

Social Innovation Spotlight



Episode 27

How to build more sustainable cities

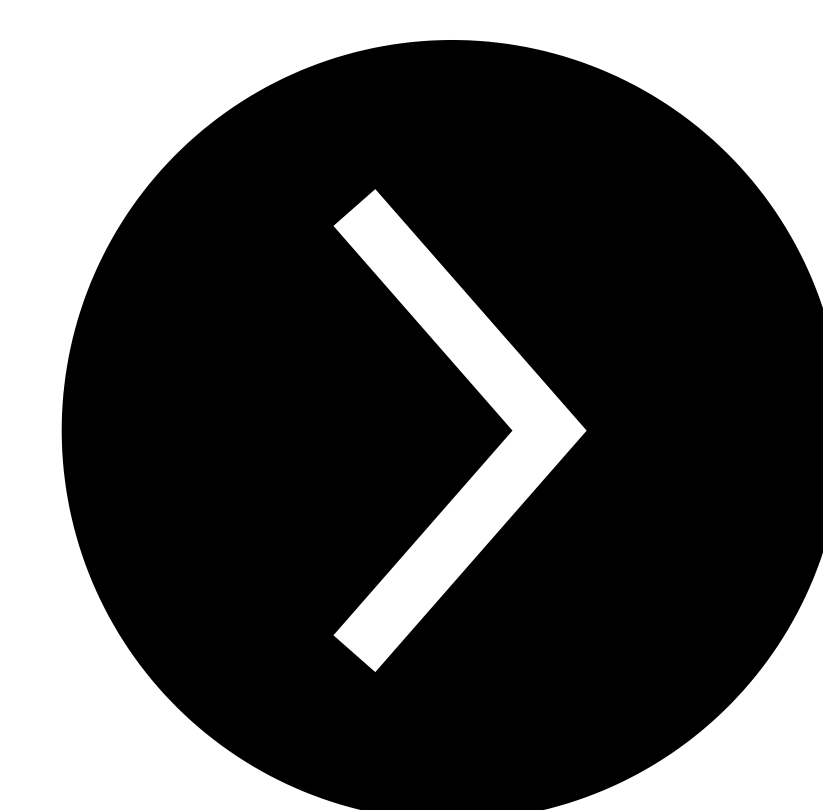
An initiative that brings together NGOs, companies, public institutions and citizens to co-create and fund long-term solutions to the city's environmental challenges.



