

United Cities and Local Governments  
Cités et Gouvernements Locaux Unis  
Ciudades y Gobiernos Locales Unidos

Working meeting of the Committee of Digital and  
Knowledge-based Cities of UCLG



Comisión de *Ciudades Digitales y del Conocimiento*  
Committee of *Digital and Knowledge-Based Cities*  
Commission des *Villes Numériques et de la Connaissance*

## MEETING REPORT

31<sup>st</sup> of May 2013, Bordeaux (France)

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### 1. Introduction

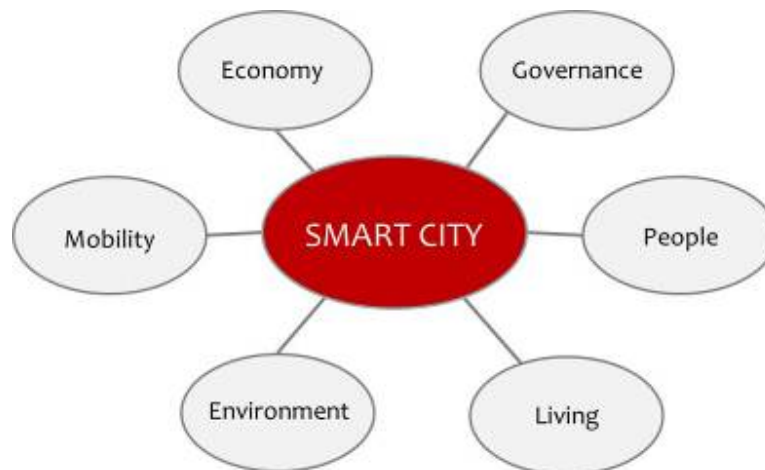
On the 31<sup>st</sup> of May was held in the French City of Bordeaux a working meeting between Committee members of the European Section.

The working meeting organized by the **City of Bordeaux**, Vice-President of the Committee for Europe in collaboration with the **City of Bilbao**, President of the Committee was attended by **7 European cities**: Bilbao (Spain), Bordeaux, Pau, Poitiers, Toulouse, Suresnes (France), Milano (Italy) and Lappeenranta (Finland) and **a representative of UCLG's World Secretariat**.

From the Committee we consider that these kinds of meetings are very important since they give the opportunity to the committee members to **meet and discuss in small operative groups** diverse issues that are for interest in the cities, **share knowledge** but most of all, to create a **space to facilitate future collaboration between cities**.



In order to focus the work developed in the working meetings, **each working meeting will be centred in one of the key areas of performance** identified during the elaboration of the “Smart Cities Study: International study on the situation of ICT, innovation and Knowledge in cities” and that incorporates a **“holistic” vision of Smart City**, which brings together **6 key Areas** of performance that affect the development of cities: governance, people, mobility, environment and living.



**Smart Economy:** which refers to a City with "**smart**" industries, the Penetration of ICT use in businesses, the economic promotion in cities, to retain and attract talent and promote creativity, the support for entrepreneurship, the creation of infrastructures to support business activities in their territories –such as Technology Parks, Industrial Parks, Scientific Parks and Business Incubators- and the internationalization.

**Smart People:** It refers to people both in terms of their **skill and educational levels**, – the percentage of the population with higher education, the presence of the University in the city and the adaptation of the education offer to the labor market needs-, to boost and develop of e-Learning –through the design of digital development plans in classrooms, the use of ICT in education and the promotion of long-distance and virtual education-, the commitment towards the Life-long learning and the empowerment of Human Capital –by boosting the collaboration between companies and knowledge centres- and the support to Research, Development and Innovation (R&D&i).

**Smart Governance:** It refers to the “**smart**” functioning of the public administration. The Local Public spending on ICT, the availability of website, the development of Strategic plans to promote e-Government and ICT, the possibility to access to on-line public services, the commitment towards a more transparent government –through the publication of municipal information in the website-, and the e-Democracy –through the creation of on-line platforms for citizen participation and the availability of electronic voting- and finally the promotion of ICT and Innovation –by raising awareness and promoting the importance of ICT and Innovation among the public and businesses-.

