EIP Smart Cities and Communities

The Action Cluster Business Models, Finance and Procurement welcomes you to the webinar on

Organising Smart City Projects

Lessons from Amsterdam

06 June 2017

In order to ensure the proper functioning of the system and a clear understanding of the presentation, we kindly ask all the participants to respect the following rules:
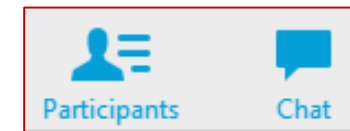
- Please disable your camera and microphone

  Click on the following icon to turn off the devices

- In order to ask questions, use the chat in the bottom right corner. We will answer these at the end of the presentations during the Q&A session.

  You can find the chat icon on the top right side of the screen

The webinar will last approximately one-hour. It consists of:

- **10 minutes introduction**:

  - a brief introduction given by Anja De Cunto on the EIP SCC AC Business Models activities and events;

- **25 minutes presentation**: Prof. van Winden will present the lessons learned during the development of 12 smart city projects in Amsterdam, focusing on non-technological aspects.

- **25 minutes of Q&A**: during the Q&A session you are all invited to use the chat to write questions to the presenters. You are all very welcome to ask for any clarifications.

Introduction

The EIP-SCC is an initiative supported by the **European Commission.**

Aiming at overcoming market fragmentation, the EIP-SCC brings together **cities, industry and citizens** to improve urban life through more sustainable integrated solutions.
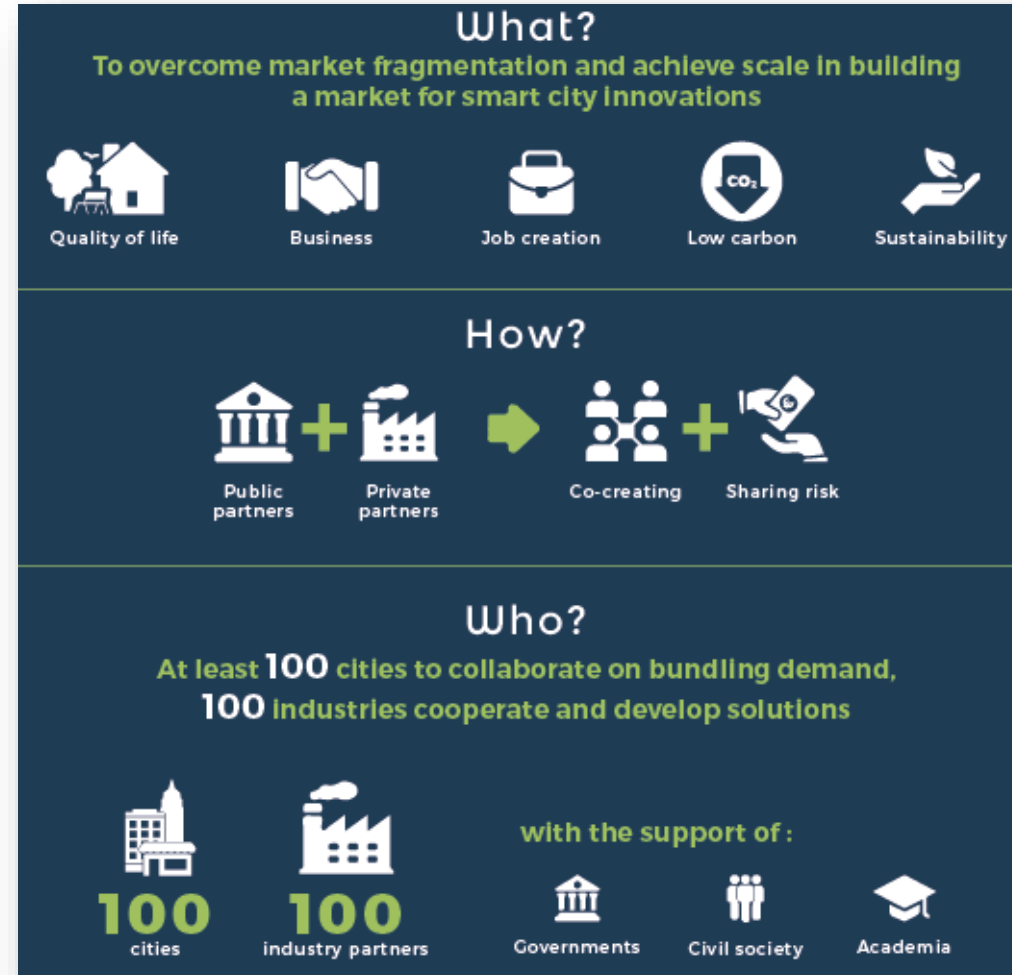
Its Market Place has already **4.700 members from 31 countries** and 370 commitments.
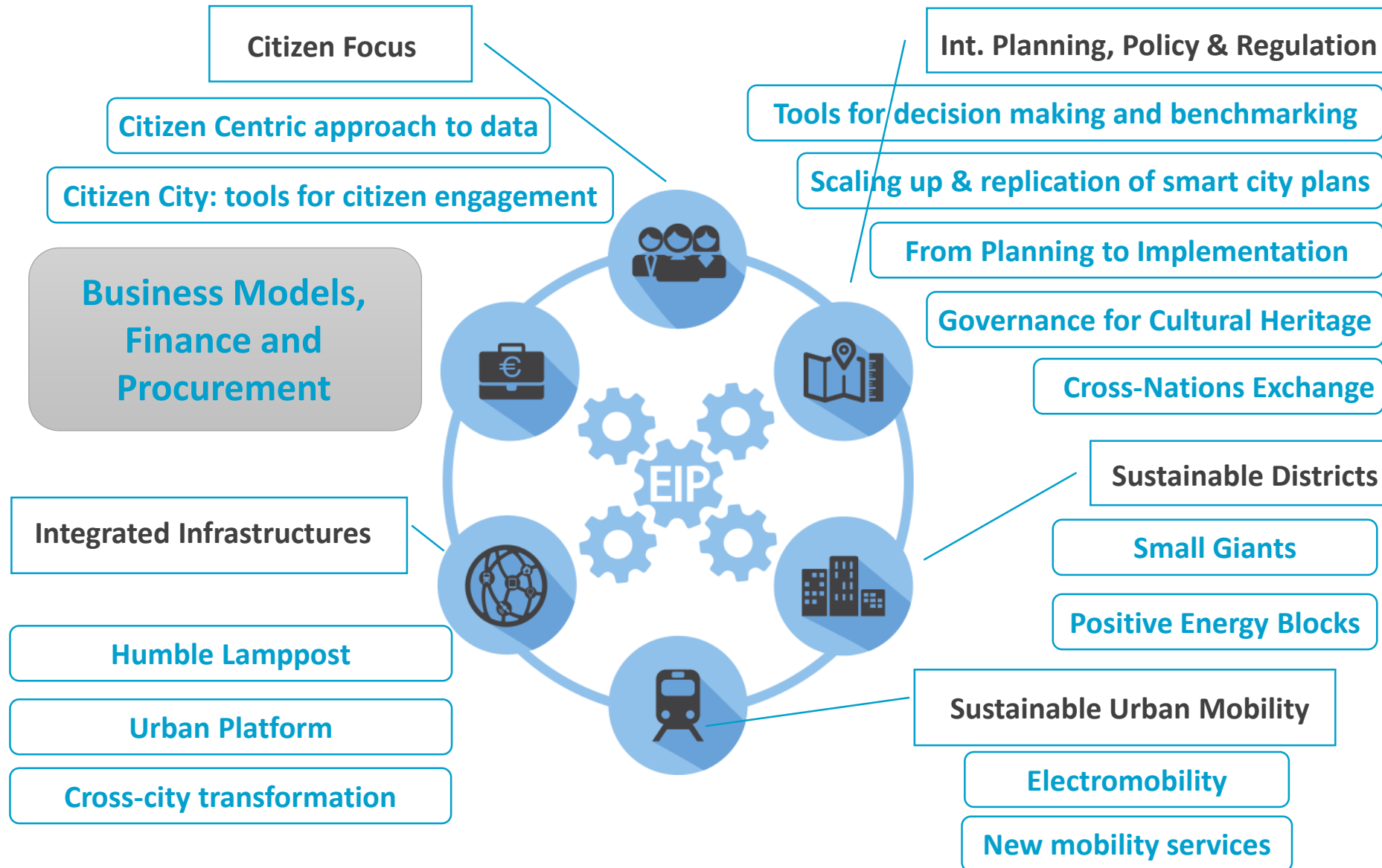
100 cities collaborating to bundle demand for tested solutions

