



European Union  
European Regional  
Development Fund

## **SHARE's INFLUENCE in the North East Region of Romania**

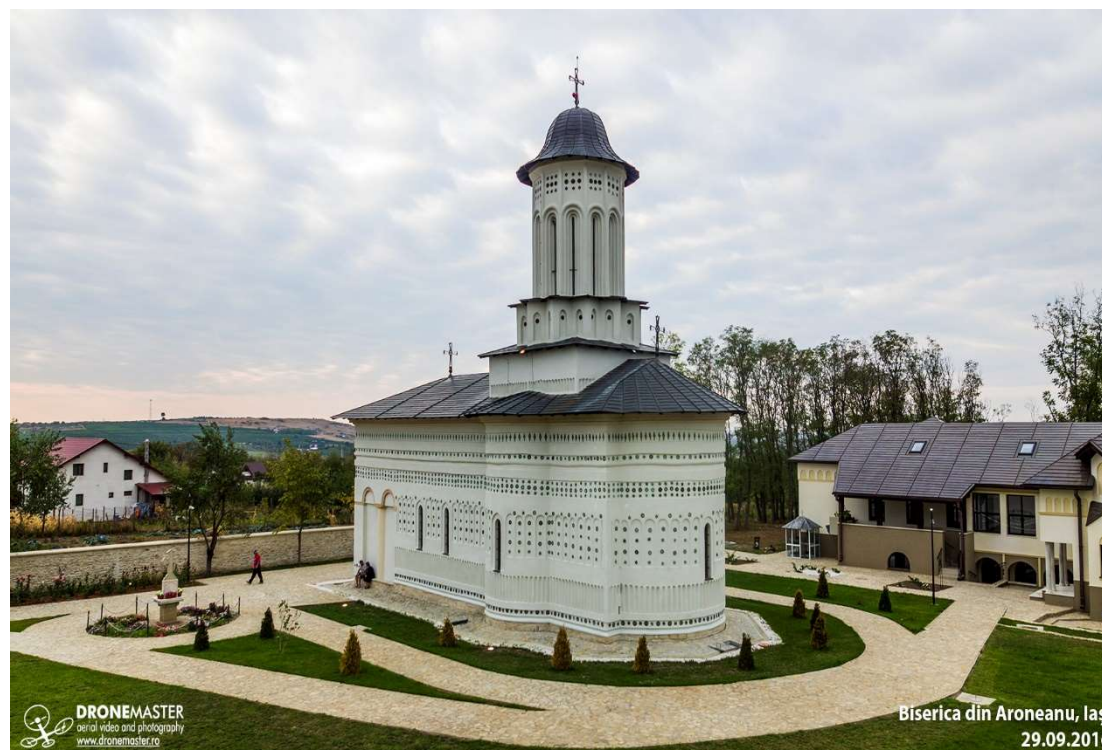
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**SHARE Members Team**

Virtual meeting, the 15th of September, 2020



## SHARE's INFLUENCE in Iași Municipality

Iași Municipality proposed to ensure the presence of the local offer in the online environment and also at trade fairs and exhibitions.



## Actions planned by Iași Municipality

### Concrete:

- *The first step is to create a **visual concept** for all products (online or physical) around the active and selling-oriented invitation „Visit Iași”.*
- *The second step is to implement an **online destination presence plan***

*The physical (offline) package will be constructed as a modular kit, adaptable for all kinds of events:*

- *travel & incoming tourism fairs,*
- *business or educational conferences,*
- *political and diplomatic meetings,*
- *high-end cultural and sports festivals with tourist visits*
- *B2B and B2C events*
- *Press releases*

## Description of the situation AFTER the intervention in Iași Municipality

*After the intervention of the SHARE project, Iași Municipality plans to develop the city brand strategy and implement new measures to support and promote its efficiency internally and externally: presentation films, virtual guides / brochures and in printed format, stands at domestic and international tourism trade fairs, social media promotion, etc. – estimated deadline: 31.12.2021.*



## SHARE's INFLUENCE in Piatra Neamț Municipality

Piatra Neamț  
Municipality proposed  
to improve the  
technical and public  
infrastructure of the  
local authorities.



## Actions planned by Piatra Neamț Municipality

- *As a result of the inter-regional exchange of experience, that took place at Pécs (Hungary), in 02 – 06 of July, 2017 into the LAP conducted within SHARE project, Measure 4.2 was introduced “Improving the technical and municipal infrastructure of local authorities”, which will be put into practice by creating and implementing SMART applications (mobile internet) that will increase the quality of services offered to citizens.*
- *Also, the Policy of increasing transparency and improving communication with citizens is clearly expressed in the statement made by Mr. Dragos Chitic, the Mayor of Piatra Neamț, within the document entitled “Piatra Neamt Local Governance Program in 2019”, which is available on the official site of Piatra Neamț Municipality, at:*
  - ❖ *[https://www.primariapn.ro/documents/10179/3718120/prog\\_guv\\_PN\\_2019.pdf](https://www.primariapn.ro/documents/10179/3718120/prog_guv_PN_2019.pdf)*
  - ❖ *or „Passport to mobility” available at:*  
*[https://www.primariapn.ro/documents/10179/3305142/pasaport\\_mob.pdf](https://www.primariapn.ro/documents/10179/3305142/pasaport_mob.pdf)*

