



SIBIU // Smart City

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Modele de finantare a masurilor de reabilitare urbana in Romania

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Global competition

- Sustainable city
- Capital city
- Global city
- Eco/slow city
- Smart city

Common features/need:

- All of them need finance

Competitia globala

- Orase durabile
- Orase capitala
- Orase globale
- Orase ECO
- Orase SMART

O trasatura/nevoie comuna:

- Toate au nevoie de finantare


Financing models based on:

- Source of funding
- How much is the project cost?
- For what type of project is money needed?
- Financial instruments: grant or non-grant instruments
- Funding conditions such as collaterals, performance indicators of the project (profitability, benefit social/environment/economic)
- **The project is the subject to focus on, not the finance**


Modele financiare bazate pe:

- Cine finanteaza?
- Cat costa proiectul?
- Pentru ce tip de proiect avem nevoie de bani?
- Instrumente financiare tip grant sau non-grant?
- Conditia finantarii precum garantarea, indicatorii proiectului (profitabilitatea financiara, beneficiu social/mediu/economic)
- **Proiectul este subiectul pe care sa ne concentram si nu finantarea**

3 Questions

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- Why to spend money?
 - Where to spend money?
 - How to spend money?

3 Intrebari

- 
- De ce sa cheltuim bani?
 - Unde sa cheltuim bani?
 - Cum sa cheltuim bani?

WHY - finance to reposition the city in a global competition

smart growth:

- knowledge & innovation
- quality of education
- research
- communication technology
- new products and services
- new markets

smart specialisation

- place based approach with innovation system thinking
- business, knowledge, administration, users
- strengths and opportunities

De ce – finanțare pentru a repoziționa orașul în competiția globală

creștere inteligentă:

- cunoaștere & inovare
- calitatea educației
- cercetare
- tehnologia comunicării
- noi produse și servicii
- noi piețe

Specializare inteligentă

- Abordarea locului din perspectiva unui sistem de gândire inovativ
- Afaceri, cunoaștere, administrație, utilizatori
- Puncte tari, oportunități

WHERE - creative combination of soft and hard development

- renovation of the physical facilities + platform creation for networks and knowledge
- buildings and spaces for targeted activities
- cultural activities / facilities with focus on both people and buildings
- create a base of knowledge producers using the local resources and targeting the market niches

Unde - combinatia creativa a dezvoltarii soft si hard

- Renovare a facilitatilor fizice + crearea de platforme pentru retele si cunostinte
- Spatii si cladiri pentru activitati tinta
- Activitati culturale / facilitati pentru oameni si cladiri
- Crearea unei baze de cunostinte cu resurse locale pentru piete tinta

How - Instruments

- Granted and non-granted instruments

for

- smart growth projects based on market study, future demand estimation, costs and public benefit, identify/avoid risks

as part of

- smart specialization strategies of the region and with strategic planning policies of the region

Cum - Instrumente

- Instrumente de tip grant sau non-grant

pentru

- Proiecte de crestere inteligenta bazate pe studii de piata, estimari ale cererii viitoare, costuri si beneficii publice, identificarea riscurilor

ca parte a

- Strategiilor de specializare inteligenta a regiunilor insotite de politici regionale de planificare strategica

Finance

- ERDF funded projects for sustainable development
- Integrated territorial investments
- JESSICA

Finantarea

- FEDR pentru proiecte de dezvoltare durabila
- Investitii teritoriale integrate
- JESSICA

Urban investment priorities

General context

- Europe Strategy 2020: smart, sustainable, inclusive growth
- Thematic dimensions – thematic objectives (11)
- Territorial dimension – urban areas, deprived urban areas, city-region, functional urban areas, etc

Investitii prioritare in zone urbane

Context general

Strategia Europa 2020 - crestere inteligenta, durabila/sustinuta, inclusiva

Dimensiunea tematica - obiective tematiche (11)

Dimensiunea teritoriala – zone urbane, zone urbane delabrate, zone metropolitane, orase regiuni, zone functionale urbane, etc

