



Financing Masterclasses

Smart Cities Marketplace Masterclasses to help shape the financial aspects of 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 finding a suitable investor for your project!

What are they?

As part of its project-shaping activities, the Marketplace will offer interactive financing masterclasses to provide knowledge that is instrumental for improving the maturity of a project idea from the value for money, affordability, and bankability points of view. This will entail sharing information and interacting in facilitated discussions regarding available funding and financing sources, examples of good practice, and common challenges with solutions.

Who should attend?

The financing masterclasses will be targeted to representatives of city administrations and smart city project developers.

When will they be organised?

Two financing masterclasses will be planned every year in 2023, 2024, and 2025, and one in 2026. The details of each masterclass and invitations to register will be made available in this webpage and highlighted in the [Events](#) section of this website.

For any queries you are welcome to contact the matchmaking team at the functional mailbox here: matchmaking@smartcitiesmarketplace.eu





Learning objectives

By the end of the series of financing masterclasses, you will be able to answer questions, including for instance:

- WHAT are suitable models for financing and funding of projects?
- HOW to involve investors in smart city projects?
- WHAT business model options are available for a smart city project?
- WHERE to find information on financial instruments?
- WHAT type of support can the Smart Cities Marketplace offer me to access funding and financing?



Delivery format

The financing masterclasses will be delivered in English, in the form of seminars or workshops for small groups.

The general approach will be to organise each Financing Masterclass as a two-day hybrid event as follows:

- Day 1: session (planned on-site, if feasible, for up to 30 participants) based on presentations and interaction with experts from the Matchmaking team for the Smart Cities Marketplace, cities, developers and investors.
- 1-2 weeks later: second session (always held online to avoid traveling cost and restrictions from the participants) to allow for preparation of assigned tasks on the part of the participants.

The general approach is subject to changes, and in some cases a fully online Masterclass may be organized. Such online Masterclasses would be open for up to 50 participants.

The masterclass will thus be structured across two half days combined with a study/work period between the two dates. Participants will be invited to prepare and develop their project business models or sections of it of their choice, as part of the course homework. To this end, each participant will receive preparatory information so that they can get to know their fellow participants and familiarise with the Smart City Guidance Package and with other relevant materials.

Homework will be assessed by experts before the second course day. After the second course day, a jury will choose the best contributions and refer them, for instance, during Smart Cities Marketplace matchmaking sessions.

Presenters and discussion leaders

The presenters and discussion leaders are drawn from the Smart Cities Marketplace team members and from the pool of leading thematic and city experts. Guest speakers may be invited to join the masterclasses.