

**SMART CITIES CONFERENCE**

December 8-9, 2016

4th edition

Bucharest, 30A. Expoziției blv.  
[www.administratiepublica.eu/smartcitiesconference](http://www.administratiepublica.eu/smartcitiesconference)  
[www.facebook.com/smartcitiesconference](http://www.facebook.com/smartcitiesconference)**December 21, 2016**  
**PRESS RELEASE**

The 4<sup>th</sup> Edition of the Smart Cities Conference, organized under the auspices of National School Of Political Studies and Public Administration (SNSPA), Faculty of Public Administration, The Research Group, “Developing and Urban Planning” (December 8-9,2016) it succeeded its goal established since last year, namely to become an international event.

As in the past years, the organizers tried to reunite, at the same table, the actors from the Public Administration scene, suppliers of goods and innovative services for public institutions and academia. An important component of this event was the exchange of ideas and experiences regarding the development of the Smart Cities concept in Romania.

This edition was open by Ph.D. Dragoș Dincă, as a member of the organizing committee. He looked back to the relatively short chain of the Smart Cities events, pointing the fact that the concept is on an upward trend adding the need to adopt it in the Romanian space.

Lecturer Ph.D. Crina Rădulescu, vice-dean of Public Administration Faculty, mentioning several projects within the area of Smart Cities in which the faculty is engaged, was the one who has invited at dialogue all the participants from the first panel of discussions – designated for *Keynote speakers*.

First the challenge was accepted by the Professor Ph.D. Vasile Baltac – specialist in Information Technology, who talked about the digital world in which we all are living nowadays. He mentioned some of its advantages, such as: *security increasing, Google driverless cars* etc. and several threats as well: *WikiLeaks, Edward Snowden* and *Panama Papers*.

Further on, Alin Popescu – founder of AvocatNet.ro, offered us a legal perspective about the impact of technology on the life of citizens who live in a smart city introducing us Eva – a 100% virtual character, easily associate with the concept of artificial intelligence and the consequences that its actions might have on our lives.

Bogdan Manolea – president of Association for Technology and Internet (ApTI), presented us using several case studies the meaning of *online censor content* and how the Internet users may be affected by this. Few paragraphs from European legislative proposals showed us how big is the need for IT specialists, which understand the complexity of the digital world, among the policy makers within the national and international space.

The Association of Manufacturers and Distributors of Information and Communications Technology equipment (APDETIC), represented at the conference by its president, Mr. Valentin Negoită, presented the paper *Digital technology in aid to increase the performance of urban services*. He convinced us that the concept of *convergence of new technologies* like *cloud computing, Big Data, Internet of Things, mobile applications*, might lead to the 4<sup>th</sup> Industrial Revolution.

Mr. Nicolae Oarcă, reputed analyst of telecom & IT, offered us for studying a governance strategy proposal for telecommunication named *An Intelligent Romania, a country long-term project* introducing tacitly the *Smart State* Concept.

**SMART CITIES CONFERENCE**

December 8-9, 2016

4th edition

Bucharest, 30A. Expoziției blv.  
[www.administratiepublica.eu/smartcitiesconference](http://www.administratiepublica.eu/smartcitiesconference)  
[www.facebook.com/smartcitiesconference](http://www.facebook.com/smartcitiesconference)

The second panel – moderated by the dean of the Public Administration Faculty, Associate Professor PhD. Diana-Camelia Iancu, started with the presentation of Mariana Cernicova Associate Professor PhD. from the Polytechnic University of Timișoara, who presented few methods and instruments that a smart city has to provide to those who want to visit it as tourists.

Mr. Valentin Bercă, the President of Romanian Committee of Normalization CT345- Smart City Concept Standardization, proposed us a standardization model of the *Smart Cities* concept built up after already existing models found in the literature – he mentioned few from Germany, Austria and Spain. Of course his approach was to take those into consideration but to adapt them to the local context.

Mrs. Gabriela Vlad, Director of the Information Technologies and Electronic Services Department, Brașov City Hall, presented us a short history of the IT projects developed by the Brașov City Hall, as well as her vision on the steps that the city should undertake further on - Brașov being one of the most smart cities from all, in Romania [n.a.]. Among all the projects, we have found two: "Brașov City Hall, a click away!" and "Smart City – Geospatial e-service" already implemented and with impressive results.