100 key industry partners cooperating with these cities in developing innovative solutions, business models and innovative financing solutions.

Citizen Focus

Citizen Centric approach to data

Citizen City: tools for citizen engagement

Business Models, Finance and Procurement

Integrated Infrastructures

Humble Lamppost

Urban Platform

Cross-city transformation

Int. Planning, Policy & Regulation

Tools for decision making and benchmarking

Scaling up & replication of smart city plans

From Planning to Implementation

Governance for Cultural Heritage

Cross-Nations Exchange

Sustainable Districts

Small Giants

Positive Energy Blocks

Sustainable Urban Mobility

Electromobility

New mobility services

EIP

Existing business models, finance & funding instruments and procurement schemes do not fit today's challenges **within our cities and urban communities.**

There is a strong need for knowledge sharing, innovation and expertise on business models, finance & funding and procurement.

Cooperate with key initiatives like the **smart cities lighthouse projects.**

Create pace, scale and impact by acting along three interconnected aces: Business Models, Finance &Funding and Procurement

Under the initiative **Innovative Business Models Use Cases,** the AC aims to support the work of Smart City initiatives in economic aspects by:

- Making available knowledge about innovative business models, financing and funding models and procurement models.

- Engaging the financial community.

Create pace, scale and impact by acting along three interconnected aces: Business Models, Finance &Funding and Procurement

Consult our funding and financing interactive guide https://eu-smartcities.eu/funding-guide

Consult our smart cities business models library (currently being built)

Contribute with your smart cities BM

Participate to our webinars and events:

8 June, 14.30 CEST Webinar on

intelligent street light procurement

We are glad to invite you to the next **EIP-SCC Action Cluster meetings**, which will take place in **Brussels on 20th June, 2017**.

Please register to the event on the EIP-SCC website.