**Smart Mobility:** It refers to the **access of the citizens to new technologies, and the use of these in everyday urban life**. It includes the Connectivity and ICT infrastructure -with the percentage of Internet users, broadband or high-speed Internet territorial coverage, the percentage of the population subscribed to broadband services, the use of mobile phones as well as mobile internet- and the Public Internet Access –through the installation of Wi-Fi hotspots in the city, the creation of municipal spaces where computers with Internet connection are placed at the disposal of the public and the development of agreements with internet providers-.

**Smart Environment:** It refers to the **use of new technologies to protect and preserve a city's environment and culture**. We talk about factors such as trust and security –through the implementation of ICT-based systems to improve citizen security – and the maintenance and strengthening of cultural identities –through the promotion of initiatives to digitize and share their cultural heritage-.

**Smart Living:** It includes aspects that substantially **improve the quality of life of citizens**. We talk most of all about the e-Health, and the use of new technologies in all the aspects that affect health care, from diagnosis to monitoring patients, including the management of the organisations involved in these activities. But we also talk about Accessibility and e-Inclusion, since ICT can enhance the capabilities of people with special needs, providing them with autonomy, independence and access to services that had not always been available to them. This is why the use of ICT should focus mainly on two objectives: solving deficiencies and enhancing capabilities.

**This first working meeting in Bordeaux was focused on the “Smart Economy” axis and allowed the attendants to share vision and also debate new tendencies on issues related with **the creation, attraction and retention of talent**, the importance of **boosting new emerging sectors of activity** -especially the ones related to the new technologies, innovation and green technologies-, the importance of creating and enable infrastructures and spaces for the **business development and creativity** in order to give support to the **entrepreneurship**, among others issues.**

## 2. The meeting

In the first part of the meeting, Mrs **Sonia Dubourg-Lavroff**, Deputy Mayor of International Relations of the City of Bordeaux and Mrs **Emmanuel Ripert-Chollet**, Director of Economic Development of the City of Bordeaux, gave a warm welcome to the attendants to the meeting. They introduced the City of Bordeaux, a city that has evolved during the past years, turning into a vibrant city of France, and that is becoming not only a University City, but also a City that attracts talent and entrepreneurs from all over France (specially Paris) wishing to develop their Business Project in the city.

On the other hand, Mrs **Estibaliz Luengo**, Director of Bilbao International, also welcomed the participants on behalf of the Committee Presidency and presented the Committee and its activities to the attendants.



Afterwards, all the participants introduced themselves and the main projects developed by their cities related to the thematic of the session.

After the icebreaking session, Mr **Xabier Arruza**, Coordinator of Urban Solutions and Business Promotion of the City of Bilbao and Mrs **Lidia Cobas**, form the Committee Secretariat, presented, the Smart Cities Study and its main results.

One of the main activities carried out by the Committee in 2012 was the elaboration of the “**SMART CITIES STUDY: International study on the situation of ICT, innovation and knowledge in cities**” in which **28 cities** from all over the world have collaborated, and in which some of the attendants to the meeting contributed for its development.

The Study **analyses the information** made **available by the 28 cities**, related 6 areas of the “Smart City” and the key factors that they include.

Areas and factors that define a Smart City

<p><b>Economy</b></p> <ul style="list-style-type: none"> <li>▪ Penetration of ICT use in businesses.</li> <li>▪ Financial promotion.</li> <li>▪ Retaining and attracting talent and promoting creativity.</li> <li>▪ Entrepreneurship. Support for entrepreneurship.</li> <li>▪ Business spaces.</li> <li>▪ Internationalization.</li> </ul>	<p><b>Citizens</b></p> <ul style="list-style-type: none"> <li>▪ Education and training.</li> <li>▪ e-Learning.</li> <li>▪ Life-long training.</li> <li>▪ Human Capital.</li> <li>▪ R&amp;D&amp;I.</li> </ul>	<p><b>Management</b></p> <ul style="list-style-type: none"> <li>▪ Strategic plans to promote e-Government and ICT.</li> <li>▪ On-line public services.</li> <li>▪ Transparent governance.</li> <li>▪ e-Democracy.</li> <li>▪ Promoting ICT and Innovation.</li> </ul>
<p><b>Mobility</b></p> <ul style="list-style-type: none"> <li>▪ Connectivity and ICT infrastructure.</li> <li>▪ Public Internet Access.</li> </ul>	<p><b>Environment</b></p> <ul style="list-style-type: none"> <li>▪ Security and trust.</li> <li>▪ Culture and Identity.</li> </ul>	<p><b>Quality of Life</b></p> <ul style="list-style-type: none"> <li>▪ e-Health.</li> <li>▪ Accessibility and e-Inclusion.</li> </ul>

This has allowed us to have a **global vision** of the situation of cities in each of the action fields, but also a **vision at a regional level**. The Study also provides many **best practices and experiences** that help to boost the **exchange of knowledge** between cities, since the cities that have taken part in the Study have **shared their initiatives and experiences related to all these issues**.

