

**DIGITAL**  
Cities Challenge

**3<sup>rd</sup> Academy Seminar:  
Vision, Ambition, Strategy**

Over 40 cities are now working on the elaboration of their digital strategy to boost economic growth

























17-18<sup>th</sup> October 2018





City Hall, Leof. Vasileos Georgiou 1, Thessaloniki 546 40, Greece



<p><b>15 Challenge Cities</b> <i>Currently developing their strategy (Wave 1) or their vision and ambition (Wave 2)</i></p> <div style="display: flex; justify-content: space-around;">   </div> <p><b>Wave 1    Wave 2</b></p> <p>In <b>Wave 1</b>: Granada, Patras, Aquila, Ventspils, Algeciras, Thessaloniki, Iasi, Sofia</p> <p>In <b>Wave 2</b> Alcoy, Arad, Grand-Orly Seine Bièvre, Guimaraes, Kavala, Pori, Rijeka</p>	<p><b>21 Fellow cities</b> <i>Participating on their own resources, currently developing their vision and ambition</i></p> <div style="text-align: center;">  </div> <p>Alicante, Antwerp, Athens, Cork, Derry, Gelsenkirchen, Gijon, Graz, Heidelberg, Heraklion, Idrija, Karlskrona, Mantova, Nuremberg, Oulu, Padua, Reggio Emilia, Seville, Sunderland, Terrassa, Trikala</p>	<p><b>6 Mentor Cities</b> <i>Providing inspiration and coaching</i></p> <div style="text-align: center;">  </div> <p>Amsterdam, Barcelona (TBC), Espoo, Hamburg, Lisbon (TBC), Nice</p>
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**DAY 1: 17<sup>th</sup> October**

Timing	Session	Participating Cities
9:00-10:00	<p><b>Session 1: Welcome and Vision</b></p> <ul style="list-style-type: none"> <li>The vision of the city – <b>Ioannis Boutaris</b>, Mayor of Thessaloniki</li> <li>The industrial modernization starts in cities – <b>Dana Eleftheriadou</b>, Head of Advanced Technologies Team in the European Commission</li> <li>Digital transformation trends, digital ecosystems in urban areas and impacts on the future role of cities - <b>Scott Cain</b>, former Chief Business Officer of Future Cities Catapult</li> </ul>	   
10:00-11:15	<p><b>Session 2: Impact of digitalization on jobs and skills and the adaptation of the local digital skillset</b> Moderator: <b>Dana Eleftheriadou</b></p> <ul style="list-style-type: none"> <li>Alternative ways to develop digital skills: the Ecole 42 (Paris) and Ecole 19 (Brussels) experiences – <b>Olivier Couzet</b>, Director of Ecole 42 &amp; 19</li> <li>Cities good practices to support digital skills development: initiatives supported by – <b>Colm Mc Colgan</b>, ERNACT General Manager – Derry County</li> <li>Skills and jobs in digital age – <b>Jiri Branka</b>, expert in the Department for Skills and Labour Market at CEDEFOP (European centre for the development of vocational training)</li> <li>The impact of an online school management platform designed to connect all parties involved in the act of education – Ovidiu Terinte, <b>ADSERVIO</b></li> </ul>	   
11:15-13:00	<p><b>Session 3 (part 1): Peer review of the proposed Vision and Ambition (Wave 2 and fellow cities) and Strategy (Wave 1 cities)</b></p> <p>The cities are divided in subgroups cities mixing cities from Wave 1, Wave 2 and Fellow cities. Each subgroup will work in two steps:</p> <ul style="list-style-type: none"> <li>Synthesis of the proposed Strategy (Wave 1) and the proposed Vision and ambition (Wave 2 and fellow cities)</li> <li>Feedback from all other participants based on pre-review</li> </ul>	   
13:00-14:00	<b>Networking Lunch</b>	   
14:00-15:00	<p><b>Session 3 (part 2): Peer review of the proposed Vision and Ambition (Wave 2 and fellow cities) and Strategy (Wave 1 cities)</b></p> <p>Following the first part of session 3, synthesis of the learnings from the peer review</p>	   
15:00-16:00	<p><b>Session 4: Branding of cities in a digital world</b> Moderator: <b>Pierre Bastien</b></p> <ul style="list-style-type: none"> <li>Assessment of the digital footprint of participating cities – <b>Omar Mohout</b>, panelist on technology, entrepreneurship &amp; innovation topics, and professor at Antwerp Management School</li> <li>Example of a successful city branding presented by <b>Francisco Morales</b> (Granada)</li> </ul>	   

