



ROMANIA
CITY OF CLUJ-NAPOCA
MAYOR'S OFFICE

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**EU pillar of Social Rights
Cluj-Napoca Pledge**

Commitment to Principle #1 Education training and Lifelong learning

Innovation cannot exist unless it is inclusive. Education is the only investment area for a city where the risk of bankruptcy is zero. The way cities invest today in education is the way their community will look tomorrow. The rhythm Europe needs to be resilient to change makes education and lifelong learning the tools to empower the local level.

Cluj-Napoca has a Knowledge Based Economy, where the most important strategic factors are University, Participation and Digitalisation.

The Cluj-Napoca Strategy – in which Education Culture and Universities – are pillars of social and economic local development is based on the values of the city – the 4 Ts :Technology, Talents, Tolerance and Trust-everything in an inclusive way.

By committing to Pillar #1 our city is assuming and proposing to address all development in the most inclusive way, because we strongly believe that you cannot be truly innovative if you are not inclusive.

While we are experimenting the most likely scenarios for the Future of our city labour market we are all the time taking into consideration to tackling all of them through the "social lenses", and making it available for the entire community, vulnerable people included.

An ongoing example is our Urban Innovative Action project „Cluj Future of work”-a five million euro project, which is testing and preparing the city, the students, the universities, the marginalised and the unprivileged for the next steps in the evolution of the job market in the light of Industry 4.0 and Artificial Intelligence, or the IoT and further development of the technologies. Innovation it is not **a goal** it is **a mean** at our community disposal to improve life for the citizens. Tradition and innovation are not opposite in Cluj, they are just moments in the city history, since Cluj has always been a very open city.

ECO vs EGO - the key is working in ecosystem (not encouraging ego-systems). The quintuple helix model used for obtaining social innovation: Local Administration works together with the Universities, the Local Businesses the Civil Society from the NGOs and also with the Citizen co-creating local solution for local problems in an European landscape .

Therefore Cluj-Napoca is the only Romanian City taking education as a key commitment to its community and therefore creating in 2020 the C-Edu-Cluj Education Cluster.

The Social and Medical Services Directorate within our Municipality is the main public provider of social and medical services and social benefits at local level, created in 2008, subordinated to the Local Council of the Municipality of Cluj-Napoca. Its mission is in line with The European Pillar of

Social Rights which concentrates on delivering new and more effective and quality services for citizens and with the 20 key principles of the Pillar, including the ones related to identifying the social problems related to education and needs of the community on longer term which may come, go on or arise from the lack of education; finding the proper solutions regarding child and family protection in order to create a safe framework for education. The actions of The Social and Medical Services Directorate are aimed at the individual, the family and the community level and are constantly interconnected with the other local actors who are providers of educational programmes and strategies. Among its objectives- preventing situations which could lead to social marginalization based on skills and, more recent, digital skills, supporting the ones in need in overcoming difficulties in order to limit/tackle temporary/permanent effects of situations which can generate social exclusion and increasing the quality of life and promoting the social inclusion of vulnerable persons and groups within the community.

Our wish for the future of Cluj-Napoca is not just to be a smart city amongst other, but to be a human smarter city. This comes from using the local resources in terms of talent and energy in order to co-create solutions that are tailor made for the locals and by the locals.

Cluj-Napoca, September 18th 2020

Emil Boc



Mayor of Cluj-Napoca City