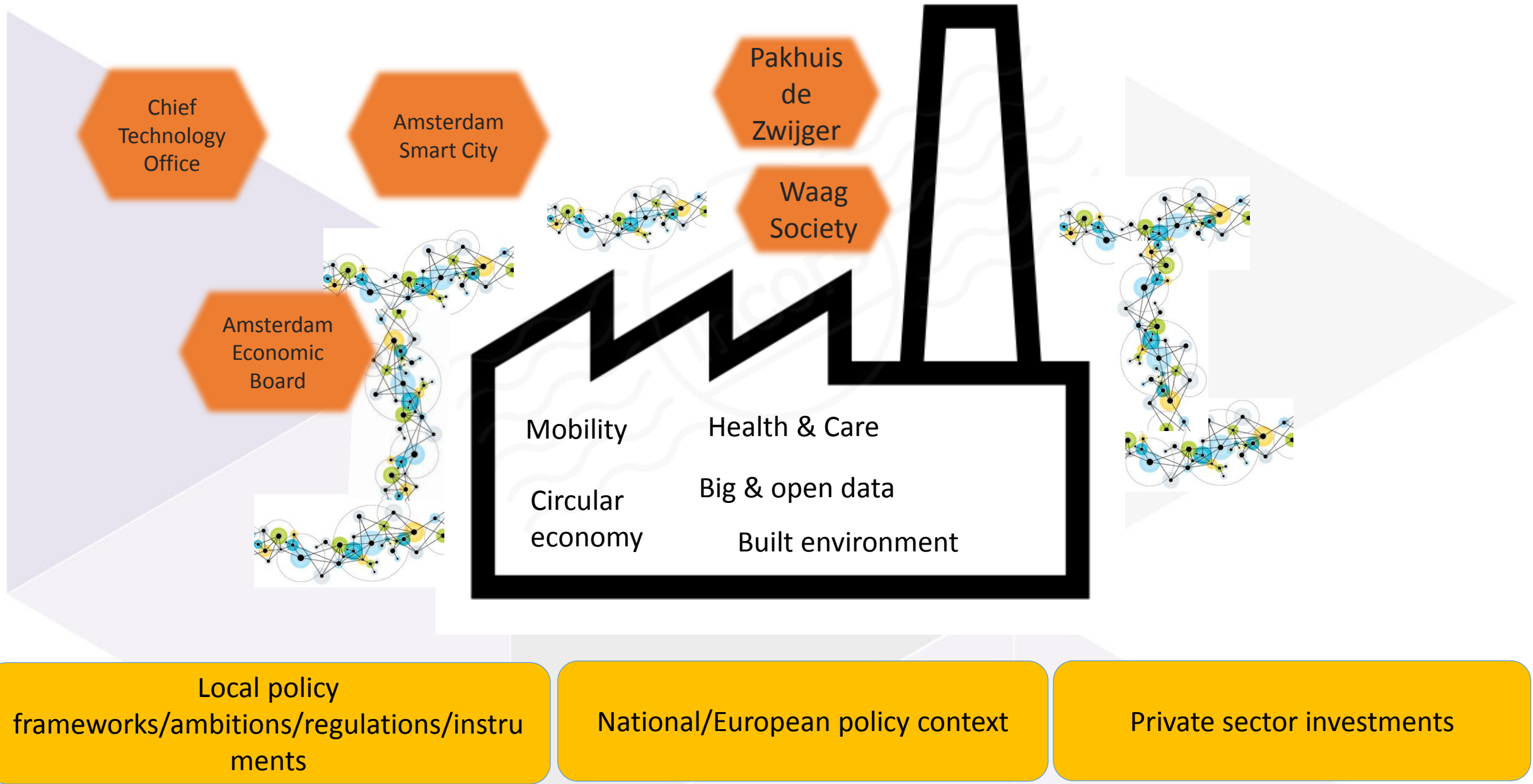SAVE THE DATE! EIP-SCC assembly 12 October in Brussels

For any questions related to the Business Models Action Cluster, please contact us at businessmodels@eu-smartcities.eu.

Organising Smart City Projects, Lessons from Amsterdam

Organising Smart City Projects
Lessons from Amsterdam

w.van.winden@hva.nl

Amsterdam University of Applied Sciences
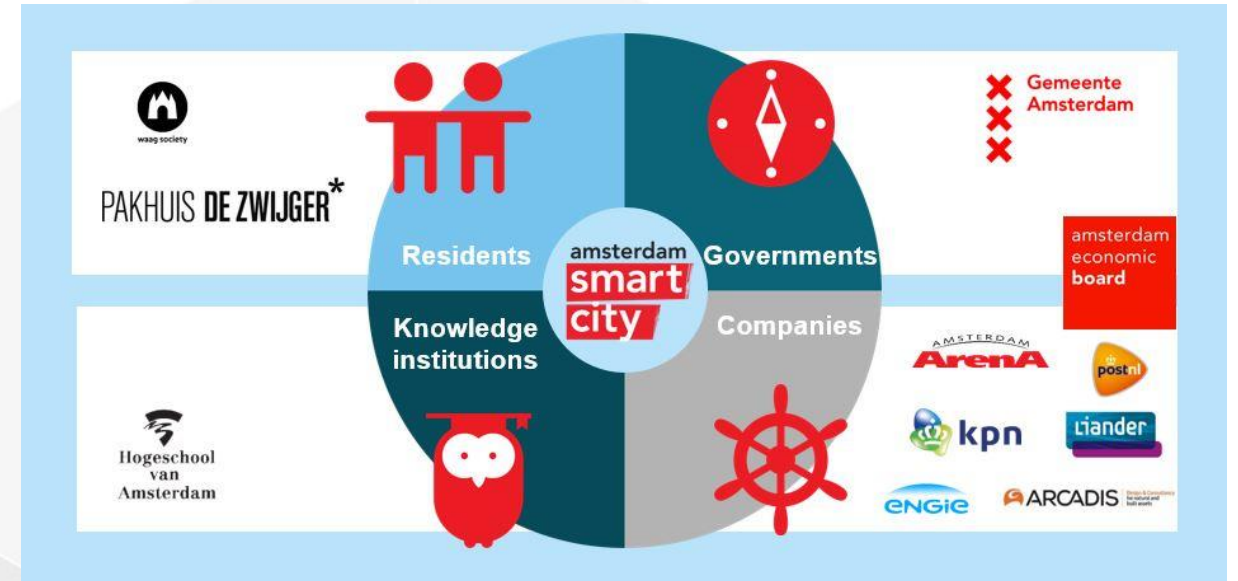
Amsterdam Innovation Project Factory

