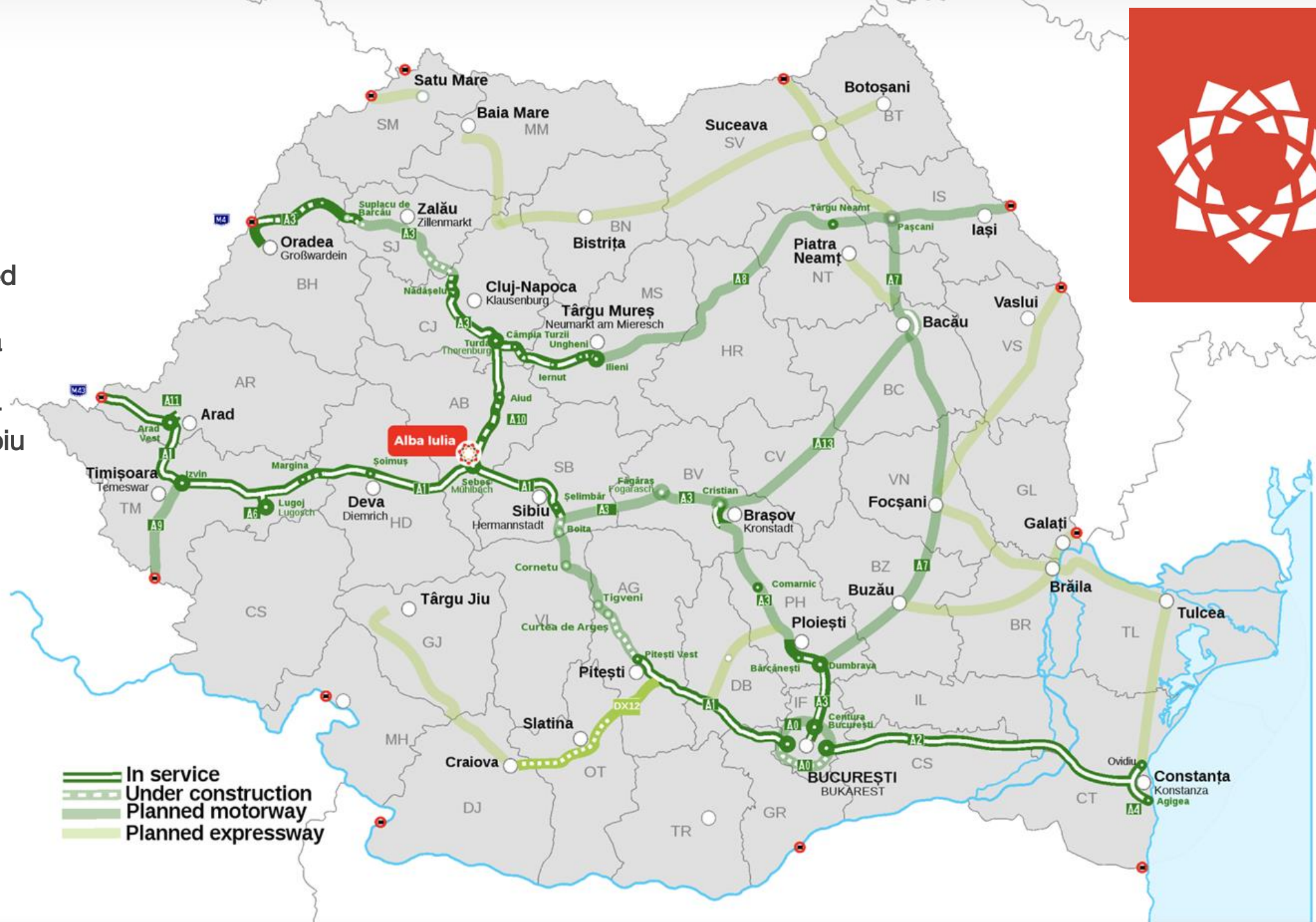






## GEOSTRATEGIC POSITION

Alba Iulia is connected with 3 international airports (Cluj-Napoca Airport 120 km away, Târgu Mureş Airport - 100 km away and Sibiu Airport - 70 km away)





