems. Over 65% of accidents happen inside cities. Rethink how we can achieve 0 accidents. Best practice examples such as the new project of the metropolitan train Bucharest-Ilfov and easy payment systems inside public transportation of BCR were presented. While TPBI and BCR offered Romanian examples, BABLE brought to the table examples from all over the world with focus on Europe.

CONCLUSIONS

The European Union has set the objective to become carbon neutral by 2050. We need to accelerate the transition to low- or even zero-emissions transport systems, alternative fuels being the center of this strategy.

Campaigns and Awareness-Raising Strategies on Sustainable Urban Mobility should take place - If we build for people, they will come and claim this space. Mobility brings freedom to move and to choose how to move.



ROUND TABLES

SOLUTIONS

- #1 Implementation of green transport solutions
- #2 Rethinking our ownership models
- #3 Incentivizing sharing systems
- #4 Reallocation of infrastructure from car-focused to citizen-focused



Moderator: Ștefan Roșeanu
*Project Manager Bucharest Ilfov
Metropolitan Train, TPBI*



Moderator: Ronaldo Valentim
*Smart Cities Business Development,
BABLE*



Moderator: Ciprian Nicolae
*Manager Patent Systems,
BCR*

Construction law



Zone Urban Plans - the importance of collaboration between the public authority and the private sector

DEBATE

"Things are not difficult to do, it is difficult to put oneself in the condition to do them" (Brâncuși) - the leitmotif of this theme.

Structure of the debate: what are the challenges and what are the solutions in this area.

Problems raised: lack of uniformity in the application of the law (in different sectors, in different cities, there is no framework of predictability and it makes it difficult for the private sector).

CONCLUSIONS

Major bottlenecks in issuing building permits and PUZs. According to the World Bank's Ease of Doing Business Report, Romania ranks 147 out of 190 countries.

Legislation approved, improved, not enforced - one of the problems. The single consent commission that was designed to simplify and help the endorsement and approval process does not exist! It has been approved but does not work. Same situation with ISC consent, which should only be required in complex engineering situations, but it is still a standard.

Often lack of sustained dialogue and clarification of existing issues.

Important - change of mindset: feasibility studies to be estimated and flexible to substantiate an investment and technical designs to be detailed and final.

We need a sustained and continuous dialogue with the authorities and all stakeholders.



ROUND TABLES

SOLUTIONS

- #1 Differentiated building permits - one time, projects that do not require a permit at all, but only a notice to the town hall and taking responsibility to comply with the rules and procedures in force, a light permit for low complexity constructions and a normal permit.
- #2 Permits will be required in stages: to bring the permits in stages, some required at the beginning, some only required at completion.
- #3 No more intra-institutional notices and certifications that already exist - a major requirement.
- #4 Clarifications that can be taken up by the Association of Chief Architects which is now being set up, The Ministry of Development, Public Works and Administration is willing to send clarifications to the municipalities in the form of a circular, so that there is an endorsed procedure from the Ministry that municipalities can rely on, which are now in many situations with question marks.



Moderator: Hildegard Brandl
Member of the board, ASAR



Moderator: Antoanela Comşa
President, AREI



Moderator: Michaela Gafar
OAR Bucharest

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Reconversion & Revitalisation



Revitalization of Just Transition Counties

DEBATE

A hot topic, brought to the discussion by requests of people from the Just Transition Counties. We had 4 moderators, 4 very interesting presentations. From the Ruhr basin was invited the former city manager of Essen Hans Jurgen Best. He talked about everything that happened in the Ruhr area in the 70s, giving as examples of good practice Zeche Zollverein, the port of Duisburg, Phoenix-See, Phoenix-West (Dortmund) and Oberhausen.

From E.ON, Mrs Livia Stan, presented some case studies on revitalization projects in the Nordic countries, very welcome this experience, especially since E.ON is based in Mures, a county of the Just Transition.

The World Bank, Mr. Marcel Heroiu, worked and was actively involved on the Just Transition fund with Poland. We got good news - our plans are much better written than the Polish ones.

