

THE BRANDING POTENTIAL OF BUCHAREST. STRATEGY AND SUCCESS FACTORS

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Abstract

Bucharest is still looking for its identity. Reported in the national brand – that is still in an incipient phase, it can play two roles: whether as ingredient for the country brand, the capital becoming an element included on the list of values promoted at national level, or as a landmark, for defining and subsequently for improving the country brand. The unexploited potential must be capitalized in the future by using urban branding and marketing steps adapted to the local specificity.

Keywords: brand, city, urban image, branding strategy, strategic vision.

1. Introductory aspects regarding the concepts of brand and branding

“A brand incorporates a full set of physical and socio-psychological attributes and beliefs associated with a product” (Simoes and Dibb, 2001). It means more than the modeling of its precision: it represents the creation of associations. “A brand is a product or a service realized distinctively by positioning it towards the competition, its personality containing a unique combination of functional characteristics and symbolic values” (Hankinson and Cowking, 1993). So, branding represents a deliberate process of selection and corroboration of these qualities, because they can provide an added value to the product or the basic service.

“A successful brand represents a product, service, person or a traceable place in a way in which the buyer of the user finds it relevant through the unique added value that best fits its needs. Moreover, its success results from its capacity to sustain the added value in front of the competition” (Chernatony and Dall’Olmo, 1998).

De Chernatony and Dall’Olmo identify twelve perspectives upon the definition of the brand from the profile literature. After analyzing these opinions, they suggest that “the brand is a multidimensional construction, in which the managers amplify the products with additional values, facilitating the process through which the consumers recognize and appreciate these values”. From the customer’s point of view, the central part of the brand is represented by its image, that incorporates the perceptions upon its

quality and values, and the associations and feelings upon it. In conclusion, the identity of the brand, its positioning and image are profound interconnected.

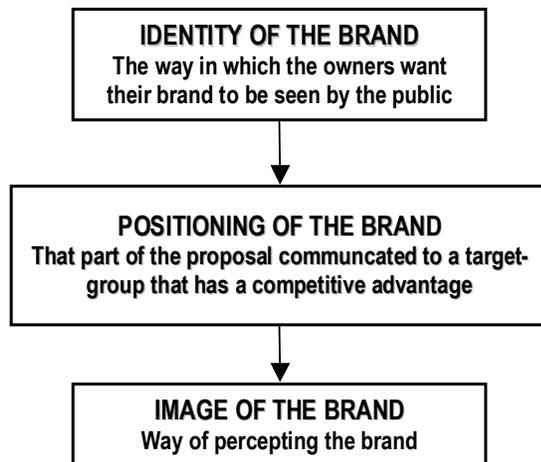


FIGURE 1. RELATION BETWEEN IDENTITY, POSITIONING AND IMAGE OF THE BRAND
(Source: Chernatony and Dall’Olmo, 1998)

Philip Kotler (1991) defines the brand as “a name, a term, a sign, a symbol or design, or a combination of these which has the purpose to nominate the goods and services of a salesman or a group of salesmen and to differentiate them from those of the competition”.

Another vision upon the brand is the one of Schmitt (1999) which states that “the brand is an affluent source of sensitive, affective and cognitive associations which results in the memorable experiences related to this. This is one of the premises what are at the base of “the pursuit” the cities: all of them, either megalopolis or simple urban settlements, aim to become the source of positive associations in the mind of individuals, to generate an added value from the symbolic and economic point of view, and the most indicated instrument to achieve this goal is the city branding.

Helbrecht (1994) brings into discussion the relevance of the urban marketing philosophy and the methods used by the local administration of the cities to develop: “the urban marketing permits the touch of a new level of quality in the local policy of development from the point of view of the grade of coverage, creativity and flexibility. New resources, as ideas, capital and knowledge on the local plan are mobilized, the urban marketing determining a strategic approach of the public planning in collaboration with the private sector”.

Florian (2002) fills the above affirmations, arguing that the urban centers “seem capable only to develop after an uniform and traditional way of thinking of the global market”. He adds that the cities are gradually becoming “impersonals, anonyms and finally, empty (...) The cities need soul !” . So, the cities

need to develop and promote original, inimitable personalities and to provide that “unique experience” that defeats this “superficial urban monoculture”, that lays hands on the world.

