

SUMMARY OF THE 3RD EDITION

Braşov, September 4-10, 2023

www.fovbv.ro



The background of the entire page is a photograph of a green bus with white accents, parked on a street. The bus has the number '2023' on its side and the word 'BRASOV' on its side. It is surrounded by lush green trees and a grassy area in the foreground. A yellow caution tape is strung across the scene in front of the bus. The text is overlaid on a semi-transparent green rectangular box in the upper left portion of the image.

The Green Cities Forum (GCF) is the largest core event in Romania dedicated to environmental sustainability, **winner of the Clean Environment Awards Gala (2021), and honoured with the Silver trophy for environmental campaigns at the Romanian PR Award (2022).**

The Green Cities Forum (GCF) aspires to paint the cities of Romania green, to create and

promote healthier, more resident-friendly, and sustainable cities. It aims to bring together political leaders, experts, representatives of public administration, and citizens determined to be part of the change. It aims to become a hub for exchanging experience and best practices among cities, as well as for promoting innovations in sustainable development.

GREEN CITIES FORUM

Goals

Authorities, companies, citizens, together we change cities!

Political and Administrative

Promoting sustainable policy shifts in local and national governance.

Academic

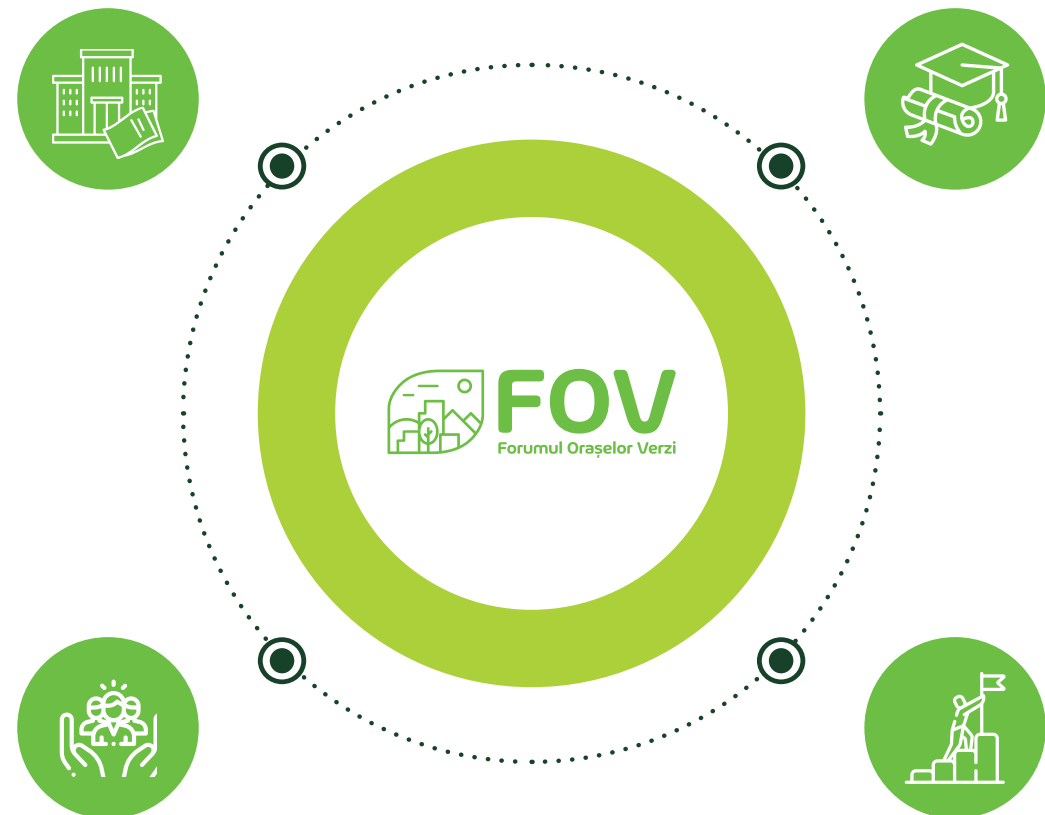
To promote collaboration between academia and local authorities

Community

Be an effective vehicle for environmental education.

