



NORO GREEN CITIES
Smart Future

NORO GREEN CITIES Event Report – 17.12.2024

Capacity Building Workshop in Ploiesti

Location:

Table of Contents

<i>NORO GREEN CITIES Event Report – December 17, 2024</i>	2
1. Capacity-Building Workshop Report: "Smart Cities Development – Technology Adoption, Project Management, and Sustainable Urban Development"	2
2. Summary of Presentation by Judith Pretty: Funding Opportunities for Smart Cities	4
<i>Photos from the workshop:</i>	9
<i>Invitation and agenda:</i>	12
<i>Key Takeaways and Needs Assessment from the Workshop in Ploiești</i>	14

NORO GREEN CITIES Event Report – December 17, 2024

Overview

The NORO GREEN CITIES

1. Capacity-Building Workshop Report: "Smart Cities Development – Technology Adoption, Project Management, and Sustainable Urban Development"

Event Overview

On December 17, 2024, a capacity-building workshop was held at CHAMBER OF COMMERCE AND INDUSTRY PRAHOVA, IN PLOIESTI CITY, within the framework of the NORO Green Cities project. It was a hybrid workshop, online and on-site, with support of EDIH Wallachia eHUB and Prahova Chamber of Commerce and Industry.

Link for online participants:

The event aimed to enhance the knowledge and skills of participants regarding smart cities, focusing on technology adoption, project management, and sustainable urban development.

The workshop included representatives from the public and private sectors, project partners, and other stakeholders, fostering collaboration and knowledge exchange.

Facilitators and Contributors:

- **Bjarne Uldal (Nordic Edge):** Facilitator for Strategy development using Design Thinking process
- **Judith Pretty (EDIH Oceanopolis):** Funding opportunities expert

Workshop Agenda

- **Welcome and Introduction (10:00 – 10:30):**
 - Overview of the NORO Green Cities project.
 - Participant introductions.
 - NORO project presentation and inviting participant to fill in the second survey prepared within the project – survey link:

https://docs.google.com/forms/d/1oTB055uwtlCqkBzmSpQP4yAnjr5Ee1eA5Yg_e5xJrVg/viewform?edit_requested=true

- **Interactive Working Session (10:30 – 13:30):**

The building block to a smart city roadmap comprising the following, as presented by Bjarne Uldal:

- **Design Thinking Process:** Facilitated by Bjarne Uldal, participants were introduced to Design Thinking and its relevance to smart city development.

Summary of Bjarne's Presentation: "Developing a Smart City Roadmap for Ploiești City – study case"

Presented by **Bjarne Uldal (Nordic Edge)**, this session focused on creating a structured approach to transforming Ploiești or any other city into a smart and sustainable city through collaboration, innovation, and citizen-centered planning.

Key Highlights:

1. The Smart City Roadmap:

- A 7-step framework emphasizing meaningful purpose, stakeholder engagement, action areas, and implementation plans.
- Focuses on creating a common language and shared values for collaboration across sectors.

2. Core Components:

- **Body (Future Place and Environment):** Addressing climate change, reducing emissions, and enhancing liveability through efficient transport and inclusive public spaces.
- **Soul (Future Community):** Promoting health, inclusion, and access to community services.
- **Mind (Future Economy):** Supporting innovation, economic development, and digital transformation.

3. Principles and Challenges:

- Advocates for a holistic approach to address societal inequalities and environmental concerns.
- Emphasizes co-creation and quadruple-helix collaboration (public sector, private sector, academia, and citizens).

4. Implementation Plan:

- Prioritizing projects that enhance quality of life, reduce environmental impact, and foster innovation.
- Serving as a guidebook and platform to inspire other cities globally.

Case Study: PLOIESTI City Hall

Using the Design Thinking and Three-Phase Diamond approach, attendees worked collaboratively to address challenges and design strategic solutions for smart city planning.

2. Summary of Presentation by Judith Pretty: Funding Opportunities for Smart Cities

Judith Pretty from **EDIH Oceanopolis AS** presented funding avenues under the NORO Green Cities initiative to support smart and sustainable urban development.