Considering the above mentioned things, can the city brand operate as an umbrella covering a multitude of stakeholders and audiences? Can the city brand create in the mind of all the people that become acquainted to the city, the feeling that they face an entity which they could settle a relation with? The application of the corporative branding to the places requires to treat their brand as an integrator entity of the products of the city, and of course, its association with “stories” about the place; they have a special statute, because their effect will not be felt by their simple joining with the place, but by their organic incorporation in the construction of the brand.

2. Significant information regarding Romania's capital

From the perspective of its geographic and geopolitical position – an essential element in urban promoting – Bucharest can be seen from three different angles:

- At European level the city is included in the traditional capitals category, but with a rather eccentric position towards the economic and financial center of gravity of the European dorsal. The city is placed on the adopted transcontinental road and railway corridors and also in the proximity of the Danube corridor and the link between the Black Sea area and the Baltic Sea area.
- At national level it has a relatively eccentric localization, but it polarizes most of the major circulation routes.

Reported in the characteristics' of the major European cities (Popescu, 2007), Romania's capital is situated as follows:

- because of its status as a capital it is a metropolis by size, but not also by international influence and functions because it does not have international institutions with decision power, and/or metropolitan functions, but only some company branches, banking bureaus etc.
- it is situated in the 3rd category by size between one and three million inhabitants, but with a declining dynamic because of the demographic fall in the 1990-2000 decade. A reverse action can be achieved based on demographic, social and economic policies with visible effects only after approximately two decades. Besides these measures, it is necessary a policy to attract young people with post college and graduate studies – needed by the change in the sector profile of the Capital.

According to the website www.citymayors.com, Bucharest fits in the category of the “regional outskirts metropolis with limited international influence, that has few metropolitan level tertiary services and little developed international functions”, similar to Athens and Lisbon, but with the possibility to prepare the crossing to the higher category of the “regional metropolis with a strong international influence, with a less specialized structure of activities and specialized or incomplete international functions” like Rome, Madrid or Bern.

3. The branding strategy for Bucharest

Bucharest is still looking for its identity. Reported in the national brand – that is still in an incipient phase, it can play two roles: whether as ingredient for the country brand, the capital becoming an element included on the list of values promoted at national level, or as a landmark, for defining and subsequently for improving the country brand. The unexploited potential must be capitalized in the future by using urban branding and marketing steps adapted to the local specificity.

First, the brand's objective should be the *communication and build of a strong, consistent identity, which incorporates with accuracy the attributes, values and the unique urban personality of Bucharest*. The target audience is varied:

- The residents and the Romanians from outside Bucharest. A successful brand will rise the cities attractiveness, will diversify and amplify the labor market and, as a result, will improve the chances to succeed in a career;
- The business environment will be favored by encouraging (during the branding campaign and also based on its positive results) local investments, by raising the number of visitors and international events that will lead to a development of the tertiary and quaternary sectors;
- Tourists. The first element that the capital could rely is tourism that will be upward encouraged, the brand shaping the urban experience of individuals and determining them to return to the city.

Starting the marketing activity should have three important elements:

- 1) Interviews sustained with people coming from different professions (business, academic, innovative industries, tourism, sport, event planning) will point out the different perceptions about the city. Here are some examples of relevant questions:

- “What is the first thing that comes into mind when you hear pronounced the name Bucharest?”
- “What are in your opinion the main arguments for and against Bucharest?”
- “What benefits does Bucharest offer you?”
- “Describe the experiences lived and the ones that you expect in Bucharest?”

The final purpose is the understanding of target-groups perspective to evaluate the differences between the present situation and the future state wanted through the marketing activity. The capital's brand positioning must be capable of eliminating the interval between reality and the perceived image¹.

2) The so called focus-groups or workgroups made up of tourists, branding experts, residents, students, professionals from various fields that will get involved in the marketing activity, bringing innovation and a fresh perspective to urban marketing.

Hosting some urban events that allow and attract people to answer a questionnaire that reflects the subjectivity regarding the urban image.

