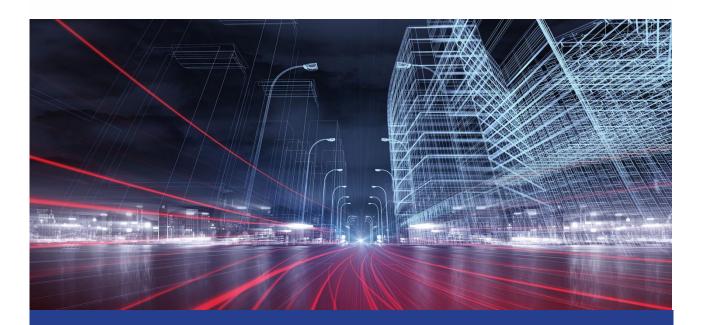


DIGITAL CITIES CHALLENGE



Digital Cities Challenge Mayors Summit

4th of December 2018 Brussels



The concept of a city's Digital Transformation

The Digital Cities Challenge is about:

initiative.

Designing policies for smart, sustainable, clean and inclusive growth and competitiveness, enabled by advanced technologies Empowering local authorities and leaders to identify the 'collective' actions which can and should be implemented for this process to take place Creating the conditions and the environment that can contribute to better and more sustainable standards of living in the cities participating in the challenge

Developing and testing novel policy levers in a collaborative approach with other cities as peers is needed more than ever to reap the benefits of digital transformation. The rationale is by no means to design yet another distinct digital strategy, but to provide cities with expert advice on how to maximise existing strategies and fill the gaps that are holding them back from fully exploiting new technologies.

The initiative seeks to foster synergies between existing policies involving digital priorities (e.g. economic development, smart specialisation, smart city, sustainable and clean growth, circular economy, climate action, digital skills, etc.) and the newly planned policy actions supporting digital transformation.

Individual expert teams are working with each participating city and their relevant partners (including business organisations, academia, city labs, schools, community groups, local press, and city and regional authorities). Besides meetings and workshops organised in the cities, representatives of city administration, business sector, and experts meet during the Academy Seminars to share experiences and take advantage of peer to peer learning.



Throughout the duration of the initiative a library of Good practices is compiled covering the following dimensions:

Accelerators to enhance digitalisation of industry

Prerequisites to create favourable framework conditions



Governance leadership & branding - Overall coordination and governance is needed to streamline the process

Support Services - The ecosystem greatly benefits from a portfolio of support services facilitating digital transformation

Finance - Funding is needed to support digital projects

Community - Interactions between different stakeholders of the ecosystem can enhance digitalisation



Infrastructure - A basic requirement to enable digitalisation

Access to data - Processing of data requires access to data through technology

 $\label{eq:Digital skillset} \textbf{-} \textbf{Human assets and capabilities are prerequisites to enhance digital transformation}$

Companies digital competencies - Companies need specific digital competencies to realise digital transformation



As shown by the progress of the initiative so far, the visions and ambitions are multiple, reflecting the diversity of the participating cities. **Algeciras** is aiming to set up the required digital infrastructure to connect big players with small businesses and citizens, focusing on the digital capabilities in specific sectors like transport and logistics, petro-chemical, metallurgy, tourism and hospitality, and energy efficiency sectors.

At the same time, **Granada** is envisioning becoming a regional pole for the development of innovative solutions in creative industries, tourism, health and biotech, while **L'Aquila** plans the use of the city as a test-bed, research, product and service development centre to promote entrepreneurship and empower existing cases of success among digital SMEs and non-digital SMEs.

Thessaloniki envisages supporting the digitalisation of local companies, unleashing the use of open data and focusing on activities that are critical to the local economy (e.g. tourism, ICT, wholesale and retail, transport and logistics), and Patras puts the emphasis on the development of broadband infrastructures, new generation networks and computing capabilities, and large scale projects especially in the area of sustainable energy and waste management.

While strengthening the business ecosystem of the ICT sector is the overarching goal in **Sofia** with the view to developing city solutions, and creating markets for ICT products and e-services, **Ventspils** places the focus on strengthening ICT infrastructure, and enhancing the use of ICT in enterprises especially in the manufacturing sector. Comparatively, **lasi** aims to introduce digitisation into fields such as Education, Health, Infrastructure, Governance/Administration, as well as foster a regional entrepreneurship ecosystem and ensure a strong digital PR/marketing presence.

Each city will develop a set of key indicators and targets to be used to monitor the progress and success of its digital transformation strategy.

Draft agenda

Digital Cities Challenge, Mayors Summit

Date: 4th of December, 14:00-17:00 followed by networking reception Venue: Committee of Regions, Belliardstraat 99-101, 1040 Brussel. Room VM1

Moderator: Slawomir Tokarski, Director for Innovation and Advanced Manufacturing, European Commission

1. Welcome and introduction

Markku Markkula, Vice-President of the European Committee of the Regions Slawomir Tokarski, Director for Innovation and Advanced Manufacturing, European Commission Time: 15 minutes

2. Digital Cities Challenge: The progress so far.

Dana Eleftheriadou, Head of Advanced Technologies Team, European Commission Time: 5 minutes

3. From Strategy to action

Format: the cities will be divided in 4 panels with short presentations, questions by the moderator and audience

Time: 160 minutes

- Success story. The city of Amsterdam to share its experience in developing its brand, strategy, access to technologies and attraction of investments. (10')
 Franc Weerwind, mayor of city of Almere on behalf of the Amsterdam Metropolitan Area (AMA) and coordinator of the Challenge Digital Connectivity of the Amsterdam Economic Board
- City strategy and brand— what do cities do to show their unique assets and build their brand?
 - Short presentations (5') by 4 cities (tbd) followed by discussion
- Access to technology (ex.establishment of fab labs, centers, innovation centers)
 - Short presentations (5') by 4 cities followed by discussion
- Skills, employability and attraction of talent
 - Short presentations (5') by 4 cities followed by discussion
- Investments and Finance
 - Short presentations (5') by 4 cities followed by discussion

4. Closing

Time: 15 minutes

The event will be followed by networking reception in foyer VMA where the mayors will sign a memorandum of collaboration.