



Social Green
Interreg Europe



**GREENING SOCIAL HOUSING IN
ALBA IULIA, ROMANIA**



REGIONAL ACTION PLAN
for
ALBA IULIA MUNICIPALITY, ROMANIA
March 2019



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Introduction

The purpose of this Action Plan is to provide a clear framework within which the aims of the *Social Green - Regional Policies towards Greening the Social Housing Sector* Project can be delivered in Alba Iulia through alignment with the local aspirations and the future actions in the community.

The aim of the Social Green project is to promote the greening of the social housing sector through mutual learning and development of improved regional policies, by addressing the policy instrument Regional Operational Program 2014-2020 (ROP), Axis 3- Supporting the shift towards a low-carbon economy in all sectors. The project provided the opportunity to explore green building practices and significantly reduce GHG emissions through cost-effective means, while providing much needed housing in a healthy and sustainable manner. Through interregional cooperation Social Green stakeholder regions identified, shared and transferred innovative methodologies, processes and good practices in developing and implementing greener social housing sector policies, targeting new constructions or retrofitting existing buildings.

In this context the project's sub-objectives are:

1. to understand the role of the green building intervention in the social housing sector and the link with the fuel poverty topic;
2. to identify green measures for the social housing sector;
3. to identify, share and transfer experiences and good practices and to develop joint policy tools and instruments related to innovative solutions for greening social housing sector, namely in the areas of fuel poverty and energy efficiency;
4. to develop strategic guidelines and policy recommendations as an integrated toolkit for regional and local authorities, fostering greening the social housing sector, oriented to new and retrofitting existing buildings;
5. to improve regional/local policies by introducing best practices into EU mainstream programmes in order to contribute towards fostering the competitiveness, sustainability and social cohesion of cities, regions and the EU as a whole.

The elaboration of this Action Plan has been very much supported by the contribution of all the members of the Local Stakeholder Group which were actively involved in designing the objectives and the proposed actions. The interregional learning process among the Social Green partnership has also been instrumental in not only identifying specific actions, but also how they plan to be implemented in Alba Iulia.

The document is structured in three parts: Part I – General Information – focuses on the context of social housing in Romania; Part II – Policy Context – presents Local Strengths, weaknesses, opportunities & threats, Key findings from the self-assessment, Financial resources, Vision, Objectives and Actions and Part III – Details of the actions envisaged –provides details on the specific actions that have been designed in order to influence the policy instrument ROP Axis 3.

Part I – General information

- Project: SOCIAL GREEN - REGIONAL POLICIES TOWARDS GREENING THE SOCIAL HOUSING SECTOR
- Partner organisation(s) concerned: ALBA IULIA MUNICIPALITY
- Country: ROMANIA
- NUTS2 region: CENTRU
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Background

Social Housing in Romania serves in general the needs of vulnerable groups from the communities. Social housing is built, owned by the public sector (municipal or regional, depending on the source of financing), and usually managed in partnership with the tenants' associations.

In Alba Iulia, the social housing sector is relatively new and in the buildings many new green solutions are already included, but further greening measures can be taken. There are specifically two types of social housing in the town: Social housing for vulnerable groups and social housing for young people (generally speaking) provided by the National Agency for Housing.

The major difference between them is described in the following:

1. Social housing was addressed to persons/families with income below the net average wage per country, in descending order of the score appreciated through the Local Council Decision. In March 2013, when the first row of social housing was distributed, the net average income per country was 1617 lei, and in October 2014, for the second row of social housing, it was worth 1705 lei. Furthermore, this type of social housing addresses single-parent families, persons with disabilities and who lost their home due to the legal retrocessions performed after the year 1990.

2. Social housing provided by the National Agency for Housing addresses usually young people up to 38 years old and is specifically oriented towards persons who never owned a home irrespective of their salary. This type of social housing also allows for tenants to buy their homes after proving the financial capacity to do so.

Both categories of social housing are supported by the Municipality with different facilities. (financial support on utilities, rent, etc.)

Policy instruments based on the Operational Programme

The Action Plan aims to impact the ROP Axis 3, as under *Investment for Growth and Jobs* programmes section.

ERDF Regional Operational Program AXIS 3, *Investment Priority 3.1 - Supporting energy efficiency, intelligent energy management and renewable energy use in public infrastructures, including public buildings and the housing sector*; finances activities to increase the energy efficiency of residential buildings (thermal insulation of the exterior walls; rehabilitation and modernization of the heating and hot water distribution system; upgrading the heating system; replacement of fluorescent and incandescent luminaires, in common spaces, with high energy efficiency ones.). The programme is co-financed through ERDF, national budget, municipalities and tenants association funds.