Diana Mariana Popa, Polytechnic University, Bucharest, presented the Bucharest city through the eyes of the Dutch tourists which visited. The study was based mostly on the analyses of news articles about the Romania's capital in the Dutch newspapers. The author looked back from the year 1770 – until today. We found in the paper a very interesting quote, which says: "Despite strict regime, Bucharest maintains a Latin atmosphere." – it was taken from an article of the *De Tijd De Maasbode*.

Associate Professor PhD. Jacek Maślankowski, from the University of Gdańsk, Poland, had an interesting speech about an analyses made on the messages posted on the social- media platforms after few social and political events that took place. Through this, the colleague from Gdańsk, intended to see in which way those discussions might influence the decisions that the social-media active population are undertaking.

Associate Professor PhD. Małgorzata Runiewicz-Wardyn from Kozminski University in Warsaw, Poland, presented us in her paper *Universities, social capital formation and smart specializations of regions* the European strategies for development and the Cohesion policies in which is mentioned the priority-setting for the region's specialisation – assuming that the cluster dynamic along with social capital and networks plays crucial role.

Lilian Onescu, Governmental inspector at the Romanian Government General Secretariat together with Daniela Florescu, Adviser for the National Agency for Public Acquisitions, presents in the paper *Innovation Partnership a new procedure on public procurement to support the development of eco-efficient urban environment*, the strategic objectives of E.U. regarding the management of the urban areas connected with environment elements. The "innovation partnership" as well as the "green public procurement" are used as key concepts in the paper.

Evgeny Torgashin, from Ugra Research Institute of Information Technologies, Khanty-Mansiysk, Russia, presents the paper called *Science parks and the regional socio-economic conditions for their development in Russia*, where are described the development conditions of those parks together with the results of the their activities. Also, the author explains the socio-economic conditions required for their development.

**SMART CITIES CONFERENCE**

December 8-9, 2016

4th edition

Bucharest, 30A. Expoziției blv.

[www.administratiepublica.eu/smartcitiesconference](http://www.administratiepublica.eu/smartcitiesconference)[www.facebook.com/smartcitiesconference](https://www.facebook.com/smartcitiesconference)

Lecturer PhD. Dana Alexandru, from Lucian Blaga University, Sibiu, presented the paper *Bottlenecks arising from ownership in urban planning process. Lessons from Romania*, to point out the revealing elements for the urban servitudes, by reference to the limits of the property right. The paper was built in a juridical manner, aiming to provide a view over the new branch of law – regarding *urban planning*. In the paper we can find definitions of concepts like: *public utility* and *property rights*, together with few aspects regarding the limits of legal control exercised by the courts above the town planning documentation.

Mr. sc. Robert Kelemen from Varazdin county in Croatia, along with his colleagues, mr. sc. Robertina Zdjelar and Maja Hleb from the City Utility Company Komunalac in Koprivnica, together with the mayor of the city of Koprivnica mr. Mišel Jakšić, present in the paper *Modelling the smart city performance, Croatian Case – the Koprivnica town and the city hall achievements*. The research methodology of this study is based on a SOWT analyses as well as on indicators that helps identifying development factors with a strategic importance for a smart city.

Alina Gîrdea from Industrial Software, Sibiu, Romania presented the company as being a founder member of Sm@rt City IT Cluster in Romania, being a promoter for an intelligent and sustainable urban development via information and communication. Also, the company, as founder member of the association SCITA CIVITA, promotes nationwide the Sm@rt City concept. The software application Sm@rt City INDSOFT, brings solution like: *smart mobility (i-Locate)*, *smart infrastructure and smart e-government (technical dispatch, etc)*.

The paper *Civic engagement through technology!* by Vlad Cazan and Ramina Dombrowschi from Civic Alert Association from Bucharest, promotes the idea of Smart interaction between citizens and authorities through technology, aiming to improve the civic spirit among citizens. Also, they encourage people and authorities to involve more in fulfilling this goal, namely to be "[...] the equivalent of 112 service for non-urgent social irregularities."

