

# event overview

**SMARTCITIES CEE 2018**

the smart city conference for  
Central & Eastern Europe



# Program

17 April

## Pre-Registration

pick-up your badge and delegate material

19:00 - 20:30

## Exhibitors Setup

20:00 - 21:00

## Welcome Drink Reception

*join those who already arrived  
(first drink is on us)*

18:00 - 21:00

18 April

## Registration

pick-up your badge and delegate material

8:00 - 8:30

## Conference

find the full program on  
[smartcitiescee.com](http://smartcitiescee.com)

9:00 - 17:30

## Drink Reception

18:00 - 21:00

## Venue 2018

Grand Hotel Italia is located just 5 minutes from the old town center and at only 20 minutes from International Airport of Cluj-Napoca it is the ideal place to taste the delightful charm of Transylvania, while benefiting from high class service throughout your stay.

Grand Hotel Italia was born from the experience of a group which in Italy include three 5-star hotels and a tradition of 50 years in tourism.

The offer for meeting rooms and banqueting allows the organisation at the same time of different events, ranging from the privacy of top teams from Champions League to the contracted companies events.

## SMARTCITIES CEE '18

Smart Cities CEE is coming to Cluj-Napoca after 2 successful years in Budapest - for the third edition of the event we thought that we would take the event to a new market, to get fresh perspectives and ideas on how cities and municipalities across the region can meet the challenges of smart city development..

Smart Cities CEE will be showcasing leading case studies from small and medium sized cities and municipalities from across Europe. The aim of the event is to create a platform for learning, networking and discussion, it is very interesting to listen to the presentations of other cities, but we want you to go away with more than that. Having had in-depth discussions with smart city experts and colleagues from other cities that are facing the same challenges as you.

Maybe you will meet a colleagues from another city and decide to collaborate on a smart city projects in the future. After all, it is better for all citizens if cities learn from each other rather than making the same mistakes that others have already made.

This event overview will give you a snapshot of some of the key presentations and topics that will be discussed during the event, so take a look and we looking forward to seeing you in Cluj-Napoca in April.



“

Smart Cities CEE provided a great chance to learn about ongoing activities in CEE and best practices in cities of other European regions. We could exchange experiences with other smart city practitioners and expand our networks. We can only thank the organisation for the exceptional preparation of such an interesting conference.

”

## What sets us apart?

Join us in Cluj-Napoca to hear thought leading case studies from Smart City projects across Europe. Be inspired by ground breaking and forward thinking projects - understand how strategy, standardisation, technology and implementation interact to create a truly Smart City.

Smart Cities CEE attracts a unique audience spanning leaders of government, heads of international organisations, C-level industry execs, founders of SMEs, digital innovators, global media and more. Our programme of exhibition, debate and networking reflects our core emphasis on the importance of accelerating smart city innovation - creating better connected, more sustainable cities that future generations will be proud of.

Start the journey now and see where it takes you!



---

Unique audience bringing together key decision makers from public and private sectors



---

Broad global industry participation: entrepreneurs, SMEs, leading vendors, government, ministers and regulators



---

Presentations focusing on best approaches to improve our cities, strategy, standardisation and technology



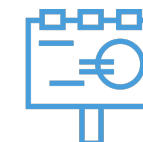
---

High-level debates on growing the digital city and accelerating cities innovation



---

Networking at the highest level with key decision makers



---

Exhibition featuring SMEs & international solution providers



## Speaker Highlights

### Smart City Cluj-Napoca



**Emil Boc**  
Mayor  
Cluj-Napoca

Cluj-Napoca is Romania's second city and has over the past few years become known as "the silicon valley of eastern Europe" due to the number of international tech companies that have opened offices.

The city has identified 5 main pillars to assist in its transformation towards becoming a real smart city, these pillars are: transport & mobility, citizen engagement, energy, infrastructure and improving access to internet for all - as a technology hub the last one is a must if the quality of life for all citizens is to be improved.

City hall has recently launched the "My Cluj" app which is available to all citizens that have a smartphone, it is free of charge and allows citizens to interact directly with the city administration. If citizens see a problem around the city then they can report it, (eg: a pothole that needs fixing or some vandalism that needs to be repaired) and then the administration can make sure that the problem is fixed.

Smart Cities CEE is being run with the support of Cluj-Napoca City Hall and the event will be opened by Mayor Emil Boc. Mayor Boc will be putting forward his vision for Cluj-Napoca as the economic capital of Transylvania and how they are creating an economy based on knowledge and innovation.

### Amsterdam Smart City



**Frans-Anton Vermast**  
Senior Strategy  
Adviser  
Amsterdam  
Smart City

"We connect smart city innovators to help set-up innovative projects and solutions in Amsterdam and beyond

Amsterdam Smart City (ASC) is your innovation platform for a future proof city. ASC is constantly challenging businesses, residents, the municipality and knowledge institutions to test innovative ideas & solutions for urban issues. This contributes to the liveability of the Amsterdam Metropolitan Area, promotes sustainable economic growth and helps develop new markets.