Role of Amsterdam Smart City

- Stage 1: Initiator, entry point

- Stage 2: network broker, story teller

- Stage 3: facilitator, social network

Hogeschool van Amsterdam

AMSTERDAMS KENNISCENTRUM
VOOR MAATSCHAPPELIJKE INNOVATIE

ORGANISING
SMART CITY PROJECTS
Lessons from Amsterdam

NOVEMBER 2016

CREATING TOMORROW

Dr. Willem van Winden
Inge Oskam MSc
Daniel van den Buuse MSc

Wieke Schrama MScBA
Egbert-Jan van Dijck MA
Margot Frederiks MSc

http://www.hva.nl/carem/publicaties/item/organising-smart-city-projects.html

The questions we asked:

How do organisations with different agendas, collaborate on smart city projects? What challenges do they face?

What kind of value is created?

How are risks and returns shared, and how are users involved?

What is the upscaling dynamic of smart city solutions, if any?

How can smart city projects be managed professionally?

12 projects analysed

ENERGY
- Smart Light
- Energy Atlas
- Buurzaam Geuzeveld
- Climate Street

MOBILITY
- ReloadIT
- Cargohopper
- Mokum Mariteam
- WeGo

CIRCULAR ECONOMY
- De Ceuvel
- Locally Grown Paint
- Wasted Lab
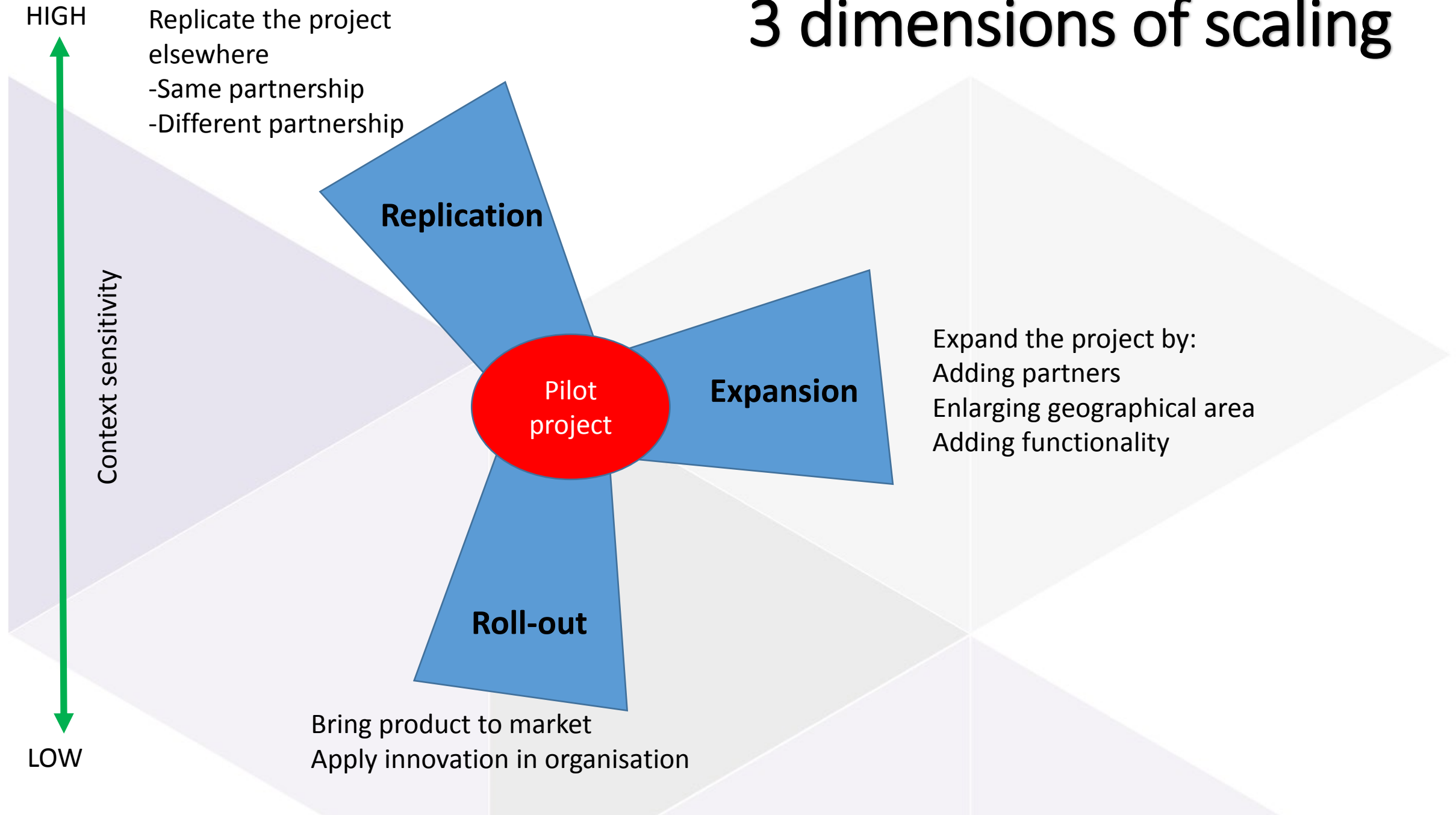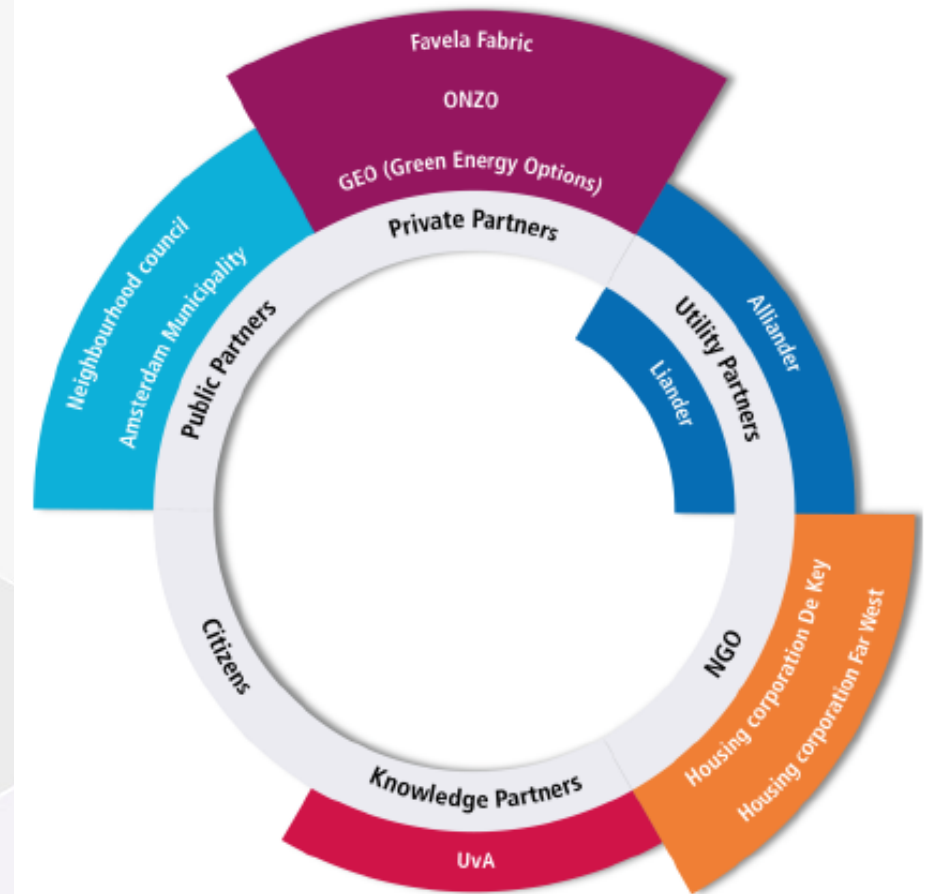- Fair Meter

