

DIGITAL
Cities Challenge

**3rd Academy Seminar:
Vision, Ambition, Strategy**

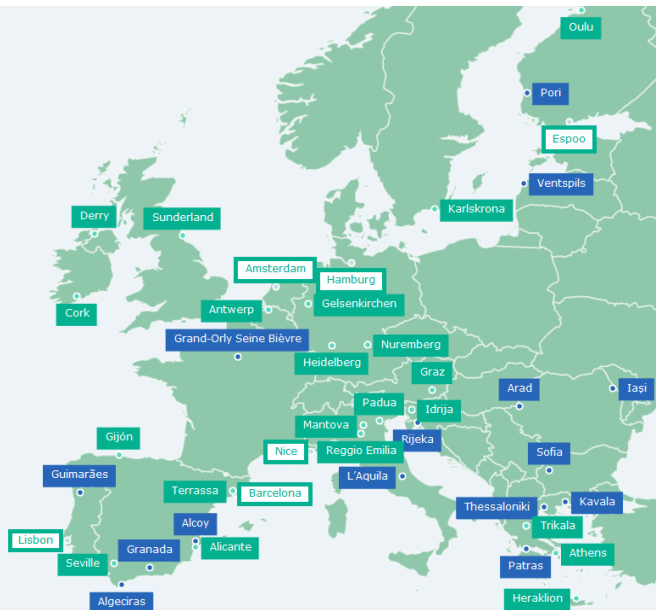
Over 40 cities are now working on the elaboration of their digital strategy to boost economic growth

17-18th October 2018

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

























The Digital Cities Challenge is a tailored programme of coaching and facilitation launched by the European Commission to help 42 cities develop and implement digital policies that can transform day to day life for residents, businesses, workers, and entrepreneurs.





- Challenge Cities
- Fellow Cities
- Mentor Cities



15 Challenge Cities	21 Fellow cities	6 Mentor Cities
<p>Currently developing their strategy (Wave 1) or their vision and ambition (Wave 2)</p>	<p>Participating on their own resources, currently developing their vision and ambition</p>	<p>Providing inspiration and coaching</p>
		
<p>Wave 1 Wave 2</p> <p>In Wave 1: Granada, Patras, Aquila, Ventspils, Algeciras, Thessaloniki, Iasi, Sofia</p> <p>In Wave 2 Alcoy, Arad, Grand-Orly Seine Bièvre, Guimaraes, Kavala, Pori, Rijeka</p>	<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>Amsterdam, Barcelona (TBC), Espoo, Hamburg, Lisbon (TBC), Nice</p>
















DAY 1: 17th October

Timing	Session	Participating Cities
9:00-10:00	<p>Session 1: Welcome and Vision</p> <ul style="list-style-type: none"> The vision of the city – Ioannis Boutaris, Mayor of Thessaloniki The industrial modernization starts in cities – Dana Eleftheriadou, Head of Advanced Technologies Team in the European Commission Digital transformation trends, digital ecosystems in urban areas and impacts on the future role of cities - Scott Cain, former Chief Business Officer of Future Cities Catapult 	   
10:00-11:30	<p>Session 2: Impact of digitalization on jobs and skills and the adaptation of the local digital skillset Moderator: Dana Eleftheriadou</p> <ul style="list-style-type: none"> Alternative ways to develop digital skills: the Ecole 42 (Paris) and Ecole 19 (Brussels) experiences – Olivier Cruzet, Director of Ecole 42 & 19 Cities good practices to support digital skills development: initiatives supported by – Colm Mc Colgan, ERNACT General Manager – Derry County Skills and jobs in digital age – Jiri Branka, expert in the Department for Skills and Labour Market at CEDEFOP (European centre for the development of vocational training) The impact of an online school management platform designed to connect all parties involved in the act of education – Ovidiu Terinte, ADSERVIO Smart camp, an educational project of digitalization – Simone Stein-Lücke, Mayor of Bad Godesberg, and founder and managing Director of DG3000 	   
11:30-13:15	<p>Session 3 (part 1): Peer review of the proposed Vision and Ambition (Wave 2 and fellow cities) and Strategy (Wave 1 cities)</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"> Synthesis of the proposed Strategy (Wave 1) and the proposed Vision and ambition (Wave 2 and fellow cities) Feedback from all other participants based on pre-review 	   
13:15-14:15	Networking Lunch	   
14:15-15:15	<p>Session 3 (part 2): Peer review of the proposed Vision and Ambition (Wave 2 and fellow cities) and Strategy (Wave 1 cities)</p> <p>Following the first part of session 3, synthesis of the learnings from the peer review</p>	   
15:15-16:00	<p>Session 4: Branding of cities in a digital world Moderator: Pierre Bastien</p> <ul style="list-style-type: none"> The communication guidelines on the Digital cities challenge - initiative management team: Jacek Walendowski Example of a successful city branding presented by Francisco Morales, Smart City manager at Granada 	   

16:00-17:00	Session 5: Presentation of Thessaloniki's Digital Community Moderator: Ilektra Papadaki	   
	Presentations by Simon Bensasson from OK! Thess , a pre-incubator co-founded by the Municipality, the academic and business communities, and by Dimitri Ntempos from SKGTech initiative , a tech community coordinating and promoting actions of informal groups of developers	

DAY 2: 18th October

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

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

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