Business environment

Inspiring private companies to engage in sustainability actions





International Conference on
Public Environmental Policies
dedicated to public authorities
in Romania and Europe



CommUnity events
dedicated to Brasov
residents and tourists

GREEN CITIES FORUM

International Conference on Public Environmental Policies



The International Public Policy Conference is the largest environmental conference in Romania and is the main event of the Green Cities Forum, the place where mayors of cities Romanian and other European cities come to debate and learn directly from experts about measures they can implement for to make their cities more environmentally friendly.

The 3rd edition attracted national and international leaders in public environmental policies, representatives of cities in Romania and Europe, as well as private companies active in the field of environmental sustainability.

Shift your perspective. Embrace change. Choose to act. Together.

We invited public authorities, political leaders, environmental policy experts, private companies, NGOs, and citizens to choose action as their main differentiating element and to make a change in their community.

Inspiration

Disruptive technological solutions and best practices presented by the most high-performing green cities in Europe during panel sessions.



Learning

Practical problem-solving workshops addressing pressing issues identified at the working group level.



Networking

facilitated networking sessions and a private dinner, connecting city leaders, government officials, and public policy experts from around the world.



3 intensive days of debates, workshops, roundtable discussions, field visits



12

environmental panel
discussions

8

workshops dedicated to
public servants

20

strategic partners



Keynote speakers

54 international and local speakers, experts in environmental sustainability and related fields, took the stage at GCF.



Patrick Child

Deputy Director General for
Environment, European Commission



Dejan CRNEK

Deputy Mayor, City of Ljubljana (SI) –
European Green Capital 2016



Tanella MIEZI-PENGAI

Project Manager Grenoble European
Green Capital Agency (FR)



Dr Christina YAN ZHANG

CEO The Metaverse Institute (UK)



Matthew CARMONA

Professor of Planning and Urban
Design, University College London (UK)



Tabaré Curras

Global Advisor Urban energy
transition, WWF

Agenda GCF 2023

5 September	6 September	7 September
<ul style="list-style-type: none"> • Registration & check in • Official Opening Allen Coliban, Mayor of Brașov (RO) Mircea Fechet, Minister of the Environment (RO) Emil Boc, President of the Association of the municipalities in Romania (RO) • Key note speaker • City showcase Green Capital - inspiration Dejan CRNEK, Mayor of Lubljiana (SJ) Eric PIOLLE, Mayor of Grenoble (FR) • Networking red carpet & dinner 	<ul style="list-style-type: none"> • Morning coffee & networking • Working groups MAYORS/ VICE MAYORS LOCAL ADVISORS PUBLIC ADMINISTRATORS GREEN CITIES & URBAN PLANNING - with the participation of Smart City managers, energy managers, urban planners (facilitated by Urbanize Hub and European Urban Initiative) MOBILITY - facilitated by the Association Metropolitan for Development Sustainable Public Transport Brașov CLIMATE MITIGATION - facilitated by Energy Cities GREEN CITY FOUNDING - facility by the Association Center for Sustainable Development DIGITALIZATION • Networking lunch 	<ul style="list-style-type: none"> • Morning coffee & networking • Key note speaker • City Showcase Panels Energy Panel Mobility Panel Circular Economy Panel Green Spaces & City Planning Panel • Official speeches • Green City Awards by the Romanian Association of Municipalities + Networking dinner

Speakers & Attendances

Over 350 national and international leaders in public environmental policies, representatives from cities in Romania and Europe, as well as private companies operating in the field of environmental sustainability.