The values promoted by the Bucharest's brand constitute its essence. They can be chosen from a wide range of options, depending on the target groups and on their receptiveness, but also depending on the short, medium and long-term objectives of branding:

- eclecticism, boldness;
- the decorative richness of the city;
- the fast-paced rhythm of the visible Bucharest, accompanied by the „sweet” rhythm of old Bucharest;
- the multiple ages of the city;
- the interwar era symbols;
- the varied architectural styles;
- the romantic, bohemian atmosphere;
- the socialist inheritance combined with the capitalist offer;
- a city of contrasts;

¹ A questionnaire is presented in Appendix I.

- hospitality;
- low prices compared to other major cities and European capitals;
- accessibility;
- top events and international festivals;
- renowned academic center;
- advantageous business climate;
- the nightlife.

Promoting Bucharest and the surrounding area can be achieved by:

- Pointing out the historical monuments (project being developed by using the Green Map²);
- Building a partnership between the hotel industry and the museums from Bucharest;
- setting up a special tourist bus line;
- Making monographs of specific neighborhoods: brochures handed out tourist points and in schools;
- Expropriating those who do not wish or are not able to take care of properties that present historical importance.

The brand's personality: Bucharest will become an influent city in the fields of business, tourism, culture, event planning, but also in the field of ecology.

The brand's values describe the building stones for the marketing activity and they can include: diversity, cosmopolite and vibrant culture, the ambitious city, willing and capable of developing itself, the welcoming city etc. Besides these, the tone used in transmitting the audio-visual messages must be bold, authentic, determined, but also imaginative and playful (to allow to the audience to play with the given information so as to form a correct image regarding Bucharest). The following triangle can successfully summarize the story of the Bucharest's brand.

² For the Green Map presentation, see Appendix III.

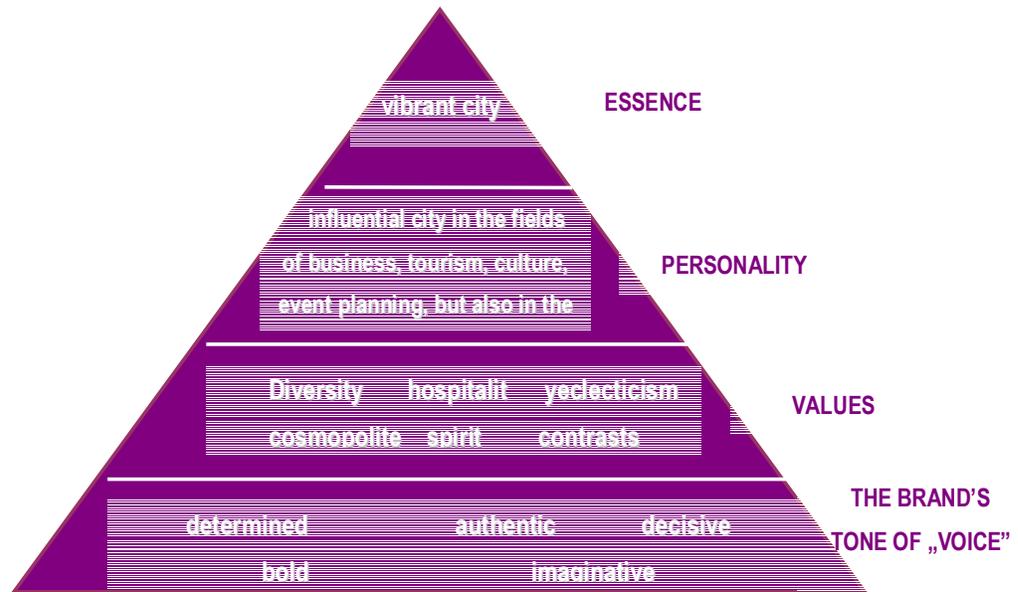


FIGURE 2. „THE STORY“ OF THE BUCHAREST’S BRAND

4. Success factors for the Romania’s capital branding

A. The planning group

Bucharest should firstly have a planning group, an organization consisting of decision-makers from the public and private sector, responsible of planning and executing the urban marketing. This group can be helped by external consultants (such as those from the fields of consultancy, advertising etc.), but also by the representatives from the private sector. The aim of the group will be the making of a SWOT analysis for Bucharest, and also the elaboration of an action plan for the next 10-15 years. The responsibilities of this group could be based on the following activities:

- Defining and making a diagnose for the urban situation of Bucharest by using specific instruments;
- Developing a vision for Bucharest based on realistic evaluation and analysis;
- Elaborating a long-term action plan for investments urban regeneration (that will bring added value).