STANDARD  
&POOR'S



MOODY'S

FitchRatings

The first city in Romania to get an audit &  
rating from one of the world's Big 3



THE WORLD BANK

# ***Jan GEHL***

***A good city is like a good party  
- people stay longer than is  
really necessary because they  
feel good.***





# *Covenant of Mayors for Climate and Energy*

*Emission reduction with*

**40%**

*until 2030*



# *Green City Accord*

*From  
April  
2021*





# ***European Energy Award***

***August 2021 - the first municipality  
in Transylvania to receive the title  
Sustainable Community - European  
Energy Award. The performance  
evaluation was made on the basis  
of 79 indicators and 6 areas of  
energy efficiency.***



# Urban Mobility Projects

- **300** electric bikes - sharing system, integrated into the local public transport system
- **13** electric busses
- **4** quick charging stations
- **18 km** separate lanes for public transport
- **95** camera for video surveillance
- **45** modernized bus stations
- **1** management center for traffic





# External funded projects

[www.proiecte.apulum.ro](http://www.proiecte.apulum.ro)



## Alba Iulia Municipality projects financed from non-refundable funds, from 2007 until now

Platform created within the GROW project - reGoverY and Resilience through cohesion frameWork




Total Projects Alba Iulia Municipality

165

Total Non-Refundable Funds LEI  
~1.4 billion lei

Total Non-Refundable Funds Euro  
~300 million euros

Total Funding Programs  
26

Alba Iulia  
Green city 



Finalizate Implementare Sustenabilitate



Population<sup>1</sup>  
74,447

Surface  
103.6 km<sup>2</sup>

Density  
566 l./km<sup>2</sup>



PDR PNRR Orizont 2020 URBACT  
ERASMUS+ POCA POCU Alte finantari

Search in projects...

Financing programs

Economy

Green Transition in Small Cities along  
Transport Corridors, acronym EcoCore

Administration

RISE – we increase Integrity,  
transparency and ethics in local public  
administration

Social

Experience for efficiency – Regional  
partnership for quality occupational  
services



