Bringing Projects Together: Andreea Costache on Inclusive Urban Regeneration in Bucharest

From coordinating EU-funded initiatives to engaging local communities, Bucharest's WeGenerate Project Manager shares how District 2 is working towards more sustainable, people-centred neighbourhoods.

Andreea Mădălina Costache coordinates WeGenerate in Bucharest, working at the intersection of strategic planning, urban regeneration and European funding within the Municipality of District 2. As Head of the Strategic Management Service within the Directorate for Strategy and European Funds, she helps coordinate initiatives that contribute to a shared vision for sustainable urban development.

We spoke with Andreea about aligning EU-funded projects, involving residents in shaping their neighbourhoods, and using digital tools to support more effective planning and long-term impact.



Andrea Mădălina Costache, Bucharest District 2

What have been the biggest challenges in coordinating the various EU-funded projects within the same demo area, and how did you ensure their complementarity?

The main challenge has been coordinating projects with different objectives, timelines and funding requirements within the same demonstration area. Through regular communication and cooperation with our local partners, we aim to ensure that activities complement each other, avoid overlaps and contribute to a shared vision for sustainable urban regeneration.

How have community needs and behavioural data shaped the Urban WeGeneration Action Plan and the Digital Twin?

Community needs and feedback from local stakeholders have played an important role in shaping the proposed interventions, particularly regarding accessibility, mobility and public spaces. At the same time, the Digital Twin is being developed to support better monitoring, planning and data-driven decision-making, helping us identify more effective and sustainable solutions.

What strategies have been most effective in engaging children, students and residents in co-creation activities?

Participatory workshops, educational activities and community events have proven valuable in encouraging local involvement. By bringing together students, residents and other stakeholders, we have been able to better understand their expectations and incorporate different perspectives into the planning process. This approach also helps strengthen community ownership of the proposed interventions.



How is the technical documentation for the canteen retrofit being aligned with other renovation plans and funding mechanisms?

This requires close coordination between the Municipality, UTCB, ENGIE and other relevant stakeholders. Our priority is to ensure technical compatibility between the planned investments, while clearly distinguishing the activities supported by different funding sources. Continuous communication is essential to maintaining an integrated and coherent approach.



What criteria are being used to evaluate the success of the interventions, and how will they support long-term sustainability?

We are focusing on both environmental and social impacts, including energy efficiency, emissions reduction, sustainable mobility and community engagement. The monitoring tools developed within WeGenerate will help assess results and identify opportunities for improvement. Our long-term objective is to use the experience gained to support similar initiatives in other areas of District 2.