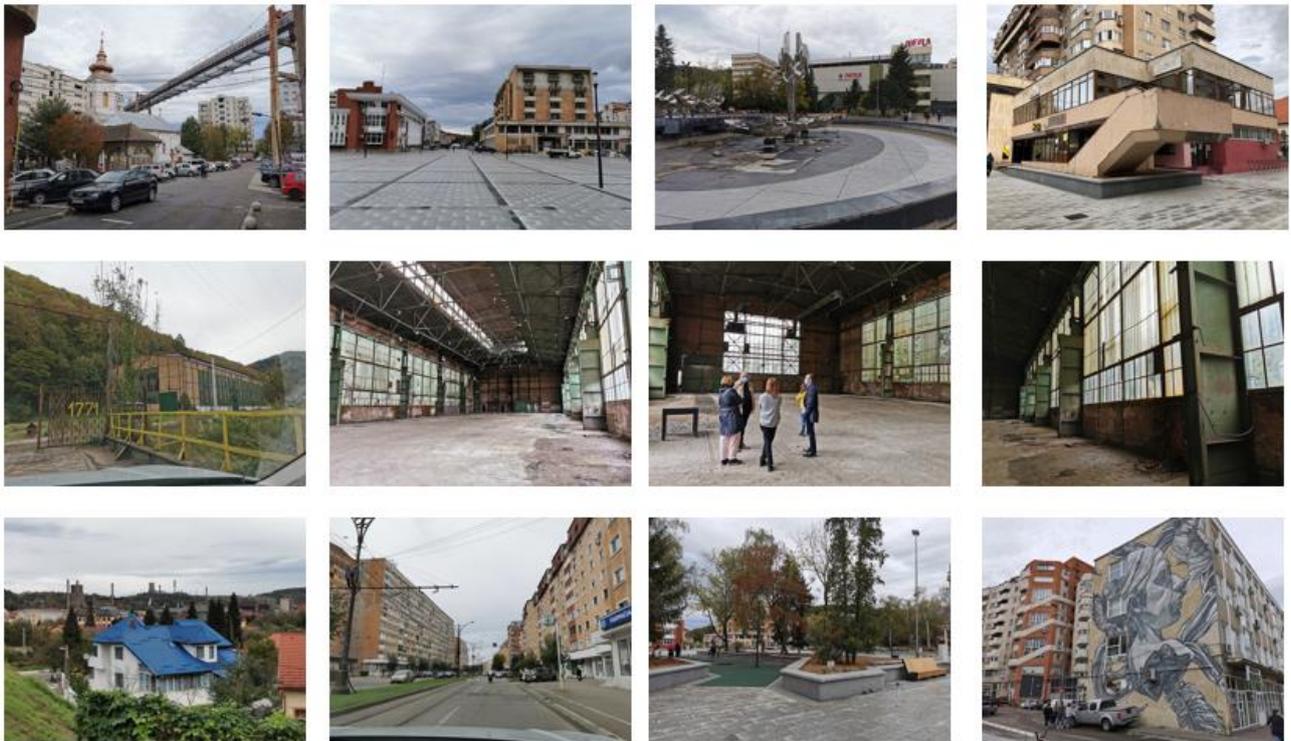


# Location Analysis Reșița



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## Table of Contents

<b>1. Purpose of the location analysis</b>	<b>3</b>
<b>2. Facts and figures about Reșița</b>	<b>5</b>
2.1. General description and economic structure	5
2.2. General location data	7
2.3. Town centre marketing and city centre development (Resita South)	9
2.4. Creative industries in Reșița	10
<b>3. “City check” results</b>	<b>11</b>
3.1. Classification of the inner city areas	11
3.2. Assessment of the inner-city quality	20
3.3. Trend check	22
<b>4. The Pilot location/project - remarks and comments</b>	<b>25</b>
4.1. The pilot location	25
4.2. Frame conditions and success factors	27
<b>5. Further measures and proposals for the city centre</b>	<b>30</b>

## 1. Purpose of the location analysis

As part of work package 1, CIMA's task is to perform an initial, general location analysis in all CINEMA pilot locations.

The main aspects and objectives of this location analysis can be summarised as following:

- ▶ professional assessment of the economic and urban development structures in the city centres of the 8 pilot locations
- ▶ on-site visits including inspection of the micro pilot locations for creative industries development
- ▶ evaluation of the economic effects and interactions of the creative industry projects on the inner-city structures
- ▶ professional input or comments for the planned pilot model in the creative industries
- ▶ conception of accompanying measures to make inner-city areas more attractive

The site analysis is based on the following insights and results:

- ▶ results of the written surveys by CIMA, CIKE and HDS
- ▶ on-site visit or inspection of the planned micro-location in Reșița for pilot model implementation
- ▶ "city check" - economic and urban development on-site analysis of the city centre on the basis of a 23-part catalogue of criteria
- ▶ "trend check" - evaluation of the city centre of Reșița on the basis of 24 current trends in consumer- and location marketing, retail, gastronomy and residential sectors

- ▶ meetings with local decision-makers from the city politics and administration of Reșița
- ▶ CIMA's many years of experience in the economic and urban development assessment of city centres and corresponding location benchmarks

Due to the overall CINEMA project concept, the financial and time limits, this location analysis is a first orientation guide, but **not a complete** (inner) urban development concept.

The on-site analyses in Reșița were conducted by CIMA from **October 14<sup>th</sup> - 16<sup>th</sup> 2020**.

## 2. Facts and figures about Reșița

### 2.1. General description and economic structure

Reșița is a municipality with approx. **84,000 inhabitants** in the district of Caraș-Severin. The town has a very long tradition in the iron and steel processing, dating back until 1771. Reșița is most famous for the production of locomotives, turbines and engines, which have also been exported in many countries. Nowadays some factories are still in use, others have been abandoned. The **rich industrial heritage** can be seen all over the city and will be conserved, integrated and re-used in future developments for revitalising the town and attracting more visitors.

