



**EUDIGIT**

  
Europe for Citizens  
Programme

State of play

Digitalization & public  
administration

**Cluj  
Metropolitan  
Area**

INTERCOMUNITARY DEVELOPMENT ASSOCIATION  
**C | M | A**  
CLUJ METROPOLITAN AREA

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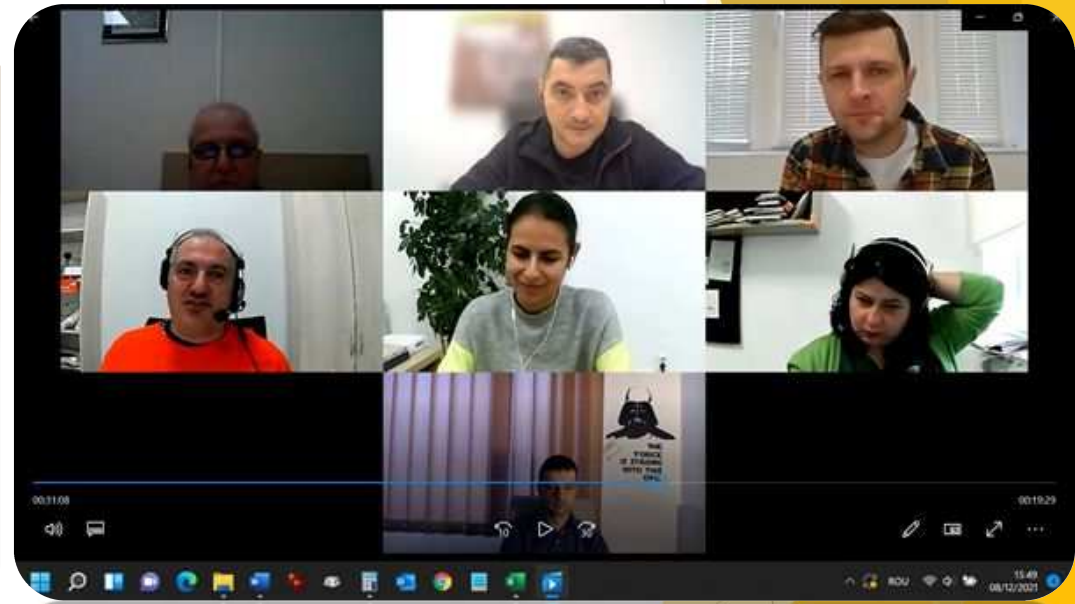


# Local debate & workshop

INTERCOMMUNITY DEVELOPMENT ASSOCIATION



Europe for Citizens Programme



Number: 20+5+7 (citizen at the local debate + city staff at the local debate + experts at the workshop)

% Men: 85 (estimate)

% Women: 15 (estimate)

Number of experts (local stakeholders, cities staff): 5+7

Number of attendees: 20 + 1k viewership on Facebook



## Expert committee stakeholders

- Action/Project n° 1:

**Digital transformation strategy** of the city, produced under the supervision of the local university

- Action/Project n° 2:

**Advisory Council for Entrepreneurship and Innovation in IT**

- Action/Project n° 3:

Creating a local **innovation office** within the city hall, for guiding the digital transformation of the city

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## Citizens feedback

Main reactions, lessons learned, expressed needs and proposals „from the field“:

- **The Cluj-Napoca Digital Transformation Strategy** brings together, under the umbrella of a shared vision, agreed and shared by all relevant actors in the local ecosystem (citizens, public sector, academia, private companies, clusters, non-profit organizations, etc.), intervention priorities aimed at improving public services, developing digital infrastructure, data-driven decisions, participation and transparency, protecting citizens' data ensuring cybersecurity. Sustainability and resilience are also cross-cutting strategic concerns.
- For closer and efficient collaboration between the IT community and the local administration, Cluj-Napoca City Hall set up at the beginning of 2017, together with the two specialized Cluj clusters, the **Advisory Council for Entrepreneurship and Innovation in IT**. The Committee's role is to advise the town hall on issues related to the digitalization of public administration and local IT policies
- **The local office for digital transformation**. This newly established department of the city hall will communicate with all this innovation ecosystem of Cluj to enhance the communication between public administration and all the stakeholders, especially the IT sector.