Co-funded by  
the European Union



METAMORPHOSIS

THERMOS



Over 5 million euro – directly from EU  
transnational projects

+CITYXCHANGE



CiViTAS  
Cleaner and better transport in cities  
SUMP-PLUS



CiViTAS  
Cleaner and better transport in cities  
S U I T S





# City branding: making the invisible visible

A branding initiative for sustainable cultural tourism

Share 

Labelisation date : 02/06/2017

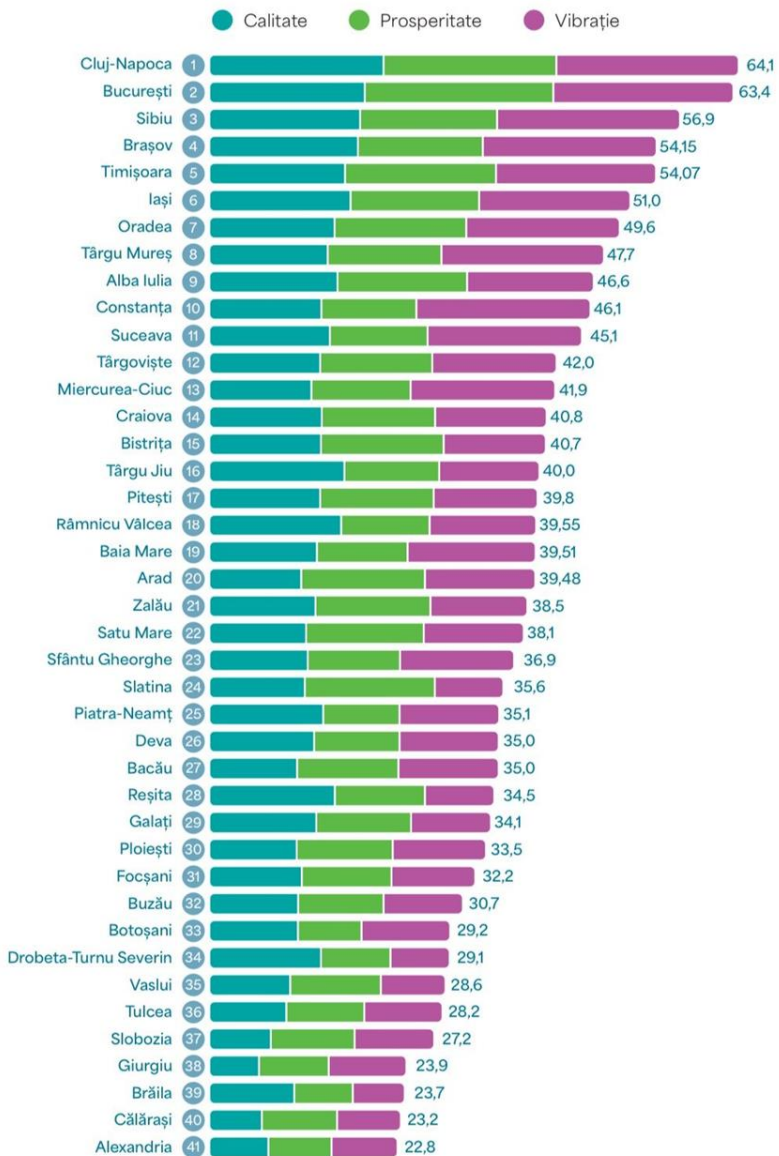
Local economy

 **Alba Iulia , Romania**

 **Size of city :** 63 536 inhabitants



## Clasament general orașe reședință de județ



## Top 15 Performeri

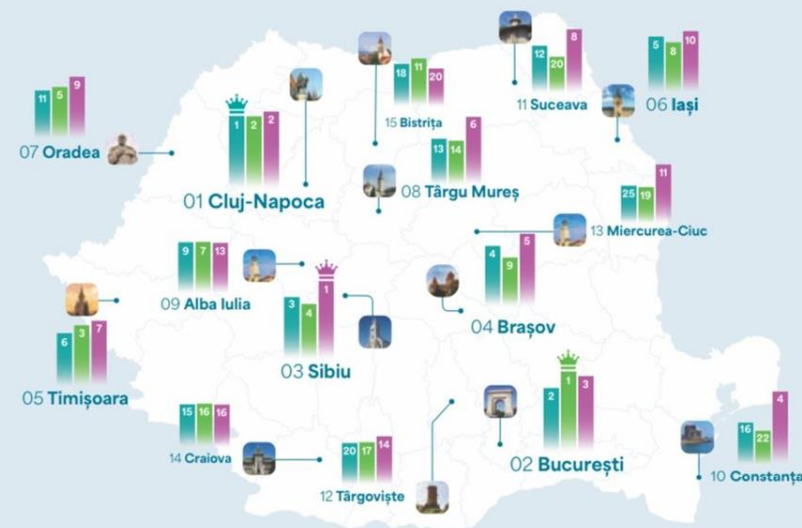
Calitate Prosperitate Vibrație

### Mărimea barelor

verticale reflectă scorul orașului la componenta vizată VS. celelalte 41 orașe analizate.

### Numărul de pe

bară reflectă poziția orașului în clasamentul celor 41 orașe pe componenta respectivă.