The brand partnership for Bucharest will be based on the following characteristics:

- inclusion and representative aspects for all interested stakeholders;

- assuming responsibility on the long-run;
- efficient responsibility sharing;
- trust;
- integrated action.

B. The vision and branding strategy analysis

The future of Bucharest, similar to other cities in the world, is unsure. As a consequence, strategic planning must take into account this fact; the capital's brand management must build specific systems for recording the information given by the market, plan activities and implement and control the marketing process taking into account the available resources and the objectives set. Moreover, on the branding market the rival cities must be constantly monitored, along with the opportunities and the threats posed by them. In this way, Bucharest will be able to offer a unique combination of qualities, based on the selection of attractions, which are capable of transmitting the brand's message. The marketing activities and strategies will differ depending on the nature of the market segments that are focused; this could be obtained:

- through a profound understanding of what is asked for, but also a thoroughgoing study of the short and medium-term objectives and of the vision's operational consequences;
- through a sincere and profound SWOT analysis to choose the attractions mix that will form the Bucharest's „irresistible” offer;
- by defining clients and the targeted markets segments;
- by adapting the „Bucharest product” to the consumers needs, alongside with pointing out the realistic benefits that branding will bring;
- through an analysis of competition;
- by discovering the differentiation point (must answer to the question: „why Bucharest and not other city?”).

C. The „little Paris” brand's identity

Identity is the result of the planned activities from the urban marketing project framework. The city does not need only the umbrella-brand, but also the sub-brands for each sub-market (the tourism, the residents, the business man, the patients, the students) and for the business fields in which Bucharest

presents clear advantages (for example, the labor price, the localization price). Besides utilizing the various promoting instruments, one must not forget the importance of utilizing social responsibility, which must be signaled in accordance. So, if Bucharest will offer less of a product and more of a way of life, it will better meet the ever changing needs. After identifying the strategic opportunities, the decision-makers must establish the factors that identify Bucharest. The major problem that appears is the existence of a gap between reality and the promoted image. Romania's capital must adapt its image, services and products to the brand identity.

D. Public-private partnerships

The municipal authorities must change their mentality. For Bucharest to differentiate from other cities, it must benefit from an entrepreneurial way of thinking that together with a solid form of leadership must make him attractive to foreign investors. The organizational capacity of the marketing activity will rise through the cooperation between the institutional framework and the private firms. Partnerships will also bring the advantages of a low opportunity cost for learning from the collaborators' experience and for using their resources, an element that presents maximum importance in Bucharest's case, because it does not have a special budget for the marketing activity. The renowned universities from Bucharest, as well as the research institutes should be made part of this partnership, not only for the associated target-groups, but also for their attractiveness and credibility for the companies that are based on knowledge and research.

E. Global development

Bucharest needs a local development program, doubled by a favorable positioning at continental and international level. This objective can be realized by using a type of marketing at global level, one that can spread credibility, resources and can amplify the technological progress of the city. The strategic positioning of Bucharest must be able to cope with competition: thus, an analysis regarding the positions occupied in relevant hierarchies for branding is inevitable. According to the website www.citymayors.com, in 2008, Bucharest occupied the 31st position out of 34 regarding the best European cities for business, in front of cities like Athens, Oslo and Moscow. Moreover, in the category for the most dynamic cities in the area of urban improvement, it occupies a remarkable 10th place out of 31 cities studied, showing a huge development potential and implicitly branding potential (it is situated in front of cities like Amsterdam, Lisbon, Athens or Stockholm). From the living costs point of view, Bucharest is placed on 70th place in a hierarchy of the most expensive European urban areas for foreign workers and the 187th place at global level, presenting a competitive advantage over cities like Budapest, Chişinău, Prague, Sofia or Bratislava (its main competitors). Also according to

citymayors.com, the municipality's website was placed on the 129th out of 130 at the category European eCity Award, judging by the website's utility for citizens, business and tourists, by design and innovation. The global positioning signals two types of actions that must be made in the branding activity: in the case of positive critics the authorities and the partner stakeholders must concentrate on maintaining and solidify this position, while for the disturbing situations, it must find durable solutions for improvement.