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## Best practices

Among all actions/projects, please identify some best practices:

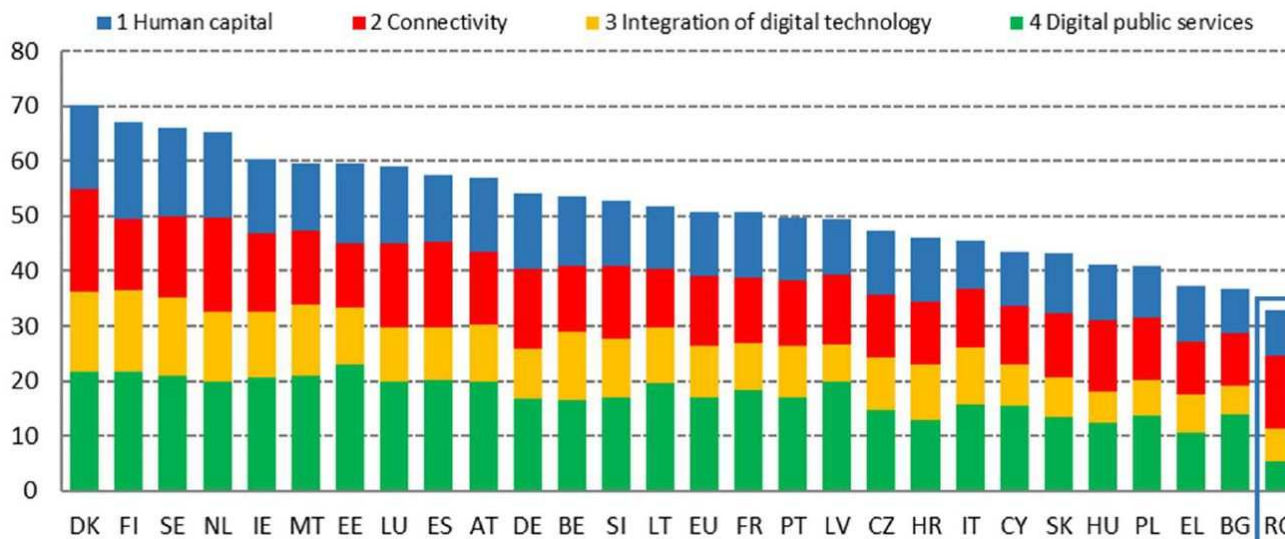
1. A public policy on the digital transformation of communities should be drawn only after consulting the business community, civil society and the other stakeholders. Where it exists, academia is of great relevance, as it can synthesize and conceptualise experiences „from the field”
2. Where there is a strong IT & C industry, it should be involved in a consultative forum for advising local public administration. This would be the first step in creating an entrepreneurial and innovation ecosystem
3. An innovation office, irrespective of its official name, serves as a conveyor between the local government, the innovation ecosystem, the civil society and the academia

## Relevance of selected best practices Link with EUDIGIT's objectives

EUDIGIT's objectives	n°	Action/ project
Strengthening EU citizenship and citizens awareness	1	<b>Digital transformation strategy</b>
Contributing to reduce the digital gap in cities	1	<b>Digital transformation strategy</b>
	2	<b>Advisory Council for Entrepreneurship and Innovation in IT</b>
	3	
Co-building digital policies with citizens	3	<b>Local innovation office</b>

# Facts & Figures

Digital Economy and Society Index (DESI) 2021 ranking



- ▶ Romania ranks 27th of 27 EU Member States in the 2021 edition of the Digital Economy and Society Index (DESI).
- ▶ According to DESI, only 16% of Romanian online users engage actively with e-government services, compared with an EU average of 64%.
- ▶ În Cluj-Napoca, roughly 34% of all the forms received by the city hall this year were sent in digital format (email or online forms).
- ▶ More than 140 types of forms are available online, on the city hall's website
- ▶ A 2020 academic research ranked Cluj-Napoca first of all cities in Romania, regarding the digital front-office services provided by the city halls, with a score of 92 out of 100.



A hand is holding a smartphone. The screen of the phone displays a graphic. At the top, there are two stylized hands reaching towards each other. Below that, the text 'EU DIGIT' is written in large, bold letters. 'EU' is in blue and 'DIGIT' is in yellow. Underneath the text is the European Union flag. Below the flag, the text 'Europe for Citizens Programme' is written. The background of the phone screen is a photograph of a cityscape, featuring a prominent church with a tall spire. The overall scene is set against a blurred background of a cityscape, with a hand pointing towards the phone screen.

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Thank you  
for your  
attention!