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.
The EIP Initiatives

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

Sustainable Districts

Small Giants

Positive Energy Blocks

Sustainable Urban Mobility
- Electromobility
- New mobility services

Cross-Nations Exchange
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.
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.
Consult our funding and financing interactive guide [https://eu-smartcities.eu/funding-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](https://eu-smartcities.eu/funding-guide) 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
Role of Amsterdam Smart City

- Stage 1: Initiator, entry point
- Stage 2: network broker, story teller
- Stage 3: facilitator, social network
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?

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

- Replication
  - Replicate the project elsewhere
  - Same partnership
  - Different partnership

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

- Roll-out
  - Bring product to market
  - Apply innovation in organisation

Context sensitivity

HIGH

LOW
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?
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!
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