Tina Mitre from Department of mathematics at McGill University of Canada, together with Renee Obregon from Grenoble Alpes University, France presented in the paper *Green spaces in Bucharest – present situation, current developmental programs and future aspirations* a study case about Bucharest in a bid to emphasize the problems that the capital of Romania face in terms of pollution.

Professor Joan Barata from Lluç University, Barcelona, touched a very new and important topic: *Digital Single Market in a Smart Digital Europe*. He pointed out the advantages and disadvantages of this initiative, by showing differences in front of approach. Differences are either cultural or on the historical legacy among regions and nations of Europe.

Associate Professor PhD. Florin Nemțanu from University Politehnica of Bucharest, together with Associate Professor PhD. Florina Pînzaru, Faculty of Management, SNSPA, Bucharest, talked in their paper *Smart City Management based on IoT* about decisions which must be taken in this context [IoT is the acronym for Internet of Things n.a.] as well as about the necessity of a big technological support to cover all the necessary components of a smart city. Certainly, the authors said, the society is changing and this dynamic is imposed by the economy.

Albina Borisenco, member of Russian Committee of the UNESCO Information for All Programme (IFAP), talked about activism in the online environment and how it can undermine or promote social or political initiatives. Something remarkable is that she was talking about electronic democracy and slacktivism as a replacement of the real action of online users.

# SMART CITIES CONFERENCE

December 8-9, 2016

4th edition

Bucharest, 30A. Expoziției blv.  
[www.administratiepublica.eu/smartcitiesconference](http://www.administratiepublica.eu/smartcitiesconference)  
[www.facebook.com/smartcitiesconference](https://www.facebook.com/smartcitiesconference)

Liviu Râncioagă, from the Agency for Regional Development Bucharest-Ilfov presented *Sustainable Urban Mobility Plan 2016-2030 – Bucharest- Ilfov*. The plan covers the development initiative of Bucharest, along with eight cities and thirty-two villages. The aim is to build an efficient transport system on the long term for citizens in selected area. In the paper there are summarized the strategic objectives of PMUD, the transport policies, the environmental protection and all the steps needed to implement this project. The author urges us to debate these ideas on <http://pmud.ro/index.html> .

Ioan-Liviu Chircă, PhD. researcher at SNSPA, in his paper *Specific requirements of IT products for public administration; Suggestions* talks about the complexity of the concept of public administration and its evolution over time, presenting some *security issues* as well as some *modern conflicts*, providing, in the author view, the source for each of them. At the end, as conclusions, there were presented few solutions that would lead to eliminate imperfection of public administration – those were a subject for a very interesting debate.

Cristina Șiclovan, PhD. researcher at SNSPA, talked in the paper *Smart solutions to combat obesity*, about the global amplitude of obesity in the last 30 years and its risks. The paper comes with solutions for preventing and treating obesity by creating platforms and devices that should monitor patients' outcomes who meant to facilitate communication between him and the doctor.

The second day of the Smart Cities Conference began with the intervention as Keynote speaker, of Professor Lasse Berntzen from the University College of Southern Norway. He presented two papers, the first one being entitled *Size doesn't matter – Small cities can be smart too*. In order to proof the argument stated in the title the author provided a case study about a small town in Norway – Holmestrand (approximately 10,500 inhabitants). In the paper the author is talking about the active role of citizens, politics and transparencies that should characterize a city – he also spoke about reducing pollution, and by that he introduce the audience on its next presentation. The paper concludes with the necessary steps that should be undertaken for a small city to be called smart too.

The second paper *A Mobile Platform for Air Quality Monitoring* presents an original project made in cooperation with the University of Engineering Lucian Blaga, Sibiu, where three students created a prototype that would monitor air quality better than the existing units at the present moment. The equipment was brought at the conference for the audience to see it and... if willing, to test it.

Mr. Dan Gârlașu representing Oracle Romania, talks in the paper *Cyber Security Update on Threats and Trends* about vulnerability of the data systems. The case studies and statistics presented, created a bit of anxiety among conference participants due to the fact that we all are, more or less, exposed to these risks. As expected, at the end, the author proposed some solutions to prevent data theft.

