

ALBA IULIA **SMART CITY**

the city where the future was born



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What is #AlbaIuliaSmartCity?

- first smart city pilot project in Romania (launched in 2016);
- unique in RO, implemented by Alba Iulia Municipality in partnership with the Ministry of Communications and Information Society and private companies;
- focused on community: to convert modern technologies in order to improve the quality of life;
- focused on business environment: transforming the city to become more friendly with business environment | start-up launchpad;
- purpose: increasing economic efficiency, costs reduction, improving quality of life - a more livable city.

FUNDAMENTALS



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Why #Albalulia?

- the city of The Great Union - 100 smart projects dedicated to 100 years of modern Romania - #Albalulia to be transformed along the Centennial Year into a live showcase of smart solutions;
- it has a unique and comprehensive Development Strategy for 2014 – 2020, developed in a collaboration with the World Bank;
- champion at attracting EU funding (over 200 million euros in the last 10 years);
- the first Romanian city with a Branding manual, able to ensure strategic coherence and international visibility of the city;
- recognized by the European Commission as a Destination of Excellence (2012);
- the first Romanian city with a Moody's rating on transparency of public spending;

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Why #Albalulia?

- geographical location in the centre of Romania, its medium size, local institutions openness, friendly business environment, local universities, highway proximity;
- already successfully implemented Smart City elements, like solar energy generators, smart public transport, selective waste processing, buildings energy efficiency etc.;
- a recognised city for its capability to ensure incomes from other financial resources, not only from local taxes;
- dedicated, young and dynamic team that is able to support partners across all project phases;

FUNDAMENTALS



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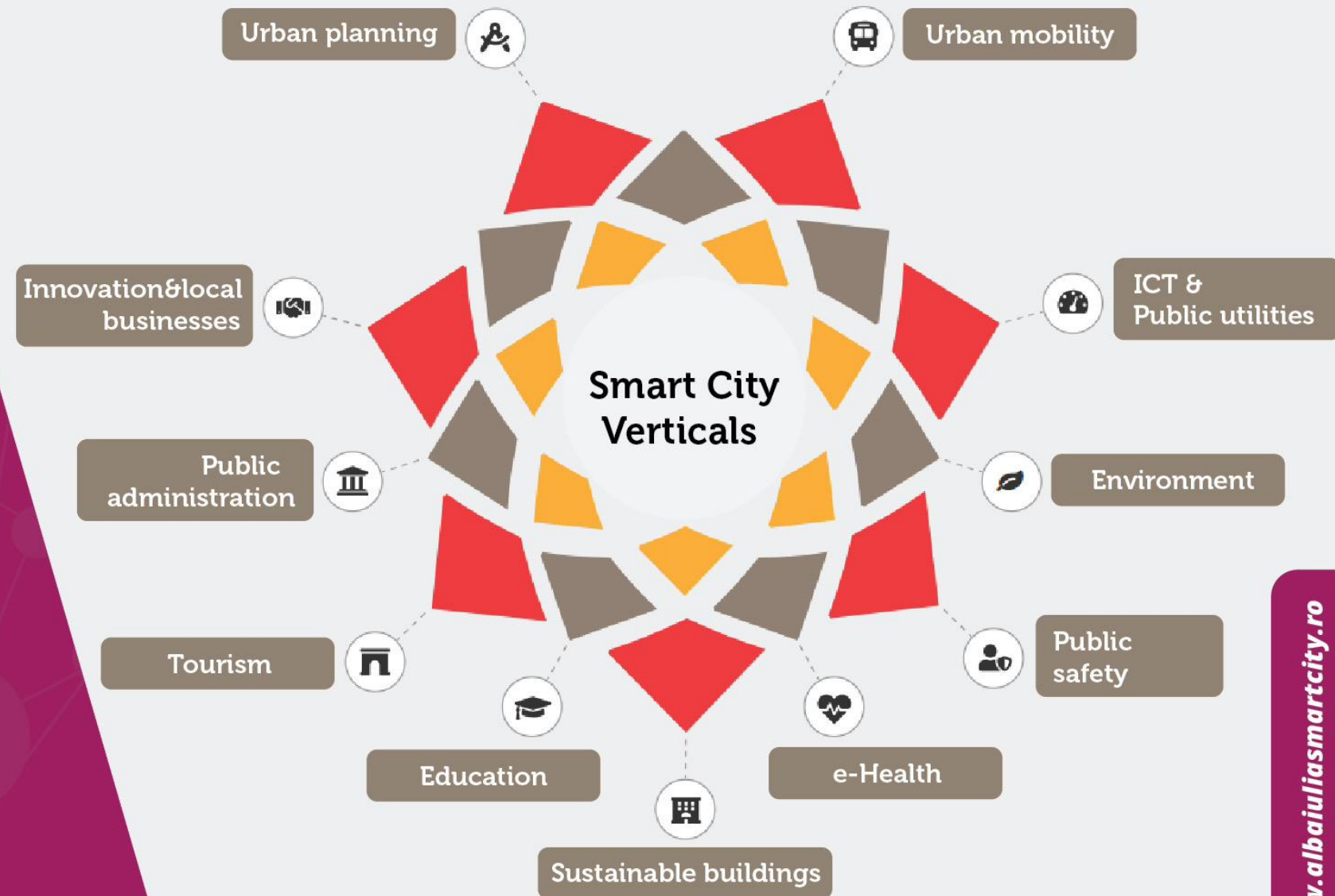
100 smart solutions