54

local and
international
speakers

32

mayors and
deputy mayors

100

city managers
and local
councillors

23

municipal
delegates from
Romania

20

strategic
partners

30

corporate
companies

Green Cities Alliance Pact

An initiative by Urbanize Hub in which mayors aim to join forces to bring sustainable transformations to their communities.



4 cities – Brașov, Buzău, Câmpulung, Darabani, and two districts in Bucharest, 2 and 6, have signed the Green Cities Alliance Pact. These six local administrations, along with those that have already signed, including Arad, Lugoj, Reșița, and Timișoara, aim to accelerate the transition to sustainable and resident-friendly cities.

In addition to collaboration and the exchange of best practices, this alliance seeks to be a significant player at both the national and European levels in implementing policies and projects aimed at achieving climate neutrality as quickly as possible.

Green Cities Awards



An initiative by the Green Cities Forum in collaboration with the Association of Romanian Municipalities, aiming to acknowledge and reward municipalities for their ambitions and efforts in becoming greener, more sustainable, and reducing their environmental impact.



Winners:

1. **Sustainable Public Transportation:** Galați City, District 4 Bucharest, Târgu Jiu City, Mediaș City
2. **Bicycle Mobility:** Sibiu City, Alexandria City, Hunedoara City
3. **Circular Economy and Waste Management:** Buzău City, Alba-Iulia City, Sfântu Gheorghe City, Făgăraș City
4. **Green Energy:** Râmnicu Vâlcea City, Tulcea City
5. **Sustainable Urban Planning:** Târgoviște City, Bistrița City, Roman City
6. **Urban Parks and Forests:** Iași City, District 6 Bucharest, Craiova City, Moinești City

Strategic partners



We collaborated with the most important environmental institutions and NGOs in Romania and Europe, both to communicate our initiatives, invite local authorities to take part in our event, and ensure the exchange of experience through the presence of top speakers in the field of sustainability.



Green City Accord



MINISTERUL MEDIULUI,
APELOR ŞI PĂDURILOR



EUROPEAN
URBAN
INITIATIVE



Sponsors



We had valuable partners who shared common principles and values and supported us both financially and logistically.

Sponsor Gold:



Sponsor Silver:



Sponsors:







CommUnity: green events for the community

The people of Brașov and tourists celebrated the power of **“Together”** and had the chance to discover and experience over **70 activities** designed to **promote sustainability** and inspire **positive change** in our community.



*Kids, parents, grandparents, dogs,
cyclists, environmentalists, artists,
filmmakers, mountaineers, makers,
doers, believers, dreamers.*

They all love nature. They respect and desire to be surrounded by nature. To learn, to explore, to do better for their community and the environment.

Over 60,000 people participated in activities offered by our partners: Forza ZU, Cetăţuia Opening, Running Fest, Bike Parade, Alpin Film Festival, Culmea Festival.



Residents of Brașov and tourists enjoyed a diverse range of eco-friendly experiences, all designed to foster a deeper connection with nature. These included park picnics, screenings of mountain and environmental films, urban excursions, interactive “truth or recycle” games, concerts, and engaging green discussions.



19:00	Gala de deschidere ALPIN FILM FESTIVAL CASTELUL CRAITEI (regizor: Liviu Marghidan) Centru Cultural Reduta
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ziua 02

marți

05.09.2023

08:20	Tură ghidată în Masivul Postăvaru Magazinul Star
10:00	Iubește verde - ateliere de creație din materiale reciclabile Parcul Nicolae Titulescu
13:00	
10:00	Conferință de politici publice Hotel Qosmo
20:00	
10:00	#AFIprietencumediul - Expoziție păduri și animale cu peisaje din pădurile din întreaga lume AFI Brașov
22:00	
12:00	Expoziție de pictură și artă multimedia, STARDUST, Artist Roland Pangrați, Curator Ana Canpean Centrul Cultural Apollonia, Etajul 1
20:00	
14:00	Expoziție STELE ITALIA Banca de cultura Apollonia
20:00	
15:00	Concurs Monopoly Gândește verde Parcul Nicolae Titulescu
18:00	
17:00	ALPIN FILM FESTIVAL Vernisaj expoziție sculptură STELE - ITALIA - POLONIA
20:00	Iubește verde - difuzare de filme în aer liber After Earth Parcul Nicolae Titulescu
	Filmul de promovare a traseului „Best of Europe”: Brașov - Treptele lui Gabony - Drumul Albastru - Cinema Astra