You can download the presentation in the following link: [Presentation of the Smart Cities Study](#)

### 3. Mini Bar-camp session

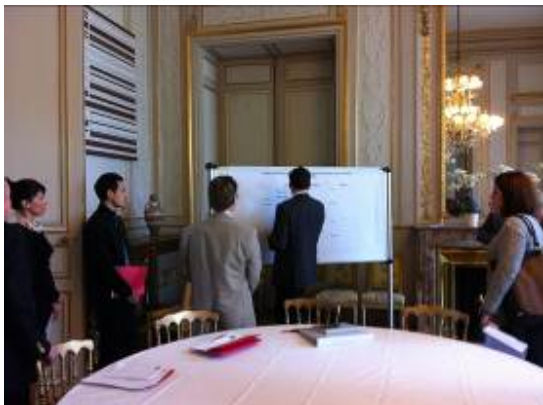
During the second part of the meeting, took place an open discussion and exchange of experiences through the « Bar-Camp » - style workshops.

This methodology includes the establishment of topics of discussions according to the participant's interests and the topics of the meeting and then work in small groups that allow:

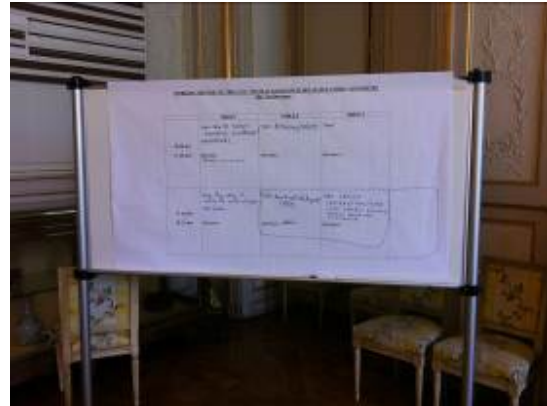
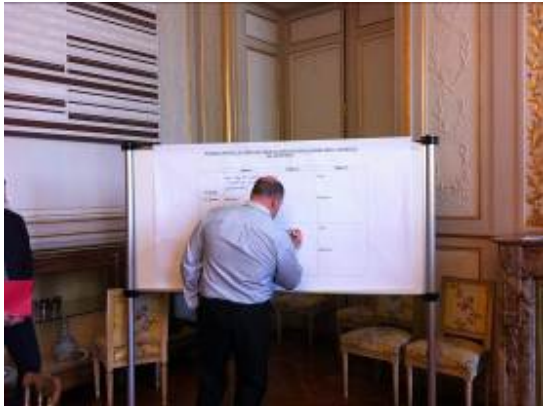
- Experiences and project sharing
- The elements of value of the experiences and projects that were shared
- Identification of possible projects of collaboration.

The first 10 minutes of the session were dedicated to the definition of the topics of the **4 working groups**:

- 1) Attract and retain talent in the cities
- 2) How to boost innovative companies 'accelerators
- 3) New ways to interact with citizens: Open data
- 4) How to create more intelligent Cities.







Conclusions and findings of the working groups:

**1) Attract and retain talent in the cities**

- It is a key issue to be addressed by all the cities.
- The economic crisis is giving as a result a “brain drain”. It is for example the case of the City of Bilbao that has a renowned Engineering University and after finalizing their studies, the students are leaving to the North of Europe. The same happens to the City of Poitier that has two Universities: one specialized in Aircraft and another one in Water management. The way they are trying to solve this problem is by contacting former students of the universities and inform them about the possibilities, tools and incentives that the city can offer to them in order that they can consider attractive to come back to the city.

