



*Cluj-Napoca  
Romania*

**Press Release**

**(20 July 2020)**

**REF: Kick-off conference of „Advanced coGeneration Options for Reintegrating local Assets” - AGORA - Good Governance through social innovation**

AGORA - the newest project within the Interreg Danube Transnational Programme - was officially launched in a digital kick-off conference uniting more than 27 stakeholders and official representatives of the Lead Partner and the National Authority.

The overall objective of the project "**Advanced coGeneration Options for the Reintegration of local Assets**"- AGORA is to improve the capacity of public administrations at local and regional level to become more credible and active leaders of local regeneration through development, testing and integration of new operational and political instruments for the revaluation of urban assets.

Under the coordination of the Municipality of Cluj-Napoca and by capitalizing on its experience in recovering and enhancing abandoned land and buildings (developed in the URBACT II Refill Project) and participatory urban actions, AGORA tests and facilitates the adoption in partner cities of new innovative and mediation tools between key actors at the urban level in order to capitalize on and reintegrate unused local assets (abandoned public and private buildings and land), connecting them with local and foreign economic opportunities.

The duration of the project is 30 months, starting with 1<sup>st</sup> of July 2020 and the total eligible budget of the project is 2,396,870.05 Euro.

The results of the projects aim to obtain:

- Better participatory governance strategies;

- Innovative governance framework for assessment, monitoring and benchmarking;
- Public service co-creation, co-implementation and co-evaluation;
- Transferability: AGORA Toolkit for cities and planners;
- Mutual learning, knowledge and pilot transfer.

The project partners are:

PP1 Main partner - Cluj-Napoca Municipality

and:

PP2 - North Development Agency - DAN ltd (Croatia)

PP3 - European Development Agency (Czech Republic)

PP4 - EUTROPIAN GMBH (Austria)

PP5 - Kranj (Slovenia)

PP6 - Institute of Metropolitan Research (Hungary)

PP7 - Pakora.net - Network for cities and regions (Germany)

PP8 - City of Prague (Czech Republic)

PP9 - Neckar-Alb Regional Association (Germany)

PP10 - Sofia Municipality (Bulgaria)

PP11 - Sofia Development Association (Bulgaria)

PP12 - City of Szarvas (Hungary)

PP13 - Institute of Urban Planning of the Republic of Slovenia

PP14 - URBASOFIA SRL (Romania)

PP15 - Slavonski Brod Development Agency ltd. (Croatia)

PP16 - Zenica (Bosnia and Herzegovina)

PP17 - Chisinau City Hall (Moldova)

Strategic Associated Partners:

1. EUROCITIES

2. University of Rome Tor Vergata

3. Municipality of Koprivnica (Croatia)

4. Zenica Development Agency - ZEDA (Bosnia and Herzegovina)

5. Danube River Local Communities Association (RO)

6. Spatial Foresight Limited (Luxembourg)

7. EcoResource Center (Ukraine)

8. European House (Hungary)

9. Italian chamber of commerce in Bulgaria

10. Creative Space Vienna

11. Association for Local Development Institute (Urbanize Hub)