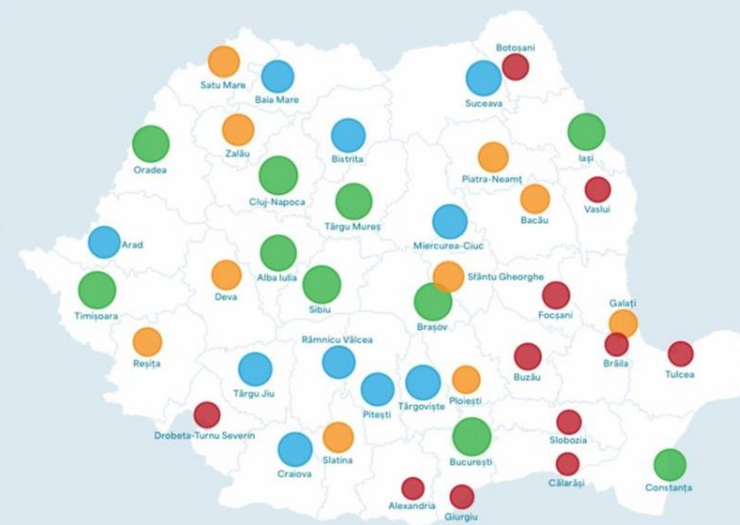
## Distribuția orașelor pe clustere

Locurile: 01-10 11-20 21-30 31-41

Din primele cele mai performante 10 orașe, 7 sunt în interiorul arcului carpatic.

Cele mai puțin performante orașe sunt în exclusivitate în afara arcului carpatic.

Moldova are un singur oras în top 10 - Iași.







**over 300 MIL. EURO**

**2007–2023**



WELCOME TO THE LARGEST  
CITADEL IN ROMANIA



EUROPEAN UNION  
European Regional Development Fund

# Alba Iulia Fortress Rehabilitation

50 €  
mil.