5. Conclusions

The case study overtakes the Bucharest's capacity to occupy a competitive position on the global market. Bucharest's potential is very high, but at the same time, undervalued and not enough exploited. Taking count of the more and more numerous challenges that the cities are faced with in the present, the capital needs a solution that ensures not only its subsistence on the urban market, but a favorable and durable position. At first sight, Bucharest seems a city that needs to be „healed”, the local authorities concentrating momentarily on ameliorating the urban situation and on finding more or less feasible solutions for solving especially the infrastructure problems. Although the objectives mentioned in the local and regional development plans are clear, these are not sufficient: the political priorities must be translated into a marketing vision, with precise strategies and objectives.

All the ongoing projects „process” in depth the urban space, having as goal, besides the optimum use of infrastructure and rising the quality of life, the recovery of the urban image. Ultimately, this must be transformed into a branding strategy. The following question could be asked: „what interesting fact could be told about Bucharest?” The problem is much more complex, just because of all the varied answers. Although cities like Amsterdam and Budapest have encountered obstacles in defining a brand because of all the numerous positive aspects that could not be integrated into a brand, a city like Bucharest, with a polemical internal and external image has to confront with even more difficulties. How can reality be accurately illustrated without denying the disadvantages and without „shading” the urban qualities? The diversity of the angles in which an answer can be looked at: city of culture, tourism city, city of political regimes architectural confrontation, welcoming city, city of contrasts, „live” city.

The Bucharest's brand will be unitary and diverse; a small city reported in the European competition, it will surprise by its ambition; the city „fallen” in communism will succeed to rebirth, sustained by a brand that will feed through the urban regeneration initiatives and projects. Bucharest is unique because it is itself; it does not try to copy and just the absence of a tendency to disillusion the target public will be an ingredient for the success recipe.

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Appendix I - Proposal for a questionnaire regarding urban branding and the image of Bucharest

Part I: Urban branding

Which of the following cities do you consider to have a brand identity and why? (mention any element that you associate with the urban image of each)

Nr.	City	Yes/No/I don't know	Commentaries
1.	Amsterdam		
2.	Athens		
3.	Bucharest		
4.	Budapest		
5.	London		
6.	New York		
7.	Prague		
8.	Shanghai		
9.	Sydney		
10.	Tokyo		

Mention other cities that you consider to be missing from the list.

Part II: The image of Bucharest

1. Name a positive characteristic of Bucharest.
2. Name a negative characteristic of Bucharest.
3. Which elements do you believe are capable of defining Bucharest? Give examples.
 - A. The people
Political leaders/Celebrities/Professionals/Respected citizens
 - B. The location
The capital's sectors/Landmark buildings/Infrastructure
 - C. The urban spirit
The people's way of work/Diversified urban life
 - D. Commercial products
 - E. Others
4. In your opinion, do you believe that the following elements exist in Bucharest?

Nr.	Categories	Yes/No/I do not know	Commentaries and impressions
1.	Old, historical buildings that create a strong local identity		
2.	An attractive, safe and healthy environment		
3.	Sustainable urban forms: a) Activities that represent a focal point of the city b) Landscape, ecological resources integrated in the city c) Well-seen neighborhoods		
4.	Homeless people		
5.	Adequate homes as standards and reasonable incomes for all		
6.	Quality and adequate education for all children and adults		
7.	Meeting points for people, which "feeds" the community spirit		
8.	Active public participation		
9.	Diversified opportunities to pass free time		
10.	Communication and business-friendly infrastructure		
11.	Policies that ease the achievement of business/development interests and other activities		
12.	Adequate human resources and talented individuals		
13.	New urban areas		
14.	Important events		

5. In the last few years, the Bucharest's municipality and the sectors' municipalities launched a series of projects meant to improve the quality of the environment and of the urban infrastructure and have organized many events. Do you agree with these projects? Why?