The **steel industry** is still a strong economic sector for Reșița. Others are - in terms of turnover - the retail sector as well as the food industry, logistics, construction, tourism and the textile industry.

There are different city districts within the municipality of Reșița, which can be distinguished in **Reșița North**, where there are some active factories (textile, steel products) and **Reșița South**, where the main part of official municipality buildings are situated. In between the north and the south part of the city, there is the first industrial zone, which contains some active factories, a huge mountain of iron production waste, as well as a very large brown field, where a huge development project will be realised with a mix of retail, gastronomy, leisure and cultural facilities, parking, office spaces as well as living quarters. After its expected completion in 2030, the newly developed area will connect the two parts of Reșița North and Reșița South.

East of the city centre in Reșița South, there is the second industrial zone, which is crossed when going to the pilot location. The plans for the development of the pilot location - an old steel factory on the outskirts of Reșița in the East - include a space for metal artists with workshops, accommodation, an educational space and an exhibition room. From this location it is approx. 25 kms to another planned touristic development in the Banat mountains, where new skiing slopes will be developed.

## Reșița transport connections



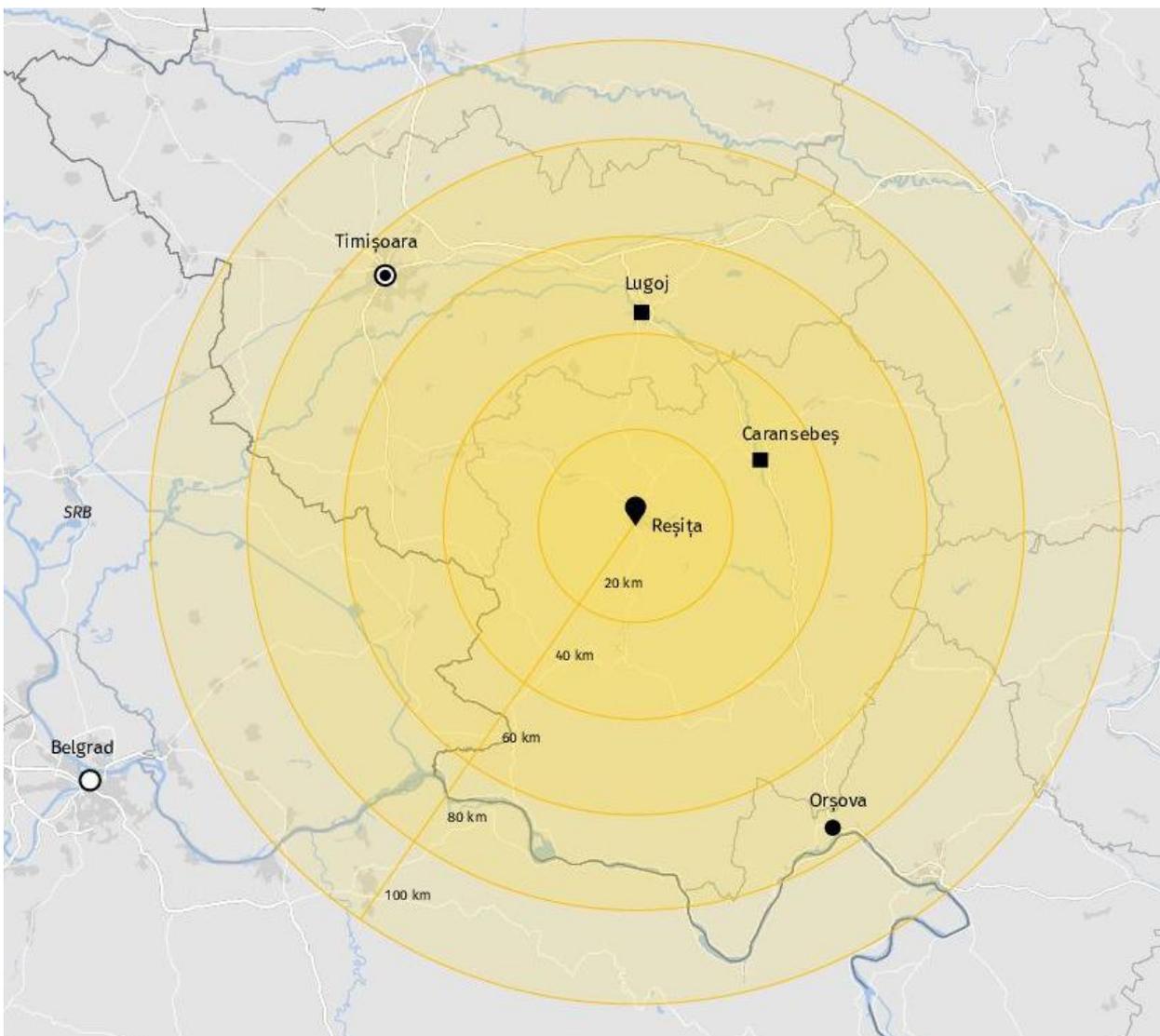
1 hr to A1 (approx. 70 kms via Lugoj)  
 1.5 hrs to Timișoara (approx. 100 kms.)



directly linked to the railway network Reșița - Caransebeș  
 and to the Trans-European Transport Network (TEN-T)