ziua 03

miercuri

06.09.2023

08:20	Tură ghidată în Masivul Postăvaru Magazinul Star
10:00	Iubește verde - ateliere de creație din materiale reciclabile Parcul Nicolae Titulescu
13:00	
10:00	Conferință de politici publice Hotel Qosmo
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20:00	
14:00	Expoziție STELE ITALIA Banca de cultura Apollonia
20:00	
15:00	Concurs Monopoly Gândește verde Parcul Nicolae Titulescu
18:00	
16:00	Festivalul CULMEA: Film și educație de mediu Grădina NUC (cartier Șchei, str. Constantin Lacea nr. 4)
20:00	
17:00	Inaugurare traseu tematic: Cărările naturale ale cetățuui Dealul Cetății
20:00	
18:00	Vernisaj expoziția de fotografie Naturopolis Centrul Apollonia
22:00	
20:00	Iubește verde - difuzare de filme în aer liber After Earth

	protejate Bulevardul Eroilor, în fața Colegiului Național Unirea
10:00	Green Talks - Conferința pentru cetățenii Brașovului
18:00	Pietonala FOV - Green Community
10:00	Caravana ECOTIC
18:00	Pietonala FOV / Star-Modarom
10:00	Repunem Cetățuia pe harta culturală!
22:00	Cetățuia Brașovului
10:00	#AFIprietencumediul - Expoziție păduri și animale cu peisaje din pădurile din întreaga lume AFI Brașov
22:00	
11:00	Festivalul CULMEA: Film și educație de mediu Magnolia Shopping Center (cartier Răcădău, str. Crișului nr. 18)
15:00	
12:00	Expoziție de pictură și artă multimedia, STARDUST, Artist Roland Pangrați, Curator Ana Canpean Centrul Cultural Apollonia, Etajul 1
20:00	
14:00	Expoziție STELE ITALIA
20:00	Banca de cultura Apollonia
14:00	Vernisaj "Chloroplast - Grădina Invizibilă"
20:00	Banca de Cultura Apollonia
15:00	Tura ghidată Cărările naturale ale cetățuui Dealul Cetății
17:00	
15:00	Concurs Monopoly Gândește verde Parcul Nicolae Titulescu
18:00	
16:00	Festivalul CULMEA: Film și educație de mediu Magnolia Shopping Center (cartier Răcădău, str. Crișului nr. 18)
20:00	
16:00	Tu știi să recyclezi? Star-Modarom
20:00	
16:00	Recibaschet Star-Modarom
18:00	
16:00	Stafeta Verde - Pietonala FOV / Închidem strada pentru mașini și deschidem pentru Green Community Pietonala FOV / Star-Modarom
22:00	
18:00	Vernisaj expoziția de fotografie Naturopolis Centrul Apollonia
22:00	
20:00	Iubește verde - difuzare de filme în aer liber After Earth Parcul Nicolae Titulescu
	„Casa Groazei” Patrula Zero Plastic - se va integra în mesajul general al proiectului: „Plasticul în natură e ceva de speriat” Pietonala FOV / Star-Modarom
	Filmul de promovare a traseului „Best of Europe”: Brașov - Treptele lui Gabony - Drumul Albastru Cinema Astra

ziua 06

sâmbătă

09.09.2023

08:20	Tură ghidată în Masivul Postăvaru Magazinul Star
09:00	Propark Adventure Race Family & Friends Bulevardul Eroilor, Start/Finish în fața Colegiului Național Unirea
18:00	
10:00	Festivalul CULMEA: Film și educație de mediu Mica gașcă (Franța, 2022, regizat de Pierre Salvadori, 106 min, 10 ani+) Cinemateca Patria
10:00	Food Wave: picnic în parcul Titulescu

