

Promotion Activities for the Efficiency of Regio 2014-2020 in Bucharest-Ilfov Region

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Agencia pentru Dezvoltare Regională
Bucuresti - Ilfov

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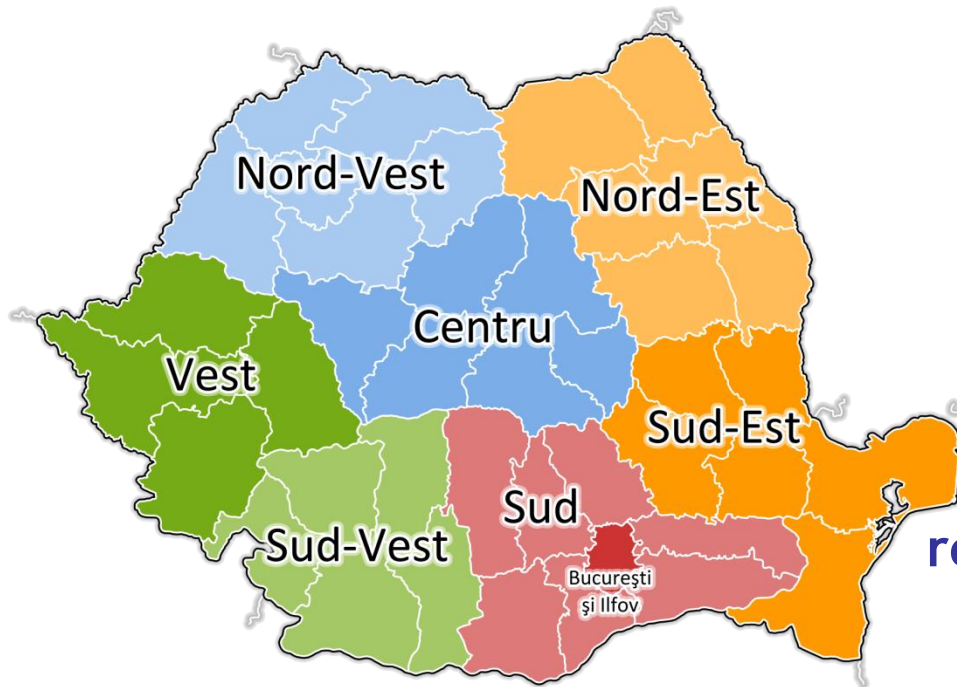
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Regional development system



ROMANIA - 8 regions for socio-economic development
Law nr.315 / 2004

Following the principles of EU regional development and cohesion policy

CDRBI - decisional body

BIRDA - executive body



BIRDA - BUCHAREST-ILFOV REGIONAL DEVELOPMENT AGENCY

- Non-governmental, public utility, non-profit body
- 1999 - NGO for public utility
- 2004 - up date regional development law
- 2007 - intermediate body for Regio



163 Mihai Eminescu Street, Bucharest

BIRDA provides specific services to the local public administration as well as to the private sector for the development of the Bucharest-Ilfov region

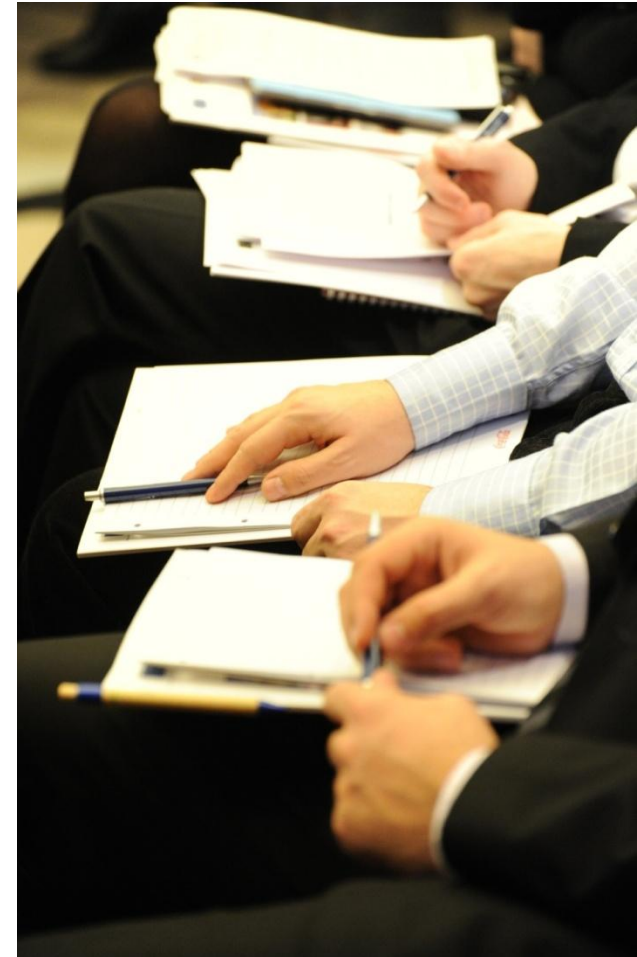
ACTIVITIES CARRIED OUT BY BIRDA FOR THE IMPLEMENTATION OF REGIO

- ☐ Information, communication and promotion
- ☐ Support for the development of projects
- ☐ Evaluation, selection and contracting of projects
- ☐ Projects monitoring
- ☐ Projects assessment
- ☐ Technical assistance



