

IUC Urban Cooperation Action Plan (U-CAP) Summary

City:	Benedito Novo	Alba Iulia
Province, State, Department...:	Santa Catarina	Transilvania
Country:	Brazil	Romania
Population:	9.578 (in 2006)	63 536 (in 2011)
Size (km²)	385,4 km ²	103.65 km ²
Period of cooperation	2018 -2019	

Cooperation Themes:	Sustainable Tourism and Smart City development
Related <u>SDGs</u> and <u>Urban Agenda</u> topics:	SDG 11: Urban Development SDG 12: Responsible Production and Consumption SDG 15: Life on Land EU Urban Policy: Sustainable Use of Land and Nature-based Solutions; Digital Transition
Key <u>focus</u> of cooperation themes:	Both municipalities have tourism development as a priority for the promotion and diversification of their economic development. Smart city applications are intended to better connect visitors with local attractions and to motivate longer stays of tourists.
Key <u>challenges</u> of cooperation theme:	To maximize benefits from tourism development – through the use of smart technologies.
Main <u>objectives</u> of cooperation as described in the U-CAP:	The municipalities of Benedito Novo and Alba Iulia will cooperate in tourism and smart cities. Alba Iulia works on the tourism industry within its strategy of smart city development, having development apps and smart communication mechanisms that allow the information about touristic places and stories to be accessible to tourists. Benedito Novo has defined that it wants to collaborate with Alba Iulia, in order to attract smart city companies to develop a pilot project focused on tourism in the Brazilian partner city. Alba Iulia will also learn from Benedito Novo's experience on tourism development, especially in the establishment of tourism routes with other cities in the surroundings.



<p>Short description of main activities and key outputs (e.g. pilot projects):</p>	<p>Implementation of Smart Tourism in Benedito Novo: The project is aimed at piloting smart cities solutions for tourism in Benedito Novo which have been implemented in Alba Iulia. This European city has a well-developed smart city strategy and initiatives that could support the strengthening the Benedito Novo's activities in this field.</p> <p>Integrated Tourist Route in Alba Iulia's region: The initiative is focused on integrating the tourism in Alba Iulia with other cities. The aim is to increase the number of tourists and allow them to stay longer in the city. Benedito Novo has a solid experience on working with the surrounding municipalities in order to establish a tourism route in the region.</p>
<p>Expected results and benefits:</p>	<p>Benedito Novo has created an agenda for collaboration with Alba Iulia aimed to attract smart city companies to develop a pilot project focused on tourism in Benedito Novo. Alba Iulia has learnt from Benedito Novo's experience in establishment of tourism routes which connect it with other cities in the region.</p>

For further information (including access to the full U-CAP), please **contact:**
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