



UNDERSTANDING AND RAISING AWARENESS – A FIRST STEP IN SOLVING A PROBLEM BAIA MARE (România)

Summary

Current extreme weather proved that climate change is here. Consequently, the energy prices rose and will continue to rise dramatically, thus the public will become more sensitive to energy conservation and the use of green solutions.

The past decades have seen strategies and policies aimed at decreasing energy use and pollution, energy efficiency and the use of renewable energy sources.

Localizing the global energy situation we acknowledged that a first step in solving a problem is to make it known on all levels concerned.

This is the objective of the „MIED 2008” – Baia Mare, event which is described below: we tried to raise awareness and to promote initiatives that lead to a more rational use of energy.



Short presentation of Baia Mare

Baia Mare is a municipality in northwestern Romania and the seat of Maramureș County. The city is situated approximately 600 kilometers from Bucharest, the capital of Romania, 70 kilometers away from the border with Hungary and 50 kilometers away from the border with Ukraine. According to the 2002 census, the population of Baia Mare is 137,921.

The road infrastructure within the city is changing to be able to better connect the city and absorb the traffic on the express road which is to be built between Petea (at the border with Hungary) and Baia Mare, a project for which the feasibility study has just completed. The express road will connect the cities of Baia Mare and Satu Mare to the Hungarian motorway M3 and thus the whole European motorway network.



Sustainable energy development approach

By signing the collaboration protocol between Baia Mare City Hall and OER, the 2007 – 2010 Memorandum and by issuing the Local Decree no 667/2007, Baia Mare municipality became a pilot city in MODEL European Project, thus aiming at reaching EU objectives at local level.

OER is the national coordinator of MODEL project and also a strong partner of the 6 Romanian municipalities (Braşov, Bucureşti sector1, Baia Mare, Targovişte, Deva şi Aiud) that took on the task to reach the ambitious goals of the project.

How Baia Mare started:

Being aware of the importance of MODEL project objectives, the Local Council of Baia Mare organized the Municipal Intelligent Energy Days on 29-30 October 2008. This event consisted of several actions aimed at promoting initiatives on energy efficiency, CO₂ emissions reduction, RES use at different levels: educational programs in schools, promotion of technologies and materials for energy use reduction, awareness rising on recycling, new technologies in public services – as basis for efficiency.

Baia Mare municipality aims to create a suitable environment for energy saving measures implementation by citizens and sets an example by applying measures in the public domain. MIEDs are a useful networking instrument and were used to create links between the municipality, the public and local actors. MIEDs were organized in order to show the municipal commitment to contribute at reaching the EU goals and to set an example for the general public.

Main actions on the Municipal Intelligent Energy Days:

1. Activities in schools and kindergartens

Educational programs in schools aimed at raising awareness of the youth on rational use of energy and renewable energy sources.

Participating kindergartens: no. 1, 10 and 20.

Total number of attending children: 216

Number of attending teachers: 24

We distributed flyers and drawing materials on energy saving measures. Using educational materials received from the municipality, the teachers presented in a simple manner the basic notions of energy, the importance of energy saving and the RES.

Participating schools: Octavian Goga School, Nicolae Iorga School, Nichita Stănescu School.

Total number of attending pupils:114, but all attending pupils participated through debates in class.

Types of activities:

Debates during profile classes. Presentations held by a coordinator teacher on energy to all pupils.

Using educational materials received from the municipality, the teachers presented in a simple manner the basic notions of energy, the importance of energy saving and the RES.

Materials and methods used – free speech, interactive talks with pupils, power point presentations.



2. Cultural events

Drawings contest „Save energy – be smart!”

Participating schools: Octavian Goga School, Nicolae Iorga School, Nichita Stănescu School, Arts High school.

The drawings were displayed on the hall ways of the City Hall building and the winners were awarded prizes on the 30th of October, on a special Local Council meeting.



Drawings displayed on the City Hall ways

Bicycle and tricycle competition

Participants: children aged 3 to 10 (tricycles: 7 children, bicycles: 11 children).

Date and location: 29.10.2008, 16.00, bicycle lane on I. L. Caragiale Street



Competition



Award ceremony

3 . Activities with the general public and local decision makers

Workshop „Baia Mare Model – Intelligent Energy Consumer”

Date and location: 29.10.2008, Millennium Centre, Libertăţii Centre

Participants: Baia Mare University, OER, Romanian Energy Conservation Agency – Oradea branch, Centre for the development of small and medium enterprises, Energy Management Agency Maramureş, national High School Vasile Lucaciu, SC OSRAM România, SC Philips Outdoor Lighting România, SC Energobit Schreder Lighting SRL, SC Ilnic Electric SRL, SC Luxten Lighting Company SA, SC EKKA SRL, SC Nord Clima, SC Urbis SA, SC DRUSAL SA, SC ENERGOTERM SA, SC VITAL SA, local decision makers, local media.

Actions aimed at promoting and encouraging public transport in partnership with the local public transport company – SC URBIS SA. Free bus rides on line 51 on the 29th of October 2008, from 07:00 to 14:00.

Switch off hour in Libertății Square on 29.10.2008, 22:00 – 23:00.

Current situation in Baia Mare:

The Municipal Energy Plan was created and approved by the Local Council of Baia Mare through local decree no. 169/2009.

The following measures aimed at reducing energy consumption were implemented:

- Strict monitoring of energy consumption
- Energy saving measures for public lighting
- Retrofitting of administrative buildings

The awareness raising campaign helped at improving the knowledge on energy efficiency. Local authorities received feedback from the public consisting of their needs and expectations as final users.

Main achievements

The set-up of an Energy Office in Baia Mare City Hall which has the following attributions:

- Energy consumption monitoring and energy management of public buildings, national and local regulations implementation.
- Green procurement evaluation.
- Energy programs promotion and implementation.
- RES potential identification.
- Financial instruments for energy efficient measures identification.

Suggestions for other municipalities

It is important to have a clear overview of the local energy situation; approved local strategies must be taken into account as well as the development trends of the private sector, and also the local available energy sources must be considered in order to create a coherent policy for sustainable energy development of the community.

Future performance depends on knowing and understanding problems that local community faces today.

The energy policy together with the financial instruments available locally or nationally must be permanently disseminated to public and private sector.

MODEL NATIONAL COORDINATOR FOR ROMANIA

ORAȘE ENERGIE ROMANIA (OER)



Orașe Energie in Romania – OER (Romanian Energy-Cities Network) is a non-governmental organization, gathering 27 members, important municipalities interested in improving energy efficiency in public services and in promoting renewable energy and the environment protection.

Main activities:

- Experience exchange between members as well as with other similar bodies.
- Establishing a database locally and nationally.
- Organizing seminars, training courses, workshops.
- Advice and recommendations on legislation to members.
- Support to local authorities in defining and implementing a local effective energy policy.

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- Dissemination of information about experiences, technologies and modern equipment.
- Representation of members' interests in relation to national institutions and energy operators.

Further information

Contact person: **Aurora HAUȘI**
 Position: Head Office Investment, Public Development Department
 Organization: Baia Mare municipality
 Address: Gh. Șincai, no. 37, 430 311 Baia Mare, Romania
 Tel/Fax: 0040 262 211 011 / 0040 262 213 261
 E-mail: ahausi@biamarecity.ro
 Web: <http://biamarecity.ro/>

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