45 private companies involved

50% functional projects

e-Governance & digitalisation of public services

*Ready to launch first **open data** platform in Romania*





Many thanks to our partners!

Connectivity

- **Wi-fi Hotspots**
- **LoRaWan NetWork**
- **Inductive sensors**
- **Smart metering**
- **City Analytics Platform**
- **Business Internet Security**
- **Public lighting (dimming capacity)**



SMART PROJECTS



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Green Energy & Environment

- **Charging station with solar panel**
- **Energy management logistics**
- **Public lighting + LoRaWAN**
- **Mobile solution on 15 busses to measure air quality in Alba Iulia**
- **Thermodynamic solar system for water heating (testing the system in one nursery in Alba Iulia)**



uRADMonitor



Senzori:



Temperatură



Umiditate



Presiune



Compuși organici volatili



Concentrația de CO2



Formaldehidă



Pulberi în suspensie



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SMART PROJECTS

Administration

- **Smart city business case**
- **Public procurement solution**
- **Online complaints app**
- **Budget analysis solution**
- **Budget incooms app**
- **Public barometer app**
- **Online wedding programming app**
- **Apartments administration solution**

SMART PROJECTS



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e-Citizen

- **Smart surveys**
- **Open data platform**
- **3 apps for direct complaints**
- **One app to send messages for general interests of the citizens**
- **Public barometer app**
- **Traffic monitoring**
- **Parking solutions**

SMART PROJECTS



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Education

- **Hyper Webinar**
- **HyperEdu, HyperTraining, Course Authoring Tool & HyperBook**
- **Edu for all**
- **Digital classroom**
- **Digital catalog**
- **Free access to secured online libraries**
- **Free secured Wi-Fi in two main colleges in Alba Iulia**

SMART PROJECTS



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Business

- **Hyper Events - business collaborative platform**
- **In cloud business administration**
- **Complete accounting platform, clients management etc.**
- **Suport&logistics for start-ups**
- **Hackathon (2017)**

SMART PROJECTS



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e-Health

- **Hyper Med - medical collaborative platform**
- **Blood donation platform + app**
- **Pediatric Call Center**
- **Posture and mobility sensors for students (testing all the students is the fifth grade in Alba Iulia)**
- **Cardiac Age Testing**
- **Pulmonary Age Testing**
- **Educational Health Campaigns**

SMART PROJECTS



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Tourism

- **Wi-fi Hotspots**
- **Virtual guide for a museum in Alba Iulia**
(having the face of the roman emperor Caracalla)
- **Virtual guide in Alba Iulia - e-Albalulia app**
(Bluetooth+Beacons)
- **Guided tours and treasure hunt app** (discovering authentic places and stories in the city)
- **City Analytics platform**
(to monitor incoming visitors)
- **Virtual tour in #AlbaCarolinaCitadel**
- **3D scanning of the city**



SMART PROJECTS



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EU funds

Post Pilot Mobility

20 km

road infrastructure
length

54

bus station

26 km

bicycle lanes

36 km

pedestrian areas

29 km

dedicated bus lanes

540

smart bikes (sharing
stations)