According to ROP, allocated amounts for priority axis no. 3 are 194,596,792 EURO for the Centre Development Region, where Alba Iulia is located. Alba Iulia Municipality took into consideration that SOCIAL GREEN project will influence the policy instrument in their counties, thus, the estimated amount of structural funds influenced by Alba Iulia will be 11,882,666 Euros, representing the estimated value of funds allocated in ROP for increasing energy efficiency in residential buildings for Alba county.

A new Axis of the ERDF Regional Operational Program, Axis 9: *Supporting the economic and social regeneration of the disadvantaged communities from the urban area*, Investment Priority 9.1 – *Community Led Local Development* – will finance the investments in social housing infrastructure - building / rehabilitation / modernization. To date, any calls on this Axis haven't been launched.

The Municipality has capacity to influence the policy instrument by giving advice and exchanging ideas with the regional authority for the ROP Program, axis 3. The Municipality elaborated and submitted (and is intending to do so in the future) energy efficiency projects for retrofitting of buildings of flats with the aim to increase their energy performance by 30-40%. That is why, our self defined indicator was chosen based on this intentions of the municipality: 250 apartments refurbished in an energy efficient way. With our action plan, the aim is thus to influence this priority axis but also to implement it through for example accessing ROP funds and implementing projects.

Part II – Policy context

Local Strengths, weaknesses, opportunities & threats – findings from the Local Stakeholder Meetings

The involvement of stakeholders was relevant to the success of the project implementation. This consists of inviting a wide range of local players (set up a Local Stakeholder Group) in the policymaking process and in the policy implementation, through the organization of local stakeholder meetings as well as to be part of the interregional learning process, namely participating in the study visits, good practices workshop, among other related activities.

The involvement of stakeholders was be very important through three ways: first, stakeholders gained relevant knowledge and experience for direct participation in the project activities; second, local stakeholder meetings were able to foster the realization of a regional bottom-up and though on project level an integrated approach and lastly, and finally, Action Plans incorporated the expertise and needs of the relevant stakeholders.

Alba Iulia Municipality invited a wide range of stakeholders to be part of project implementation, after analyzing their possible involvement in achieving the project's objectives:

Most critical stakeholder group

- Regional Development Agency -CENTER – Managing Authority of ROP
- General Directorate of Social Assistance and Child Protection Alba - Public Service
- Local Energy Agency - ALEA
- EON ENERGY – Gas Distribution Company
- TRANSILVANIA SUD SA - Electricity Distribution Company
- Environmental Protection Agency
- Alba Iulia Municipality
- Local Council of the Alba Iulia Municipality

Important stakeholder group perhaps in need of empowerment

- URBAN SYNAPSE SRL – urban planning company
- "9 DACIA" Tenant Association
- Tenant Association No.3
- Tenant Association No.35
- Tenant Association No.47

Useful for decision and opinion formulation

- "1 Decembrie 1918" University
- Technical University

Additional targeted stakeholders

- AQUA CONSULTING
- Communitarian Foundation
- THINK ARCH – architecture company
- BUILD STAR - architecture company
- SC ECOTRUST AB - architecture company

Strengths	Weaknesses
<ul style="list-style-type: none"> • Local political support • The ability of the AIM to attract EU funds • Initiating a system for the collection and recycling of waste • Actions to inform and involve citizens in environmental issues 	<ul style="list-style-type: none"> • Insufficient funds for building new social buildings, even more to be focused on greening • Insufficient civic involvement at local level • Lack of financial resources from the citizens for the co-financing of the thermal rehabilitation program of the blocks • Building degradation due to lack of investment • Declining the interest of the large majority of the population towards environmental issues • The lack of knowledge concerning the importance of the energy efficiency amongst the inhabitants and also concerning the existence of potential financial instruments (Regional Operational Program); • The existence of partially and/or incorrectly rehabilitated residential blocks of apartments, which are not according to the present energy efficiency legislation; • the low number of professional construction companies (stakeholders) which provide rehabilitation services; • The high percentage of co-financing the rehabilitation of the buildings from the 2007-2013 EU funding;
Opportunities	Threats
<ul style="list-style-type: none"> • The European Strategy to support social housing • National funding Programmes oriented to the social aspects • Continuation of thermal rehabilitation programs for residential blocks 	<ul style="list-style-type: none"> • Poor national schemes on greening on social housing sector • Lack of interest of the population for involvement in retrofitting of their own housing. • Lack of specific programs for informing and educating the population about the selective

<ul style="list-style-type: none"> • Intensify the collaboration with local public administration institutions in the country and abroad in order to take examples of good practice in this field • The growing interest of public institutions, NGOs and economic agents for the implementation of environmental projects and the extension of eco-civic education activities 	<p>collection of waste and the benefits of this system</p> <ul style="list-style-type: none"> • The insufficient involvement of the population in environmental related issues.
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Interregional Learning and Key findings from the self-assessment

During the mutual learning and knowledge transfer process partners collected and shared within each other their good practices and examine its transferability as well.