	Cinemateca Patria
18:00	Vernisaj expoziția de fotografie Naturopolis
22:00	Centrul Apollonia
19:00	Gala ALPIN FILM FESTIVAL Eveniment aniversare 20 de ani de la prima expediție românească pe Everest Conferință - Silvio Karo (Slovenia) - Pioletul de Aur 2023 Centrul Cultural Reduta
	FORZA ZU Piața Sfatului
	„Casa Groazei” Patrula Zero Plastic - se va integra în mesajul general al proiectului: „Plasticul în natură e ceva de speriat” Pietonala FOV / Star-Modarom
	Filmul de promovare a traseului „Best of Europe”: Brașov - Treptele lui Gabony - Drumul Albastru Cinema Astra

ziua 07

duminică

10.09.2023

08:20	Tură ghidată în Masivul Postăvaru Magazinul Star
08:00	Tura ghidată Cărările naturale ale cetățuui Dealul Cetății
10:00	Food Wave: picnic în parcul Titulescu Parcul Nicolae Titulescu
13:00	
10:00	Escape Tent - Aventura salvării planetei Bulevardul Eroilor, în fața Colegiului Național Unirea
17:00	
10:00	Ruleta Arbustilor Bulevardul Eroilor, în fața Colegiului Național Unirea
17:00	
10:00	Wild immersion - Descoperă lumea fascinantă a ariilor protejate Bulevardul Eroilor, în fața Colegiului Național Unirea
18:00	
10:00	Caravana ECOTIC
18:00	Pietonala FOV / Star-Modarom
10:00	Stafeta verde Star-Modarom
18:00	
10:00	Tu știi să recyclezi? Star-Modarom
18:00	
10:00	Recibaschet Star-Modarom
18:00	
10:00	#AFIprietencumediul - Expoziție păduri și animale cu peisaje din pădurile din întreaga lume AFI Brașov
22:00	
10:00	Festivalul CULMEA: Film și educație de mediu
20:00	Familia Păianjen (Cehia, Slovacia, 2022, regizat de Katarína Kerekesová, 75 min, 7 ani +) Centrul Cultural Reduta
10:00	Repunem Cetățuia pe harta culturală! Cetățuia Brașovului
22:00	
11:00	Festivalul CULMEA: Film și educație de mediu
13:00	(Super)Natural Writing - atelier pentru adolescenți 16-18 ani Centrul Cultural Reduta
11:00	ADEVĂR SAU RECICLARE - ateliere de joacă pe tema colectării separate și a reciclării
13:00	Galeria Inspiratio (Brașov, Str. Curtea Johannes Honterus 8)
11:00	ALPIN FILM FESTIVAL
19:00	Atelier Turn de cățărare 9m / Atelier Orientare în labirint

Cetățuia *between worlds*

For 3 days, Cetățuia Brașovului was subjected to an assault of... the arts, in which approximately **10,000 residents** of Brașov and tourists participated.



The background image shows a large-scale outdoor event in a town square. A complex stage structure with multiple large video screens and extensive scaffolding for lighting is set up in the background. A dense crowd of people, seen from behind, fills the foreground and middle ground, looking towards the stage. The event is taking place in a square with historic buildings and a hill in the distance under a clear blue sky.

FORZA ZU

30 artists used their powerful voices to convey environmental messages to the 20,000 spectators present in Piața Sfatului.

GREEN CITIES FORUM

Braşov Running Festival 2023

1200 runners set off in the race for change. **20,000 spectators** watched them with interest.



Bike Parade 3.0 ***the biggest walk around town***

1500 cyclists, young and old, pedalled through the streets of Braşov, forming a vibrant “green” presence on the road.