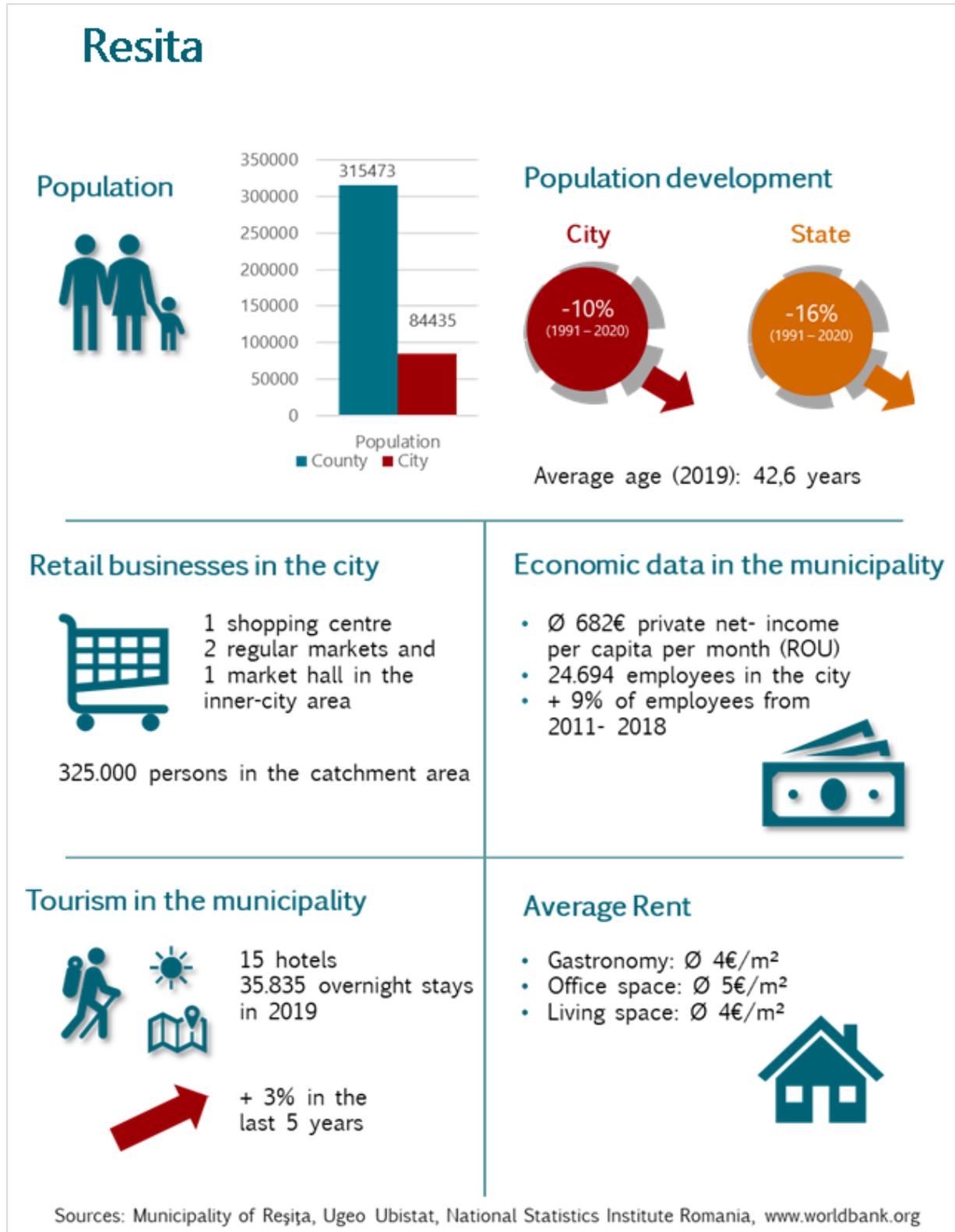


closest airport is Traian Vuia International Airport in  
 Timișoara (approx. 100 - 115 kms, 1.75 hrs by car)



Source: [www.mapz.com](http://www.mapz.com), adapted by CIMA, 2020

## 2.2. General location data



## Expert remarks:

The following expert remarks are made on the basis of this data:

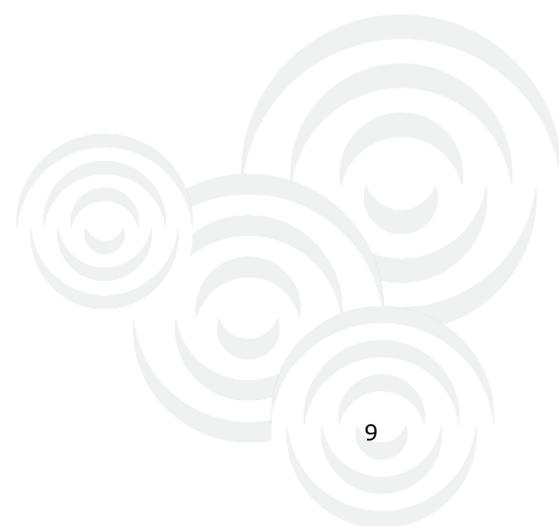
- ▶ As a result of the economic restructuring of the business location, Reșița, like many other cities and regions in Romania, has experienced a significant population decline. This negative population development also reduces the purchasing power potential for the locally based consumer-related service, trade and gastronomy businesses.
- ▶ Despite the continuing presence of heavy industry and a number of new businesses in the large business park, the purchasing power level in Reșița (69%) is very low compared to the national level (100%).
- ▶ On a positive note, Reșița, as the largest city in the district, has a central supply function and thus has an above-average catchment area.
- ▶ According to the city, there are almost 400 commercial enterprises in the entire urban area of Reșița. The on-site analysis showed that the vast majority of these businesses are small and medium-sized, mostly owner-managed companies, and that there are hardly any larger, coherent shopping agglomerations (shopping centres, retail parks) (exception: Kaufland). For the size and regional supply importance of the city, this current retail structure can be described as rather weakly structured.
- ▶ CIMA considers the average rents to be appropriate for the location.
- ▶ In terms of the number of overnight stays per year and the quality and quantity of accommodation available, tourism is currently only a minor economic location factor.

### 2.3. Town centre marketing and city centre development (Resita South)

During the walk-through of the city centre (see also chapter 3) as well as in discussions with local officials, it became clear that the city has undertaken a number of improvement measures in recent years (e.g.: redesign of squares, etc.) in order to make the inner-city core areas (Resita South) more attractive.

According to the responsible city planners, the rehabilitation of the river banks of the Bersau River, which flows through the city centre, is planned for the next few years.