Nr.	Project	Yes/No/I do not know	Motivation
1.	Infrastructure rehabilitation in the Băneasa Bridge area		
2.	Tran central Urban Bucharest (TUB)		
3.	The build of the Basarab Bridge		
4.	The reconstruction of the National Stadium		
5.	The reconstruction of the Amzei Market		
6.	Bookfest		
7.	BEST FEST		
8.	The Antiquaries Fair		

6. What visual identity would you associate Bucharest with?
7. Which elements do you think will be able to sustain the branding activity of Bucharest?
- The authorities' competence;
 - Investments in research, development, innovation;
 - External marketing;
 - Mega-events planning;
 - Urban regeneration/showcasing the heritage;
 - Improving the transport network;
 - Architectural and cultural landmarks;
 - Public participation;
 - The training of human resources;
 - Improving the cultural education;
 - Civic pride;
 - Popular team sports.
8. What is the most important thing that could develop the brand image of Bucharest?

Personal information

1. .Age: 20-30 31-40 41-50 51-60 over 60
2. Occupation
3. Where do you live? (For those from Bucharest, name the neighborhood)
4. Do you like Bucharest? Why?

For foreign correspondents:

5. Have you visited Bucharest before?
6. Are you interested in visiting Bucharest/coming to invest/to study/to live in the future?

Appendix II - The SWOT analysis for the Metropolis Bucharest

STRONG POINTS:

- Bucharest is a relatively new “product” on the European and international tourism market: the almost 20 years of democracy were not enough to devote the capital as a renowned tourist destination at European level. Still, the foreigners’ curiosity towards the city is a major advantage and can be exploited on the long-run through a continuous urban reinvention.
- It has high potential as a cultural destination: while other European cities are characterized by a particular style, the capital represents exactly the opposite; the cities charm results from an overlapping of numerous and different architectural models and lifestyles.
- The architectural richness translates into a wide palette of styles: from baroque to art nouveau, from Brancoveanu to postmodern and oriental, everything being surrounded by the grand legacy of socialism.
- The Green Map of Bucharest presents the city from a different perspective: the orientation through space is not its vital feature. The ingenious and at the same time friendly legend overlaps for the stereotypic Bucharest a live, cultural, social, more or less ecological city, which determines the individuals to make sane choices, but also to identify themselves more with the urban space.
- Bucharest represents the biggest consumption market at national level and of the biggest markets in Southeastern Europe, which ensures for the future a bigger international visibility.
- The capital has a diversified economy, with a third sector well developed: in 2003, services had a contribution of 67,5% to the GDP (according to www.insse.ro) and 62,4% to the total employment market (www.insse.ro).
- A falling unemployment rate: according to the Municipal Agency for Workforce, in 2008 the recorded unemployment rate was 1,68, than in 2004, when it was recorded a 2,66 unemployment rate.
- Bucharest benefited from the highest direct foreign investments fluxes: 53,9% from the national overall (www.insse.ro).
- The business infrastructure is well developed.
- The large number of internationally known firms with branches and offices in Bucharest.
- The big number of innovative firms, including foreign ones – the investments in innovation represents approximately 47,1% from the national overall investments, 21% of the innovative firms are located in the capital (www.insse.ro).
- The high density of higher education and research facilities, the number of specialized institutions representing 38% from the national overall.
- The existence of the biggest exposition in Romania – Romexpo.

- A high level of qualified human resources.
- The local administration's experience in establishing public-private partnerships, in obtaining loans from foreign banking institutions.
- The criminality rate which is lower than the national mean can represent a start in shaping the capital's image as a safer city.
- Good aerial accessibility compared to other European capital cities; the aerial accessibility in Bucharest is 109 (UE 27 = 100)³.
- The large number of quality hotels: 20 4 and 5 stars hotels, approximately 6.000 hotel rooms built in the last 10 years.
- A concentration of tourism agencies in Bucharest (approximately a quarter of the total number).
- The vicinity of the Danube, the Carpathians and the rural areas that present a special tourism interest.
- The most important transport hub at national level.
- The regular availability for the general interest services.
- Waste recycling capacity.
- The existence of civic involvement (organizations like Save Bucharest, My Bucharest, oraşul.ro etc.).
- Hosting events with major potential for promoting⁴.

