



The European Commission's Digital Cities

# Challenge

Academy #3: Short Bios of external speakers and topics of their speeches

# Agenda Day 1

Wednesday  
17<sup>th</sup> of  
October



- |                           |   |                      |
|---------------------------|---|----------------------|
| <b>Session 1</b>          | Welcome and Vision  | <b>09:00 - 10:00</b> |
| <b>Session 2</b>          | Impact of digitization on jobs and skills and the adaptation of the local digital skillset              | <b>10:00 - 11:15</b> |
| <b>Session 3 (part 1)</b> | Peer review of the proposed Vision and Ambition (Wave 2 and fellow cities) and Strategy (Wave 1 cities) | <b>11:15 - 13:00</b> |



## Lunch Break

**13:00 - 14:00**

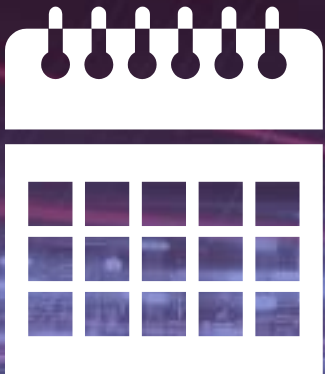
- |                           |   |                      |
|---------------------------|---|----------------------|
| <b>Session 3 (part 2)</b> | Peer review of the proposed Vision and Ambition (Wave 2 and fellow cities) and Strategy (Wave 1 cities) | <b>14:00 - 15:00</b> |
| <b>Session 4</b>          | Branding of cities in a digital world   | <b>15:00 - 16:00</b> |
| <b>Session 5</b>          | Presentation of Thessaloniki's Digital Community  | <b>16:00 - 17:00</b> |





# Agenda Day 2

Wednesday  
18<sup>th</sup> of  
October



## Wave 1

## Wave 2: Fellow Cities



### Introduction

09:00 - 09:20

#### Session 6

The digital transformation of the key industrial sectors: Construction

09:20 - 10:20

#### Session 7

Training to the roadmap phase approach and toolbox

#### Session 8

Training to the strategy phase approach and toolbox

10:20 - 10:50

#### Session 9

Ideation session to feed-in the development of future roadmaps

#### Session 10

Ideation session to feed-in the future local strategy workshops

10:50 - 12:50



### Lunch Break

12:50 - 14:15

#### Session 11

The digital transformation of the key industrial sectors: transportation and logistics

14:15 - 15:15



### Conclusion

15:15 - 15:30

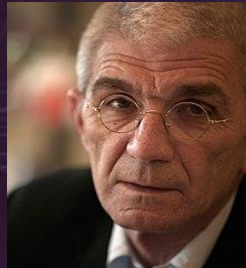
# Session 1

## Introduction & Vision

### Topic of speech

Ioannis Boutaris

Mayor of  
Thessaloniki



- > Yiannis is a Greek businessman, politician and current mayor of Thessaloniki
- > In 2012 he was chosen as **'the best mayor of the world'** by the City Mayors Foundation, based in the UK. He is the founder of **Kir-Yianni wine company**, based in Giannakochori and Amyntaio. He is one of the founding members of **the Drasi party** and the ecological organization Arcturos

**The digital vision of Thessaloniki**

Dana  
Eleftheriadou

Head of Advanced  
Technologies  
Team in the  
European  
Commission



- > Dana drives policies to **encourage growth and social welfare** thanks to the deployment of emerging technologies
- > She was the **EU coordinator of the Strategic Policy Forum on Digital Entrepreneurship**, steers the Member States Board to coordinate policies and forge the implementation of EU strategies.
- > Dana was **EU delegate at the G7 ICT and Industry Ministerial, as well as at the G20 dialogue for Innovative Growth.**
- > **Co-author** of the World Economic Forum Global IT Report

**The industrial modernization starts in cities**

Scott Cain

Former Chief  
Business Officer  
of Future Cities  
Catapult



- > Founder of **RunFriendly**, with the mission to make the world's cities more run-friendly. He does this through things like an urban running index and digital tools - such as an Airbnb-like service providing access to hotel and gym showers, and more clean air run-friendly routes, as well as advocacy and contributing to titles such as Men's Running and Runner's World
- > Also Executive Director at **Hub Launchpad**; Co-founder of **Global Entrepreneurship Week**; Co-founder **Make Your Mark with a Tenner**

**Digital transformation trends, digital ecosystems in urban areas and impacts on the future role of cities**



# Session 2

## Impact of digitalization on jobs and skills and the adaptation of the digital skillset

### Topic of speech

**Jiri Branka**

**Director of Ecole  
42 (Paris) & 19  
(Brussels)**



- > **Ecole 42** is a free IT school in the French higher education system. With no degree requirement, Ecole 42 aims to lead students with talent for IT to a sustainable career in a fast pace evolving labor market
- > As Head of Pedagogy of Ecole 42, he manages the curriculums to follow school's goals, in the respect of the Peer-Learning model: with no teacher, no lecture, 100% projects-based and hands-on, students are facing software development challenges, and search for information, collaborate, try, fail, try again, to fulfill the tasks. Peer-Evaluation and gamification complete the model

**Alternative ways to develop digital skills**

**Colm Mc Colgan**

**General Manager  
of ERNACT**



- > Colm works already for 27 years at **Ernact**, an international network of European authorities working together to access EU digital technology programmes and funding for the benefit of their areas, companies and universities

