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Final Conference

14 - 15 September 2022
Hamburg (Germany)

SMART PEOPLE – SMART ECONOMY – SMART CITIES



14/09/2022

Urban Transformation: Introduction to Smart People & Smart Economy concepts



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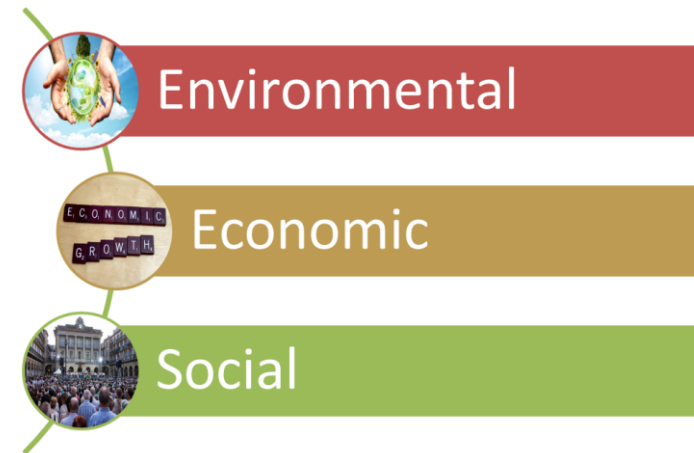
Urban Transformation Strategy



Hand holding a digital tablet with a contemporary smart city and apps icons: picture by [elenabsl/Shutterstock.com](https://www.shutterstock.com/author/elenabsl)

Prioritization Strategy for a Smart City (Planning process):

- Selection of technology solutions
- Development of tools





Smart people:

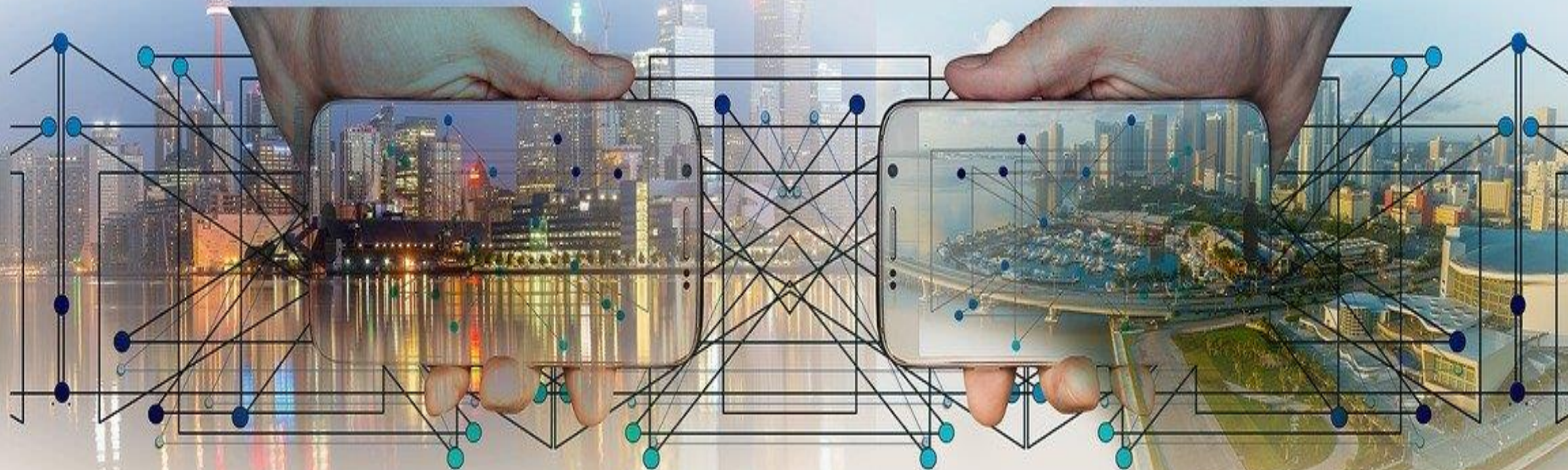
- Social awareness & acceptance (Local communication campaigns):

It is important to increase enthusiasm and support, stimulate self-mobilization and action, and mobilize local knowledge and resources. Awareness raising campaigns should create positive image and attempt to change behaviors.

- Stakeholder & citizen engagement

Energy transition is a challenge that requires democratic solutions. But participatory processes must be made to fit.





Smart Economy:

- City's business model

City Business Model Canvas & Value Creation Ecosystems

- Ecosystems as framework for business development

For big companies and SMEs and start-ups. Innovative Business Models



Thank you for your attention!

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