The process was enhanced by five Study Visits organized by the regions involved and also, each partner organized Local Stakeholder Meetings in order to promote and disseminate the news in the field of social housing. Alba Iulia Municipality hosted the 5th project meeting and participated in all the other four. Also, members of our LSG took part in the study visits, in order to be part of the interregional learning process. Their suggestions for the actions to be included into Alba Iulia Municipality's Action plan have been influenced by the participation in the study visits. The good practice seen during the study visits were considered as examples to be followed and to be replicated or adapted, as far as possible, into our region.

Good practices on social housing, identified by each partner, have been validated by the Lead Partner and then published in the Policy Learning Platform of the Interreg Europe's programme website. Alba Iulia Municipality has submitted and published three relevant good practices to the platform:

- *Green retrofit of collective flats in Alba Iulia* – related to the case of an old and not well-kept building of collective flats was retrofit to improve the energy performance and living standard for residents.
- *Social housing for citizens who have lost their home due to the legal retrocession processes* – related to the construction of three new blocks of resource efficient social housing for citizens who lost their homes during to the post-1990 legal retrocession process.
- *Multi apartments blocks for young families*- related to the construction of three new energy efficient blocks of social housing, contributing to new homes for young people and an enhanced urban landscape

In elaborating the regional self-assessment, Alba Iulia Municipality has collaborated with the South Muntenia Regional Development Agency – the other partner from Romania. It was an added value to the final document due to the specific domain of each partner: on one hand, Alba Iulia Municipality – public authority, a beneficiary in ROP calls and a user of the allocated funds, on the other hand, South

Muntenia Regional Development Agency – managing authority of ROP involved in designing the specific criteria for evaluation, for ROP calls.

The conclusions of the Social Green Integrated Self-Assessment Report combined with the interregional learning and LSG meetings learning were the starting point for defining the actions included in our Action Plan. The main findings of Social Green Integrated Self-Assessment Report and the inspired action are as follows:

1. National legislation, regulations and policy rarely address retrofitting social housing explicitly

The new ROP Axis 9 is intended to finance the investments in social housing infrastructure - building / rehabilitation / modernization. Since now, there hasn't been launched any call on this Axis.

Under the ROP Axis 3, there is no dedicated calls addressed to social housing.

The proposed *Action 3: Providing knowledge development and consultancy services towards the improvement of POR Axis 3 and Axis 9*, was meant to work in this direction, to generate a change in the eligible activities.

2. It was highlighted the importance of access to EU funding to invest in social housing retrofits

Following this, *Action 1: Accessing the European funding for retrofitting the flats* and *Action 2: Implementing projects of building retrofitting* show the Alba Iulia Municipality's determination in giving to the EU funds absorption, the importance it deserves.

3. Several specific issues need to be taken into consideration when targeting vulnerable groups associated with social housing

There is a lack of funding to awareness-raising actions and lack of programmes to involve citizens and increase their understanding of environmental issues and the need for retrofitting. Therefore, the *Action 3: Providing knowledge development and consultancy services towards the improvement of POR Axis 3 and Axis 9* is intended to generate a new approach in relation to the social housing domain.

4. In order to retrofit social housing, cooperation between different municipal departments is needed

5. Local or regional level political support is also essential to be able to secure the funding and implementation of retrofitting processes

Taking into consideration the importance of cooperation between different relevant actors of the domain, *SA 3.2: Promote networking with different actors playing in social housing sector* is focused on gathering them together to work on proposing solutions for solving gaps or issuing of new approaches.

6. The Social Green project can provide a good basis for increasing the competence and knowledge among the project partners and among their stakeholder groups

Following the SOCIAL GREEN inter-regional project meeting which took place in Tartu-Tallinn (Estonia) in January 2018, Alba Iulia Municipality identified a series of good practice examples in the area of energy efficiency and building retrofitting (related to the design and development of prefabricated modular elements used for building renovation, the FedEx scheme – an innovative financing scheme to reduce energy consumption- firstly used in retrofitting the Sõpruse building, etc.) The relevant examples observed by Alba Iulia Municipality staff were analyzed during the meeting while further discussions were initiated with the Tartu Energy Agency and their stakeholders in order to better understand the measures presented as well as their replicability at the level of social housing in Alba Iulia.

