

Changing the behavior of using local means of transport in Alba Iulia

Alba Iulia - Romania

Short description

The Sustainable Urban Mobility Strategy (updated in 2023) found the need for major investments in transport infrastructure and the major contribution of transport to air and noise pollution, given that there is a very large number of cars and commuters majority are over 10 years old and the structure of urban mobility is based on traffic with personal cars (44%; 48% of trips being with one person), public transport being used in only 5.5% of cases, and bicycles in 2.5% of cases. With most major infrastructure problems resolved in last years, a sustained effort is needed to shift from personal car-based transport habits to the use of public transport and bicycles, given that they currently account for only about 8% of total journeys. In this regard, it is necessary to involve all transport operators, but also institutions, companies, citizens and NGOs in informing, educating and promoting the use of public transport and alternative means of transport, through this partnership.



Industry/Sector

- Mobility & transport

Parties of LGD/Participating parties

- Alba Iulia Municipality,
- Lime Technology Network SRL - private company,
- Societatea de Transport Public SA - private company,
- Florea Taxi - private company,

- Biciclim - ONG,
- Technical University Cluj Napoca

Scope of LGD

- The partnership aims to change the usage behavior of local means of transport, with a focus on decreasing the use of cars and increasing the alternatives modes of transport, the use of public transport and environmentally friendly means of transport, common and unconventional means of transport.

Concrete measures/commitments

- Integrated Urban Development Strategy of the municipality of Alba Iulia 2021-2030;
- Smart City Strategy of the municipality of Alba Iulia 2021-2030;
- Sustainable Urban Mobility Plan for the Municipality of Alba Iulia Updated/ 2023 - 2030;
- Action Plan on the circular economy of the municipality of Alba Iulia 2023-2033;
- Decision no. 145 of 2016 on the approval of the accession of the Municipality of Alba Iulia to the "New Covenant of Mayors for Climate and Energy" extended until 2030;
- Energy Efficiency Improvement Program of the Municipality of Alba Iulia
- Sustainable Energy and Climate Action Plan (SECAP 2030) of the municipality of Alba Iulia.

Data sharing framework among transport stakeholders

Alba Iulia - Romania

Short description

The partnership involved the Alba Iulia City Hall, as a contributing city (City to Business), together with the local ecosystem: consultants/ specialists in the field of transport, universities; local transport operators (public transport, logistics, operators of shared electric scooter and bicycle systems); suppliers of alternative means of transport, equipment/ services; environmental associations/NGOs.



Industry/Sector

- Mobility & transport

Parties of LGD/Participating parties

- Alba Iulia Municipality,
- Societatea Transport Public SA - private company,
- Lime Technology Network - private company,
- Florea Taxi - private company,
- Biciclim - ONG,
- Technical University Cluj Napoca

Scope of LGD

The partnership proposes a Data sharing framework among transport stakeholders able to gather data related to local urban mobility in order to analyze existing traffic, social, economic and pollution impact, together with tendencies and possible models like digital mobility twin in order to leverage strategies and measures necessary for a green transition of local mobility.

In order to provide a local data sharing framework of local transporters, the partnership is proposing several objectives:

- Define roles and responsibilities of local transport partners;
- Data Owners: Entities currently managing the data (the Public Transport operator, shared mobility providers, Taxi companies, academic partners, local Police, urban planners).
- Data Users: Entities utilizing the data (e.g., The City Authority, google maps, analytics firms, public transport apps).
- Establish data governance rules, ensuring compliance with GDPR and local data laws;
- Security protocols for data sharing;
- Develop a data taxonomy for standardized datasets (e.g., vehicle flow, public transit schedules, bikes movement, pedestrian movement). This can be aligned with the NAP - National access points for data,
- Cost and Benefits study of Green Urban Transition;
- Prepare necessary data and infrastructure needed for a future model of local transport (digital twin) as a support of local regulatory and decisions related to transport.
- Improve local strategies related to transport (SUMP).

Concrete measures/commitments

- Integrated Urban Development Strategy of the municipality of Alba Iulia 2021-2030;
- Smart City Strategy of the municipality of Alba Iulia 2021-2030;
- Sustainable Urban Mobility Plan for the Municipality of Alba Iulia Updated;
- Action Plan on the circular economy of the municipality of Alba Iulia 2023-2033;
- Participation of the Municipality of Alba Iulia to the "New Covenant of Mayors for Climate and Energy" extended until 2030; reducing emissions with 40% in 2030 compared with 2008;

- Energy Efficiency Improvement Program of the Municipality of Alba Iulia;
- Sustainable Energy and Climate Action Plan (SECAP 2030) of the municipality of Alba Iulia.

Developing Energy Communities at Local Level

Alba Iulia - Romania

Short description

During last years, the legislation at national level has been updated, the status of the prosumer has been defined and the conditions under which the surplus electricity delivered to the DSO/ National Energy System from these prosumers can be compensated with their energy consumption. Also, through several financing from non-reimbursable funds, Alba Iulia Municipality installed new photovoltaic plants at the level of public buildings, as well as on the ground with injection of electricity production into the grid, in order to increase the coverage of consumption from local renewable sources. In this context, because there is a significant surplus of electricity during the day from these photovoltaic systems, respectively a significant quantitative surplus also in the warm season, beyond the quantitative compensation of the own individual energy consumption for each network user, equipped with their own photovoltaic systems, it is desired that the surplus energy can be used for all the consumption places of the City Hall and even outside the public energy contour, in relation to, first of all, vulnerable energy consumers.