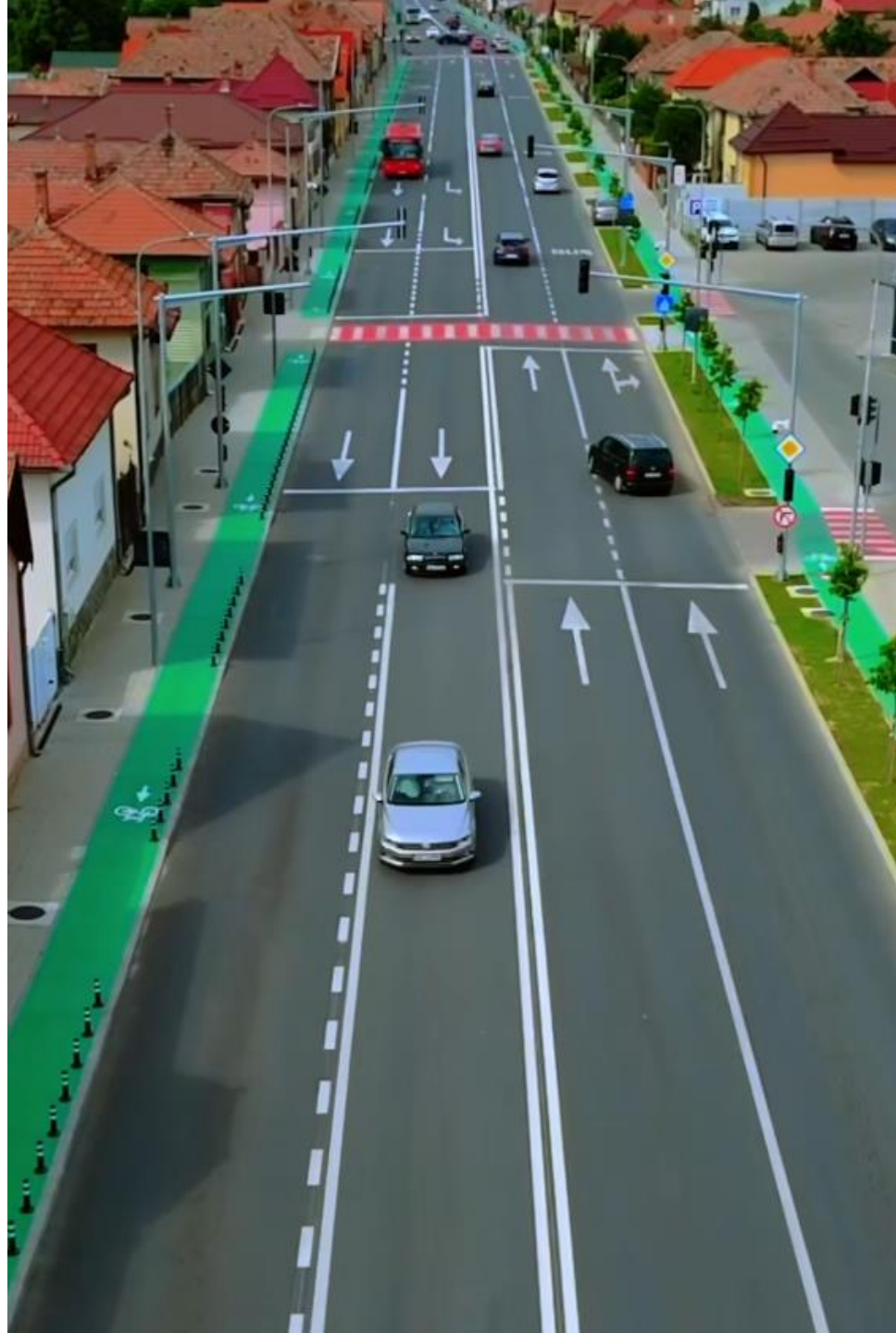




EUROPEAN UNION  
European Regional Development Fund

2014-2023

80  
mil. €





# Urban mobility projects – social development oriented

- ❖ 300 electric bikes and bike sharing systems
- ❖ 13 electric buses in public transport 21 buses and 6 electric minibuses by PNRR
- ❖ 18 km of lanes dedicated to buses
- ❖ 95 video surveillance cameras
- ❖ 45 modernized bus stops Traffic management center
- ❖ 110 smart validators for card payment on buses
- ❖ 35 validators / smart payment machines at bus stops
- ❖ 35 electronic display systems in stations, a bicycle path through the PNRR





# Public lightning

- 4114 LEDs
- 2753 poles installed
- 232 voltaic panels
- 132 km of intelligent lighting with remote management
- 50% reduction in consumption
- 50% reduction in CO2 emissions





# PNRR

## 80% Green projects

- ❖ **BUILDINGS**
- ❖ **SCHOOLS**
- ❖ **KINDERGARTEN**
- ❖ **BUSES**
- ❖ **NURSERY**
- ❖ **BICYCLE**
- ❖ **TRAFFIC MANAGEMENT**
- ❖ **RENOVATION OF PUBLIC BUILDINGS ENVIRONMENT**
- ❖ **REGIONAL CONSORTIUM FOR DUAL EDUCATION**





# THERMAL REHABILITATION FOR PUBLIC AND PRIVATE BUILDINGS

over

20 mil. euro

- Social housing
- Residential Housing
- Education buildings
- Elderly home
- Sports infrastructure



Iceland  
Liechtenstein  
Norway grants



Norway grants

# Innovative energy efficiency solutions for the Olympic Swimming Pool – Alba



Innovation  
Norway





# Design and development of an Energy Efficiency Management and Control System with cost-effective solutions for residential and educational buildings

Acronym: DOITSMARTer



Iceland  
Liechtenstein  
Norway grants

A line graph with three data series: Iceland (represented by a line with square markers), Liechtenstein (represented by a line with square markers), and Norway grants (represented by a line with square markers). The graph shows fluctuations in the data over time, with the Norway grants series showing a general upward trend towards the end.