After the meeting in Estonia a number of Skype calls were organized with the aim of learning more about the examples observed in Tallinn-Tartu.

One of them especially, related to a Building Performance Monitoring and Assessment (BPMA) framework has the potential of being replicated in Alba Iulia as a Pilot Action during Phase 2, and would be relevant for the financial instrument addressed by Alba Iulia's Regional Operational Program.

Financial resources

The main actual sources of funding for housing retrofitting, at national level, are as follows

1. ERDF Regional Operational Program AXIS 3.1 finances activities to increase the energy efficiency of residential buildings (thermal insulation of the exterior walls; rehabilitation and modernization of the heating and hot water distribution system; upgrading the heating system; replacement of fluorescent and incandescent luminaires, in common spaces, with high energy efficiency ones.) The programme is co-financed through ERDF, national budget, municipalities and tenant's association funds.
2. The national Green House Program provides for the population and legal entities to receive funding from the Environmental Fund Administration for installing, replacing or supplementing classic heating systems with green, renewable energy (Installation of pressurized / non-pressurized solar panels; installation of heat pumps, excluding air-to-air heat pumps).
3. The national Green Plus House Program provides for the population to receive funding from the Environmental Fund Administration for execution of works for energy efficiency (thermal insulation of the exterior walls and internal insulation of the roof for new/existing single family houses).

In implementing the actions included into the Action Plan, Alba Iulia Municipality will access funds of ROP, influencing, in this way, the policy instrument implementation.

Vision

In recent years, the City Hall of Alba Iulia Municipality signed the Covenant of Mayors which is the mainstream European movement involving local and regional authorities, voluntarily committing to increasing energy efficiency and use of renewable energy sources on their territories.

Moreover, Alba Iulia Municipality has developed the Sustainable Energy Action Plan which aims at reducing the environmental impact of the urban activities, increasing the quality of public utility services, increasing economic competitiveness in order to transform the city into a “green touristic city”.

A priority for Alba Iulia Municipality is to have an effective contribution to the stability and prosperity of the economic and social system, to ensure an inclusive and sustainable economic future for all the citizens, suitable measures addressed to all vulnerable groups

In close connection with these previous initiatives,

the vision of Alba Iulia Municipality is that the city's social housing sector will become more energy efficient until 2023.

Objectives and Actions

The following objectives has been set out:

Objective 1: Increasing the energy efficiency by 30-40% and reducing the CO₂ footprint of flats until 2023

Objective 2: Embed low-carbon into decision-making processes at city/regional level, related to green social housing

Objective 3: Promote energy efficiency and the use of renewable energy technologies in social buildings

The proposed actions are defined in order to achieve the objectives and in the end to have an influence on the Policy Instrument – ROP 2014-2020.

Objective	Action	Sub-Actions
Objective 1: <i>Increasing the energy efficiency by 30-40% and reducing the CO₂ footprint of flats until 2023</i>	Action 1: Accessing the European funding for retrofitting the flats	-
	Action 2: Implementing projects of building retrofitting	-
Objective 2: <i>Embed low-carbon into decision-making processes at city/regional level, related to green social housing</i>	Action 3: Providing knowledge development and consultancy services towards the improvement of POR Axis 3 and Axis 9	SA 3.1: Pilot Action
Objective 3: <i>Promote energy efficiency and the use of renewable energy technologies in social buildings</i>		SA 3.2: Promote networking with different actors playing in social housing sector.

Part III – Details of the actions envisaged

ACTION 1: Accessing the European funding for retrofitting the flats

1.1 Relevance to the project

The objective of ROP is to increase economic competitiveness and improve living conditions of local and regional communities by supporting business development, infrastructural conditions and services to ensure sustainable development of the regions, capable of managing the resources efficiently, exploit their innovation potential and assimilation of technological progress.

The ROP is very relevant for the rehabilitation and modernization of the existent building stock and represents a strong support for the municipalities to improve the energy efficiency of the buildings in a modern and sustainable way. Thus, this action is about preparing all the documents and submitting applications for grants under ROP Axis 3.1 calls.

The implementation of this action consists in the elaboration of the relevant documentation necessary for accessing the European funding through ROP Axis 3.1, for projects aimed at the retrofitting of buildings for an increased energy efficiency and reducing the carbon footprint of buildings in the Center Region.

The municipality in this case aims at retrofitting apartment buildings at the level of the city (the process is described in the table bellow), while the ROP could be improved through providing feedback on the specific rules of the financing calls under the ROP Axis 3.1. More specifically, the municipality will participate as member of the Monitoring Committee of the ROP in the regular meetings organized by the Managing Authority and will express suggestions for improving the ROP.