We ended with an example and a possibility to revitalise a city - to bring young people back to the city, by making it attractive for them. BCR talked about the Youth Capital programme and we were happy to learn that some cities in the Just Transition area are also candidates for this programme. The Cămpina refinery (in the audience, a group of young professionals, Rafinăria la Prezent), want to save the industrial heritage monument in their city by revitalizing the area (20 ha).

CONCLUSIONS

The European Green Deal and national policy objectives will catalyse investment in pollution and CO2 reduction schemes. Strategic investments in technological modernisation and digitisation, access to new markets, development of value chains in smart specialisation sectors.

The objective of the Transition Facility: supporting investments in territories where the negative economic and social impacts of the energy transition are most pronounced, in order to combat and mitigate regional disparities. This mechanism is an opportunity and aims to support the transformation of industrial processes needed for a climate transition and to create new jobs in those sectors of activity that can be sustainable in the long term.



ROUND TABLES

The need for an integrated vision and comprehensive and complex (not one-off) interventions/projects and collaborative solutions.

It matters a lot what vision you set now for tomorrow's region - it is worth investing time in defining a grand vision. Set up as many partnerships as possible to realise the vision.

The importance of examples of good practice was stressed - projects that can be replicated or can be seen as inspiration for sustainable projects in the six counties.

SOLUTIONS

- #1 Identify successful projects that can be replicated;
- #2 Setting ambitious targets;
- #3 Renewable energy needs to be used on a large scale. From this point of view, it is necessary to analyse which vectors can be exploited.
- #4 Every citizen must be involved in the decisions taken for the development of the city or the solutions implemented must be discussed and agreed in advance, for example through a dedicated interactive platform.
- #5 It is important to make investments for people but also to make people aware and show respect for the environment/nature. Awareness campaigns - only through effective communication and partnerships can be achieved.
- #6 Quickly find alternatives for people who will lose their jobs in the just transition process - social measures to offset this negative effect.
- #7 Creating alternatives, regions need to be rethought, opportunities need to be created (the most important opportunities being jobs).
- #8 Functional reconversion part - a mining area, refinery etc. must be rethought.



Moderator: Hans Jürgen Best
*Independent consultant and
former City Manager of Essen*



Moderator: Livia Stan
*Public Affairs Director,
E.ON Romania*



Moderator: Marcel Heroiu
*Senior Urban Development Specialist,
World Bank*



Moderator: Nicoleta Deliu
*Communication Manager BCR &
Coordinator Youth Capital Programme*

Circular economy

Solutions for meeting recycling targets



DEBATE

Circular economy topics debated, with a focus on waste management / recycling. We started by defining the paradigm between circular economy and waste management. Lately we have this attitude of discussing a lot only about waste management and less about what circular economy means. This definition is new and we will have to discover together this new concept so that our environmental impact gets lower and lower. We have to look both as individuals and as companies if we want to have a negative impact on the environment. We consume a lot of resources that we extract from the earth and the environment and unfortunately we don't know how to reuse them, how to recycle them all the way. Landfill mining - maybe our children will reuse what we throw away today. We also discussed the difficulties that local authorities have in implementing and achieving certain targets. There is a difficulty that starts from national and local legislation, which still has a lot of conflicting and unrelated things. We have talked a lot about the difficulties in infrastructure. We are now talking about European projects funded between 2007-2014, some of them are not operational yet and we already have changes in legislation and targets in 2021. The targets in 2025-2030 are changing radically, so the pressure is constant in this area.

CONCLUSIONS

We also discussed what the new challenges mean: reduction of waste quantities, reuse, emergence of new problem waste streams (e.g. textiles, C&D waste, new product design and use). Romanian entrepreneurs will be under a lot of pressure in this area because we are not yet as well prepared as companies in the West and we need to look at Western European companies to learn what attitude towards sustainability and new product design means. We also talked about the collaboration that should grow between the local public authority and the producer of responsible products.



ROUND TABLES

SOLUTIONS

- #1 Collaboration between local authority, NGOs and citizens. We would all like to see a shoe repair centre again, a repair centre for TVs, but to do so, NGOs, entrepreneurs, must have support, especially regarding the space in which to carry out these activities.
- #2 Create a training and education platform.
- #3 Innovation and modern technology solutions that help us to reach recycling targets faster.