- It is an issue in which some cities are working on though the creation of incubators. But in order to do so, it is important to see first which the “core economy” of the city is. Two examples of this are the German Cities of Munster and Freiburg. The City of Munster enjoys a high quality of life and it is boosting an initiative to retain talent. The City of Munster has two good universities and the city council has organized meeting with them in order to boost the creation of small enterprises. In the case of the City of Freiburg they are working on the “green economy” and in the surroundings of the city are small clusters and incubators of “green economy2 enterprises.
- It is also very important to boost public-private collaboration specially the ones related with new technologies. Therefore it is very important to identify the key agents and actors such as: Business Angels, Universities and also have a good communication strategy. In this sense the City of Suresnes has elaborated a diagnosis about the Digital situation of the City. In the case of the City of Bordeaux, the city organizes the annual meeting “Digital Week” that includes a networking session between entrepreneurs and business angels.
- Another key issue for attracting talent to the city is to have attractive cities, not only for working, but also for living.

## 2) How to boost innovative companies ‘accelerators

- Social Innovation is of great interest for the cities of Bilbao and Toulouse.
- The City of Bordeaux shared its experience during a trip to Israel where they saw how they are changing the mentality and instead of creating incubators they are boosting the accelerators.
- Mentoring is also a key factor... sometimes it is not a matter of financing but of skills.
- There are some companies with a lot of experience that are willing to exchange their experience with young entrepreneurs for free.
- We need to change the mentality... teach the young people not to be afraid of becoming an entrepreneur and fail. Promote the mentality that if you fail now, you still have success in the future.



- The cities need to boost the creation of accelerator, but in collaboration with the public sector. They also need to give a “touch” of accelerator to the incubators that belong to the city.
- The cities also need to give information about the different financial aids during the beginning of the entrepreneurship process in order to give that “touch” of accelerator.

### **3) New ways to interact with citizens: Open data**

- Transparency is a key issue for cities.
- We talk not only of open data, but also of transparency (publication of economic and financial data of the city) and citizen participation.
- Many cities only have unidirectional communication tools, but it is very important for the cities to know the opinion and expectation of the citizens.
- It is also important for cities to “open” their information: Open data. Besides being transparent it represents an opportunity for small companies, since they can create mobile applications from the information that has been made available for the public.

### **4) How to create more intelligent Cities.**

- Cities have the challenge of becoming more “intelligent”.
- Cities are doing a lot of things, but not in an organized way.
- There has to be a clear political leadership-
- Public-Private Partnerships are very important for improving these systems.
- Working in all these issues represents a challenge, especially what is related to energy, since it is where the cities have more expenses.
- It was most of all a session focused on sharing ideas.
- It is a field in which cities still have to work a lot.

## 4. UCLG City Learning Programme and the Milano Smart City Experience

Mrs. **Sara Hoeflich**, UCLG Programme Officer, presented UCLG City Learning Programme and some of its main experiences.

UCLG's strategic mandate is to support the learning of its members by promoting decentralized co-operation and international co-operation between local governments and their associations, and to promote peer to peer ties as a means for mutual learning. A city learns and evolves for multiply reasons: like a learning system fueled by many supports, it gave varying results.

This learning system is encouraged by local governments who do not act alone but in partnership with other actors, in particular their citizens, the private sector and academic institutions. Methods of exchange and support through city networks, and between cities, is developing and opening new opportunities for learning.

These opportunities can go beyond or complement traditional methodologies of training courses and workshops. In times of reduced budgets for co-operation, the need to reinforce collaborative efforts between individuals, cities, local governments associations and networks is greater than ever and it is crucial to extract useful lessons for members and partners in peer learning. –

For more information visit:

[http://www.uclg.org/sites/default/files/synthesis\\_learning\\_meeting\\_1.pdf](http://www.uclg.org/sites/default/files/synthesis_learning_meeting_1.pdf)



Afterwards, and as part of the Knowledge-sharing activity, Mrs. **Antonella Piva**, from the City of Milan, presented the “Milano Smart City Experience”.

The City of Milan is already part of European projects linked to the Smart Cities and Communities Initiative and is actively engaged in the major European and international Networks working on Smart cities.

At the local level the Municipality is engaged in building stable partnerships between different actors in the fields of research and innovation, business and finance, but also civil society and active citizenship. It is by involving the different communities that the administration is seeking to develop a smart, green and inclusive City.

Following the Public Hearing, the Municipality of Milan and the chamber of Commerce organized on 19/04/2013 6 thematic working groups organized according to the University of Vienna Classification (Smart Economy, Smart Living, Smart Environment, Smart Mobility, Smart People, Smart Governance) in order to reinforce public– private partnerships on specific issues.