ALPIN FILM FEST

Almost 4,000 film-lovers took part in mountain-themed film screenings and activities.

GREEN CITIES FORUM



EXPLORE AND ADVENTURE

Over 500 curious people explored Braşov on guided tours
and the inauguration of the citadel route

GREEN CITIES FORUM



*Green talks, Recycling workshops,
Pottery workshops, Tent assembly
workshops, Climbing workshops.*

A close-up photograph of two hands, one from the left and one from the right, gently holding a tree trunk. The tree trunk is covered in a thick, vibrant green moss. The hands are wearing dark-colored sleeves. The background is slightly blurred, showing more of the forest environment.

GREEN PARTNERS

Primăria Municipiului Brașov, FORONA, Organizația fotografiilor de natură din România, Asociația Carpatină Ardeleană a Turiștilor - SKV, Asociația Kastel, Asociația Oricum, Asociația Carpaterra, Alpin Film Festival, Propark Fundația pentru Aree Protejate, ECOTIC și Eco Civica Center, Fundația Cărturești, Asociația Tot Mai Verde Brașov, ADI ISO Mediu Brașov, Agenția Metropolitană Brașov, Asociația Secvențe, WWF Romania, Centrul Cultural Apollonia

GREEN CITIES FORUM

Zile și Nopti Strategic Partnership



Zile și Nopti was the communication partner of GCF

Green Events for the Community. Together, we produced the ZN supplement and a dedicated landing page for community events. In total, 10,000 copies were distributed.

Website: <https://zilesinopti.ro/forumul-oraselor-verzi/>

The supplement can be accessed [here](#).









Media coverage

In 2023, GCF was the most widely covered event in Brașov and one of the most prominently featured events dedicated to environmental sustainability in Romania.



250

TV, radio,
print, online
portals

1M

national
audience
reached

600k

impressions on
social media

15

press release
sent

Social Media

Reach ⓘ

Compare your reach from this period to the previous one.