1.2. Nature of the action

The specific phases of the action are:

<i>Dissemination of the information regarding the opportunity to access the ROP for retrofitting flats at city level</i>	<i>Obtaining all the necessary approvals from institutions involved and agreements form the tenants</i>	<i>Elaboration of the documentation necessary for accesing EU funding through ROP</i>	<i>Submission of the documentation for accesing funding</i>	<i>Financial contracting</i>
Task 1: Contacting local tenants associations to committing in collaborating with the tenants	Task 1: Elaboration of documentation necessary for obtaining the agreements from institutions and tenants	Task 1: Initiating public procurement for the elaboration of the Feasibility Study	Task 1: Aproval of the project documentation in the Local Council	Task 1: Aproval of the participation in the project in the Local Council
Task 2: Networking with all the relevant stakeholders (tenant associations, tenants, construction companies, etc)	Task 2: Elaboration of documentation necessary for obtaining the agreements from tenants	Task 2: Contracting the service provider for the elaboration of the Feasibility Study	Task 2: Submission to the Managing Authority of the Financing Program for Regional Operational Program	Task 2: Preparation of documentation for starting the project
Task 3: Identifying the flats with socially vulnerable tenants	Task 3: Meetings and discussions with the tenants	Task 3: Elaboration of Feasibility Study (DALI Project)	Task 3: Answering correspondence for succesfully clarifying all the aspects related to the documentation submitted	Task 3: Signing of the financial grant contract
Task 4: Organizing public consultations	Task 4: Verification of the building of flats in order to fulfill all the required technical and administrative conditions for the retrofitting project	Task 4: Elaboration of the technical and administrative documentation for submission of the project to the financing authority		Task 4: Communicating to the tenants
Task 5: Sending feedback to the Regional Authority on the Technical and administrative rules of the ROP financing calls		Task 5: Supervizing the necessary works at the proposed buildings for complying with the financing guide		

1.3. Stakeholders involved

The main responsible body will be Alba Iulia Municipality but also, relevant actors from the public buildings sector, citizens.

1.4. **Timeframe** : see the GANTT at the end of the Action Plan.

1.5. **Indicative costs** : about EUR 8.300

1.6. Indicative funding sources

The money will be paid firstly out of the local budget and then recovered from the approved project financing amount. (ROP Programme).

1.7. Success indicators for the action

<i>Activity</i>	<i>Indicator</i>	<i>Source of verification</i>
Activity 1	Number of approved projects Funds of ROP approved to be used for increasing the energy efficiency of housing	The municipality official site and social pages Regional Development Agency periodical reports

ACTION 2: Implementing projects of building retrofitting

2.1 Relevance to the project

The policy instrument is very relevant for the rehabilitation and modernization of the existent building stock and represents a strong support for the municipalities to improve the energy efficiency of the buildings in a modern and sustainable way.

During the study visits in Portugal, Croatia and Estonia some good examples of building retrofitting have been shown and reinforce the idea that the EU funds are of great importance in achieving each partner's energy efficiency goals.

The renovation works done in Esquinheiro neighborhood (23 buildings corresponding to 376 dwellings), still in progress at the time of the study visit (2016), were impressive in what regards the scale of the project and the measures implemented. Also, the revitalization of Vila D'Este neighborhood, considered the largest operation of this kind in Europe (at that time), aiming to suit current energy requirements and indoor air quality and architecturally rehabilitate the neighborhood was a good example of successfully implementing projects of building retrofitting.

The renovated social housing buildings in Varazdin (Croatia) or the "Teachers' house"- the newest nearly zero building in Estonia, developed by City of Tallinn, as municipality building stock and meant for teachers, were also source of inspiration for Alba Iulia Municipality related to the measures to be applied when implementing projects of building retrofitting.

The study visits and the good examples presented during the visits represented an opportunity for the members of the Local Stakeholder Group, officials of Alba Iulia Municipality-members of the Investments' Department, to learn lessons about new measures to be used in retrofitting projects.

During the first phase of the Social Green project and following the participation in the interregional learning process where Alba Iulia experts observed the implementation of other projects of building renovation (described above), Alba Iulia Municipality submitted two funding requests for renovation works to be done with a total of 8.887.600 Euros, out of which, the eligible expenses are 7.335.003 Euros. The renovation works will be supported through ERDF funds -60% of the eligible expenses - 4.401.000 Euros and the rest, 4.486.598 Euros, through the local budget funds- 40% of the eligible expenses and the ineligible expenses. The implementation of these projects will take place in Phase 2 of Social Green project.

