

Cluj-Napoca Digital Transformation Strategy



Digital transformation strategy

- Approximately 2 years of work;
- Dozens of meetings, hundreds of people involved;
- Public authorities, universities, private companies, NGOs.

Main concept

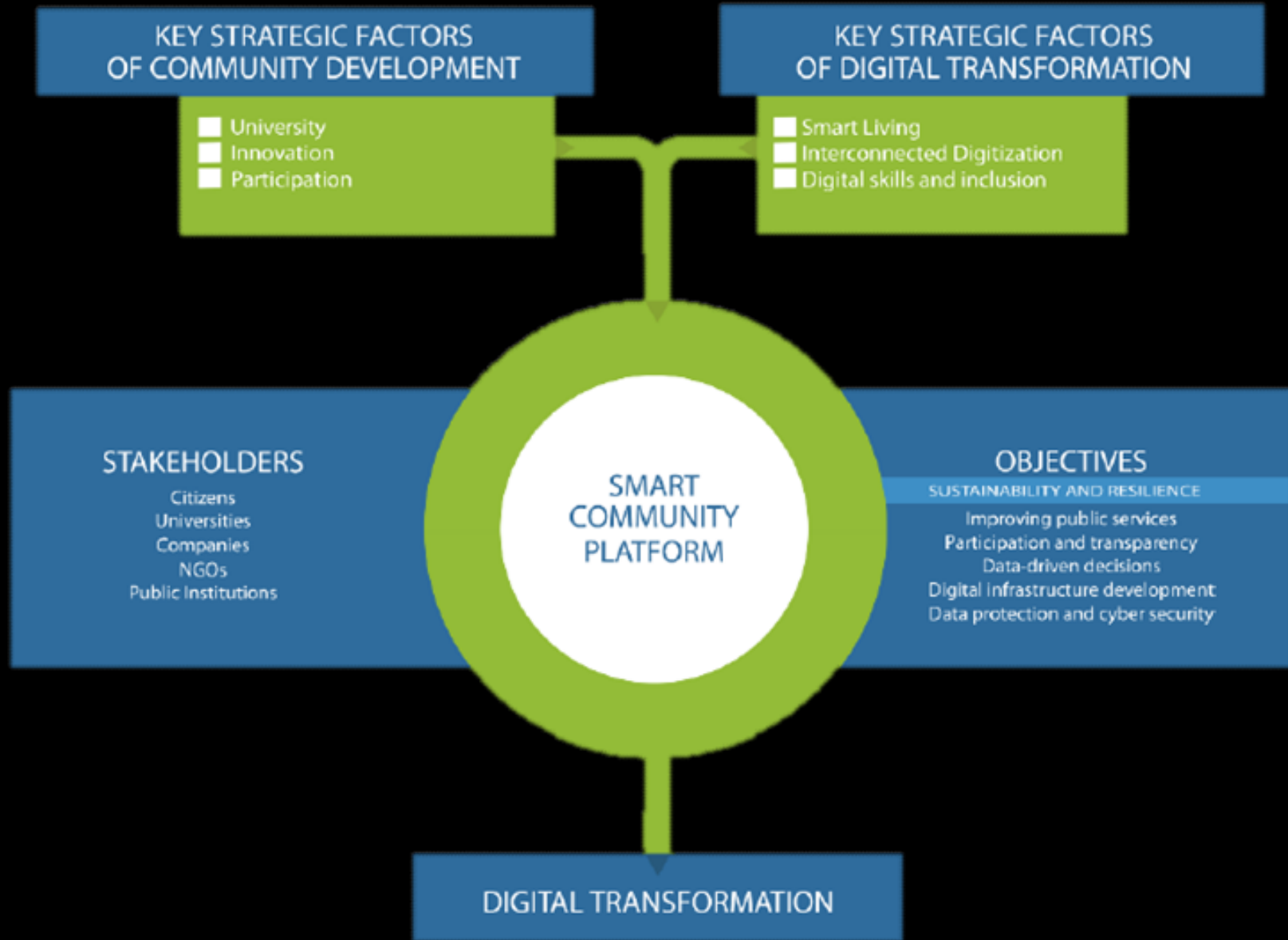
Technology is an **enabler** for meeting the needs and desires of citizens and the community – people want a better quality of life, which can be achieved with the help of technology. A smart community is able to **learn** and **evolve** rapidly, and digital transformation involves major changes not only in the use of technology but also in organizational structures, organizational culture, and community leadership.