31

charging stations

900

trees&vegetation

13

electric busses

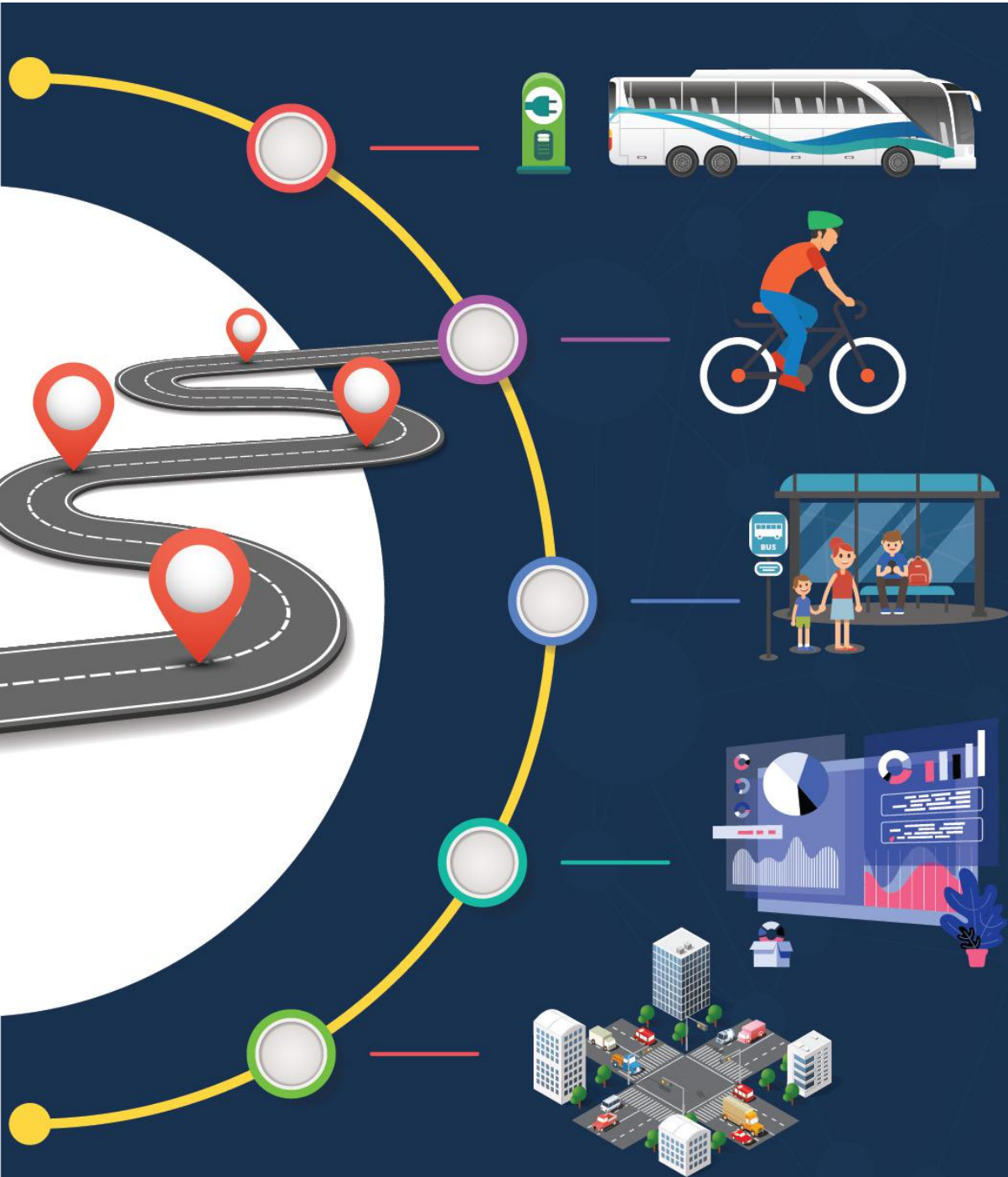
4,5% CO₂

emissions reduction

42

milion Euro

mobility projects



4114

LEDs

2753

new poles

232

photovoltaic panels

132 km

smart lighting system

50%

consumption decrease

50%

CO₂ decrease

11

million Euro

200 streets

**In cloud
monitoring
sensors**

**Smart pedestrian
crossings**
presence sensors



Smart public lighting

Other smart projects

- **Children`s Museum**
- **Nursery - new smart building in Ampoi II neighborhood**
- **Remotely Building System Management**
- **Energy efficiency - rehabilitation of residential buildings**
- **Intelligent energetic system within Elderly Day Center**
- **Energy efficiency system within "Liceul Sportiv"**
- **Thermal rehabilitation - "Alexandru Domșa" High School**
- **400 beacons all over the city to communicate with citizens**
- **Digital catalog in 2 main colleges in Alba Iulia**
- **5G Victory project**
- **Smart living hub - Digital literacy & Learn to Code, Google grant within Digital Nation Program**



Future plans in #AlbaluliaSmartCity?

- dedicated department for #smartcity direction of development;
- “The City where the future was born” - we build the digital **foundation** for another 100 years of Romania, celebrating 100 years of modern Romania;
- “A more livable town” - a more **attractive** city for business environment, more **transparent** to the community, more **integrative** for a better city ergonomics and mobility, more **acesible**, more **competitive**, more **creative**; more **efficient**;
- digitalisation of public services.

DIRECTIONS



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Thank you!