Key Highlights:

1. Relevant EU Programs:

- Explained opportunities available through EU Work Programmes like Horizon Europe, including specific calls such as:
 - HORIZON-CL5-2021-D1-01-01
 - HORIZON-WIDERA-2025-ACCESS-01-01 (two-stage).

2. Types of Funding:

- **HE Funding:** Support for research and innovation.
- **Cascade Funding:** Distribution of funds through intermediary projects.

3. Finding Partners:

- Emphasized the importance of collaboration and provided resources like the **EU Funding and Tenders Portal** for identifying partners and opportunities.

4. NORO Green Cities Project:

- Highlighted as a model of success, funded under the “Open Call for Bilateral Cooperation in the Green Transition.”

Key Takeaway: Local administrations can leverage EU funding programs to implement innovative solutions for smart city projects, focusing on sustainability, collaboration, and impactful transformation. Tools like the EU Funding and Tenders Portal are critical for navigating and accessing these opportunities.

Challenges and dilemmas exercise split in 2 groups - The body, soul and mind of a smart city

Group 1 – Ploiesti city

		Challenges and dilemmas	Barriers	Principles
Body	Physical variables	Aging infrastructure, lack of green spaces, insufficient public transport systems.	Limited funding for infrastructure projects, lack of integration between public and private sector planning	Focus on sustainable infrastructure development, promote green mobility solutions, and ensure accessibility for all residents.
	Functional variables	Some traffic congestion and limited parking facilities.	Lack of traffic management systems and sustainable transport initiatives	Develop smart traffic solutions, prioritize public transport, and incentivize green transport options like electric vehicles and cycling
Soul	Emotional variables	Low community engagement in urban development projects	Limited platforms for public participation and awareness campaigns	Foster community-driven planning initiatives, enhance communication with citizens, and build trust in local governance
	Social variables	Insufficient access to healthcare, education, and recreational spaces	Underfunded social programs and inadequate infrastructure in underserved areas	Prioritize investments in community services, establish inclusive public spaces, and encourage social equity
Mind	Commercial variables	Weak support for local businesses and limited economic diversification	Lack of innovation hubs and inadequate support for startups	Create business-friendly policies, establish innovation and incubation centers, and promote Ploiești as a hub for sustainable economic development.

Group 2 – COMARNIC city

		Challenges and dilemmas	Barriers	Principles
Body	Physical variables	Roads	Funding	Focus on road infrastructure modernization and maintenance to improve connectivity.
	Functional variables	Public transport	Underfunded	Develop reliable and sustainable public transport systems to reduce traffic congestion.
Soul	Emotional variables	Public lighting, dirty roads	Underfunded	Upgrade public lighting for safety and cleanliness. Promote community pride through clean and well-maintained streets.
	Social variables	Lack of community engagement	no platforms for public participation	Encourage public participation in local decision-making through awareness programs and consultations
Mind	Commercial variables	Low local economic development opportunities	No support for new businesses development	Support local businesses, attract investments, and create job opportunities through public-private partnerships.

