

PUBLIC-PRIVATE PARTNERSHIP - A SOLUTION FOR SUSTAINABLE URBAN DEVELOPMENT OF CITIES

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ABSTRACT: *Cities in Romania represent true poles of concentration of population, economic, social and cultural activities constituting an engine of economic development for the entire country. For the last 20 years, they have faced certain problems, namely: poor urban infrastructure, abandoned industrial zones, blocks of flats that have not known substantial renovations since they were given in use, derelict protected areas, inefficient public transportation, insufficient green spaces, unmaintained public spaces, unsatisfactory urban service. Therefore, cities must adapt by a process of adjustment and remodelling aimed at improving living conditions through economic revival, social and economic reintegration of the inhabitants, improving the quality of urban environment, called urban regeneration, framed into a large concept of sustainable urban development.*

City regeneration involves solving problems of urban community, thus there is a need to create efficient and viable modalities of carrying out projects, and from this perspective, the public-private partnership can be an innovative solution for both parties.

Resolving the challenges of contemporary urban configuring requires a new "urban alliance", which is essential for the European Union regional policy and to be successful it needs partnerships between public and private actors which, if they acted separately in such endeavour, would not succeed.

KEYWORDS: *sustainable urban development, urban regeneration, Public-Private Partnership(PPP), sustainable European cities.*

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