ASC believes in a liveable city where people can live and work pleasantly. We are active in six different themes in which we bring together different organisations to start innovative projects together."

Frans-Anton Vermast speaks globally about Amsterdam Smart City, including a recent keynote presentation at Nordic Smart Cities 2017. His enthusiasm, knowledge and experience offer attendees an opportunity to understand the challenges that Amsterdam Smart City have overcome, including a very honest overview of their successes, failures and plans for the future.

<https://amsterdamsmartcity.com/>

## London Borough of Greenwich



**Paul Copping**  
Chief Innovation  
Officer  
London Borough  
of Greenwich

The first point that we would like to make here is that this is the "London Borough of Greenwich" - not a presentation about the whole of London. Greenwich has a population of around 250,000 and therefore this case study has a lot of relevance for the cities across central and eastern Europe.

"Digital Greenwich has been established by the Royal Borough of Greenwich as its in-house team to develop and take forward its smart city strategy. The multidisciplinary team provides expertise in the key themes related to smart cities, in particular: the design of a sustainable, resilient, modern built environment; the technology and change

management processes required to implement the concept of Government as a Platform; economic regeneration in the digital age; transformation of service systems such as transport and mobility, and adult social care."

Paul Copping is the Chief Innovation Officer at Digital Greenwich and was not only a key part of the team that put together their smart city strategy, but he is also responsible for the delivery of smart city projects across numerous different topic areas. In his presentation Paul will share his knowledge and experience about their smart city approach with a specific focus on how they can improve the overall procurement process for smart city services and solutions.

<http://www.digitalgreenwich.com/>

## Helsinki Region Transport - Making Things Digital



**Antti Vuorela**  
Head of  
Operational  
Research  
Helsinki Region  
Transport

"We started making things digital in 2010 after realising that many processes were laborious and inefficient. People had to work hundreds of hours of overtime annually to complete their daily duties. The Research team had six tasks. Today there is no overtime at all. The team has over 30 tasks. How was this done? It was done by making things digital, streamlining processes and working in an agile and lean manner.

The latest innovation is the Instant Feedback System in its various form. We are the first in the world to use it. The system engages the transport operators, authorities and passengers in a digital dialogue.

Passengers can give feedback in trams, tram stops, City Bike and driver's facilities by using a sticker. By NFC, QR code or URL the passengers will find their way to a website that contains a questionnaire. A task will be created. In real-time the parties responsible will get an email containing the task. A report is updated automatically after every task.

The instant feedback system is an operations management system that carries passengers' voice across the organisation."

Antti Vuorela will be showcasing how Helsinki Region Transport has journeyed from where they were at the start of the digitalisation project to where they are now. Watch out of the four faces of development which I am sure will make you laugh, but also will be something that you have seen many times.

## KTH Live-in-Lab - creating a test bed to increase innovation



**Jonas Anund Vogel**  
Director  
KTH Live-in-Lab

"The testbed is designed with flexibility and adaptability in mind. It is designed so as to be able to incorporate almost any product or service imaginable, and together with other solutions make one integrated real-life trial system. The theme or the specialisation of the testbed is decided on an annual basis with the partners who use the testbed. The testbed is open for all who wish to conduct research and tests on products, services or processes within an area that has bearing on the residential and construction sectors. Research on new business models and collaboration structures are also possible.

The testbed is divided into three buildings and heated through a constellation of collaborating systems, such as a ground-source heat pump, solar PV cells, solar heating and heat recovery from black- and greywater. All installations are monitored, optimised and able to be steered by the property owner, the collaborating partners as well as the residents. The technical systems are open so as to allow for other innovations to "dock-in" and subsequently assess how these technologies perform together in a system with proper working conditions."

During this presentation Jonas Anund Vogel, leader of the project, will showcase some of the projects that they have completed at the KTH Live-in-Lab and how the findings from these projects are being used by enterprise to innovate and guide future development.

<https://www.liveinlab.kth.se/en>

## Low Carbon City Lab - Climate Finance Opportunities



**Victor Gancel**  
Project Leader  
Climate-KIC

Financing smart city projects is one of the key challenges that every city or municipality faces, you can have all of the ideas in the world, but if you are not able to finance these projects then you cannot offer any benefit to citizens.

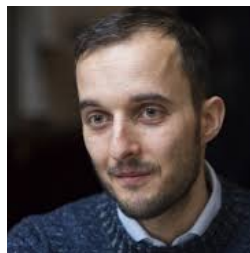
"The new Low Carbon City Lab programme (LoCaL) aims to reduce global greenhouse gas emissions by 1 gigatonne per year and unlock € 25 billion worth of climate finance for cities by 2050. The platform's partners provide cities with better tools for assessing greenhouse gas emissions, planning, investing and evaluating progress towards a low-carbon future.