Value creation

Partnership

Scaling up

Involving the user

By Frits Ahlefeldt

3 dimensions of scaling

HIGH

Context sensitivity

LOW

Replicate the project elsewhere
-Same partnership
-Different partnership

Replication

Pilot project

Expansion

Expand the project by:
Adding partners
Enlarging geographical area
Adding functionality

Roll-out

Bring product to market
Apply innovation in organisation
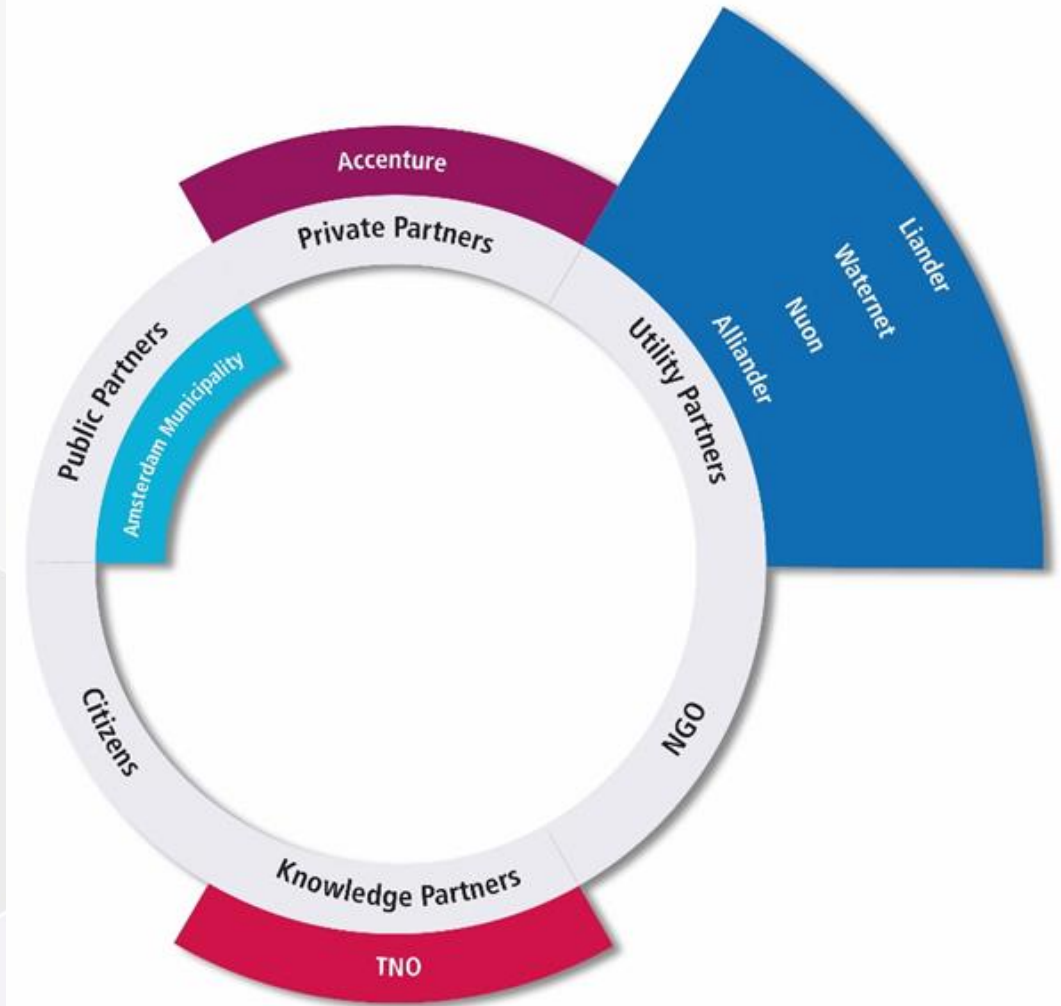
Installing smart meters in disadvantaged neighbourhood: sounds easy….