Co-funded by
the European Union

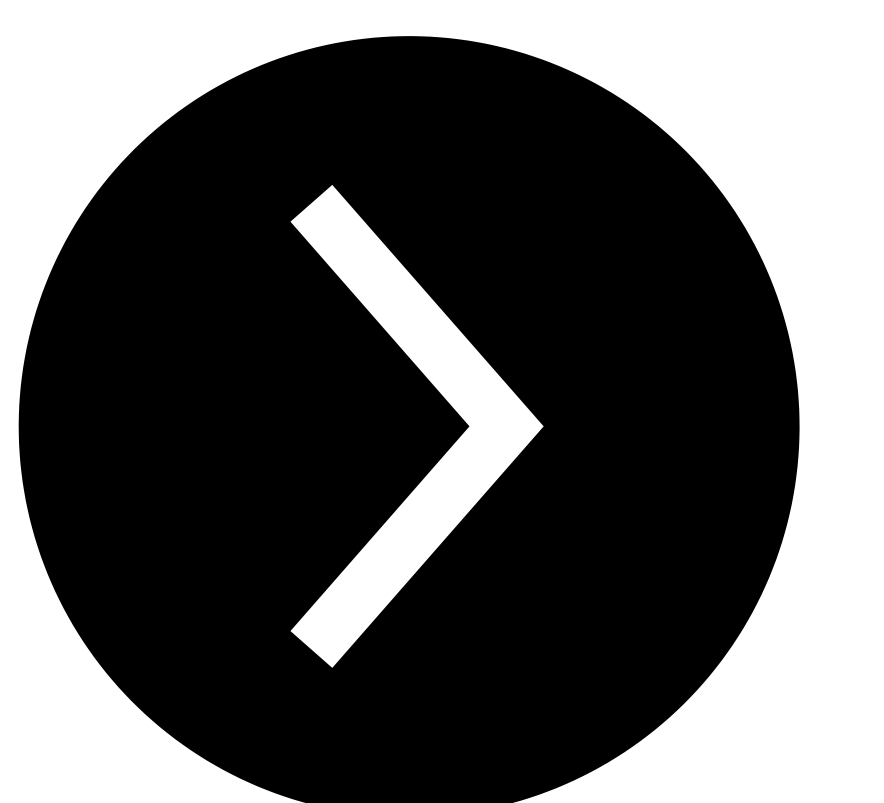
Social Innovation 
Initiative

seed2scale



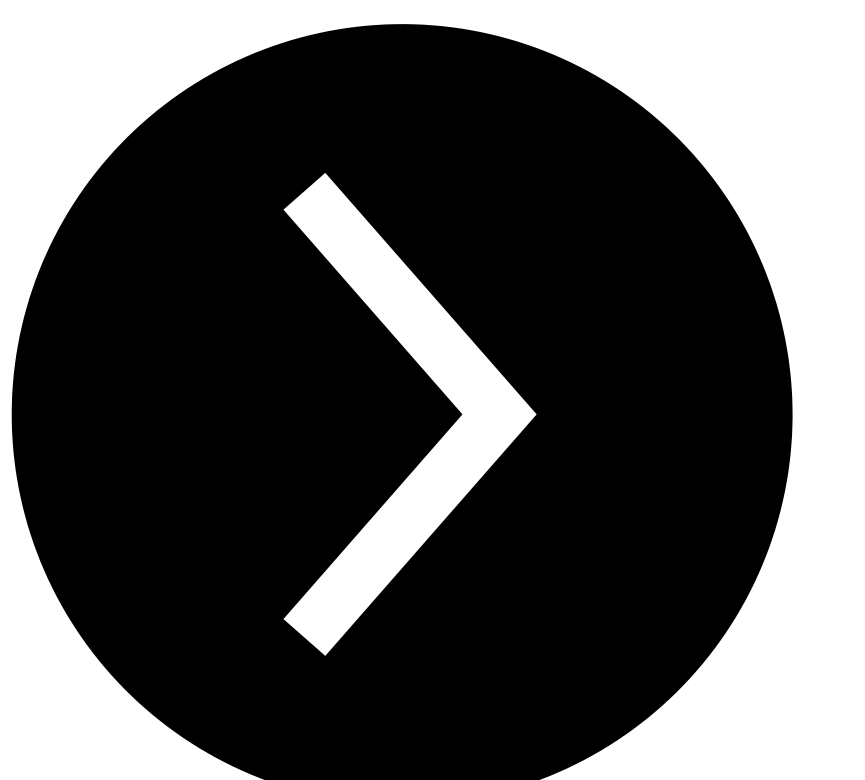
The challenge

- Bucharest faces growing environmental challenges such as air pollution, traffic and waste management.
- Efforts to solve them are fragmented and poorly coordinated.
- Lack of a long-term and collaborative approach to solving environmental challenges.
- Cities need a neutral space where stakeholders can work together on common environmental goals.



The idea

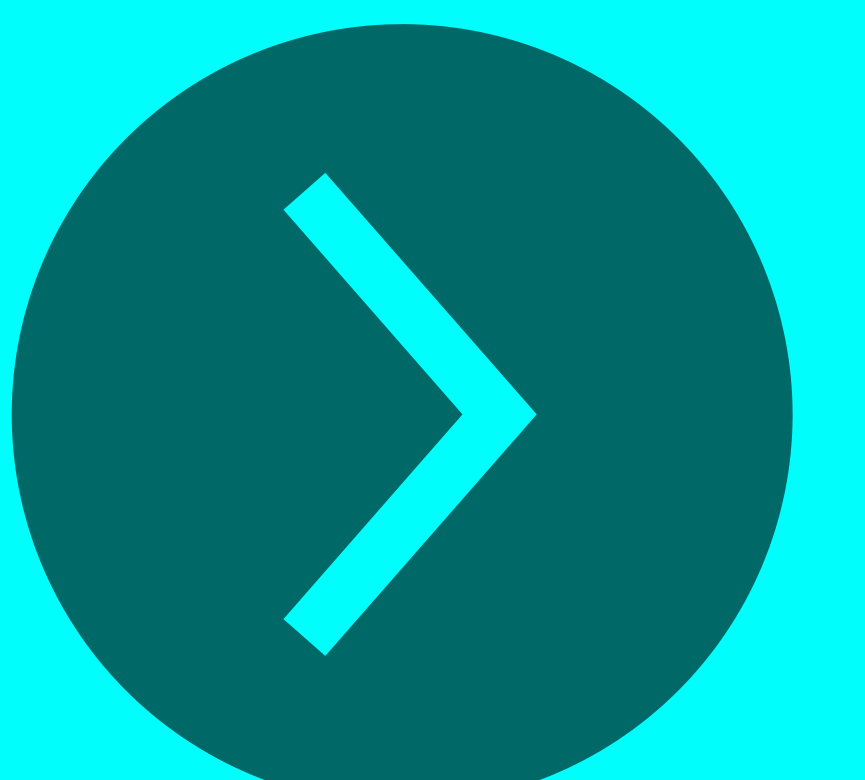
A platform that connects civil society, companies, public institutions and citizens to co-develop and fund environmental projects for Bucharest through long-term collaboration and shared resources.