LoCaL is a growing collaboration of more than 15 organisations dedicated to empowering cities in the fight against climate change. This unique and inclusive ecosystem brings together cities, business, academia and NGOs to deliver high environmental and social impact."

During this session Victor Gancel will be highlighting some of the opportunities that cities have to partner with investors to create long-term sustainable projects for cities, after all it is estimated that 70% of all pollution globally comes from cities and municipalities. So, by taking on this challenge you can not only improve the lives of your citizens, but help to assist in meeting the climate goals from the Paris agreement.

<http://local.climate-kic.org/>

## Smart City Development - The Hungarian Perspective



**Samu Szemerey**  
Lead Expert,  
Urban Services  
Lechner Kozpont

Samu Szemerey is Smart City Lead Expert from Lechner Kozpont in Hungary. Lechner Kozpont is a supporting institute of the Hungarian Government Office.

"The Lechner Knowledge Center is the representative of electronic construction, architecture, smart urban services and regional planning in Hungary. As a background institution of the Prime Minister, he supports his government's architecture policy with his expertise. Its activities are supported by information technology, documentation center and geoinformatics that handle documents and plans related to the areas. Many of its duties are

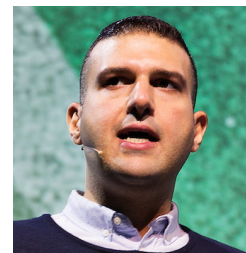
related to the professional duties of the Ministry of Science and Technology.

The Knowledge Center is a tool and an opportunity for the responsible ministry and its other partners to implement the concepts of information technology, construction and architecture, as well as regional planning, spatial development and document management. For this, a well-trained team of professionals, technical capacity and a unique document and information base are available."

During his presentation Samu will be offering an engaging and challenging view of the current smart city development projects in Hungary. Samu presented at Smart Cities CEE 2017 and was one of the top 3 speakers highlighted by attendees in our post-event survey, so we are very happy to invite Samu back to offer some more inspiration.

<http://lechnerkozpont.hu/oldal/bemutatkozas>

## Standards - providing the basis for smart city developments



**Sepehr Mousavi**  
Chairman  
Sustainable  
Smart Cities  
Committee &  
Plantagon

Standards are not the sexiest topic, but since the launch of our first smart city event in Stockholm in 2015 it has been a key part of each of each agenda and continues to engage audiences.

From national to European to international standards - this session will shine a light on how standards organisations are working together to create a set of smart city standards that can assist cities and municipalities in their future developments.

The aim of standards is not to make every city the same as this would not be a possibility, but to provide a platform for development, a set of standards that can be trusted by city officials and will help them to make the right decisions when planning smart city developments.

During this session Sepehr Mousavi will be discussing his experience from the Swedish Standards Institute alongside his international experience with various standards organisations. Standards will give you the platform to develop, but still taking into account the cultural perspectives of your city and citizens.



## City Leaders Panel Discussion



**Bojan Sever**  
Mayor  
Municipality of  
Idrija

This is your opportunity to get involved in the debate. The three keynote speakers will be joined by the Mayor of Idrija. Idrija is a small town in Slovenia with a population of roughly 6000, but it is punching above its weight when it comes to smart city development.

The mayor of Idrija, Bojan Sever, will join Emil Boc, Frans-Anton Vermast and Paul Copping for this interactive panel discussion. So, make sure that you have your pen and paper ready during their presentations so that you can ask the questions that will help you to overcome some of your challenges.

No topic is off limits, so if it is of interest to you then please get involved

## Meet The Experts Networking Break

We know that you will have many questions to ask of the experts that are speaking at Smart Cities CEE, so this session is aimed at giving you the opportunity to ask the speakers directly.

Each speaker will be at a standing table during this extended networking break and they want to hear from you.

To hear what your challenges are in smart city development and hopefully they can offer their experience and expertise to help you overcome some of these challenges. Time is limited so don't be shy and miss out on this great networking opportunity.

**More features and speakers to be added soon. Subscribe to our newsletter for updates on our website [www.smartcitiescee.com](http://www.smartcitiescee.com)**

**For speaker applications or suggestions please contact Emma Lee  
[emma.lee@go-konnect.com](mailto:emma.lee@go-konnect.com)**

**Smart Cities CEE is organised and hosted by Go.Konnect Ltd.  
We are working with Chameleon Projects SRL in Romania to  
promote the event, so if you are contacted by Chameleon  
Projects then please complete your registration through them.**

**The event is free of charge to attend for representatives of  
cities and municipalities.**

**For more information about registering for the event or  
sponsoring the event please take a look at the website:  
[www.smartcitiescee.com](http://www.smartcitiescee.com)**