Despite many city marketing measures and (EU-funded) projects, there is currently no professional city marketing structure in Resita, neither as a staff unit or department within the city, nor as an independent organisational unit supported by a public-private partnership.

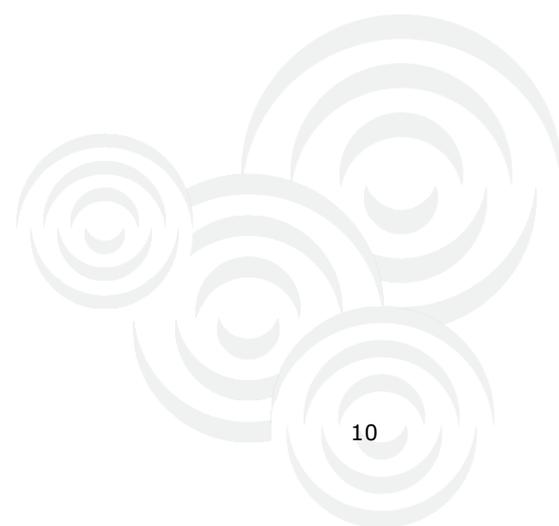


## 2.4. Creative industries in Reșița

The creative industries are not very present in Reșița. It has only been recently, that an active interest in the economic field of “Creative Industry” arose.

Therefore, neither the start-up industry, nor the arts and cultural sector are well established. Due to a lack of communication, they are not visible and there is also no regional or local network to connect with each other in the CI or the city or companies interested in cooperation.

Currently, there are also no collaborative workspaces and no available funding for the CI.



### 3. “City check” results

On the following pages you will find the main technical findings of the city check in Reșița, The city check was conducted by CIMA on **Thursday, October 15th 2020**, in the central area of Reșița South on foot. Reșița North, the industrial zone and the pilot location were visited by car.

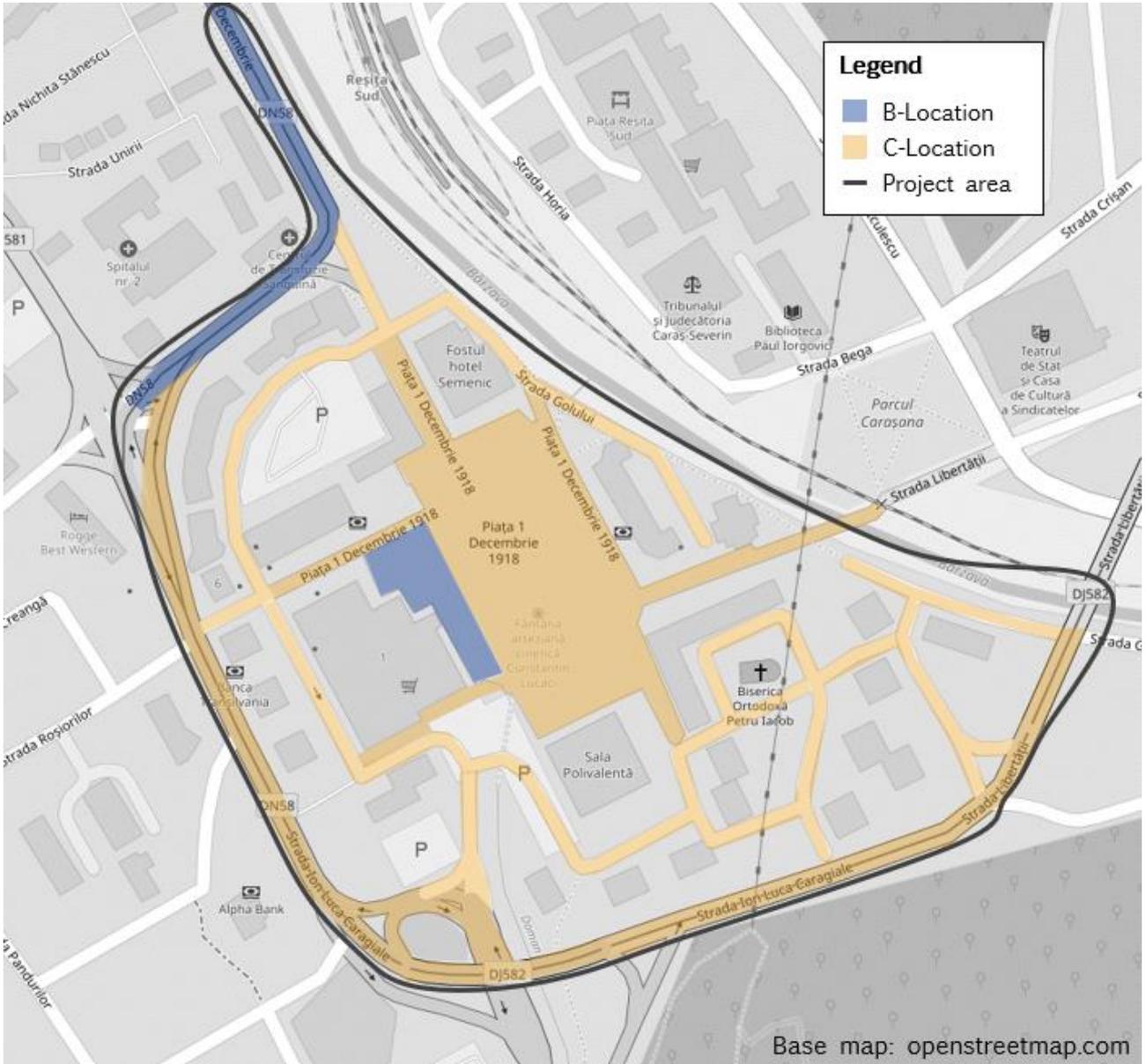
#### 3.1. Classification of the inner city areas

In a first step, the streets, alleys and squares of the city centre were examined according to the individual property-economic location qualities.