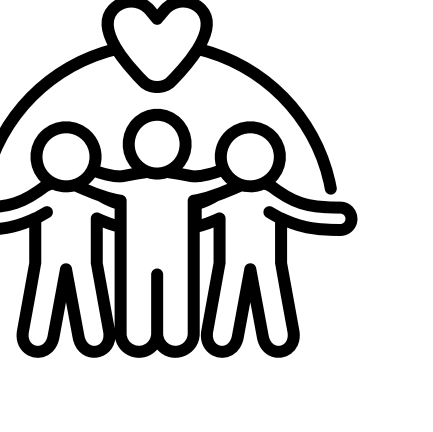


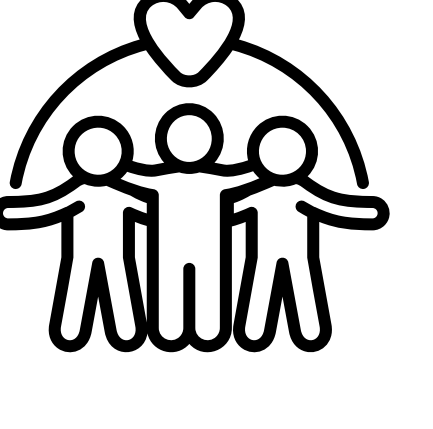
What's innovative here?

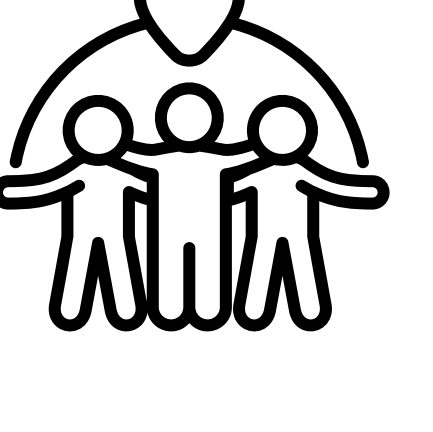
- **Neutral collaboration space:** brings all key urban actors together.
- **Pooled funding model:** companies contribute to shared community impact.
- **Multi-year support:** projects receive funding over 3–4 years.
- **Open calls for NGOs:** transparent selection of environmental initiatives.



Impact so far

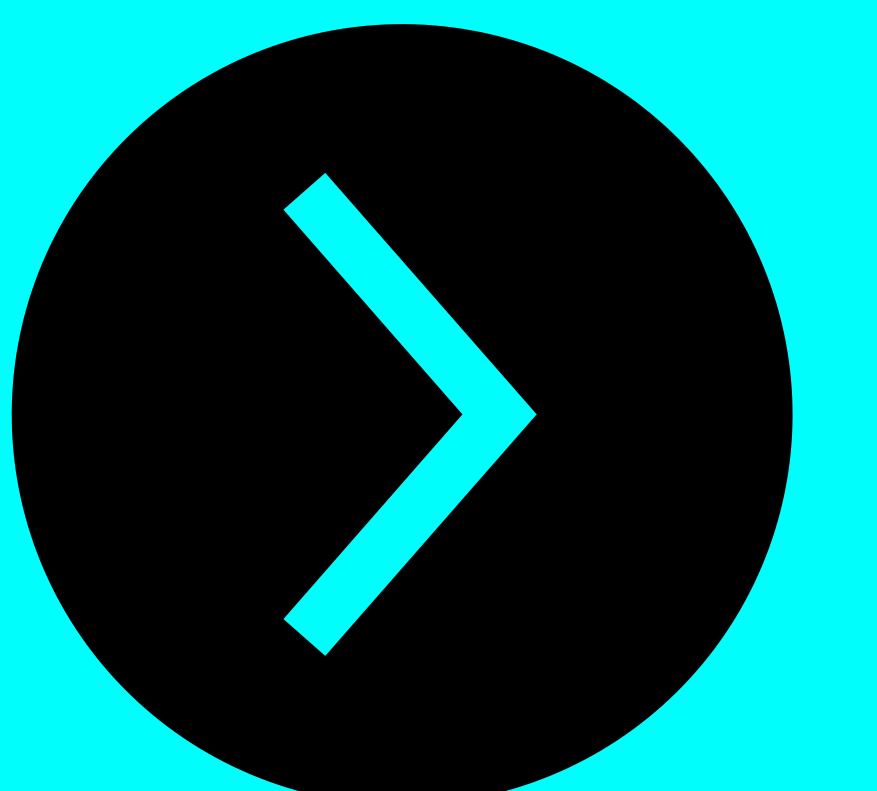
58 environmental projects funded in Bucharest and Ilfov (2021–2025). 