An Energy Atlas for Amsterdam

Some key issues in smart city projects

- Partnership & communication with citizens (Geuzenveld...)

- Project leadership & ownership after subsidy ends (Climate street...)

- Transparent system for sharing risks & returns (LGP)

- Committed at the top level (Energy Atlas)

- Dealing with data: security, privacy

"Technology is NOT the problem"

10 point checklist for smart city projects

1. **Partnership**: What type of partners do we need from the start? How can the partnership stay open to new inputs?

2. **Ownership and project leadership**: What is the commitment of each partner to the project? Who is the owner or leader?

3. **Goal and prospective value**: What kind of value (economic, social, ecological) will we create? For whom? What will be the value for each partner involved?

4. **User involvement**: Who are the prospected users of the project? To what degree will they be part of the partnership? How will the users be involved? In what stages of the project?

5. **Data management**: What kind of data will we use or generate in the project? How will we analyse, share and visualise this data? And will we protect the privacy of users or clients?

Ctd.

6. **Knowledge**: What is the technology this project depends on? Who will bring in what knowledge? What new knowledge do we expect to create? What is the strategy towards intellectual property?

7. **Financing**: What kind of financing does the project need? How will we share costs, benefits and risks?

8. **Business model**: How can the value be translated into value streams? What might be a viable business model for the project?

9. **Impact analysis**: When is the project considered successful? How can we measure the impact of the project? What is the project's baseline?

10. **Upscaling**: Is upscaling relevant for this project? What type of upscaling is applicable? What is necessary for successful upscaling after the project ends?

"Smart City Academy"

- Develop new smart city organisation models & tools
- Sharing, learning & training platform for professionals
- Build the smarter city together!

Data use & management

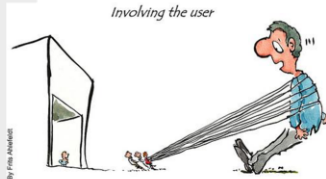Partnerships & collaborative business models

Scaling up & replication

User/Citizen engagement

Involving the user

By Frits Ahlefeldt

amsterdam economic board
connecting innovators

Amsterdam University of Applied Sciences

METROPOOLREGIO AMSTERDAM

I amsterdam

Event announcement

Do you see a lot of innovative pilots, but way less upscaling and replication of proven technology? Do you wonder how to develop sound business models for public-private cooperation? Do you want innovation to continue after the EU-project funding stops?

Join our event in Brussels **How to Scale Up Innovations***!*

When & Where?
18 October 2017
Brussels

More info and registration soon on:
https://amsterdamsmartcity.com/events/how-to-scale-up-innovations

Q&A

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THANK YOU!

https://eu-smartcities.eu

Contact: businessmodels@eu.smartcities.eu

Anja De Cunto: anja.decunto@eurocities.eu