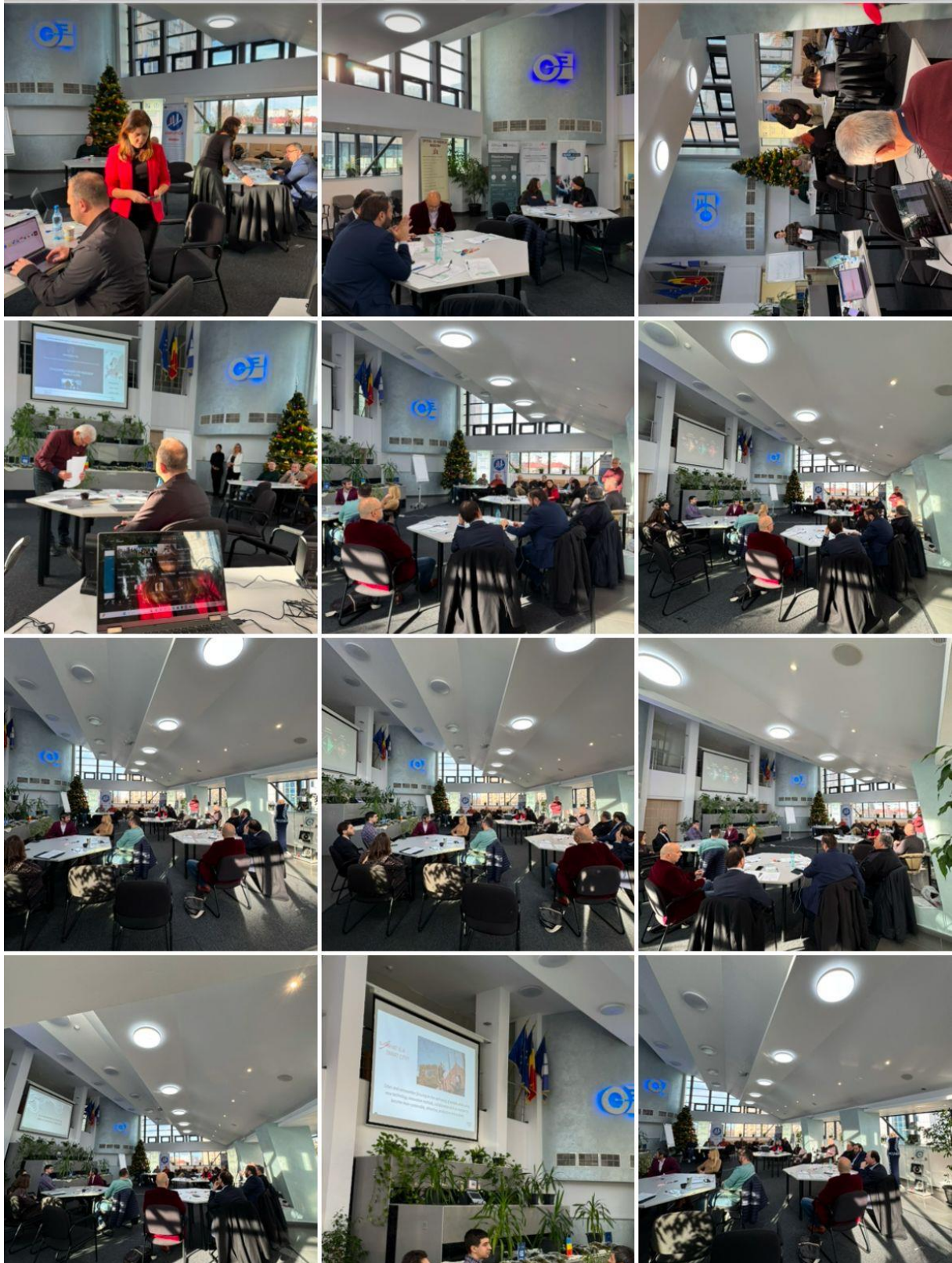
Group 3 - BLEJOI

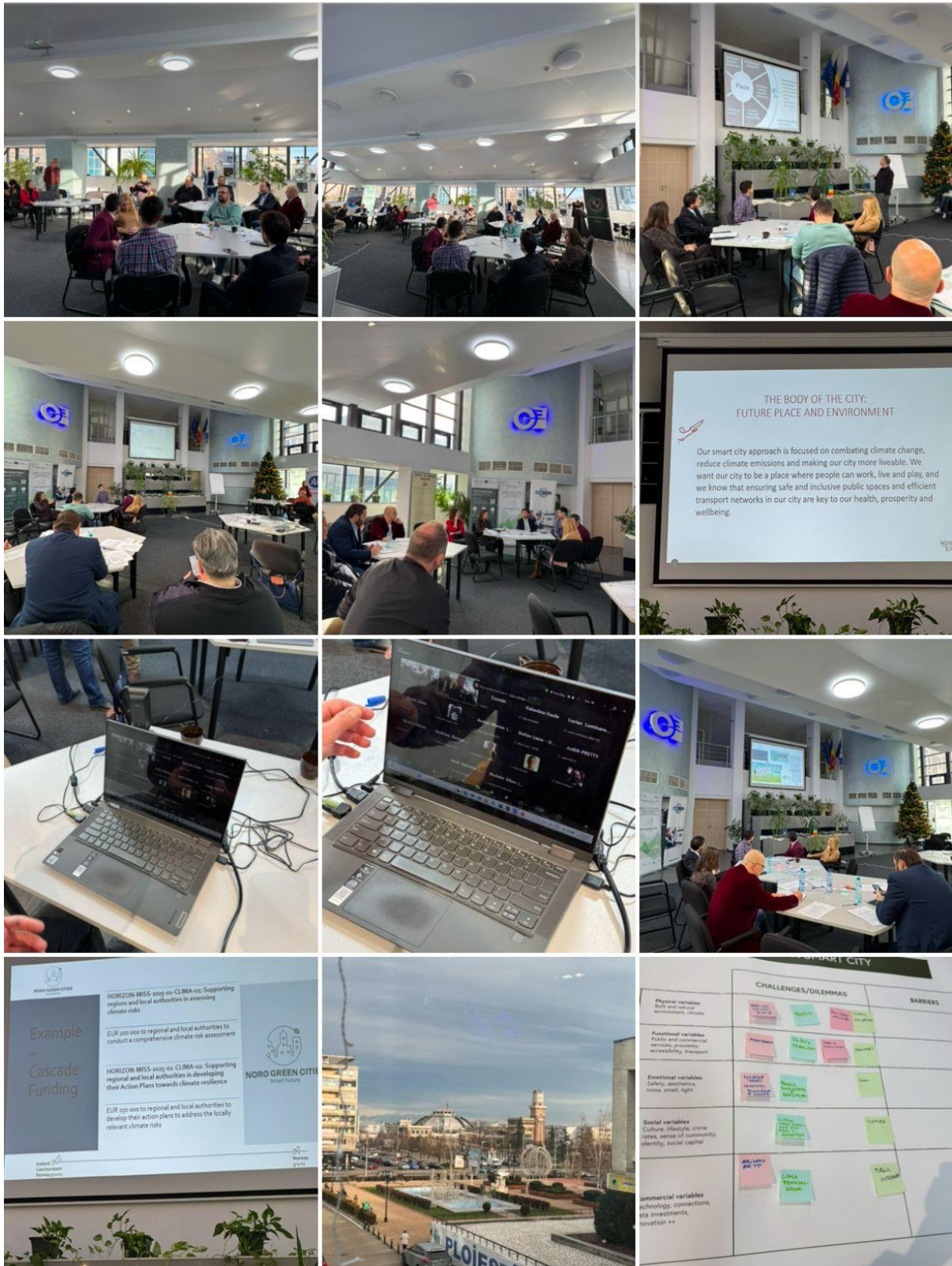
		Challenges and dilemmas	Barriers	Principles
Body	Physical variables	Pollution	Lack of strict environmental regulations and enforcement.	Promote renewable energy and green technologies. Implement stricter pollution control policies.
	Functional variables	Public Transport	Outdated infrastructure. Lack of funding for modernization. Overcrowding and inefficiency.	Invest in sustainable, efficient public transport systems. Encourage use of eco-friendly transport solutions.
Soul	Emotional variables	Cultural activities	Insufficient funding for cultural events	Establish a yearly budget for cultural initiatives. Promote local talent and heritage through festivals and programs.
	Social variables	Recreational space	Limited public land. Lack of urban planning for green spaces.	Prioritize the development of parks and public spaces in urban plans. Engage the community in designing these areas
Mind	Commercial variables	Limited business support	Inadequate incentives for startups and local businesses. Bureaucratic barriers	Create business-friendly local policies, including tax incentives. Develop incubators and innovation hubs to support entrepreneurship.

Group 4 - BOLDESTI

		Challenges and dilemmas	Barriers	Principles
Body	Physical variables	Bad Smell, pollution	Industrial waste and untreated emissions. Lack of environmental monitoring systems.	Implement stricter regulations on emissions and waste management. - Develop green technologies and promote cleaner industrial practices.
	Functional variables	Transport	Insufficient public transport routes. Poor road infrastructure.	Modernize transport networks and ensure accessibility. Promote eco-friendly public transport options such as electric buses.
Soul	Emotional variables	Smell	Lack of proper waste management facilities. Ineffective sewage systems.	Improve waste management processes and invest in odor-neutralizing technologies. Upgrade sewage systems with sustainable solutions.
	Social variables	culture	Lack of spaces for cultural activities. Limited funding for events and programs.	Create cultural hubs and organize regular events to promote community engagement. Support local artists and cultural heritage initiatives.
Mind	Commercial variables	Public internet	Limited access to digital infrastructure in public areas. Lack of investment in ICT (Information and Communication Technology).	Expand public internet access points across the city. Promote digital inclusion by implementing city-wide Wi-Fi initiatives.