What should the Romanian authorities / potential beneficiaries do to access EU funds

- **Administrative capacity and flexible reactive procedures**
- **Information and communication**
- **Support to the potential applicants**
- **Procurement in line with law**
- **Flexibility in Budgetary Management**



BIRDA Intermediary Body for Regio

The information and promotion activities Regio
Regional Promotion and Investments Departament

- implementation of Regional Communication Plan
- the regional information office
- the web page
- newsletter
- relations with media
- the Regio communicators network



Helpdesk activities for promote REGIO

- ✓ continuous informations flow
- ✓ meeting with lbs for SOP in order to correlate the communication activities within region
- ✓ information & assistance regarding the visual identity for Regio beneficiaries
- ✓ promotion of the Regio projects as good practice examples



Support for projects development

- ✓ achievement of projects portfolio within region
- ✓ consultation on the local needs and the futures regional development directions
- ✓ organisation of the work groups for debates and proposals
- ✓ collection of the proposals regarding programming documents for the new period 2014-2020



Information and communication activities

- Information events (conferences, seminars, promotion caravans)
- Electronic communication (websites and newsletter)
- Publications and promotion materials
- Promotion Regio movies & photos
- Visits with mass media at projects sites





Sustained and sustainable economic growth

Side Event - European Week
of Regions and Cities 2016

13 October 2016

Permanent Representation of Romania to the EU
12, Montoyer Street, Brussels

ADR

Agencia pentru Dezvoltare Regională
București - Ilfov

Inițiativă locală. Dezvoltare regională.

www.adrbi.ro

www.inforegio.ro

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October 2016

Investim în viitorul tău! Proiect selectat în cadrul Programului Operațional Regional
și co-finanțat de Uniunea Europeană prin Fondul European pentru Dezvoltare Regională.

International promotion activities of BIRDA



European Week of
Regions and Cities

Brussels

10-13 October 2016



Regional Operational Programme 2014-2020 in Bucharest-Ilfov Region

PRIORITIES AXES (PA)	ACTIVITIES	TOTAL BUDGET (MIL. EURO)	BENEFICI ARIES
AP 3 – Supporting the transition to a low carbon economy	energy efficiency of public and residential buildings, including investments in public lighting; urban transport (driveways, cycle lanes, eco / electrical friendly transportation, etc.)	299,99	Local and central authorities
AP 5 – Urban regeneration and the cultural heritage	restoration, protection and conservation of cultural heritage regeneration and revitalization of urban areas (modernization of public spaces, abandoned land rehabilitation, etc.).	40,77	Local authorities, NGOs, religious organizations
AP 6 – Road transport infrastructure	modernization / rehabilitation of county roads that provide connectivity, directly or indirectly to TEN T network	13,30	Local authorities
AP 9 – Marginalized communities (Community Led Local Development, CLLD)	Integrated actions: investments in health infrastructure, education, social services, social housing, social economy activities, degraded urban spatial planning	11,82	Local authorities, SMEs, NGOs, religious organizations etc.
AP 10 – Education infrastructure	rehabilitation / modernization / construction of education infrastructure	53,19	Local authorities, universities
AP 12 – Technical assistance	Support for Managing Authority and Intermediate Bodies – Regional Development Agency	12,75	MA ROP + BIRDA OI ROP
Total POR BI		449,10	



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EN

POR 2014-2020

POR 2007-2013

ADRBI



Prezentare

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Comunicare

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Formular solicitare
informatii



Rețeaua
Comunicatorilor Regio



Abonare newsletter



Programul Operational
Regional 2014-2020



Regenerare urbana si
conservarea
patrimoniului cultural



Sprijinirea tranzitiei catre
o economie cu emisii
scazute de carbon



Situatia proiectelor
depuse



Formular inscriere
eveniment



Manual de identitate
vizuala



MySMIS



Legislatie



Imbunatatirea
infrastructurii rutiere de
importanta regionala

Site dedicat implementarii
POR 2014-2020 in regiunea
Bucuresti-Ilfov



Achizitii publice

Conclusion

- The citizens have the right to information and to access the public information
- For a professional and efficient public communication to exist in both theory and practice, citizens must be empowered to participate in meaningful ways in decision-making processes
- The public administration must build up a good relation to citizens using new media technologies in order to get over the barriers in public administration communication efficiency



BUCHAREST-ILFOV REGIONAL DEVELOPMENT AGENCY

Intermediary Body for Regional Operational Programme

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THANK YOU FOR YOUR ATTENTION!

Investim în viitorul tău!

Proiect selectat în cadrul Programului Operațional Regional și co-finanțat
de Uniunea Europeană prin Fondul European de Dezvoltare Regională



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București - Ilfov