## Actions already made by Piatra Neamț Municipality and considered by JS as improvement at local level

- *After that, the practical implementation of this idea followed, by creating and implementing the Application „Piatra Neamț City App”.*
- *In order to prove the impact of using the new application on increasing transparency and improving communication with citizens, we record in a monthly report the evolution of the following indicators:*
  - ❖ *the number of downloads of the application from the Android and IOS;*
  - ❖ *the total number of users since the application's launch;*
  - ❖ *utility (number of visits, number of active users and medium time of use);*
  - ❖ *geographical areas where the users come (cities, countries);*
  - ❖ *the number of active users, monthly visits of [www.piatraneamtcity.ro](http://www.piatraneamtcity.ro) website;*
  - ❖ *the number of the reported incidents or complains and what were they about.*



## Description of the situation AFTER the intervention in Piatra Neamț Municipality

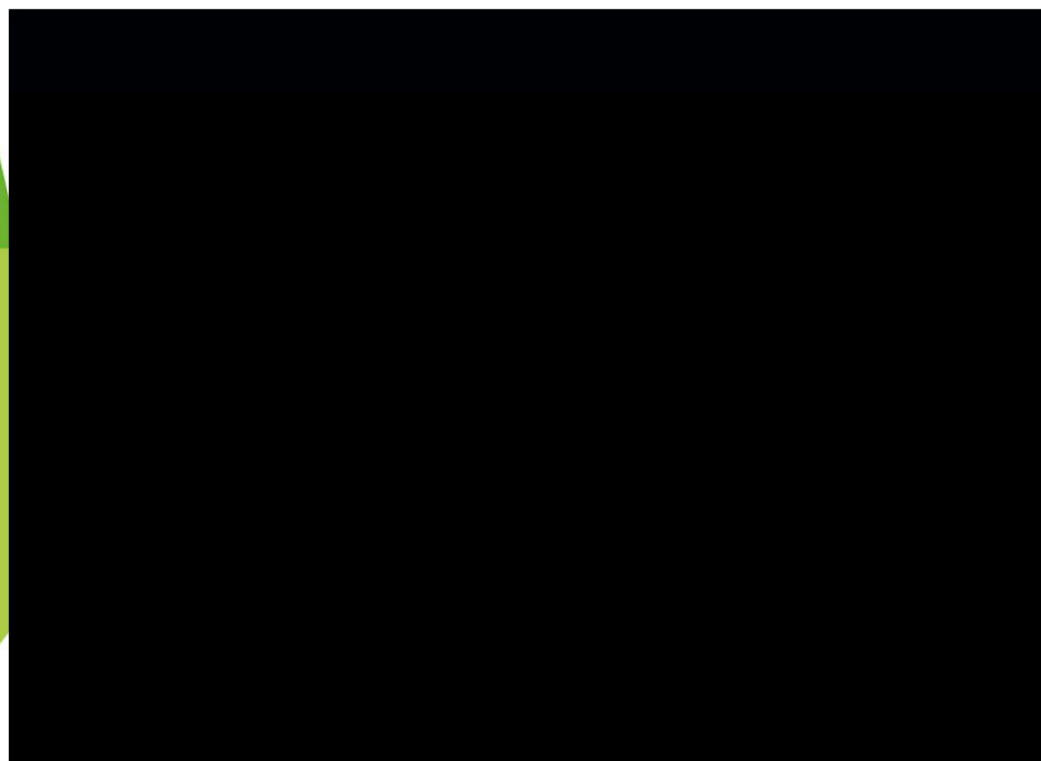
*The Application „Piatra Neamț City App” was made shortly after completion of LAP . Centralizing the results recorded during 13 months of function, there were the following values of the indicators:*

- ❖ *the number of downloads of the application from the Android and IOS - 4646;*
- ❖ *the total number of (www.piatraneamtcity.ro ) website visits – 46,777;*
- ❖ *the monthly number of active users of the application from the Android and IOS – varies between 286 and 855 so that an average value is about 640 active users/month;*
- ❖ *the monthly number of active users of the site - varies between 1883 and 4931 so that an average value is about 3,100 active users/month;*
- ❖ *the geographical areas where the users come (cities, countries): Cities: Piatra Neamț, Bucuresti, Turda, Voluntari, Bacău, Iași, Cluj Napoca; Countries: Romania, Italy, England, USA, Germany;*
- ❖ *the number of the reported incidents or complains – 355, and they were about: deteriorated road, deteriorated public lightning, damaged playground, green spaces, streets, park benches, sanitation, defective pipes, abandoned waste, snowy road, illegal parking, stray dog, tree at risk of collapse, collapsed tree, dangerous construction, car traffic, clogged streets, illegal dumping, flooded street.*

*Using the above data Piatra Neamț Municipality expects, that by December 2020, to record a monthly average number of users of the website of 3.200 and an average monthly number of users of mobile application (IOS + Android) of 650.*

This spot is made  
during the Share  
project implementation  
financed by this  
project budget.

It contains few cultural  
heritage objectives  
from North East  
Region of Romania



Thank you!

