



# URBANWISE

## Urban Regeneration and Administrative Capacity Building for Sustainable Development and Emissions Reduction

### BUCHAREST, ROMANIA

#### Emissions domains addressed by the Pilot Activity



Consumption of non-electricity energy for thermal uses in buildings & facilities



Multi-sector waste management & disposal



All vehicles & transport (mobile energy)

#### Key Terms

Administrative capacity building | Carbon footprint platform | Citizen co-creation | Pilot area regeneration | Climate ambassadors | Sustainability Engagement Index

#### Levers of Change

Data and Digitalisation | Democracy and participation | Governance and policy | Learning and capabilities | Social innovation

#### Description of the Pilot Activity

District 2 of Bucharest is building the foundational tools needed for decarbonisation in a fast-urbanising context. URBANWISE focuses on administrative capacity, citizen engagement, and spatial regeneration — overcoming institutional fragmentation and empowering local actors to co-design sustainable solutions for transport, energy, buildings, waste, and green space management in the Tei neighbourhood.

#### Year One Highlights

URBANWISE spent Year 1 building the diagnostic and institutional foundations that will underpin physical intervention in Year 2.

Fifty municipal staff across all city hall departments completed a structured Climate Ambassador programme — three stages of workshops covering climate basics, expert roundtables, and hands-on capacity building, with certification issued on completion. Training across all departments rather than a single unit was deliberate: it creates a distributed network of champions with the standing to influence decision-making in their own areas. A local stakeholder community was formally established, bringing together NGOs, organisations, and citizen groups to co-develop the pilot's actions.

A baseline survey of 282 residents revealed a striking awareness-action gap: 77% expressed high concern about climate change, but fewer than half had adopted mitigation practices — confirming that the project's engagement tools need to bridge motivation and behaviour, not just raise awareness. From this, the team developed the Sustainability Engagement Index, a composite score across 12 indicators that maps citizen engagement at street level, enabling the city to direct interventions where they are most needed or most likely to succeed. A comprehensive master plan for the Tei intervention area was completed, integrating zero-emission solutions across transport, energy, buildings, waste, and green public spaces.

#### Innovation Highlights

The Sustainability Engagement Index turns citizen engagement into spatial data — allowing the city to target interventions block by block rather than applying uniform programmes across the pilot area. Combined with a three-layer assessment that diagnoses whether the binding constraint in any given location is physical infrastructure, institutional capacity, or civic engagement, URBANWISE offers a replicable methodology for cities that need to prioritise limited resources across complex urban areas.

#### Twinning with Antalya (Turkey)

Knowledge exchange began with workshops focused on governance structures and stakeholder engagement, revealing shared challenges around limited resources and resistance to change. The exchange helped both cities strengthen their approaches.