During the implementation of this action, direct effects of ROP financing will be seen in practice:13 blocks of flats with a total of 1215 apartments will be refurbished in an energy efficient way and through using lessons learned in the interregional learning process. Thus, the action will contribute to the achievement of the self-defined indicator of Social Green project – 250 apartments refurbished.

2.2. Nature of the action

The specific phases of the action are:

<i>Preparing the Technical Project</i>	<i>Contracting the construction related experts (construction company, site master, advertising company)</i>	<i>Renovation Works preparation</i>	<i>Renovation Works</i>	<i>Final actions</i>
Task 1: Elaboration of Technical Project	Task 1: Preparation of documentation for the acquisition(including specification)	Task 1: Submission of the Work Commencement Order	Task 1: Elaboration of periodical Work Situations with the renovation works done so far, to be used for periodical payments to the contractors	Task 1: Establishing the Work Reception comisiion
Task 2: Evaluation of PT and approval for starting the works	Task 2: Starting the acquisition's procedures	Task 2: Prezentation of the work plasement to the contractors	Task 2: Periodical payments to the contractors from the Local Budget	Task 2: Reception of work
	Task 3: Establishing the offer's evaluation comisiion (including representatives from the Tenants Associations)	Task 3: Approval of the Chart of Works to be done, by the contractors	Task 3: Elaboration of the documentation to be issued to the ROP Authority for financial reimbursments from the approved funding	Task 3: Solving the possible objections
	Task 4: Selecting the winning offers and close the purchase procedures	Task 4: Re-evaluation of the building of flats in order to fulfill all the required technical and administrative conditions for the approved retrofitting project	Task 4: Periodical work site visits from the experts of Building Bodies	
	Task 5: Signing the contracts with the construction company, site master, advertising company.		Task 5: Contractor's announcement for the work finalisation	

2.3. Stakeholders involved

The main responsible body will be Alba Iulia Municipality but also, relevant actors from the public buildings sector, citizens.

2.4. **Timeframe:** see the GANTT at the end of the Action Plan.

2.5. **Indicative costs:**

EUR 8.887.600 out of which EUR 7.335.003 Euros -eligible

2.6. **Indicative funding sources**

The money will come out of the ROP Program

2.7. **Success indicators for the action**

<i>Activity</i>	<i>Indicator</i>	<i>Source of verification</i>
Activity 2	Number of apartments refurbished Funds of ROP used for increasing the energy efficiency of housing	The municipality official site and social pages Regional Operational Program official reports

ACTION 3: Providing knowledge development and consultancy services towards the improvement of POR Axis 3 and Axis 9

Action 3 consists of two sub-action, both of them aiming to improve the policy instrument.

SA 3.1: Pilot Action- Improving energy efficiency and consumer behaviour at the level of social housing in Alba Iulia Municipality

3.1.1 Relevance to the project

After the SG project meeting in Estonia (January 2018) a number of Skype calls were organized by the Alba Iulia team with the aim of learning more about the examples observed in Tallinn and Tartu in the area of smart metering solutions for buildings. One of them especially has the potential of being replicated to a high degree in Alba Iulia, Romania and moreover, it would be highly relevant for the financial instrument addressed by AIM – Regional Operational Program for which reasons the present pilot action is proposed.

The good practice is related to a Building Performance Monitoring and Assessment (BPMA) framework (as defined by the Estonian good practice) which is aimed to set a robust methodology enabling the assessment of building energy performances, on the basis of adequate KPIs reflecting both energy-related and human-related parameters. Such a model was observed during the project meeting in Tartu-Tallinn and was considered a relevant good practice that could be followed in a similar model by AIM, given the fact that several conditions are highly similar between the 2 partners (similar weather conditions, access to high speed internet fiber, relatively similar types of buildings due to Communist heritage, etc.).

The pilot-action will contribute to:

- Analysing the energy-efficiency situation at the level of AIM's social housing through surveys, questionnaires building energy audit.
- Demonstrate the added value of smart metering and monitoring systems at level of the social housing;
- Assess the best approaches to provide real-time building energy performances and monitoring, on the basis of adequate KPIs reflecting both energy and human-related parameters - information from the tenants perspective;
- Contribute to better governance by including new eligible activities - like the solutions tested - under the ROP funded calls submitted to the thematic call.

Moreover the PA will contribute to an improvement of the policy instrument. On one hand, the pilot action will contribute to better governance – i.e., the knowledge gained about the technical reliability of the tested solutions and the degree of user evaluation satisfaction could lead to new evaluation criteria in projects submitted in the scope of the priority of investment Axis 3 - "Supporting the

transition to a low carbon economy” and priority of investments Axis 9 - “Local development placed under the community’s responsibility”. On the other hand, the Municipality could also draw relevant conclusions from the PA which would be used in future decisions about social housing and relevant energy-efficiency measures implemented at local level, with potential replicability at national level. Last but not the least, the results of the PA will represent a premiere at national level since a similar experiment conducted at this level has never been realized before.