Urban investment priorities

- Objective 4 – Shift to low-carbon economy in all sectors
- Objective 6 – Protecting the environment
- Objective 7 – Promoting sustainable transport/urban mobility (c)
- Objective 9 – Protecting social inclusion/Support for physical and economic regeneration of deprived urban communities (b)

Investitii prioritare in zone urbane

Obiectiv 4 – Orientarea catre economii cu emisii scazute de carbon in toate sectoarele

Obiectiv 6 – Protejarea mediului inconjurator

Obiectiv 7 – Promovarea transportului durabil/mobilitatea urbana (c)

Obiectiv 9 – Protejarea incluziunii sociale / Suport pentru regenerarea fizica si economica a comunitatilor urbane decazute (b)

Sustainable urban development - integrated territorial investments

Integrated territorial development strategy for urban areas with interconnected social, economic, environmental issues

Through : Integrated Territorial Investments

Which : Draw funds from a mix of thematic priority axes

To finance : Integrated territorial strategies

Through : Management mechanisms

Dezvoltarea urbana durabila – Investitii teritoriale integrate

Strategii de dezvoltare integrata teritoriala in zone urbane confruntate cu probleme sociale, economice, mediu

Prin : Investitii teritoriale integrate

Care : Extrag fonduri dintr-un mix de de axe prioritare tematice

Pentru a finanta : Strategii teritoriale integrate

Prin : Mecanisme de management

Thematic dimension

Concentrated approach on Europe 2020 objectives

Smart growth:

Research
Innovation
ICT
SME

Sustainable growth:

Low-carbon economy
Resource efficiency
Risk prevention
Sustainable transport

Inclusive growth:

Employment
Social inclusion
Combating poverty
education

Territorial dimension

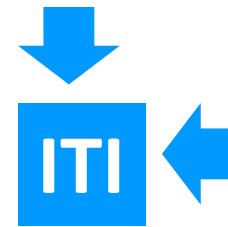
Urban areas
Cities
Neighbourhoods
City-regions
Functional areas
etc

ERDF OP

National/
Sectoral ERDF OP

Additional resources
from ESF and CF
accordingly

Private funds



Management
mechanisms

JESSICA

EU countries can choose to invest **some of their EU structural fund allocations in revolving funds** to help recycle financial resources to accelerate investment in Europe's urban areas.

JESSICA, Joint European Support for Sustainable Investment in City Areas, is one of them

It supports sustainable urban development and regeneration through financial engineering mechanisms.

JESSICA

Statele Membre ale UE pot alege sa investeasca parte din Fondurile Structurale ale UE in fonduri de rulment pentru a ajuta reciclarea resurselor financiare si accelerarea investitiilor in zone urbane din Europa

Una din forme este JESSICA

Ea sustine dezvoltarea urbana durabila si regenerarea urbana prin mecanisme de inginerie financiara

Jessica - Estonia

1. Housing fund operated by KredEX being capitalised by Estonian government, the ERDF and the Council of Europe Bank and thus creating a solid revolving fund combining several funding sources.

1. Fond de locuinte operat de KredEX capitalizata de guvernul Estoniei, de FEDR si Banca Consiliului Europei, prin care s-a creat un fond de rulment solid prin combinarea mai multor surse financiare