Strategic priorities

- Citizen-centric;
- Favorable economic environment for private companies and support for start-up development;
- Stimulating the medium and long-term development of a regulation framework;
- Involving the relevant IT&C actors;
- Recognizing the essential role of education in general, particularly digital education;
- Prioritizing innovation in all fields and forms;
- Interoperability, service integration, generation and open datasets;
- Emphasizing cybersecurity and the protection of citizen's personal information;
- Improving and optimizing communication, information exchange, co-participation;
- Ready to connect by default;
- Flexibility and adaptability.

Vision

Cluj-Napoca will **organically integrate** technology into the life of the community, in order to sustainably increase the **quality of life** of the people of Cluj-Napoca and the prosperity of the local, metropolitan, and regional community. The digital transformation will use all available resources and will involve, through **permanent partnerships**, citizens, the public sector, academia, private companies, clusters, non-profit organizations, and innovation centres.



Key Strategic Factors

- Smart living – Integrating digital technologies in the community's life;
- Digital skills and digital inclusion;
- Interconnected digitalization.

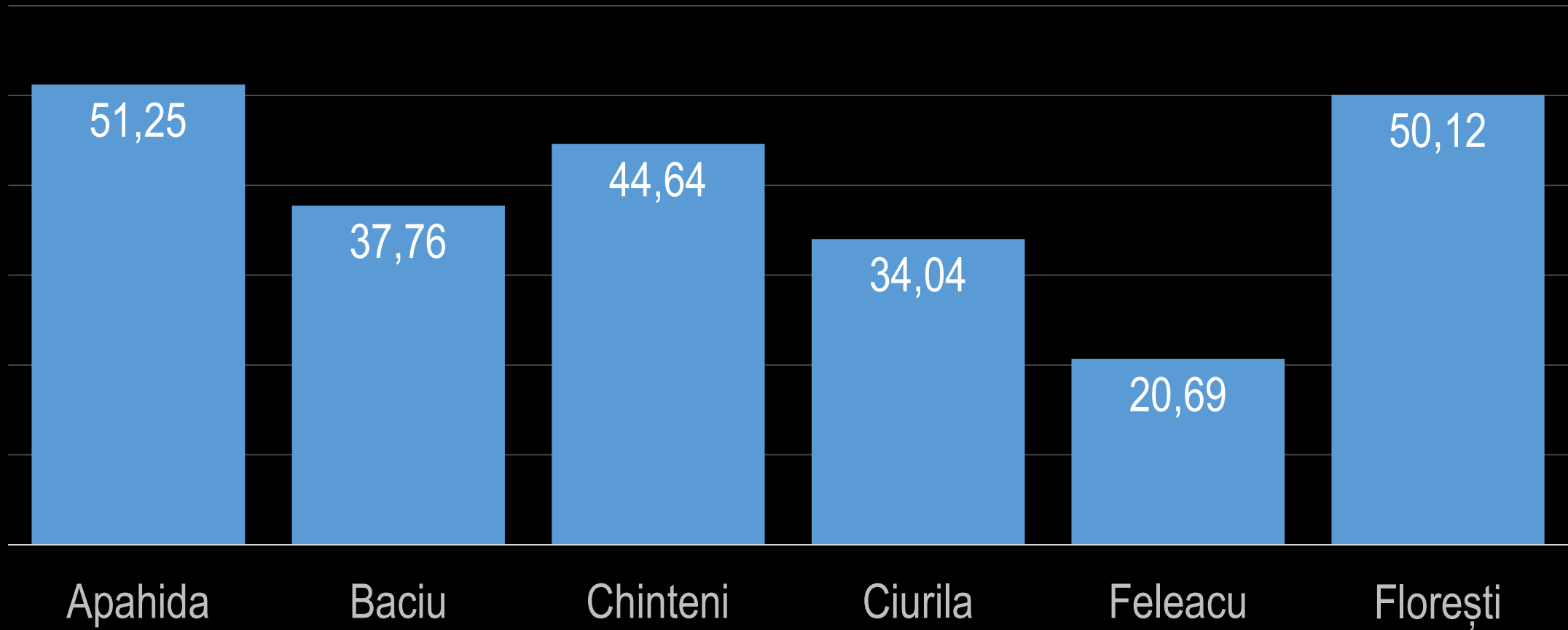
Implementation

- Institutional vehicle – digital transformation office
- Collaboration with other departments inside the City Hall
- Collaboration with stakeholders
- Three types of projects:
 - Core projects (DUP, digital identity, mapping, digital hubs)
 - Flexible portfolio
 - Pilot projects

Not only Cluj-Napoca

- Administrative boundaries increasingly porous;
- Communities defined less by territory;
- Integration is key;
- Copy-paste is not universally bad (principles, aims);
- Context is king (resources, needs);
- It's not (mainly) about technology;

Front Office Score



digitalcluj.fspac.online

urs@fspac.ro



FSPAC
Facultatea de Științe Politice, Administrative și de Comunicare