



## The Smart City Roadmap

A two-day Smart Cities Marketplace Masterclass to help shape your smart city project

### Introduction

The Smart Cities Marketplace is a major market-changing undertaking supported by the European Commission bringing together cities, industries, SMEs, investors, researchers and other smart city actors. The Marketplace offers insight in European smart city good practice, allowing you to explore which approach might fit your smart city project. What is more, the Marketplace represents a community of experts that can help you in shaping your smart city project so that you get your plan and business case ready for financing and can present it to investors. The Marketplace has a growing investor network that is instrumental in attracting investment while the matchmaking team of the Marketplace can support you in sealing a deal!

As part of its project shaping activities, the Marketplace is now offering a masterclass in developing a good smart city strategy which will sustain your work beyond the first experiments and pilots and form the resilient backbone of future projects. Special focus will be on integrated planning and implementation, the aspects of cross-domain collaboration with and buy in of a multitude of actors, the deployment of a long-term perspective on the built environment, and the early inclusion of financial aspects in your development of plans.

### Who should attend?

The masterclass will be upon invitation and targeted to representatives of city administrations and smart city project developers. It will be highly interactive and each participant's smart city project (portfolio) will play a central role in group work. Participants will be requested to provide information on their project before the masterclass starts. This will ensure that participants can learn as much from each other as from the presenters.

The organisers of the masterclass will do an online intake interview of around 20 minutes with each participant prior to the masterclass to get a better understanding of their local situation, context of the plan and ambitions.

### Explore

You will get access to knowledgeable experts giving you independent and high-quality advice on proven and tested solutions

### Shape

We assist you in developing an investment proposal for your smart city need(s)

### Deal

Match your ideas/plans with a network of solution providers and interested investors to support you in sealing the deal



## Learning objectives

By the end of the masterclass, you will be able to answer the following questions:

- WHAT is integrated planning and management of smart city projects and how does it help to prepare plans in a better way?
- HOW to develop a smart city strategy and who to involve?
- WHAT role can cities play to support the adoption of smart city solutions?
- WHAT are suitable models for financing and funding of projects?
- WHERE to find information on financial instruments?
- WHICH requirements need to be met for public procurement?
- HOW to engage stakeholders and keep them engaged during different phases of implementation?
- HOW can KPIs and tools help to evaluate alternatives and track progress?
- WHAT are examples of smart city good practice and where to find them?
- WHO can I rely on for help to advance my smart city project?
- WHAT does the Smart Cities Marketplace offer you?



## Delivery format

The masterclass will be delivered using the Microsoft Teams platform and combines online presentations with virtual breakout groups to discuss subject matter in small groups and report back in plenary. Having a quiet room, a good internet connection, microphone, speakers/headset, webcam and second screen will greatly facilitate effective interaction during the masterclass.

The masterclass will be spread across two full days combined with a study/work period between the two dates. Before and between two course days, participants are requested to prepare and develop their plans as part of the course homework. To this end, each participant will receive preparatory information in advance of the masterclass so that you can get to know their fellow participants and familiarise them-

selves with the Smart City Guidance Package and other materials. Homework will be assessed by experts before the second course day. After the second course day, an independent jury will choose the best plans and refer them to Smart Cities Marketplace matchmaking sessions.

During the online meetings, some simple house-keeping rules will ensure that things go as smoothly as possible.

Please note that participants must be proficient in English. During the masterclass sessions, the Marketplace team will provide technical support.

Each participant will receive preparatory information in advance of the masterclass so that you can get to know their fellow participants and familiarise themselves with the Smart City Guidance Package and other materials.

## Presenters and discussion leaders

The presenters and discussion leaders are drawn from the Smart Cities Marketplace team members and the pool of leading thematic and city experts. Guest speakers will be invited the action clusters and initiatives.



## Masterclass programme day 1

Time	Topic	Speaker/moderator	Delivery mode
8:45-9:00	Check-in and resolve any technical issues		
	Marketplace technical support team		
9:00-9:15	Smart Cities, the Green Deal and recovery programme: the European perspective. Introduction by the European Commission	DG Energy	Presentation
9:15-10:00	An overview of the masterclass framework – the SCGP	Smart Cities Marketplace team	Presentation and review of participants pre-session questions and issues
10:00-10:30	Creating a smart city vision and plans	Presenter/panel from light-house cities or other cities	Case study presentation(s)
10:30-11:30	Break-out followed by short break– focussed on small group discussion around the checklists in the SCGP focussed on Vision & Decide and Commit stages and summary of additional stages.	Facilitator for each of the break-out groups	Small break-out groups (4-5 participants each). Delivered via separate Microsoft Teams channels
11:30-12:00	Feedback session	Facilitators, with overall moderation by Smart Cities Marketplace team	Plenary in Microsoft Teams, with spokesperson per group
12:00-12:30	Your first experiment and pilot is done. Now how to create impact beyond it?	Presenter/panel from light-house cities or other cities	Case study presentation(s)
12:30-13:00	Lunchtime		
13:00-14:00	Break-out – focussed on small group discussion around the checklists in the SCGP for the visioning/planning part (taking several steps in one session)	Facilitator for each of the break-out groups	Small break-out groups (4-5 participants each). Delivered via separate Microsoft Teams channels
14:00-14:15	Feedback session	Smart Cities Marketplace team	Plenary in Microsoft Teams, with spokesperson per group
14:15-15:00	How to address financing aspects during preparation of smart city plans in a good project concept note and what do financiers look for?	Briefing by member(s) of Investor Network and Smart Cities Marketplace team	
15:00-15:30	Q/A with investors	Facilitated by Smart Cities Marketplace team	
15:30-16:00	Break		
16:00-16:30	Your homework – prepare/improve your smart city plan and project concept notes	Briefing by Smart Cities Marketplace team	
16:30-17:00	Closing and farewell	DG Energy	

**Homework** Participants have the opportunity to put what has been learned into practice and improve their project concept notes. The Smart Cities Marketplace team will be available for support during the period in between the two masterclass sessions.



## Masterclass programme day 2

Time	Topic	Speaker/moderator	Delivery mode
9:00-9:30	The fabric of EC-support for smart city projects – what is available, and what is expected of you?	DG Energy	Presentation
9:30-10:30	Round 1 of project concept note presentations	Feedback from peers	Peer assist from fellow students and experts from Smart Cities Marketplace
10:30-11:00	Break		
11:00-12:30	Round 2 of project concept note presentations	Facilitator for each of the break-out groups	Peer assist from fellow students and experts from Smart Cities Marketplace
12:30-13:30	Lunchtime		
13:30-15:00	Round 3 of project concept note presentations	Facilitator for each of the break-out groups	Peer assist from fellow students and experts from Smart Cities Marketplace
15:00-15:30	Break		
15:30-16:30	Round 4 of project concept note presentations	Facilitator for each of the break-out groups	Peer assist from fellow students and experts from Smart Cities Marketplace
16:30-17:00	Close and farewell	DG Energy	

Please note: The agenda may vary based on the availability of the speakers.

The date and location of the masterclass will be announced on our website <https://eu-smartcities.eu/>