The Pilot Action will be implemented together by two Social Green partners : Alba Iulia Municipality and Tartu Energy Agency – Estonia.

3.1.2. Nature of the action

<i>Set up of the experimental action</i>	<i>Monitoring</i>	<i>Evaluation and conclusions</i>	<i>Action related to directly influencing ROP</i>
Task 1: Comprehensive study on behavioural pattern of the citizens living in social houses in terms of energy consumption and openness to the introduction of smart measures	Task 1: Organizing surveys on a monthly basis in order to identify any potential drawbacks of the experiment and to measure the satisfaction and difficulty of use of the smart tools by the tenants	Task 1: Final Report of the pilot project	Task 1: Sending the final Report of the PA together with the recommendations for changing the policy instrument ROP Axis 3 and Axis 9 to the Regional Development Agency - ADR Centru in order for future calls to include eligible activities drawn from the PA results.
Task 2: Inviting the Estonian partner to the PA's site for technical assistance and expertise	Task 2: Monitoring the energy parameters of the social housing flats	Task 2: Organizing final workshop and presenting the Final Report of the pilot project to all the relevant stakeholders at the local level	
Task 3: Organizing public tenders for acquiring the smart-metering devices	Task 3: Organizing monthly meetings with the tenants in order to present the monthly statistics and discussing options for behavioral change in order to obtain optimal results in terms of energy consumption and increased comfort		
Task 4: Installing the smart-metering monitoring system	Task 4: Half period workshop will be organized in order to analyze the results of the pilot		

3.1.3. Stakeholders involved

The main responsible body will be Alba Iulia Municipality but also, relevant actors from the public buildings sector, citizens such as:

1 Decembrie 1918 University - Conduction of survey on existing open data initiatives and developed solutions. Interviews with third party developers. Collaborate in the dissemination of surveys.

Alba Local Agency for Energy - Involved with their expertise in monitoring and reporting energy consumptions at the level of AIM.

ADR CENTRU- Will be involved at the end of the PA as it will forward to the Managing Authority the results and suggestions for improving of the ROP.

3.1.4. Timeframe : see the GANTT at the end of the document

3.1.5. Indicative costs : The indicative budget for the Pilot Action would be 49,100 EUR

Total pilot action budget							
Partner	Staff costs	Office and administration	Travel and accommodation	External expertise and services	Equipment	Net revenues	Total pilot action budget
AIM	22.000,00 €	3.300 €	- €	7.000,00 €	9.000,00 €	- €	41.300,00 €
TARTU	4.000,00 €	600 €	1.600,00 €	1.600,00 €	- €	- €	7.800,00 €
	- €	- €	- €	- €	- €	- €	- €
Total	26.000,00 €	3.900,00 €	1.600,00 €	8.600,00 €	9.000,00 €	- €	49.100,00 €

3.1.6. Indicative funding sources

The Pilot Actions will be financed through reallocation of existing budget generated by the fact that the project faces underspending.

3.1.7. Success indicators for the action

Activity	Indicator	Source of verification
Activity 3 Sub activity 3.1	<p>Study on behavioral pattern of the citizens living in social houses in terms of energy consumption and openness to the introduction of smart measures</p> <p>Report related to using smart metering in social housing</p> <p>Specific measures to be included in ROP, related to the energy-related behavior of social housing residents</p>	<p>The municipality official site and social media pages</p> <p>The Regional Development Agency-Centru Region official site</p>

SA 3.2: Promote networking with different actors playing in social housing sector.

3.2.1 Relevance to the project

The objective of the action is to bring together different relevant actors at local level and promote networking with regard to the importance of the energy efficiency measures proposed by the ROP and on the ways to improve this instrument. The aim is to identify issues and possible ways to improve the instrument and envoy them towards the Managing Authority of the ROP via the Regional Development Agency – Center.

