



# ALBA IULIA, Romania



Placed in central Romania, Alba Iulia municipality features a climate with distinct seasons, and a population of 64,227 residing in 22,313 mainly collective residential buildings, many of them needing improvements of thermal insulation or heat production efficiency. Although significant efforts have been made to improve the energy efficiency of buildings (EU/ national funding for building insulation, energy efficiency, or use of renewable energy sources, such as "Green House - photovoltaics"), low incomes (average gross salary of €1180) limit inhabitants from investing in energy-efficiency improvements. During last years, in a post pandemic and war proximity context, we witnessed the rapid increase in energy prices, which fueled inflation and a decrease in the standard of living.

While Alba Iulia stands as an economically growing municipality, it faces **urban** energy poverty due to these factors, with approximately **20%** affected based on **HBS 2020** data (collective and individual buildings residents). The objective of the technical assistance is to establish a **one-stop-shop** for citizen energy counseling in Alba Iulia, by identifying needed resources, knowledge preparation, internal processes, and political steps for legal functioning.

A **communication strategy** targeting local communities and specific vulnerable groups will be designed and aligned with local energy and sustainability strategies (like Integrated Development Strategy, Action Plan for Durable Energy and Climate), building upon information from projects analyzing energy poverty (like DOITSMARTER, GREENER) and local energy data. The aim is to launch the one-stop-shop in 2024 able to provide consultancy in energy efficiency and possible solutions against the energy poverty phenomenon.