See more about your content performance

Facebook reach ⓘ

189,645 ↑ 1.5K%

Instagram reach ⓘ

7,240 ↑ 212.6%

Paid reach ⓘ

0 0%

Daily

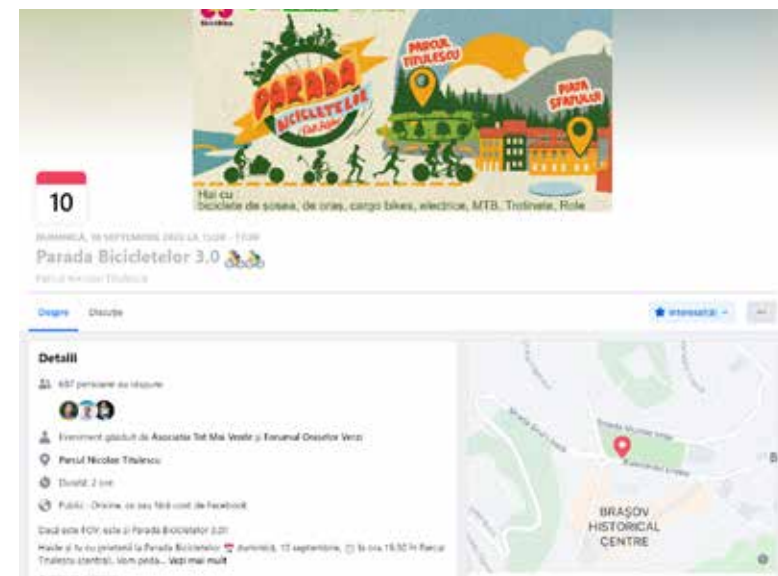
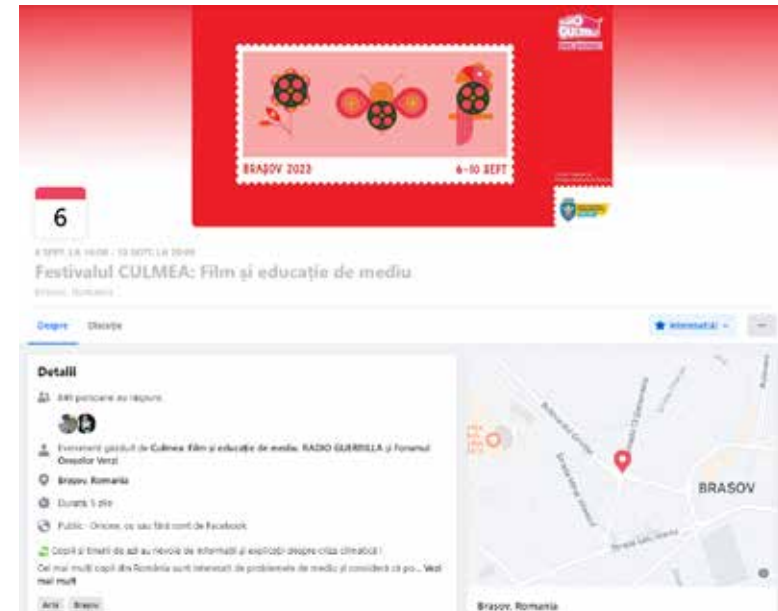
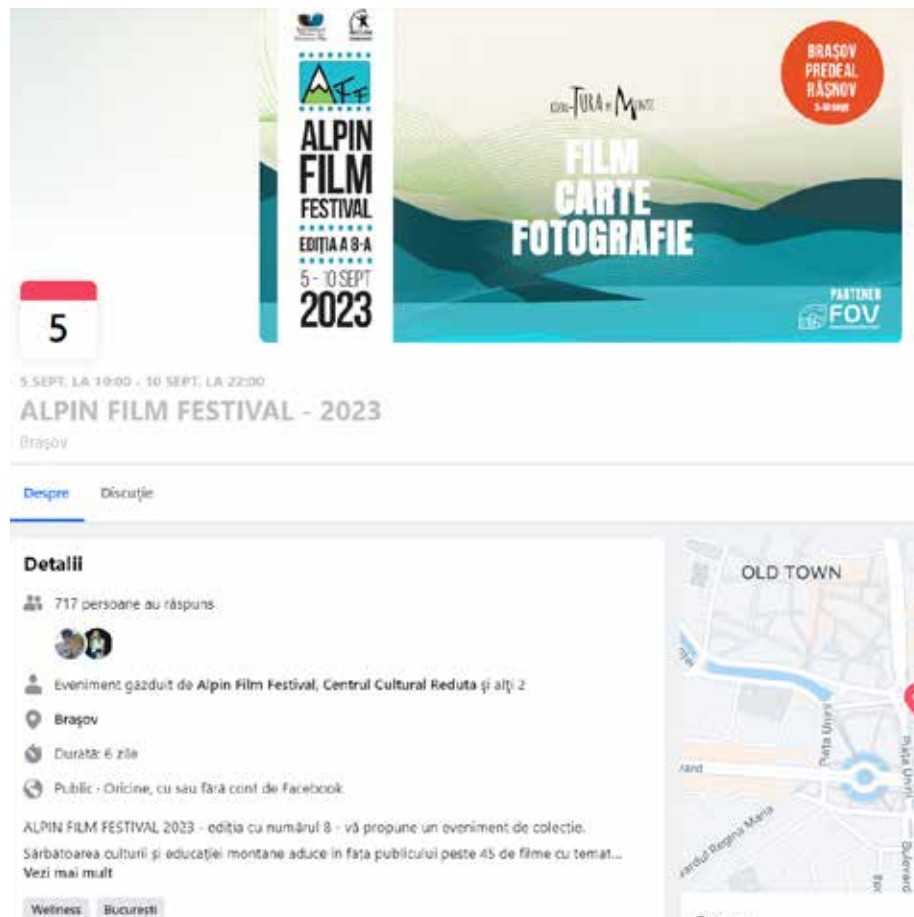
Cumulative



Ways to help grow your reach

Social media Satellite events

16 satellite events hosted by GCF content partners ran consecutively, increasing reach and engagement around the festival.