Norway grants



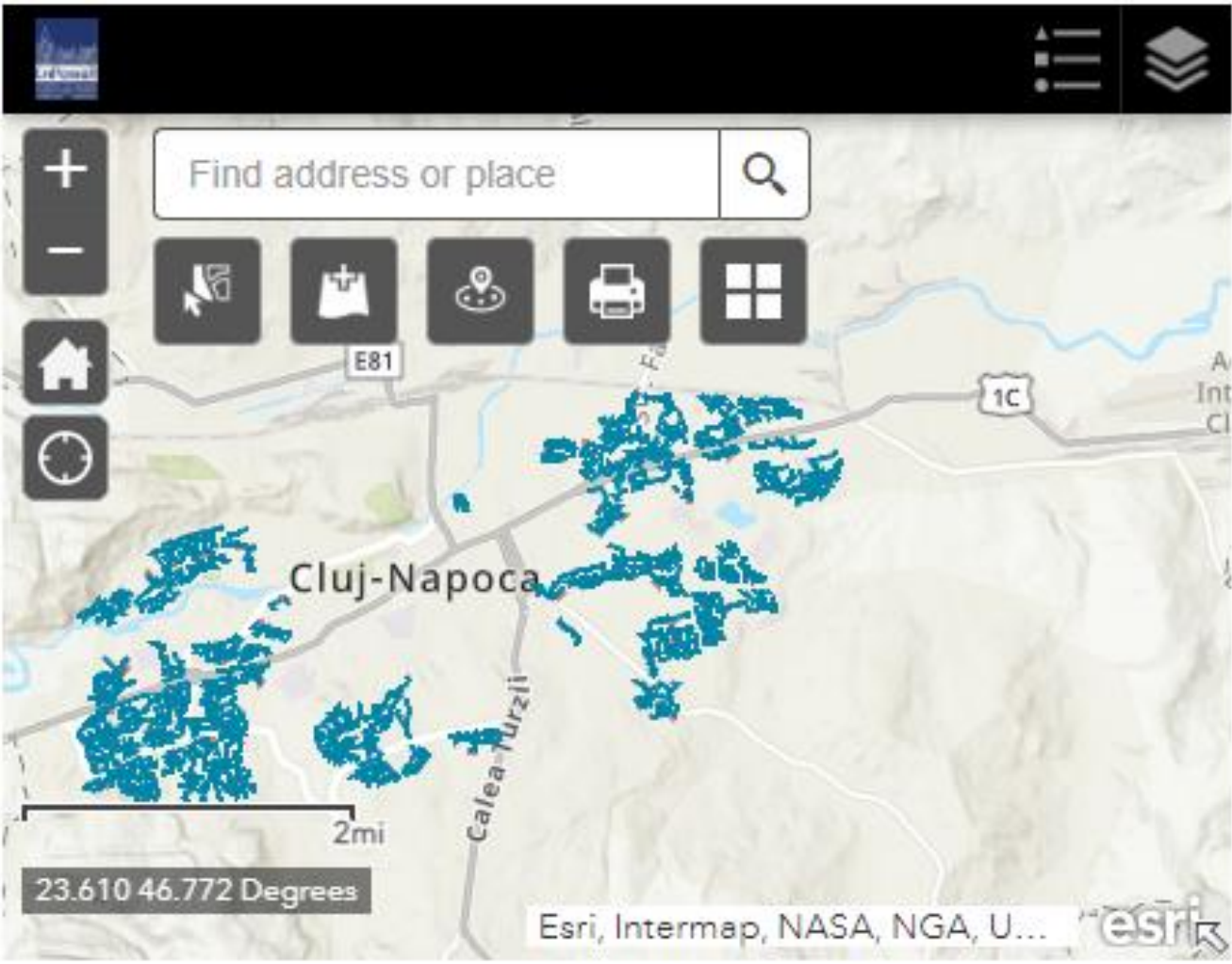


Iceland  
Liechtenstein  
Norway grants

Norway grants



# Energy poverty map





## Pilot – Social apartments building with solar system for hot water



- Continuation of Social Green, an Interreg project (informing/ involving tenants in energy efficiency activities, smart home systems in 10 social apartments, rehabilitation of solar thermic system for hot water)
- OTHER: total DOITSMARTER project budget 544 k Euro;



**Energy efficiency and increased comfort in the building of the Home for the elderly in Alba Iulia**





# A new life in THE NEW WORLD PROJECT



Over 12  
mil euros  
invested in  
the area





***Thank you!***

**Alba Iulia team**

**ALBA IULIA MUNICIPALITY**

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[www.visitalbaiulia-city.ro](http://www.visitalbaiulia-city.ro)