The open seminar organized by the REA North during the study visit in Croatia, with participation of different actors in the social housing field, highlighted the importance and positive impact of bringing together experts with different visions and it was source of inspiration for this sub-action. The issues highlighted by the participants in the seminar, different as areas of expertise, led to relevant conclusions regarding the social housing domain, which also combined the diversity of points of view generating added value for each participant. That is what we would like to replicate through this sub-action:

3.2.2. Nature of the action

The specific phases of the action are:

<i>Preparing the logistics</i>	<i>Networking starting phase</i>	<i>Networking implementation</i>	<i>Evaluation and drafting of the conclusions</i>	<i>Sending official paper to the Managing Authority of the ROP, via the Regional Development Agency Centru</i>
Task 1: Preparation of relevant administrative documentation for the networking	Task 1: Setting up the final sites for the action implementation	Task 1: Organising first networking event	Task 1: Assessment on difficulties identified in implementing ROP. Good practices of success ROP implemented projects	Task 1: Preparing an oficial paper with all the suggestions, in order to be sent to the Managing Authority of the ROP, via the Regional Development Agency Centru
Task 2: Starting the acquisition's procedures for aquiring potentially necessary materials/stationary for the meetings	Task 2: Sending our invitations to the relevant actors in the field to participate in the meetings	Task 2: Report(suggestions for improving ROP, specific activities to be included)	Task 2: Conclusions on suggestions for ROP. Asking for feedback with regard to the conclusions from the relevant stakeholders	Task 2: Cooperating with the Regional Development Agency-Centru regarding the potentia feedback and questions from the MA of ROP, related to the documents sent.
Task 3: Discussions with the relevant actors for setting up the networking	Task 3: Finalizing the agenda of and all other relevant details for the implementation	Task 3: Organising second networking event		
Task 4: Looking for the potential sites where the conexions will take place		Task 4: Report(suggestions for improving ROP, specific activities to be included)		
Task 5: Discussions with potential construction companies which would be invited to present relevant information				

3.2.3. Stakeholders involved

The main responsible body will be Alba Iulia Municipality but also, relevant actors from the public buildings sector, citizens, Regional Development Agency -CENTER – Managing Authority of ROP, General Directorate of Social Assistance and Child Protection Alba - Public Service, Local Energy Agency – ALEA, EON ENERGY – Gas Distribution Company, TRANSILVANIA SUD SA - Electricity Distribution Company, Environmental Protection Agency, etc.

3.2.4. Timeframe : see the GANTT at the end of the document

3.2.5. Indicative costs: No specially designated funds are needed and if necessary but, if necessary the costs will be supported through the Local Budget.

3.2.6. Indicative funding sources : N/A

3.2.7. Success indicators for the action

<i>Activity</i>	<i>Indicator</i>	<i>Source of verification</i>
Activity 3 Sub activity 3.2	Number of participants Assessment on difficulties identified in implementing ROP Good practices of success ROP implemented projects Official papers sent to AM ROP Specific activities included in new ROP calls Official responses from the AM ROP	The municipality official site and social pages Lists of participants ROP revised version of calls

GANTT

ACTIONS	2017				2018												2019												2020												2021		
	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3
Action 1: Accessing the European funding for retrofitting the flats																																											
Action 2: Implementing projects of building retrofitting																																											
Action 3: Providing know ledge development and consultancy services tow ards the improvement of POR Axis 3 and Axis 9																																											
SA 3.1: Pilot Action																																											
SA 3.2: Promote netw orking w ith different actors playing in social housing sector.																																											

Date: March 2019

Name of the organisation(s): Alba Iulia Municipality

Signature(s) of representative of the relevant organisation(s):

Letter of Acknowledgement from the relevant organisation responsible for policy

For Structural Funds programmes (i.e. Investment for Growth and Jobs and European Territorial Cooperation programmes), the list of policy responsible organisations is available on the 'In my country' pages on the programme website www.interregeurope.eu

Project acronym	SOCIAL GREEN
Project title	Regional Policies towards Greening the Social Housing Sector
Name of the signing organisation (original) including department if relevant)	Agencia pentru Dezvoltare Regională Centru
Name of the signing organisation (English) including department if relevant)	Regional Development Agency Centru
Name of the policy instrument addressed (original)	Programul Operațional Regional 2014-2020 - Axa prioritară 3
Name of the policy instrument addressed (English)	Regional Operational Programme 2014-2020 – Priority Axis 3
Name of partner(s) concerned in the application form (English)	Alba Iulia Municipality

We hereby acknowledge:

- that we welcome the contents and actions of the Action Plan submitted to us by the project partner, as it contains appropriate and acceptable means to monitor and improve Policy Instrument related activities.
- that we are open to continue our cooperation with the project partner in Phase2 of the SOCIAL GREEN project to further consider, discuss and take on board insights, expert information and market knowledge provided by the project partner for jointly monitoring and improving the management and the strategic focus of the Policy Instrument and its corresponding scheme conditions, following the Action Plan considerations.

Name of Signatory

Simion CREȚU

Position of Signatory

General Director

Date 24.06.2019

Signature and institution stamp (if exists)