The Public Hearing was expected to bring innovative solutions and ideas to this process, to strengthen the dialogue between different realities and to disseminate and promote Smart City contents to a large public.

### **Expo 2015 Smart City**

The innovative Expo 2015 Smart City of the future will turn every visit into a unique experience. Interactive systems in push mode engage with visitors right from the start, constantly stimulating their interest in the exhibition. Thanks to the Smart City visitors will have real time support throughout their journey to the site: electronic tickets, biometric identification, innovative electronic devices, special electronic walls, augmented and immersive reality, visitors' avatar, foldable tablets and much more!

For more information visit:

<http://www.milanosmartcity.org>

<http://www.youtube.com/watch?v=XWqePGsxDFQ>

## 5. Proposed projects of collaborations

At the end of the meeting and after a long day of debate and knowledge sharing, the cities proposed some project of collaboration that could be initiated. These project would be first developed in a small scale and in case that the give positive results, they could be share with more cities though the UCLG City Learning program.



The proposed projects are:

## Project 1: How can cities link traditional and new ICT Industries?

### Description

The City of Bordeaux promotes encounters between different sectors of the traditional economy and the digital businesses. These meetings has so far focused on three strategic areas that represent potential growth and cost savings for companies in all sectors of activity:

- E-marketing and e-commerce for the conquest of new markets.
- Data mining for a better understanding of the market and optimal positioning
- New productivity tools: 3D and cloud

The open proposal made by the city of Bordeaux is to create an exchange of experiences on these topics within UCLG. Many cities, with their Chambers of Commerce and private actors are also working on this topic that represents a great source of endogenous growth.

The proposed methodology for this collaboration would be:

- Online exchanges every four months on the tools developed and the strategic themes that make up the process of Grand Junction between traditional economy and the digital economy (such as the three themes mentioned above)
- Invitation to cities that are or will establish a process of Grand Junction to participate in a large-scale forum to be held on this topic in the fall of 2014 not only as spectators but bringing with them a company of classical economics having managed to accelerate its growth through the use of digital technology.
- Creation of an online compendium of good practices on this subject in the next 18 months.

**City interested in the project**

**BORDEAUX, POITIERS, BILBAO**



## Project 2: Creation of spaces of collaboration for companies

### Description

The creation of specific spaces of collaboration between companies from the diverse cities. Proposals of activities:

- **Organization of business encounters.** The city of Lappeenranta proposed to organize something with “Greentech” companies after the summer.
- **Mutual knowledge sharing between companies** through the identification of 4-5 key sectors of excellence in each city.
- **Online mentoring workshops** where companies can share their experience regarding entrepreneurship.

City that proposes the project

**BORDEAUX, BILBAO, PAU, LAPPEENRANTA**

Cities interested in taking part in these projects or would like to propose another project, please contact the Committee Secretariat: [promotion@bilbaointernational.bilbao.net](mailto:promotion@bilbaointernational.bilbao.net)



## List of participants

### **City of Bilbao**

Estibaliz Luengo → Director Bilbao International Department

Xabier Arruza → Coordinator of Urban Solutions and Business Promotion

Lidia Cobas → Technical Secretary of Committee of Digital and Knowledge-based Cities

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### **City of Milan**

Antonella Piva → International Relations

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### **City of Lappeenranta**

Markku Heinonen → Development Director, Mayor's Office

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### **City of Suresnes**

Philippe Francois → Technical Advisor

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### **City of Toulouse**

Alex Paulino → Trainee of Economic Development in charge of "smart city" project

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### **City of Pau**

Alban Sestiaa → Economic and Digital Development Manager

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### **City of Poitiers**

Virginie Bruneau-Chabosseau → Employment and Territory Animation Manager

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### **City of Bordeaux**

Sonia Dubourg-Lavroff → Deputy Mayor of International Relations

Emmanuelle Ripert-Chollet → Director of economic development

Lois de Corail → Director of International Relations

Antoine Bidegain → Economic and Digital Development Manager

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### **United Cities and Local Governments (UCLG)**

Sara Höfflich → Responsible of the City to City Programme of UCLG and Responsible for the Secretariat of the Committee on Urban Strategic Planning.