Industry/Sector

- Energy & renewables

Parties of LGD/Participating parties

- Alba Iulia Municipality,
- ALEA - ONG,
- Alba Iulia University,

- Technical University Cluj Napoca,
- AMPEER - ONG,
- Delex - SME

Scope of LGD

- Objective O1: the establishment of a first energy community at local level as a demonstration pilot project in the energy contour defined by the group of buildings related to the "Dorin Pavel" Technological High School, given that these buildings are each equipped with their own photovoltaic systems and with distinct electrical connections to the distribution network. In this way, it will be possible to capitalize on the surplus energy from one building to another in the same physical contour. Moreover, within the energy contour it is proposed to include a complex of physically adjacent apartment blocks in the micro-neighborhood where the High School is located, in order that the surplus electricity can be used for the adjacent apartment blocks, thus forming a local energy community of citizens.
- Objective O2: the establishment of an extended local energy community that will include in the defined energy contour all the set of public objectives belonging to the Municipality of Alba Iulia (public buildings, public street lighting system, public charging stations for electric vehicles, local systems of the City Hall for the production of energy from renewable sources), to which will be added, within the limit of the possibility of support, the vulnerable consumers identified from the the local public authority.

Concrete measures/commitments

ICC LGD is aligned with:

- Integrated Urban Development Strategy of the municipality of Alba Iulia 2021-2030;
- Smart City Strategy of the municipality of Alba Iulia 2021-2030;
- Approval of the accession of the Municipality of Alba Iulia to the "New Covenant of Mayors for Climate and Energy" extended until 2030, which includes a reduction of 40% of emissions;
- Energy Efficiency Improvement Program of the Municipality of Alba Iulia;
- Sustainable Energy and Climate Action Plan (SECAP 2030) of the Municipality of Alba Iulia;
- Energy Efficiency Improvement Program (PIEE)/ 2023.

Developing and promoting sustainable tourism in the Alba Iulia area by supporting the establishment and start of the activity of the Destination Management Organization

Alba Iulia - Romania

Short description

This LGD aims to catalyse the sustainable growth of Alba Iulia's tourism sector, directly contributing to the city's climate and economic goals. By promoting cooperation between local stakeholders, including local authorities, cultural institutions and private entities, the partnership aims to improve the tourist experience while reducing environmental impact. The establishment of the Destination Management Organisation (DMO) will help to increase the number of tourists and overnight stays by 10-20% over three years and create more than 300 new tourism jobs, with a significant impact on the local tourism economy. This partnership is a benchmark for the city's sustainability and economic resilience initiatives, reinforcing Alba Iulia's role as a model of green and inclusive urban development.



Industry/Sector

- Tourism
- Culture & creative industries

Parties of LGD/Participating parties

- Princes' Palace Cultural Center

Scope of LGD

General objective: Supporting the establishment and operation of the first Tourist Destination Management Organization (DMO) in Alba Iulia, capable of ensuring the development of local tourism.

Specific objectives:

- Collaboration in order to develop the tourism sector in a sustainable way and to increase its share in the economic and social development of the city, while supporting the monitoring and decision-making support necessary to achieve the objectives of reducing consumption, emissions and reducing local pollution.
- Creation and local implementation of the Destination Management and Local Tourism Development Organization.

Concrete measures/commitments

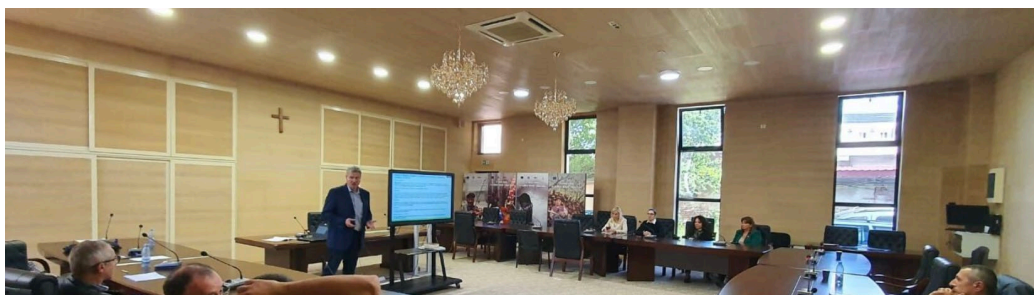
- LGD contributing to The Integrated Urban Development Strategy.
- LGD contributing to Sustainable Energy and Climate Action Plan (SECAP 2030).

