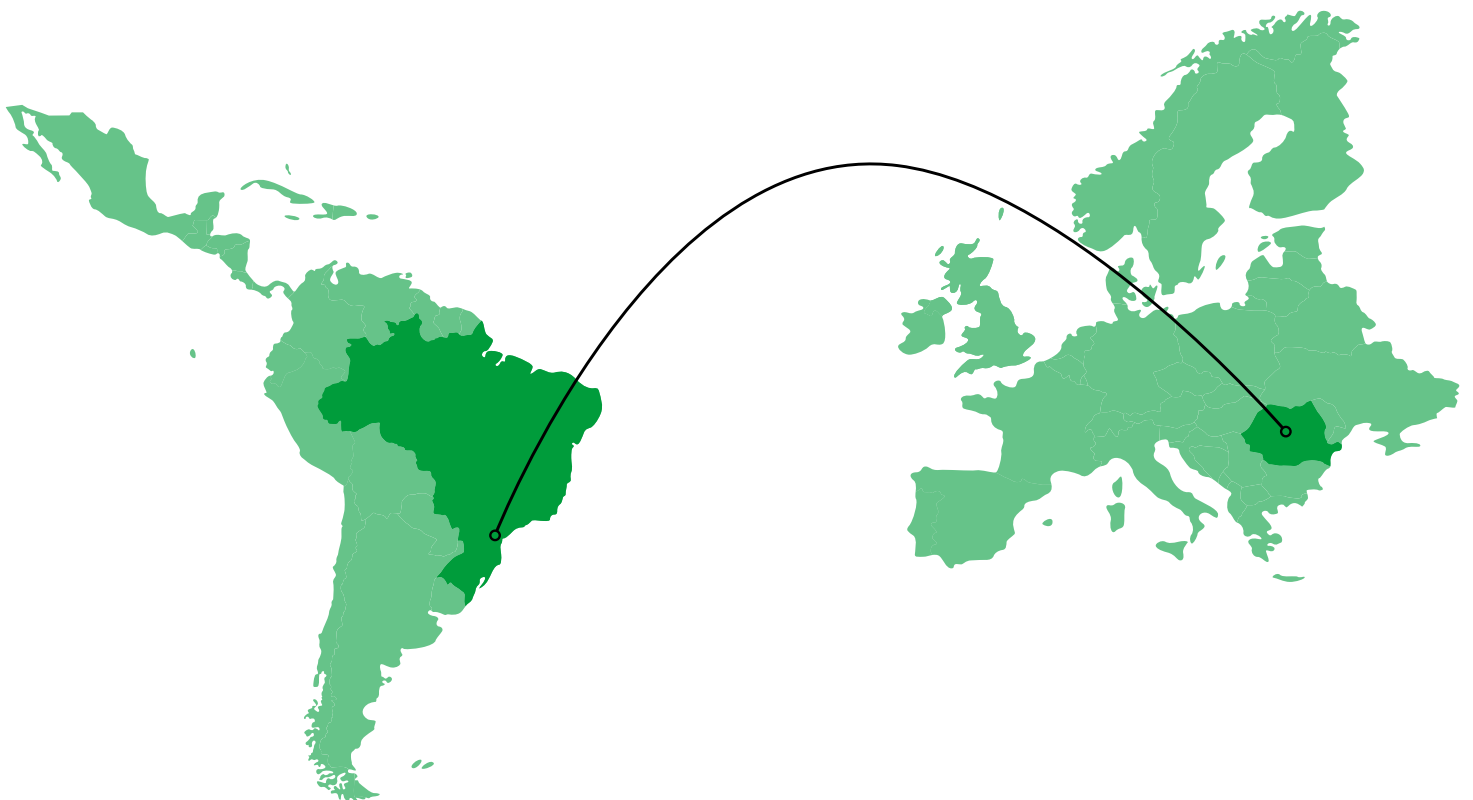

PAIRING REPORT:

BENEDITO NOVO-ALBA IULIA



INTERNATIONAL URBAN COOPERATION
European Union-Latin America and the Caribbean



A European Union
Programme

BENEDITO NOVO-ALBA IULIA

THE PAIRING AT A GLANCE

Alba Iulia is a city located in Transylvania, in the centre of Romania. It is an emerging European tourist destination, due to its impressive 2000-year-old historical and cultural heritage.

Benedito Novo is a mostly agricultural municipality located in the Microregion of Blumenau in the Southern Region of Brazil. Nature surrounds this city, which attracts more and more people in search of ecological tourism.

Keywords

Smart cities
#Sustainable tourism

Thematic areas of cooperation

Sustainable Tourism
Smart City development

Objective

1

Exchange of experiences on **tourism and smart cities.**

Activities

During the visit of Alba Iulia's delegation to Benedito Novo, a pilot project proposal for tourism was identified to be implemented in Benedito Novo; and an exchange of ideas to promote tourism in Alba Iulia (increasing the number of tourists and allowing them to stay longer in the city) was initiated. In relation to that challenge, Benedito Novo offered its support, since it has a solid experience in working with neighbouring municipalities to establish a touristic route in the region.