WEAK POINTS:

- The absence of an institutional framework needed for coordinating the urban branding activities.
- The undeveloped managerial culture.
- Poorly developed cooperation and consensus culture.
- Major intraregional differences throughout the capital, especially regarding infrastructure and utilities, with big difficulties regarding accessibility for certain transport means, like the subway.
- A relatively marginal position in Europe.
- The poor quality of the environment factors – annually, the Bucharest's traffic generates over 2 million harmful substances which have extremely severe effects on the inhabitants' health⁵. The specialists from Eco-EUROPA show that Bucharest is the only European city without a drinking water treatment plant, a reason for the fact that the tap water is far from the standards imposed by the European Union.

³ Prague is the most accessible East European capital city, being placed on the 146th position, while Sofia is positioned after Bucharest (www.insse.ro)

⁴ The George Enescu Festival, the International Auto Show (organized periodically), Bookfest and other international book fairs, BEST FEST (already on its third edition, it attracts both Romanian and foreign public), the SoNoRo Festival (the International Chamber Music Festival), but also political events like the NATO Summit.

⁵ 80% of all cancer disease is caused by the harmful substances in the environment. This situation gets worse in the central areas where the possibility of decease is 2 to 3 times higher than if the harmful emissions would be in the maximum accepted limits.

- Traffic problems: Bucharest is affected by serious traffic problems because of two reasons: the staggering vehicle growth in the city (its estimated that 1,5 million cars travel in the city daily) did not correspond with the road network development; the usefulness of the ring road that circles the city indicate the fact that the traffic from south to north and/or east-west goes through the city center. The situation is made worse by the lack of parking spaces at the gateways into the city.
- A low rate of road modernization.
- The precarious situation of the educational infrastructure.
- Limited space availability.
- Insufficient investments into research and technological development.
- Few green spaces.
- The capital's architectural and historical has fallen into disrepair.
- The absence of a marketing effort to promote Bucharest.
- The civic involvement is reduced both as impact and echo.
- There does not exist a major feeling of civic pride felt by the capital's residents.

OPPORTUNITIES:

- Realizing the TUB project.
- Projects financed through the structural funds for transport and tourism infrastructure and for private investments.
- The Campus Project for creating the biggest campus in Central-Southeast Europe.
- Developing a fiscal reform in the area of financial incentives for the investors in the capital.
- Improving the public services for citizens.
- A change in legislation regarding the protection and conservation of the historical heritage.
- Hardening legislation regarding pollution and waste recycling.
- Developing public-private partnerships for the ongoing activity of urban marketing.
- A rise in numbers of SMEs which could be a potential source of durability, development and jobs.

THREATS:

- The continuous wear of the infrastructure.
- A reduced conscientiousness among the population regarding the situation of the environment.
- Workforce and talents migration.
- Rising costs for population and users.
- The degrading of the landscape and the rise in pollution level.
- The global economic crisis.

Appendix III - The Green Map of Bucharest

The Green Map⁶ offers a remarkable opportunity to rediscover Bucharest from a new perspective: that of resources that can ensure a durable development. The Green Map presents the city into a whole new light, pointing out places and activities that give value and bring benefits to communities and to the environment in which the community finds itself. It also includes the places that represent threats for a healthy environment: different forms of pollution, places in disrepair for many years etc.⁷.



FIGURE 3 - THE GREEN MAP OF BUCHAREST

Bucharest's Green Map can also be seen as an educational, planning and consultancy tool for the community, government and non-government organizations and for the private sector for at least six reasons:

- offers an inventory easy to understand and recognize (including at global level) regarding green spaces, cultural objectives, social centers, institutions, buildings, affairs, organizations, information and resources of the environment in the urban area;
- improves the citizens' but also the visitors' knowledge regarding the dynamic of the urban environment that can be easily observed on the map;
- encourages the understanding of durable development by promoting durable services, sustainable places and lifestyles;
- allows people to visualize the connections between nature and the built urban environment and to understand/perceive the city as a living organism;
- serves for comparison regarding the state of durable development between the other European and worldwide cities in general;
- promotes durable practices and attitude.

⁶ <http://www.hartaverde-bucuresti.ro/>

⁷ According to www.hartaverde-bucuresti.ro