

# “SMALL GIANTS”: COLLABORATING FOR A BETTER EUROPEAN FUTURE

Small Giants aim to harness the collective power of the smaller European Cities – where most Europeans live! – for mutual benefit, and to accelerate the pace of positive change.

## 3 REASONS WHY THE SMALL GIANTS INITIATIVE IS NEEDED

- 1** **Market Scale & Impact:** resolving urban challenges in this collectively large market is vital for worldwide sustainability. The needs of smaller cities may be very different in nature than their larger counterparts and effective solutions will also differ. In other words, designing for large cities may not always be most effective if scaled down. However nimble smaller cities collaborating for a common good can build scale rapid positive change.
- 2** **Common Solutions for Shared Needs:** the concept of Demand Aggregation presents real cost, capability and value opportunities for smaller cities.
- 3** **Capacity Building:** Smaller cities often lack access to all the capacity requirements to service their needs in a fast-changing world of digitisation; however, collaborating amongst like-minded cities can share capabilities and build capacity.

## WHAT IS A SMALL GIANT?

There is no hard and fast definition of a “Small Giant” but typically such cities:

- have a population ranging from 30,000 to 300,000
- are progressive and ambitious, and, importantly
- are open and committed to collaborating with other Small Giants to build a community that will tackle and resolve common challenges

In our view, the term “Giant” is as much about ambition as it is about scale.

The network, itself, comprises a “semi-formalised” cluster of connected and collaborative cities that will swiftly deliver solutions designed for small cities that can be affordably replicated in others.

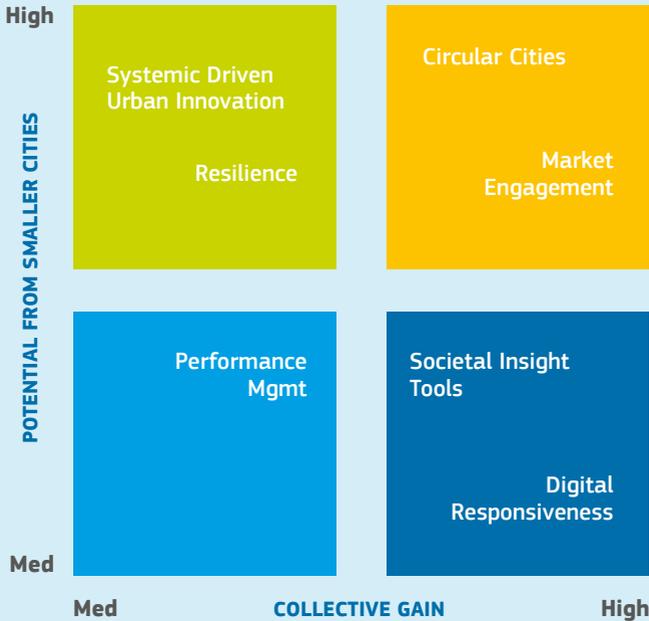


# HOW DOES THE SMALL GIANTS INITIATIVE WORK?

Smaller cities can be agile, nimble and deliver faster. They will adopt/adapt/create frameworks, approaches, and tools; and exploit experience to support the community; delivering repeatable case examples at collective scale. They are often more incentivised to collaborate in order to influence the market as, individually, they may have little influence.

The start point for this initiative is the identification of a suite of common city needs and challenges, as a catalyst for effective multi-city collaboration.

To date seven themes have been identified to hold particular potential (see figure).



## GET INVOLVED!

The focus of the Small Giants initiative is on facilitating connected and collaborative approaches designed for small cities through, for example, multiple, linked test beds focussed on smaller cities and developing aggregated business cases to engage the market.

The activity will be promoted through case studies and occasional events however, the real benefit goes beyond the sharing of best practice and case studies into the sharing of capability, capacity and expertise.

If you are interested in joining the Small Giants and fit the criteria above please contact:

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