



## EMBRACER

### Meet Bucharest-Ifov Regional Development Agency (BIRDA)



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The Bucharest-Ifov Regional Development Agency (BIRDA) is one of the eight regional development agencies in Romania. Operating as a non-governmental and non-profit organization, BIRDA aims to support the socio-economic development of the Bucharest-Ifov Region. The agency collaborates with local public administration, the business environment, academic institutions and other entities to implement strategies and projects that contribute to increasing competitiveness and improving the quality of life in the region.

### The role in EMBRACER

Within the EMBRACER project, BIRDA ensures that initiatives align with the specific needs and priorities of the region. It engages local stakeholders, including decision-makers and businesses, to facilitate smooth project execution and foster collaboration. The goal is to promote intermodal mobility as a key opportunity for the region by promoting the development and adoption of innovative technologies, as well as efficient operating models.

### The importance of being part of EMBRACER

Participation in EMBRACER allows BIRDA to acquire valuable knowledge and best practices to strengthen connections with urban areas and achieve seamless, intelligent, climate-resilient regional and local intermodal mobility. By engaging local stakeholders and fostering transnational cooperation, the EMBRACER project supports institutional bodies in defining multiscale policies and intermodal mobility strategies, facilitating discussions on strategically important themes, and promoting collaboration and training in interconnected mobility.

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