On the other hand, during the visit of Benedito Novo's delegation to Alba Iulia, a series of presentations were made about the Smart City Project, which unites collaborative partnerships, government institutions (Ministry of Communications and Information Society), institutions and research units, universities, companies, associations and citizens. In the framework of the mission, a meeting was held with companies involved in the project. **The staff of the Alba Iulia City Hall and the companies showed their availability to support the replication**

Stakeholders involved

Municipality of Benedito Novo, Association of Municipalities of the Middle Valley of Itajaí (AMMVI), private firms, University.



of this project in Benedito Novo. Following up this activity, Benedito Novo and Alba Iulia's government and stakeholders continued building exchange initiatives.

Complementing the study visit, an internship in Benedito Novo provided a concrete definition for the following projects:

- Use of digital solutions inspired by Romanian apps (City Health application of the Romanian Company Life is Hard; Zoniz application for tourism and other disclosures).
- Initial definition of the tourism brand for the municipality of Benedito Novo
- Negotiation for a program of internships with the university in Alba Iulia
- Preparation for a sister-cities agreement
- Preparation of a calendar of meetings between both teams.

Municipality of Alba Iulia, Company Life Is Hard S.A and other private firms, University.



MAIN INTERVENTION-PILOT PROJECT

Implementation of Smart Tourism in Benedito Novo.

Benedito Novo is a small municipality with 11,652 inhabitants, which despite having some digital services, is still very incipient in digital inclusion. In one of the exchanges, Romanian companies presented some of their products, including an application to support the interaction of citizens with the local administration. In this framework, an

association between the city and this company was established, to create a city information application, allowing to provide information, receive suggestions, and act as a transparent communication channel in real time. **The project is aimed at piloting smart cities solutions for tourism which have already been implemented in Alba Iulia, a city with a well-developed smart city strategy.**

MAIN IMPACTS AT LOCAL LEVEL

Benedito Novo has been able to create an agenda for collaboration with Alba Iulia in the field of Smart Cities. It is the first time that the municipality of Benedito Novo provides citizens with an application so that they can interact directly with the local administration. The Romanian company involved in the cooperation has been contributing with all the necessary support for the use of the application, including adaptations for its use.

Alba Iulia on its part has learnt from Benedito Novo experiences in the creation of tourism routes connecting with other cities in the region.

Furthermore, there are some contacts between the teams to apply to future European Union's calls for sustainable cities' partnerships.

This cooperation has allowed the cities to initiate an agreement to become "sister-cities", and also has

provided a framework to negotiate a program of internships in the Alba Iulia University.



LESSONS LEARNED AND ADDED-VALUE OF IUC

"The partner city provided us with a new vision on two important points: 1 - the local administration of Alba Iulia has a specific sector for project elaboration and fund-raising, which expands the possibilities of obtaining it; 2 - Alba Iulia is the first municipality in Romania to implement the concept of Smart City and has been implementing around 100 solutions in several areas".

"The participation in the program allowed the opening of new perspectives in international cooperation, making managers aware of the Sustainable Development Goals and the Urban Agenda. In addition, it allowed the involvement with the Smart City concept and emphasized the importance of a multidisciplinary team to act in cooperation. And yet, the relevance of involving managers who make decisions and also the other city officials for the project to continue".

- City of Benedito Novo

CONTRIBUTION TO INTERNATIONAL FRAMEWORKS

Related **SDGs** and **Urban Agenda for the EU** topics:

11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



15 LIFE ON LAND



Urban Agenda for the EU: Sustainable Use of Land and Nature-based Solutions; Digital Transition.

INTEREST IN FUTURE THEMATIC NETWORKS

Interest shown by **Benedito Novo** both in the Action Plan and in the survey conducted by the Program

Interest shown by **Alba Iulia** both in the Action Plan and in the survey conducted by the Program

NETWORK 1	Mobility, Connectivity and Transport	NETWORK 1	Mobility, Connectivity and Transport
NETWORK 2	Smart Cities & Digital Transition	NETWORK 2	Smart Cities & Digital Transition
NETWORK 3	Urban Poverty and Regeneration, Housing, Social Inclusion – Cohesion, Equity	NETWORK 3	Urban Poverty and Regeneration, Housing, Social Inclusion – Cohesion, Equity
NETWORK 4	Circular Economy, Waste and Sustainable Production / Consumption	NETWORK 4	Circular Economy, Waste and Sustainable Production / Consumption
NETWORK 5	Sustainable and Healthy Cities, Sustainable Land Use – Nature-Based Solutions	NETWORK 5	Sustainable and Healthy Cities, Sustainable Land Use – Nature-Based Solutions
NETWORK 6	Climate Action, Energy, Water and Air Quality	NETWORK 6	Climate Action, Energy, Water and Air Quality
NETWORK 7	Innovation and Economic Growth, Strategic Sectors, Jobs and Skills.	NETWORK 7	Innovation and Economic Growth, Strategic Sectors, Jobs and Skills

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