Photos from the workshop:







Invitation and agenda:



NORO GREEN CITIES
Smart Future

Stimate Domnule/Doamnă,

Suntem încântați să vă invităm să participați la atelierul "**Dezvoltarea Capacității Orașelor Inteligente – Adoptarea Tehnologiei, Managementul Proiectelor și Dezvoltarea Urbană Durabilă**", organizat în cadrul proiectului **NORO GREEN CITIES**.

Evenimentul va avea loc pe 17 decembrie 2024, la sediul **Camerei de Comerț și Industrie Prahova - Ploiești, str. Cuza Vodă nr. 8, Prahova, etaj 2**.

Atelierul va beneficia de prezența reprezentanților din Norvegia – [EDIH Oceanopolis](#) și [Nordic Edge](#), care își vor împărtăși expertiza în dezvoltarea soluțiilor de orașe inteligente și dezvoltare urbană durabilă, inclusiv oportunitățile de finanțare pentru aceste inițiative.

Agenda Atelierului de Dezvoltare a Capacităților în Domeniul Smart Cities

10:00 – 10:30	Bun venit și introducere: <ul style="list-style-type: none">- Proiectul NORO Green Cities Prezentarea participanților - reprezentanți ai sectorului public și privat, parteneri ai proiectului și părți interesate.
10:30 – 13:30	Sesiune interactivă de lucru Facilitator: Bjarne Uldal, Nordic Edge <ol style="list-style-type: none">1. Introducere în procesul <i>Design Thinking</i><ul style="list-style-type: none">o Prezentarea procesului de tip <i>Design Thinking</i> și relevanța acestuia pentru dezvoltarea orașelor inteligente.2. Studiu de caz interactiv: Primăria Ploiești<ul style="list-style-type: none">o Aplicarea abordării în <i>3 faze Diamond</i> pentru dezvoltarea unui plan strategic pentru orașul inteligent.o Soluționarea colaborativă a problemelor pentru identificarea provocărilor și a soluțiilor inovatoare.3. Dezvoltarea colaborativă a planului strategic<ul style="list-style-type: none">o Implicarea participanților în utilizarea uneltelor și metodologiilor pentru crearea unor strategii aplicabile pentru orașe inteligente.4. Oportunități de finanțare pentru implementarea soluțiilor de orașe inteligente de către administrațiile publice locale – prezentare susținută de Judith Pretty, EDIH Oceanopolis.

13:30 - 14:30	Pauză de prânz & oportunități de networking în timpul prânzului.
14:30 – 15:30	Networking și discuții deschise: <ul style="list-style-type: none">• Sesiune de networking facilitată pentru a încuraja colaborarea între participanții din sectorul public și privat.• Oportunități pentru părțile interesate de a împărtăși idei și de a discuta despre parteneriate potențiale pentru inițiativele de orașe inteligente.

Vă invităm cu drag să ni se alăturați în construirea unui viitor mai verde și în explorarea unor noi oportunități de colaborare!

Vă rugăm să confirmați participarea la acest eveniment până pe **13 decembrie 2024**, completând formularul următor:

<https://forms.gle/dF71WrMzDrU3krM7>

Cu stimă,

Irina Rădulescu

Executive Director

Danube Engineering Hub Cluster

Parteneri în consorțiul proiectului:



Susținut printr-un grant din partea Islandei, Liechtensteinului și Norvegiei prin Granturile SEE România 2014-2021, în cadrul Programului de Creștere a IMM-urilor România, Apel Deschis pentru Cooperare Bilaterală în Tranziția Verde.

