HUMBLE LAMPPOST

An open affordable component-based city lamppost solution

Upgrade 10 million of the 60-90 million lampposts across Europe (~14% of total)

WHAT?

A Humble Lamppost enables lighting (LED) upgrades and other smart city services (public Wi-Fi, environmental monitoring, public engagement, mobility, etc.)

WHY?

• Energy and operational budget savings
• More control over better lighting – that means increased safety and less frustrated residents
• Deliver additional value-added services
• A great low-risk fast start into smart cities

WHO?

• Role of Demand Side: cities should ensure that smart lighting is considered when updating smart action plans (536 cities suggested involved).
• Role of Supply Side: industry should collaborate to form ecosystems that bring a coherent affordable proposition to the market.

HOW?

• Delivering a readiness toolkit to help guide cities through the analysis and decision making process
• Publishing technical standards that align demand and supply around a common component-based design
• Engaging investors to develop business models that help speed the transition, structure and provide access to finance
• Aligning demand needs and aggregate demand in order to reap scale advantage
• Connecting supply, demand, and investors to help spread pre-procurement and build market confidence

ROADMAP

MOBILISE FINANCES
with the above, attract investment and better deal terms;

1

AGGREGATE DEMAND
get cities to agree to collaborate on common approaches; common specifications and designs; potentially joint procurements; and operational benchmarking;

2

ENGAGE INDUSTRY ECOSYSTEMS
having delivered a more conditioned financed scale demand; develop component-based (“Lego”) flexible solutions with groupings of industry actors.

3

MANAGEMENT TEAM

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