More coordinated solutions for air quality, waste management, mobility and urban green spaces. 

Long-term support for projects addressing local environmental challenges. 



Environmental



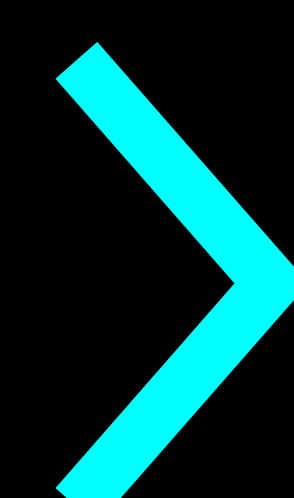
Impact so far

900+ community projects and scholarships (Bucharest & Ilfov). 

Over 14.8 million RON invested in environmental initiatives. 

Multi-year funding supporting long-term environmental impact. 

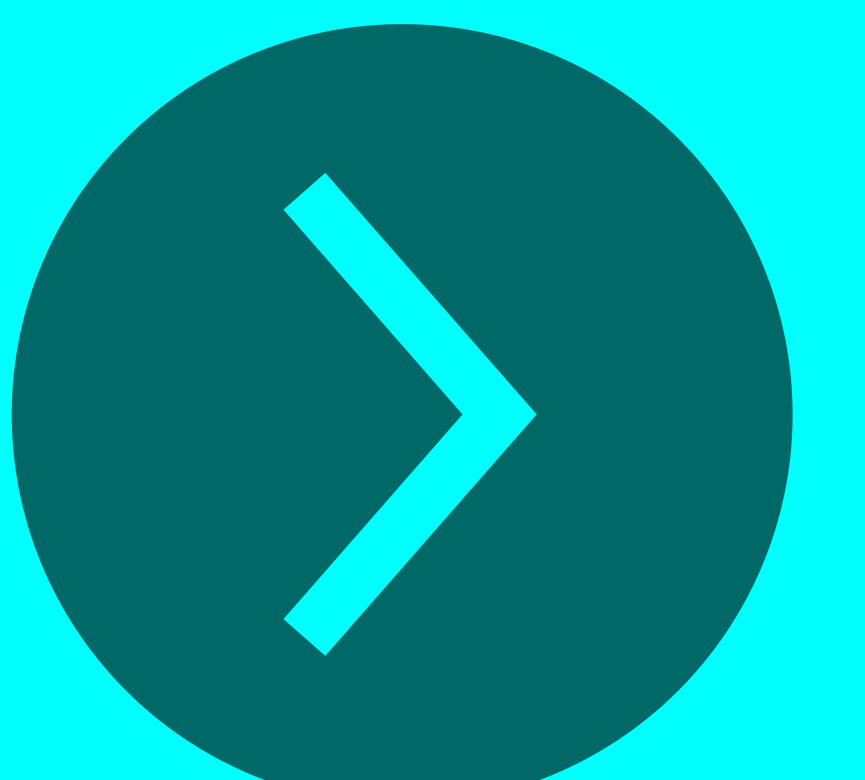
**Economic
&
systemic**





What you can replicate

- Join or support local environmental initiatives in your community.
- Partner with NGOs, schools or local organisations to address environmental challenges.
- Bring together people and organisations with different expertise to solve local challenges.
- Apply for funding opportunities that support community-led environmental projects.



Social Innovation Spotlight

Episode 27

**If this case sparked an idea,
don't let it stay on this slide.**

**Adapt it, remix it, and bring social
innovation to life where you are.**

Follow Seed2Scale for more
Social Innovation Spotlight episodes



Co-funded by
the European Union

Social Innovation 
Initiative

seed2scale