CIMA follows the classification criteria of the real estate industry and divides the city centre of Reșița into the following three location qualities:

location qualities in city centres	description
1A	<ul style="list-style-type: none"> <li>▶ main shopping area of the city centre</li> <li>▶ high pedestrian flow</li> <li>▶ continuous use of the buildings at ground level as commercial space</li> <li>▶ diversified mix of retail trade, gastronomy and personal services enterprises</li> </ul>
1B	<ul style="list-style-type: none"> <li>▶ significantly lower pedestrian flow</li> <li>▶ visible gaps of business-oriented ground floor use</li> </ul>
1C	<ul style="list-style-type: none"> <li>▶ low pedestrian flow</li> <li>▶ frequently accumulation of empty spaces</li> <li>▶ usually presence of retail companies with special product ranges and high percentage of repeat clients</li> </ul>

## City centre



Source: openstreetmap.com, adapted by CIMA, 2020

The central square “Piața 1 Decembrie 1918” in Reșița South is the **main part** of the city, due to the public buildings and offices located there. It has been newly renovated with new paving, islands of greenery including trees and numerous, spacious sitting areas (made of wood, iron and partly of stone). In one corner, there is a small skater park, while the centre piece is definitely the fountain with a steel sculpture that refers to the history of the city. At the time of the visit, some construction work was still ongoing. Barrier free access has been included into the new design of the square. The lighting system is purposeful and practical.



At the southern end of the square, a **multi-functional sporting hall** can be found with some small retail (fashion, sports) shops in the front as well as a pharmacy and bakery at the side. The main point of frequency besides events in the sporting hall is the **shopping centre “Nera”**. On two levels with approx. 3,500 m<sup>2</sup> in total, it offers goods in the short- and medium-term product groups, like groceries, fashion, drugstore articles, shoes etc. in a low to medium quality. On the outside, there are a money exchange and a tobacco shop. The front of “Nera” shopping centre is a 1B-location, while the rest of the square is a 1C-location. Also mentionable and located at this square is Raiffeisen Bank and some restaurants.



Coming from the square and heading east towards the river and “Strada Golului”, there are some small mobile shops and some empty spaces within multistory buildings, which are in need of renovation. At the end, close to the bridge, there is a café/restaurant with outside sitting areas. On the left side, there is the theatre. Some small retail shops with low quality goods can be found in this area as well.



At the north end of the square, directly opposite of the town hall, there is a large empty building with a former restaurant and flats, which is currently under reconstruction, funded by the EU (according to an info sheet at the premise). Towards “Bulevardul Revoluția din Decembrie”, there are many take-aways, some restaurants, pharmacies, banks and some small retail shops. This stretch from “Piața 1 Decembrie 1918” until “Bulevardul Alexandru Ioan Cuza” can be rated a 1B-location, it is also much more frequented than the central square itself.



The square “Piața 1 Decembrie 1918” is surrounded by skyscrapers with mostly flats and some shops on the ground floor. The style is from the 1960ies/70ies communist period, most of them are in need of renovation. There is also parking (seemingly mainly for the local residents), but not directly on the square, which is a pedestrian area. The public transport stops at the “Bulevardul Revoluția din Decembrie”, the “Strada G.A. Petculescu”

and at the train station “Reșița South”, which is a 5 minutes walk from the centre. There are no designated areas for bicycles.



The cleanliness in the city centre is mainly maintained at the central square; outside, especially alongside the river bank and at the backside of the buildings, a lot of waste can be found. The riverbank could be developed to create a nice leisure area and increase the quality of stay.







## Industrial zone 1

The industrial zone 1 is situated between Reșița North and Reșița South and consist of several factories and industrial facilities, active and non-active, brown fields as well as a huge mountain of iron production waste, which is visible from afar.



Source: openstreetmaps.org, 2020

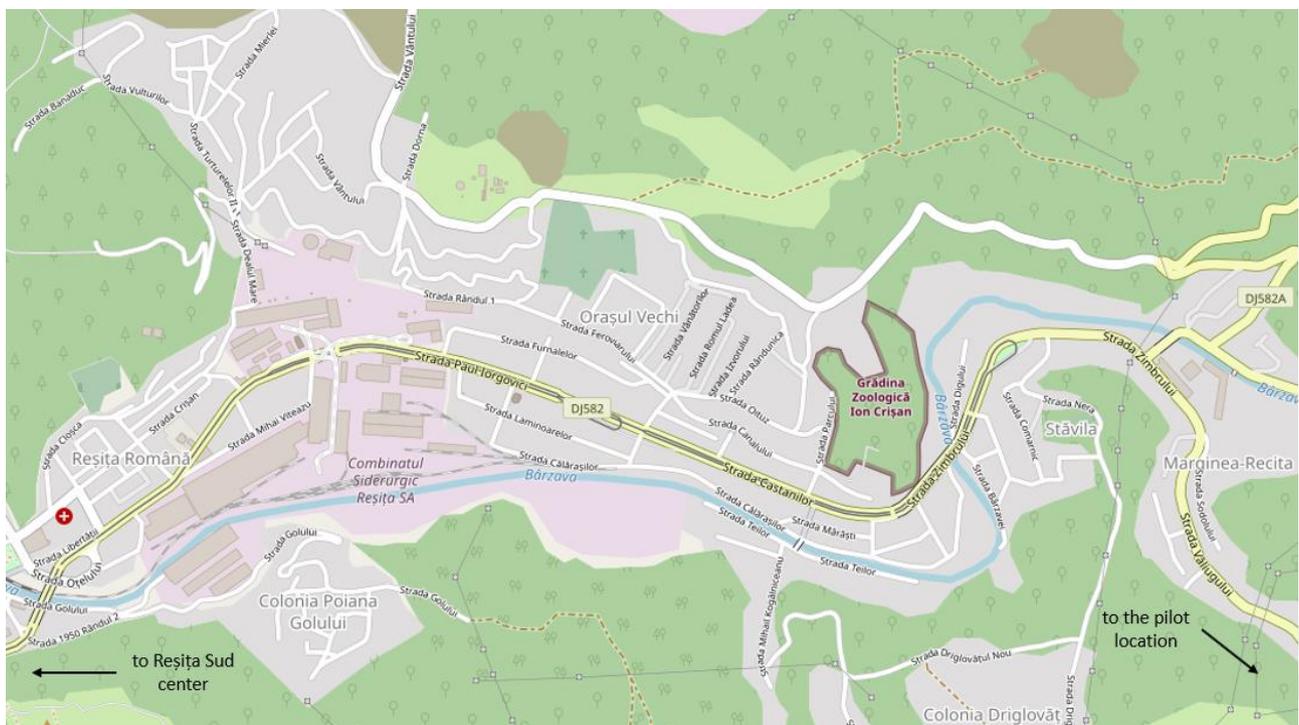
This vast area of more than 100 ha will be completely re-developed within the next 10 years. Step by step, retail (approx. 45.000 m<sup>2</sup> in total) and office spaces (approx. 4.000 m<sup>2</sup>) will be developed, accompanied by gastronomy and leisure facilities (a museum, climbing tower, aquapark etc.). There will also be 2 hotels with 300 beds, apart hotels with 177 units and several residential buildings. Sufficient parking will be provided as well.