2. Funds provided to two commercial banks

2. Fonduri date catre doua banci comerciale

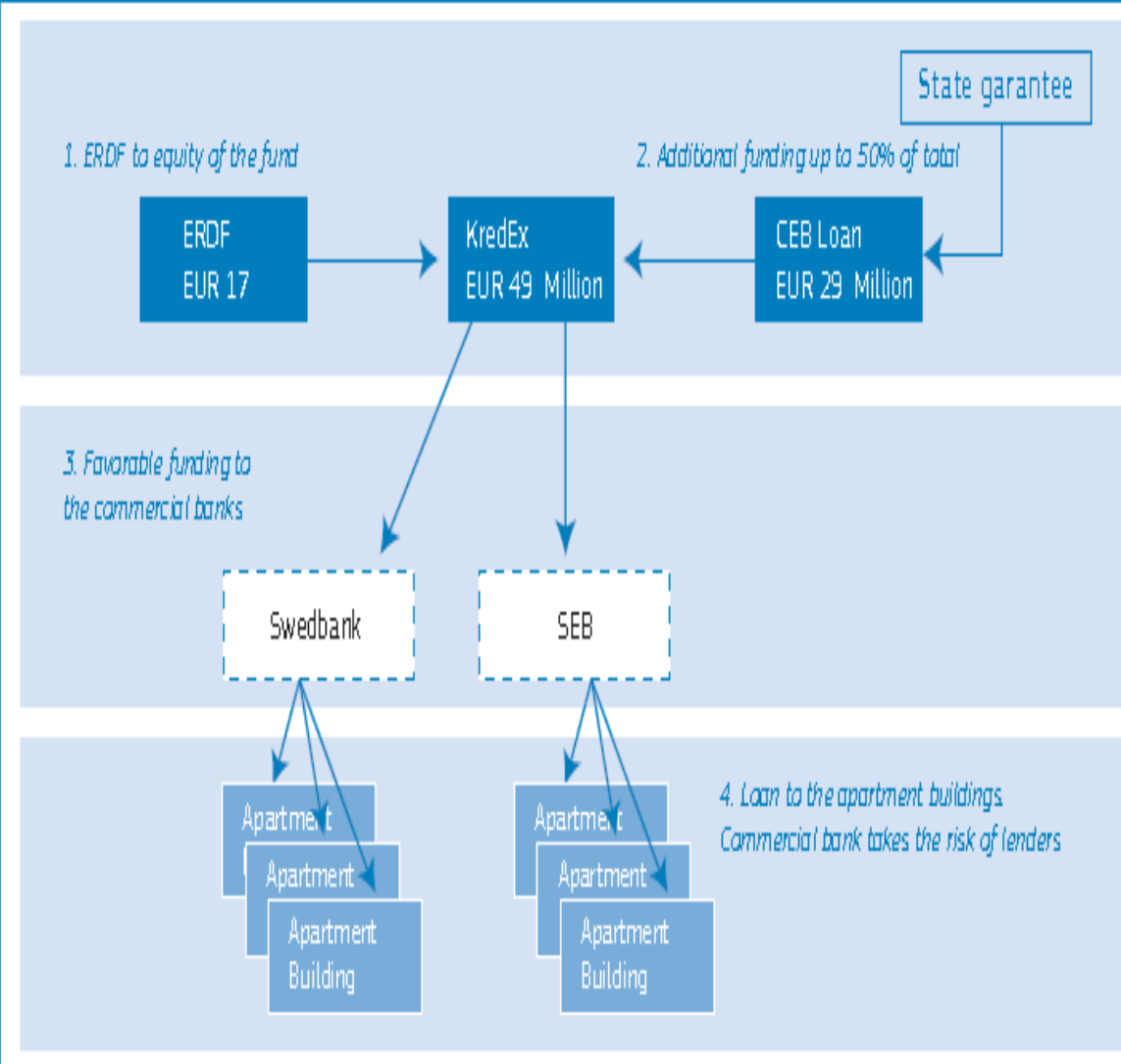
3. Commercial banks could lend to other bodies in different conditions than typical market loan: interest and period.

3. Bancile comerciale au imprumutat alte organisme in diferite conditii decat cele folosite in mod obisnuit: dobanda si perioada de rambursare

Housing improvement in apartment building linked to energy conservation

Imbunatatirea locuirii in apartamente in blocuri prin conservarea energiei

Revolving fund scheme - low interest rate loan



Conclusion

Key for success:

- Entrepreneurial attitude
- Good governance focused on user needs and market opportunities
- Good projects

Concluzii

Cheia succesului:

- Atitudine antreprenoriala
- Buna guvernanta focalizata pe nevoile utilizatorului si oportunitatile pietei
- Proiecte bune