	<ul style="list-style-type: none"> <li>The communication guidelines on the Digital cities challenge - initiative management team: <b>Jacek Walendowski</b></li> </ul>	
16:00-17:00	<p><b>Session 5: Presentation of Thessaloniki's Digital Community</b> Moderator: <b>Ilektra Papadaki</b></p>	   
	<p>Presentations by <b>Simon Bensasson</b> from <b>OK! Thess</b>, a pre-incubator co-founded by the Municipality, the academic and business communities, and by <b>Dimitri Ntempos</b> from <b>SKG Tech initiative</b>, a tech community coordinating and promoting actions of informal groups of developers</p>	

## DAY 2: 18<sup>th</sup> October

Timing	Session	Participating Cities
9:00-9:20	<p><b>Digital EU – the next steps: Blockchain, AI, Platforms - Eva Kaili</b>, Member of the European Parliament, head of the Hellenic S&amp;D Delegation followed by Q&amp;A</p>	   
9:20-10:20	<p><b>Session 6: The digital transformation of the key industrial sectors: Construction</b> Moderator: <b>Ilektra Papadaki</b></p>	   
	<p>Digital trends in the construction and infrastructure sector and potential role for cities - <b>Peter Bertels</b>, senior manager Creativity and Digital Transformation at BESIX Group How Real Estate developments and Urban Planning can speed up the digital transformation of cities - <b>Raul Junqueiro</b>, head of Smart Cities and Business Development at DST Group</p>	
10:20-10:50	<p><b>Session 7: Training to the roadmap phase approach and toolbox (parallel session with session 8)</b></p>	
	<ul style="list-style-type: none"> <li>Definition of priority actions</li> <li>Definition of the governance, strategic steering of the strategy and identification of potential funding streams for the implementation</li> </ul>	
10:20-10:50	<p><b>Session 8: Training to the strategy phase approach and toolbox (parallel session with session 7)</b></p>	 
	<ul style="list-style-type: none"> <li>Thematic strategy workshops and consolidated strategy workshop</li> <li>Presentation of the templates and examples from Wave 1 cities</li> </ul>	
10:50-12:50	<p><b>Session 9: Ideation session to feed-in the development of Future roadmaps (parallel session with session 10)</b></p>	 
	<ul style="list-style-type: none"> <li>Presentation of the roadmap of one of the mentor cities: <b>Pia Wollsten</b> from Espoo</li> <li>Presentation of good practices by the participants on Governance, mobilization of private funding and KPIs</li> </ul>	

10:50-12:50	<b>Session 10: Ideation session to feed-in the future local strategy workshops (parallel session with session 9)</b>	  
	<ul style="list-style-type: none"> <li>• Presentation of the strategy of one of the mentor cities: <b>Matthias Wieckmann</b> from Hamburg</li> <li>• Presentation of good practices by the participants</li> </ul>	
12:50-14:15	<b>Networking lunch and group picture</b>	   
14:15-15:15	<b>Session 11: The digital transformation of the key industrial sectors: transportation and logistics</b> Moderator: <b>Piedad Rivas</b>	   
	<ul style="list-style-type: none"> <li>• Good practices of cities that have digitally transformed the transportation sector and impact on local economic growth - <b>Giacomo Magnani</b>, Senior consultant integrated city planning at Arup</li> <li>• Digital trends in the transportation and logistics sectors and potential roles of cities to accelerate these developments – <b>Erik Tettero</b>, urban planning and mobility expert at APPM</li> <li>• Digital solutions applied to public transportation and the benefits for the passengers and the local digital ecosystem - <b>Christian Stoica</b>, CEO of S.C.T.P., IASI public transportation network</li> </ul>	
15:15-15:30	<b>Conclusion and vision ahead</b> - by the European Commission services	   

# DIGITAL Cities Challenge