Depending on which municipality functions will be relocated, there is a high chance that the city center - currently at Piatja 1 Decembrie 1918 at Reșița South - will shift to this newly developed area after it is completed.

## Industrial zone 2

The second industrial zone is located towards the oldest part of Reșița in the South-east. Many abandoned industrial buildings can be found here, next to some active factories. This is probably the part of the city with the richest industrial heritage. Following the main street 582 eastwards, one comes to the pilot location at the outskirts of Reșița.



Source: openstreetmaps.org, 2020

### 3.2. Assessment of the inner-city quality

Based on the criteria set, CIMA assesses the inner-city qualities (within the designated city centre as shown on the map on page 12) in the following way:

“city check” criteria	description
city greening	▶ “islands” of greenery
illumination design	▶ partly illumination design in the inner-city areas ▶ street lamps and some illumination of buildings at night
city furniture	▶ brand new furniture on the main square made of concrete and wood
cleanliness	▶ the main square is clean, otherwise quite dirty
surface design	▶ different surfaces, like paving, stone tiles and asphalt ▶ besides the main square (newly renovated) often damaged surfaces or missing pieces
house facades	▶ most houses in the inner-city area need to be renovated ▶ most structures from the 60ies to 80ies
barrier free design	▶ partly barrier free
pavement width	▶ on the main roads sufficient, on the smaller streets and back roads quite narrow
pedestrian safety	▶ main pedestrian zone around the main square ▶ pedestrian safety mainly within the pedestrian zone
parking facilities	▶ only surface parking ▶ not enough parking space around the living quarters (small back streets and courts full of parked cars, partly also on the roads)
traffic and signposting	▶ no guiding system for parking, some signs for pedestrians
usability for events	▶ generally possible ▶ directly on the central square

A final evaluation of the urban development structures of inner-city area shows the following result:

	1	2	3	4	5
overall impression of the city centre ambience			●		
quality and density of retail trade				●	
quality and density of gastronomy				●	
cleanliness				●	
city greening		●			
illumination design			●		
surface design & condition			●		
presence and condition of monuments			●		
house facades and building conditions				●	
density and condition of traffic/signposting				●	

(evaluation by school notes: 1 = very good; 5 = very bad)

### 3.3. Trend check

City centres are - similar to companies - in a multifaceted competition for customers, tourists, investments in private and public infrastructures and projects, as well as companies willing to settle, and much more. Naturally, these inner-city economic areas are also subject to different developments. With regard to the most efficient and sustainable active location marketing and empty space management possible, this chapter of the location analysis highlights the most important current and future **24 European trends** relevant to small and medium sized city centres. For the responsible decision makers in Reșița this “trend check” should be a quick and general orientation aid how “trendy” the city centre is.

Reșița’s trend affinity is assessed using a simple traffic light system:

“trend check” colour	description
	<ul style="list-style-type: none"> <li>▶ no “trend affinity”</li> <li>▶ (still no trend approaches visible)</li> </ul>
	<ul style="list-style-type: none"> <li>▶ moderate “trend affinity”</li> <li>▶ first trend approaches visible</li> </ul>
	<ul style="list-style-type: none"> <li>▶ high “trend affinity”</li> <li>▶ city centre is right on trend</li> </ul>



location trends	trend affinity		
<b>Trend 1 - Shopping experience</b> The city as a networked experience shopping location (shopping, culture, gastronomy, services) with emotional stimulation			
<b>Trend 2 - Service as a chance to distinguish yourself</b> Clear profiling of inner city retail via top service and specialist advice			
<b>Trend 3 - New city centre affine target groups</b> Addressing new inner city target groups such as LOHAS, DINKs, silver surfers, etc.			
<b>Trend 4 - Multi- &amp; cross-channel</b> Online and offline multi- and cross-channel strategies of local companies are considered a major competitive advantage of city centres			
<b>Trend 5 - New retail city formats</b> e.g.: convenience-shops (products to go) and sustainability-shops (e.g.: repairshops)			
<b>Trend 6 - Worlds of food enjoyment</b> High quality specialist suppliers in the food sector in combination with tastings			
<b>Trend 7 - owner-managed flagships</b> High-quality, interesting products combined with lifestyle and/or feel-good concepts			
<b>Trend 8 - Digitalisation of sales areas</b> Digital technologies and "location based services" determine shop concepts			
<b>Trend 9 - Investment boom for city hotels</b> New city hotel concepts contribute to the offer mix of a city or city centre			
<b>Trend 10 - Alternative accommodation concepts</b> e.g.: albergo diffuso for subsequent use of vacant residential and business units			
<b>Trend 11 - Experience and theme gastronomy</b> Food as an experience by involving the guests in the preparation as well as special catering locations			
<b>Trend 12 - Urban gastronomy concepts</b> Various food concepts such as. Infinite food, spiritual food, etc. reflect the lifestyles of various inner city centre target groups			
<b>Trend 13 - Day Tourism - Positioning</b> Clear, day-tourist positioning of city centres as a strategy for additional absorption of purchasing power			
<b>Trend 14 - Leisure structures in the inner city</b> Sports and leisure infrastructures are returning to the city centres such as motor parks, amusement arcades, cinemas, etc.			
<b>Trend 15 - Local quality labels</b> Local quality labels strengthen competitiveness and help SMEs to position themselves			
<b>Trend 16 - Co-working</b> Alternative vacancy utilisation through co-working spaces and (ideally) simultaneous promotion of the creative industries			
<b>Trend 17 - Educational institution as impulse generator</b> Schools, nursery schools and universities are increasingly returning to the city centres			
<b>Trend 18 - "one stop shop"- town centre marketing</b> A professionalised town centre marketing with integration of location, tourism and cultural marketing agendas			
<b>Trend 19 - Cultural sites as "landmarks"</b> Architecturally sophisticated event locations or museums become inner-city magnet points			