Urban energy management platforms

Alba Iulia - Romania

Short description

During the implementation phase of several complex energy efficiency projects, it was observed that the definition of technical parameters to meet the needs and particularities of energy consumption of buildings generated the need for a standardization of buildings into categories of consumers and multiple solutions for energy efficiency or use of renewable resources, in order to develop the Specifications for suppliers of equipment and management systems, Building Energy Management Systems (BEMS) monitoring and reporting, through which typically, energy consumption reductions of more than 10% can be achieved through the active use of these systems. In this context, there is a need for the large-scale expansion of BEMS systems, but also the need for a standardized approach to a field that requires technical expertise, as well as for their future integration into a municipal energy management platform. The partnership supports the achievement of the Covenant of Mayors' overall goal of reducing local emissions by 2030 and moving closer to the goal of climate neutrality by 2050. Energy efficiency, especially of buildings, major reduction of energy consumption, increasing the share of use of renewable energy sources, ensuring energy security and reducing costs, are major objectives at city level. The social effect of these strategies should not be ignored, especially when we consider the extent of energy poverty that affects more than 4000 families locally and the improvement of the general health of the inhabitants, based on the reduction of pollution.



Industry/Sector

- Energy & renewables

Parties of LGD/Participating parties

- Alba Iulia Municipality - public administration,
- ALEA - ONG,

- Alba Iulia University,
- Technical University Cluj Napoca,
- Flash Lighting Services SA - private company,
- Delex SRL - private company

Scope of LGD

- Defining a set of technical and procedural requirements, as well as the system configuration according to the type and use of the building, which will be the starting point in defining the system requirements;
- Identification and involvement with consultative support of local specialists;
- Promoting BEMS solutions at the level of public buildings, to private and residential building owners, associations, companies;
- Identification of a (non-)reimbursable financing, in order to effectively materialize this system in the form of a pilot at the level of the group of buildings belonging to the "Dorin Pavel" Technological High School;
- It is also necessary to develop documentation that allows the integration of different systems into an energy management platform at the level of the most important municipal consumers.

Concrete measures/commitments

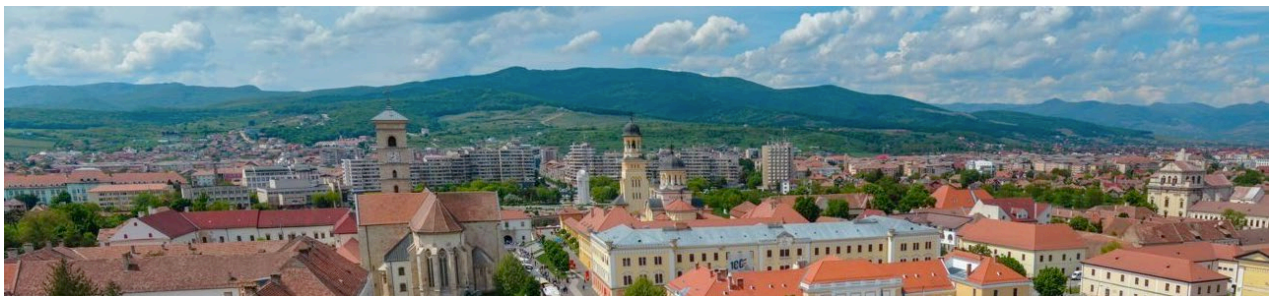
- Integrated Urban Development Strategy of the municipality of Alba Iulia 2021-2030;
- Smart City Strategy of the municipality of Alba Iulia 2021-2030;
- Action Plan on the Circular Economy of the municipality of Alba Iulia 2023-2033;
- Decision no. 145 of 2016 on the approval of the accession of the Municipality of Alba Iulia to the "New Covenant of Mayors for Climate and Energy" extended until 2030;
- Reduction of emissions with 40% in 2030;
- Energy Efficiency Improvement Program of the Municipality of Alba Iulia;
- Sustainable Energy and Climate Action Plan (SECAP 2030) of the Municipality of Alba Iulia;
- Energy Efficiency Improvement Program (PIEE)/ 2023.

Alba Iulia Youth Capital of Romania 2026 – Improving the capacity and capability of local tourism

Alba Iulia - Romania

Short description

This local partnership for the green transition is dedicated to sustainable tourism with focus on youngsters as a target audience for the Youth Capital 2026 to be held in Alba Iulia, an essential area in the city's economic and social development. Its objectives also include strengthening resilience and sustainability and responding to new social, economic, and climate challenges. The partnership supports the achievement of the Covenant of Mayors' overall goal of reducing local emissions by 2030 and moving closer to climate neutrality by 2050.



Industry/Sector

- Tourism

Parties of LGD/Participating parties

- Alba Iulia Municipalities - Public Administration / The Palace of Principles Cultural Center - Public institution

Scope of LGD

- Create travel packages for young people and young families—to develop affordable tourist packages, combine activities for young people and young families, and promote Alba Iulia as local tourism destinations.

- Organise events that attract young people and young families - To create a calendar of events addressed to the youth sector for 2026.
- Creating a partnership for the strategic development of the local youth ecosystem - Developing a support ecosystem for the youth sector, in order to support strategic development, as a premise for increasing tourist attractiveness.

Concrete measures/commitments

- LGD contributing to the integrated development strategy of Alba Iulia.