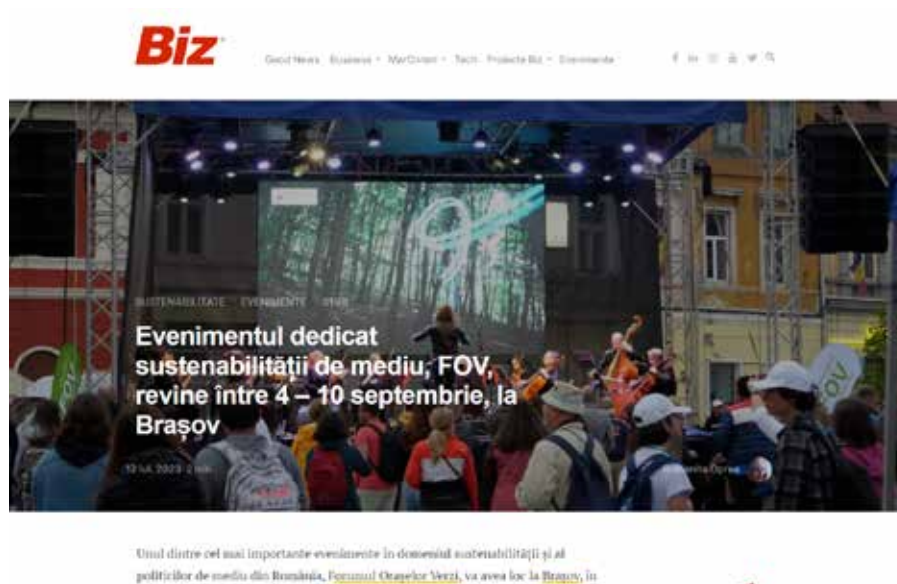
A person is seen from the side, sitting at a desk in a control room. They are looking at several computer monitors. The monitors display various data, including maps and charts. The room is dimly lit, with the primary light source being the screens. A coffee cup is visible on the desk in the foreground.

MEDIA PARTNERS

Radio ZU, Forbes, Green Report, Green Start-Up.ro, Agerpress,
Sustenabilizate.biz, Revista Biz, Zile si Nopti, Monitorul Express,
BizBrasov, Radio Brasov

GREEN CITIES FORUM

Biz Magazine, Forbes ZF, Forza ZU



Achievements

Green Cities Forum stands out as a creative and innovative project with its holistic and inclusive approach to addressing environmental challenges. We are fully committed to promoting sustainability and are determined to bring about positive and lasting changes in urban development and environmental policies.



01

The biggest environmental conference in Romania dedicated to local authorities.

02

A platform designed for progress where innovative ideas and solutions were showcased and discussed in an interactive framework.

03

Positive Impact by facilitating interdisciplinary collaboration and the exchange of experience among local authorities, the private sector, and civil society. discussed in an interactive framework.

Achievements

Green Cities Forum stands out as a creative and innovative project with its holistic and inclusive approach to addressing environmental challenges. We are fully committed to promoting sustainability and are determined to bring about positive and lasting changes in urban development and environmental policies.



04

Community Contribution

According to our numbers, over 1 million Romanians have heard about our initiative to contribute to painting the cities of Romania green, to create and promote healthier, more resident-friendly, and sustainable cities.

05

Green Cities Alliance Pact

10 cities have signed a pact to accelerate the transition to green cities.

06

Green Cities Awards

Supports, encourages, and promotes green cities in Romania.



SAVE THE DATE

2 - 8 SEPT, 2024

GREEN CITIES FORUM