Moderator: Ionuț Georgescu
CEO, FEPR



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Tourism, Lifestyle & Culture

Tourism potential of the Just Transition counties



DEBATE

The Tourism, Lifestyle & Culture round table discussion revolved around the tourism potential of the six counties receiving funds from the Just Transition Facility, Gorj, Hunedoara, Dolj, Prahova, Galati and Mures. The theme brought up the use of tourism as a way of transition in disadvantaged areas from the old economy to the green, modern economy. Examples of best practices from cities less affected by the transition to a green economy, such as Oradea, Brasov, Alexandria, Calarasi, were presented and discussed.

CONCLUSIONS

Tourism can play an important role in a just transition. However, the private and public sectors need to sit down at the same table and develop projects together. There are ideas, there are funds for the next period, but the main challenge is to absorb the funds and the lack of workforce.



ROUND TABLES

SOLUTIONS

- #1 Organise a working group with representatives on just transition from the 6 counties concerned under the AHK umbrella, to be joined by tourism specialists (e.g. Federation of Tourism Promotion Associations in Romania, Alliance for Tourism), so that we can find together solutions for each county and help them write projects.

- #2 The main problem we will have is the absorption of funds and the lack of qualified manpower. We will have to work together and be innovative.



Moderator: Dragoș Anastasiu
President, Eurolines Group

City safety

Bring the city back to the people



DEBATE

The discussion focused on the main idea, "bring the city back to the people". If until now people were oriented to get to the city, now we have to make the city come to the people.

CONCLUSIONS

"Bring the city back to the people" - Together with the authorities we need to identify possibilities/solutions to put the citizen first, at the centre of all city development policies.



ROUND TABLES

SOLUTIONS

- #1 Encourage through appropriate policies the use of public transport at the expense of other polluting means. An important point was to increase traffic safety, with Bosch solutions supporting this.

- #2 It is necessary to use all funding avenues to implement systems that increase citizen safety.

- #3 Energy security - use alternative energy projects to achieve distributed energy production - a protection for all pressures coming from the market.



Moderator: Septimiu Floca
Group Leader
Bosch Engineering Group



Moderator: Paul Pandrea
Technical Sales Manager,
Bosch Engineering

I was delighted to be invited to participate in the 9th Cities of Tomorrow conference, which is an established platform for dialogue between public and private actors. Cities of Tomorrow #9 brought green cities to the forefront and debated current topics: what does the city we want to live in look like? How can we increase the economic competitiveness of cities while enhancing the quality of life for citizens? E.ON is a traditional partner of AHK with whom we develop numerous projects to promote issues related not only to the energy transition, but also to urbanization, digitalization, sustainability. Thank you once again for your organization and involvement in the development of local communities and civil society in general.

Livia Stan, Public Affairs Director E.ON Romania



City of Tomorrow is laying the foundation for a bold and open discussion about cities' modernization strategies, exchange on good practice, and valuable conversations with government on legal trends, policies, and technical infrastructure. This event brings all relevant partners together to work on making citizens happy. After all, this is what city development is all about

Natalia Panina, General Manager for Public Services Middle and Eastern Europe, SAP



This year's Cities of Tomorrow event brought a topic of great importance to FEPR - Developing Green, Sustainable and Smart Cities - to the forefront of the discussion. We are happy to be partners of this event and of the Circular Economy Round Table because we encourage collaboration and exchange of information and experiences from a wide range of actors from business, public administration and civil society, this dialogue being extremely necessary as Romania starts the transition towards a circular economy.

Ionut Georgescu, CEO FEPR



BOSCH, through its structure and DNA, has always been at the centre of the innovative trend in industry and technology. The Cities of Tomorrow #9 event, impeccably organized by our partners at AHK, was a great opportunity to bring us together with actors from local government, development agencies, financing institutions, specialists in attracting EU funds. At the Round Table, with the topic "City Safety" that we had the honor to "moderate" we debated and tried to extract the best ideas that can make the cities we live in safer. We will always be with and together with tomorrow's visionaries.

Paul Pandrea, Technical Sales Manager Bosch Engineering



TESTIMONIALS

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.

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THE ORGANIZER



Green Tech initiative of AHK Romania

www.econet-romania.com



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 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 # 10**

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