

SMART CITY AND DIGITAL TRANSFORMATION STRATEGY OF TIMISOARA – 2022-2027

Presentation and Peer Review Event

January 27, 2022

The event dedicated to the presentation and Peer Review of the first Smart City and Digital Transformation Strategy of Timisoara (2022-2027) took place **online, on January 27, 2022, in the presence of more than 120 participants**, representing:

- **Local actors** – SMEs, universities, local and county public administration, corporates, NGOs, intermediaries etc.
- **4 Romanian cities** – Arad, Cluj, Bucharest and Baia-Mare
- **10 embassies and consulates** – Ireland, Israel, Denmark, Japan, Germany, The Netherlands, Estonia, Spain Mexico, Northern Macedonia
- **2 international cooperation chambers** – French and German, and **1 export agency** - Japanese
- **Peer review experts** from Singapore, Ireland, Hungary and the Netherlands

The **keynote presentations of the event (see attached)** were offered by:

- **Dominic FRITZ**, Mayor of Timisoara City
- **Valentin Muresan**, Advisor to the Mayor of Timisoara on Smart City and Digital Transformation
- **Oesha Thakoerdin**, Co-Founder, Director and Board Member of WEnergy Global, and Expert with the World Bank Group and the Asian Development Bank (Singapore)
- **Tamas Gyulai**, Smart City expert for industrial clusters at Szombathely and President of the Regional Innovation Agency of South Great Plain (Hungary)
- **Colm McColgan**, Director at Donegal Digital Innovation Company and General Manager of ERNACT – European Regions Network for the Application of Communications Technology (Ireland)

The event was moderated by Raluca Cibu-Buzac, Founder and CEO of *Luminspino Ltd* and **Process Facilitator for the co-design of the strategy.**

The strategy was very well received by the attendees, and at the same time, the local actors expressed their interest to follow on the next steps towards the implementation, soon to be commenced. We are capturing below **several key feedback points received from the representatives of the local ecosystem, as well as from the international Peer Review experts:**

- **Teodora Borghoff** – Programs Director at Timisoara Community Foundation
 - There is great depth in the strategy's approach, analysis and action plan
 - There is a well-balanced integration of issues specific to the city
 - "Nobody is left behind" – key gain offered by the strategy
 - Well-perceived focus on quality of life
- **Rector Prof. Dr. Florin Drăgan** – Politehnica University of Timisoara
 - Strong points: engagement of citizens, role of local public administration as initiator and leader, having taken into consideration the non-digital inhabitants, very good mapping for all the Ambitions of the strategy, relevant KPIs, and a well-structured strategic and operational framework;
 - Weak points that need to be improved – increased collaboration with West Regional Development Agency as managing authority of the Regional Operational Programme, elaboration of an operational plan for the implementation, greater involvement of universities, up taking of dedicated measures for the retention of young people, inclusion of the Metropolitan area and the relationship with Arad city
- **Claudiu Suma** – CEO, Civitronic and Safefleet
 - Very comprehensive strategy
 - Eager to see the creation of more startups supported by the strategy

- An important contribution to the above objective would be brought by organising hackathons
- Positive feedback related to the KPIs seeking the limitation of pollution in the city
- A relevant ingredient would refer to awareness raising about energy efficiency within the community, coupled with investments in green energy endowments
- **Charles de Monchy**
 - Excellent perception of the enthusiastic reactions of the participants in the online consultations, about the strategy
 - Excellent vision, coupled with a clear matrix with the aim to make things practical
 - Great variety of participants and complexity of knowledge involved in the process of co-design
 - All that is needed to start implementation is into place!
- **Oesha Thakoerdin**
 - Government officials need to get educated – e.g. Smart Academy with universities
 - Living labs as instruments to increase involvement, result-oriented, as well solving problems and keeping the attention of citizens to the strategy
 - Great bottom-up and co-creation approach of the strategy
 - Suggestion to create a CTO office within the local public administration
 - Innovation – in terms of startups, but also scaleups
 - Look at sectors and startups to support the smart city = “smart city startups”
 - Sustainability – everything is already included, additional pinpointing to climate, disaster management, resilience, circular city, net 0, or “nature-positive city”
 - Pandemic focus – health and safety
- **Tamas Gyulai**
 - Cross border level – the advantage of direct interaction between citizens through digital transformation
 - Smart City strategy supporting various sectors of the economy – the strategy is inclusive for all sectors, at this point, which is a positive aspect
 - Great co-creation approach – smart city generation 3.0 in Timisoara!
 - The focus on talent retention and attraction is a differentiating feature of the strategy
 - Metropolitan approach for the future
- **Colm McColgan**
 - A very clear strategy, as well as the process and methodology, governance and concrete plans
 - Next challenge – implementation in the context of a high number of projects
 - Role of the City Hall of Timisoara – ensuring consistency over political changes and enhancing the digital capabilities of the employees
 - Promote local stories within the digital ecosystem
 - Combine money and skills – as well money from national government, besides the EU funds
 - Suggestion to focus on Ambition 3 (Vibrant Innovation Ecosystem) at the forefront of implementation – prioritise the innovation ecosystem
 - In terms of talent – consider as well women entrepreneurship

Any additional feedback, questions, or clarifications, are welcome at the e-mail address:

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