**Cities good practices to support digital skills development**

# Session 2

## Impact of digitalization on jobs and skills and the adaptation of the digital skillset

### Topic of speech

**Jiri Branka**

**Expert in the  
department for  
Skills and Labour  
Market at  
CEDEFOP**



- > **Cedefop** supports development of European vocational education and training policies and contributes to their implementation
- > Analyst/expert of National Observatory of Employment and Training. **A specialist in forecasting of future changes in industry and services sectors and their impact on demand for qualified labor force.** He develops methodologies for qualitative forecasting of skill needs on sectoral and regional level and as a project manager coordinates elaboration of research studies. He was project manager and coordinator on sectoral studies in Power supply industry (2007), Electronics/Electro-engineering industry (2008) and ICT services (2008) in the Czech Rep.

**Skills and jobs in digital age**

**Ovidiu Terinte**

**CEO of Adservio**



- > **Adservio** is an online school management platform designed to connect all parties involved in the act of education, dedicated to organize and centralize all school information and turning them into easy to use assets for students, parents, teachers, departments of education and governmental institutions
- > Adservio started in 2008 as a Romanian Iasi-based startup. It is now available in over 120 schools in the country, making it extremely easy for everyone to be up to date in real time

**Digital tools to improve  
impact of trainings**



# Session 4

## Branding of cities in a digital world

### Topic of speech

**Omar Mohout**

**Keynote speaker,  
Entrepreneur and  
professor**



- > Mr. Mohout is a keynote speaker and panelist on technology, entrepreneurship & innovation topics,
- > Professor at Antwerp Management School, and a recognized expert of the European startup/scale-up/VC ecosystem
- > Entrepreneurship fellow at **Sirris**, the collective centre of the Belgian technology industry, helps companies to introduce technological innovation enabling them to strengthen their competitive position

### Cities digital footprint

- > How visible is your city in the digital sphere?
- > For which topics is your city visible on digital media?
- > How to improve your digital footprint?

**Francisco  
Morales**

**Granada**



- > General manager of Economy, finance and Smart city of Granada

The **successful city branding of Granada** in the context of the digital city challenge

**Jacek  
Walendowski**

**Initiative  
management  
team**



- > Senior consultant at Technopolis group
- > 14 years of experience as a professional economist in the fields of evaluation, regional research and innovation policy
- > Project manager of several EC funded projects
- > Coordinator of the Regional Innovation Monitor Plus initiative

The communication guidelines on the Digital Cities Challenge

# Session 5

## Presentation of Thessaloniki's Digital Community

**Simon Bensasson**

Member of the  
advisory board of  
OK!Thess



**OK!Thess**, a fast growing pre-incubator, which provides space and technical support to teams of people with innovative ideas helping them to validate a business model, and to connect with peers

**Dimitri Ntempos**

Project manager  
at SKGTech



**SKGTech** is a thriving organization that organizes local meetups, international conferences and creates apps and services to aid the society at large. SKGTech is all about people, networking and bringing the people with common interests together to create synergies

### Topic of speech

- > Introduction to **OK!Thess** and **SKGTech**
- > How to make a pre-incubator successful?
- > How to create and develop a sustainable digital community?
- > How to maximize the economic spillover effect for the city?



# Day 2

## Introduction

### Topic of speech

**Eva Kaili**

**Member of the  
European  
Parliament**



- > Head of the Hellenic S&D delegation
- > Chair Future of Science & Technology
- > Public speaker on Blockchain, FinTech, Cybersecurity

**Digital EU – the next steps:  
Blockchain, AI, Platforms**

# Session 6

## The digital transformation of Construction and real estate sectors

### Topic of speech

**Peter Bertels**

Senior manager  
Creativity and  
Digital  
Transformation at  
BESIX Group



**BESIX Group** is the largest Belgian group operating in the construction of buildings, infrastructure, environmental projects and roads

**Digital trends** in the construction and infrastructure sector and **potential roles for cities**

**Raul Junqueiro**

Head of Smart  
Cities and  
Business  
Development at  
DST Group



**DST Group** develops its main activity in the construction and public work industry and is a reference amongst the national groups in Portugal

How to **leverage real estate developments** and urban planning to **speed up the digital transformation** of cities and **create new business opportunities**



# Session 11

## The digital transformation of the transportation and logistics sectors

### Topic of speech

**Giacomo Magnani**

Senior consultant  
in integrated city  
planning at Arup



**Arup** is a leading professional services firm which provides engineering, design, planning, project management and consulting services for all aspects of the building environment

**Good practices** of cities that have digitally transformed the transportation sector and **impact on local economic growth**

**Erik Tettero**

Consultant for  
urban planning  
and mobility at  
APPM



**APPM** works on planning, developing and restructuring urban and rural areas, with a focus on better accessibility, infrastructure and mobility

**Digital trends** in the transportation and logistics sectors and **potential roles of cities** to accelerate these developments

**Christian Stoica**

CEO of S.C.T.P.,  
IASI public  
transportation  
network



The Compania de Transport Public (CTP) Iași, is the major transit operator responsible for public transportation in Iași, Romania

**Digital solutions applied to public transportation** and the benefit for the passengers and the local digital ecosystem