Associate Professor PhD. Milena Krumova from Technical University, Sofia, gave us, through the paper *Open Data Benchmarking for Higher Education: Management and Technology Perspectives* a solution to improve the quality of education in universities, namely HE [Higher Education n.a.] benchmarking. The study was very well documented and presented the concept of *Open data for higher education* by bringing into discussion of a few similar initiatives which have already proved as being successful.

Andrei Duțu-Buzura, Associate Professor PhD. at SNSPA, presented the paper *The Opportunity of the Acceptance of a Spatial Planning and Urbanism European Law*. Here, he tries to identify the “interferences” of European Union Law on this field of regulation, that has been, taking account strictly geographical and geopolitical considerations, a field of exclusive regulations of the States.

**SMART CITIES CONFERENCE**

December 8-9, 2016

4th edition

Bucharest, 30A. Expoziției blv.  
[www.administratiepublica.eu/smartcitiesconference](http://www.administratiepublica.eu/smartcitiesconference)  
[www.facebook.com/smartcitiesconference](https://www.facebook.com/smartcitiesconference)

Anastasia Ciuperca, master student at Faculty of Public Administration from SNSPA, presented in her paper *The impact of international tourism in the country's development* the extent of this phenomenon which has a considerable contribution at the national GDP – giving us as an example the Malaysian case, a country that had a significant economic progress due to the international tourism in the last decade. She brought sufficient arguments in order to show that Romania might experience same thing with a proper approach.

PhD. researcher from the Chester University in UK, Burcu Ozbay, focused on the paper *Brand Placement on Turkish and British Television Soap Operas. A comparative content analysis* on the analysis of the soap opera consumer behaviour – specifically, how loyal are they regarding a particular TV series.

Mihaela Cărăușan, Associate Professor PhD. at SNSPA presented in her paper *The electronic nomenclature of streets - legal and administrative implications* the inadequacies faced by Bucharest, lack of data in providing access to infrastructure and public services or any other activity undertake by public authorities in order to help both the private sector and citizens. The conclusions of her presentation included some solutions that might reduce these disturbances.

Beatrice Adriana Balgiu, Associate Professor PhD. at University Politehnica Bucharest together with Alina Gabriela Negroiu from the Directorate of Local Taxes, Bucharest conducted a study about emotional intelligence and personality. There were involved 40 officials from the tax administration recruited from two tax collection centres in the Romanian capital. After some surveys, it showed that, although the group is characterized as being nice, open to high experience, the emotional intelligence of individuals is moderate, which suggests that those features are not used but are kept under control.

PhD. researcher at the University of Economic Studies, Mr. Dragoș Gabriel Ion in the paper he presented, he brought solutions to improve road traffic in Bucharest, which, if implemented, would automatically reduce pollution.

Joshua Olusegun Fayomi, PhD. researcher at the Kaunas University of Technology from Lithuania, describes what means, in his vision *The place of the virtual workplaces in developing smart urban centres*.

Lecturer PhD. Cătălin Vrabie, together with Cătălin Dumitrică, as well lecturer PhD. at SNSPA, addressed the finale note regarding the 4<sup>th</sup> edition of Smart Cities Conference. It was mentioned heterogeneity of papers and they addressed the invitation for the 5<sup>th</sup> edition of the Smart Cities Conference in December 2017.

To view the papers please visit the conference Webpage: [http://administratiepublica.eu/smartcitiesconference/2016/editia\\_2016.htm](http://administratiepublica.eu/smartcitiesconference/2016/editia_2016.htm) as well as out Facebook profile: <https://www.facebook.com/smartcitiesconference>. We want to add here that soon, the 4<sup>th</sup> volume of the Smart City Conference, will be published. It will include papers presented at the conference.

**Partners:**

Public Research, PMI Consulting, City Hall, Publisher Pro Universitaria, Transylvania Regional Business, Association of Students of the Technical University of Cluj-Napoca, Computer Press Agora, Regional Development Agency Bucharest-Ilfov (ADRBI), Regional Operational Programme (ROP) 2014-2020 and Romanian Athenaeum Society.

On behalf of the organizing committee,  
Cătălin Vrabie, Lecturer, PhD.