location trends	trend affinity		
<b>Trend 20 - Image-shaping events</b> The city as a stage or playground for new events in the leisure and cultural sector		Yellow	
<b>Trend 21 - Media libraries</b> Increased development of municipal libraries in the digital field as a multifunctional educational centre			
<b>Trend 22 - Digital city paths</b> Communicating urban history and culture through "virtual" circular routes		Yellow	Red
<b>Trend 23 - Innovative forms of inner-city living</b> New inner-city housing forms for different target groups such as: temporary housing, micro-apartments, modern heritage			Red
<b>Trend 24 - Attractive "start up" scene</b> The city centre as attractive location for young company founders	Green	Yellow	

### Further comments

While the trend check, as well as the city check, are snapshots from one moment in time, current developments will significantly change many aspects of life in Reșița. If the development of the brown field in industrial zone 1 will be completed like planned, some location trends will become green, for example trend 1, 2.4,6,9,11,12 or 14.

The leisure structures in the inner city are already described as good, due to the multi-functional sports hall on the central square. There are some existing start-ups, two start-up centres are currently there, one is being developed.

Co-working places are not yet existing, but are planned. Same is true for the trend of digital city paths and a stronger positioning for day tourism. The main cultural landmarks are the remains of the industrial heritage (old factories and buildings).

While there are no media libraries, there is also no need/demand for them, but a high demand for new forms of inner-city living, like temporary housing and apartments.

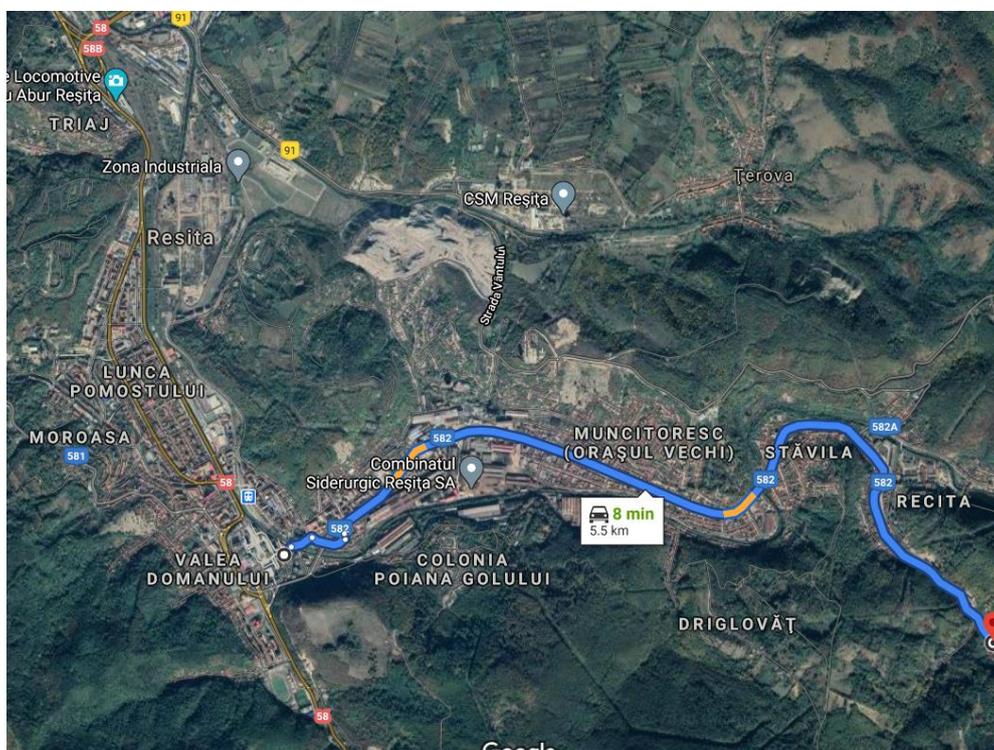


## 4. The Pilot location/project - remarks and comments

### 4.1. The pilot location

The former iron factory hall will be revitalised and be converted into a **workshop/makerspace for interested national or European metal artists**. On approx. 1,000 m<sup>2</sup>, the artists will have space to create their artworks and use commonly provided tools and machines, for example a furnace, a crane etc. In addition, outside working areas, an exhibition and workshop/education room as well as some accommodation for the artists in residence will be provided.

The pilot location is situated approx. 5.5 kms or 8 minutes by car from the centre eastwards on the main connection 582. There is also a bus stop, but the connection with public transport is quite poor. Currently, there are no proper parking possibilities. The access needs to be re-planned with a proper traffic flow as well as bridges, which can support the weight of heavy trucks.



Source: google.maps, 2020



In addition to the pilot location, there is an old retail building situated in industrial zone 2, which could also be adapted. At the time of the visit, it was still unclear if the building is available and under which conditions. CIMA did not visit the premises.



Second adaptable building: the former “Magazin Universal” in industrial zone 2



## 4.2. Frame conditions and success factors

As part of the CINEMA project, Reșița is focusing on a local pilot project in the fields of “empty floorspace” and “Creative Industry support centre”.