Supported by a grant from Iceland, Liechtenstein and Norway through the EEA Grants Romania 2014-2021, in the frame of the SME Growth Programme Romania, Open Call for Bilateral Cooperation in the Green Transition

**Working together for green, competitive
and inclusive Europe**

Follow up email

Mulțumiri pentru participarea la workshop-ul NORO GREEN CITIES din Ploiești, 17.12.2024



○ Emanuela Modoran

To:

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On: Thursday, 19 December 2024 at 11:08

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Stimați participanți,

Vă mulțumim pentru implicarea dumneavoastră și pentru prezența la workshop-ul de construire a capacităților organizat în cadrul proiectului **NORO Green Cities**, desfășurat la Ploiești pe data de 17 decembrie 2024.

A fost o onoare să colaborăm și să discutăm împreună despre modalitățile prin care putem transforma orașele noastre în comunități mai inteligente, mai sustenabile și mai inovatoare. Pentru a sprijini în continuare inițiativele locale, vă atașăm:

- **Prezentările vizionate în timpul evenimentului**, care conțin informații valoroase și exemple practice;
- **Un material bine documentat realizat de Judith Pretty** (nu a fost prezentat în cadrul evenimentului, dar s-a făcut referire la el), cu detalii despre apelurile de finanțare relevante pentru proiectele de orașe inteligente.

De asemenea, vă rugăm să completați chestionarul pregătit în cadrul proiectului, accesibil la link-ul de mai jos. Contribuția dumneavoastră este esențială pentru a identifica nevoile și oportunitățile locale:

Link către chestionar: <https://lnkd.in/dQRcY-m3>

Vă mulțumim încă o dată pentru participare și implicare!

Vă dorim **Sărbători Ferice** alături de cei dragi, cu sănătate, bucurie și împliniri! 🎄🌟

Cu stimă,

Echipa **NORO Green Cities**
<https://oceanopolis.no/noro/>

Key Takeaways and Needs Assessment from the Workshop in Ploiești

Key Takeaways:

1. Collaborative Approach:

- The workshop emphasized collaboration across public, private, and academic sectors using the Design Thinking methodology for smart city development.
- Stakeholder engagement is essential for identifying challenges and co-creating solutions.

2. Smart City Roadmap:

- A structured 7-step roadmap was introduced to guide Ploiești's transformation into a sustainable, inclusive, and innovative city.
- Focus on integrating **environment (Body)**, **community needs (Soul)**, and **economic growth (Mind)** for holistic development.

3. Actionable Insights:

- Identified practical challenges such as aging infrastructure, traffic congestion, insufficient green spaces, and limited community engagement.
 - Proposed tailored solutions like green mobility, enhanced public services, and better digital and innovation ecosystems.
4. **Funding Opportunities:**
- Judith Pretty highlighted EU funding mechanisms like Horizon Europe and Cascade Funding to support smart city projects.
 - Tools like the **EU Funding and Tenders Portal** were recommended for identifying funding opportunities and partners.
5. **City-Specific Discussions:**
- Group exercises tailored to local challenges for Ploiești, Comarnic, Blejoi, and Boldești-Săcăeni cities provided localized insights and solutions for urban development.

Needs Assessment:

1. **Ploiești City:**
 - **Needs:** Modernized infrastructure, improved public transport, better community engagement platforms, and business-friendly policies.
 - **Proposed Solutions:** Develop smart traffic management systems, promote public-private partnerships, and expand green spaces.
2. **Comarnic City:**
 - **Needs:** Upgraded roads and public transport, enhanced public lighting, and increased community participation.
 - **Proposed Solutions:** Focus on infrastructure modernization, improve waste management systems, and foster local economic growth.
3. **Blejoi:**
 - **Needs:** Pollution control, accessible public transport, recreational spaces, and support for local businesses.
 - **Proposed Solutions:** Introduce stricter environmental policies, invest in eco-friendly transport, and prioritize cultural and recreational initiatives.
4. **Boldești-Săcăeni:**
 - **Needs:** Solutions for bad odors and pollution, improved public transport, and expanded digital infrastructure.
 - **Proposed Solutions:** Implement stricter emissions regulations, modernize transport networks, and introduce city-wide Wi-Fi.

Conclusion: The workshop successfully provided a framework and resources to address urban challenges through smart city principles. By leveraging EU funding opportunities and fostering collaboration, these cities can advance toward sustainable, inclusive, and innovative development.