On the basis of the results and impressions of the on-site inspection, the data transmitted and the technical know-how of the CIMA, the following premises and framework conditions should be considered:

► **very good and innovative use-case scenario**

Not only because of the long tradition in the metalworking industry, but above all due to the (intended) use of existing relevant industrial infrastructures (e.g.: blast furnaces, etc.), the basic idea of adapting the abandoned iron factory as a “makerspace” for metal artists can be rated as very good and innovative. While many makerspaces in the metal sector focus predominantly on craft use applications (e.g.: “Maker Werkstatt” in Frankfurt (GER); Euro-Méditerranée Makerspace in Marseilles (F), Nod makerspace in Bucharest (ROU), metal-makerspaces in Reading and Oxford (UK), only very few such facilities in Europe or overseas are focused on artistic designs e.g.: DEPO2015 in Plzen (CZ), 3331 Arts Chiyoda in Tokyo (JPN) or Milwaukee Makerspace (USA).

► **no direct (economic) stimulation of the city centre**

One of the focal points of the entire CINEMA project is to trigger economic impulses for the respective city centre through the development of creative industries. Even though the selected location of the abandoned iron factory is a good choice due to its proximity to the operating steelworks and the resulting possible infrastructural synergies, no direct economic effects are expected for the city centre (Reșița South). For this reason, CIMA proposes to think about indirect stimulation measures such as setting up a permanent exhibition space for “artistic products” from the makerspace in the city centre, as well as creating housing (e.g. in the form of a “makerspace” boarding house) for the metal artists in the inner-city core zones. Provided that no other project uses are already planned here, the currently vacant building directly opposite the town hall could be used for such purposes.

► **investment focus on good working conditions/frameworks**

Due to the structural condition of the building as well as the immediate surroundings, the existing monetary investment resources should be used to create optimal "production framework conditions" for the metal artists. The (intended) installation of dormitories for the artists working on site should be reconsidered. The main reasons are not only the unattractive living environment, but as already mentioned above, the "residential stationing" of the metal artists in the city centre.

► **additional stimuli schemes for metal artists**

Although the immediate working conditions do not seem unattractive, CIMA suggests that additional stimuli should be created to facilitate the approach and, if necessary, the selection of metalworkers. The following "stimuli" could be considered:

- extensive reduction/taking over of "official channels" (e.g. immigration and emigration, residence permits, especially for people from non-EU countries, translation and interpreting services, access to health services, etc.)
- attractive rental costs or subsidies for reduced-price housing
- provision of furnished living spaces
- attractive exhibition spaces for created artworks
- logistics and transport management for created artworks after the end of the residency in Reșița
- insurance services for the created artworks (at least during the presence in Reșița)
- promotion and marketing services for created artworks (e.g. professional photography, social media marketing, homepage design, etc.)
- leisure/sport and social networking services



► **clear rules and criteria for on-site artists**

Based on the knowledge and experiences of "artist hubs" in various cities and regions, it is recommended to establish clear regulations and criteria for the (temporary) stay on site or the artistic activity in the "makerspace" when approaching and acquiring the intended metal artists. These regulations include, for example, the (maximum) length of the stay, the framework conditions for the production of the objects, any remuneration, presentation and purchase of the artworks created, etc.

► **„holistic“ project management required**

For the sustainable and long-term success of such a project, it is crucial not only to make appropriate investments at the start or to create optimal creative business conditions, but also to let new impulses flow in during the following years and to manage and market the "makerspace" centrally. CIMA therefore recommends installing a separate "project manager" for this project.



## 5. Further measures and proposals for the city centre

A sustainable economic revitalisation of a city centre represents a concentrated development process over several years and is usually based on a combination of different real estate, urban planning and organisational measures.

If the multifunctional shopping, leisure and residential centre is realised on the current, disused industrial site between Reșița South and Reșița North, it must be assumed that a more or less new city centre will be created here, or that the current city centre around the "Piatja 1 Decembrie 1918" will have to be fundamentally repositioned.

In view of these framework conditions, CIMA proposes the following priority measures for the existing city centre:

further measures	description
focus on gastronomy	The significance of gastronomy as an important frequency factor for city centres is increasing in view of the booming online shopping. As a clear, future positioning feature and at the same time as a measure to increase gastronomic quality, it is recommended that more gastronomic units are established in the city centre or that the city centre is developed in the medium term as a "gastronomic mile" - with different operating concepts.
accompanying real estate master plan for new riverbank design	According to information from the local town planning department, there are plans to redesign or make the banks of the Bersau River more attractive in the near future. Following the example of successful projects of riverbank redesigns in city centres of European industrial cities e.g. Aarhus (DK), Limerick (IRE), Reading (UK), it is recommended to also consider the

	attractiveness and reuse of the neighbouring properties.
„Boarding house“ for metal artists	<p>"Boarding houses" are hotel-like buildings designed for guests who are staying for a longer period of time (usually between 1-6 months) for professional and/or educational purposes. "Boarding houses" combine hotel services (e.g. regular room/apartment cleaning, breakfast, etc.) with private living comforts (larger rooms, kitchen, etc.). As already mentioned in the previous chapter (see 4.2), CIMA recommends the creation of a "boarding house" for metal artists and creative industries in the city centre.</p>
Installation of a professional town centre marketing unit	<p>CIMA advises the city of Reșița to install a professional city marketing structure. In the first phase, it would be advisable to set up a staff unit within the city administration, focusing on the following tasks:</p> <ul style="list-style-type: none"> <li>- assistance and support for existing small and medium-sized enterprises in the development of joint marketing and advertising measures</li> <li>- support for the establishment of new businesses in the two city centres</li> <li>- project management or supervision of the "makerspace" for metalworkers, if necessary</li> <li>- event-marketing</li> <li>- support or take-over of partial sections of important real estate location projects of the city of Reșița</li> </ul>