

# WEBINAR

## Lessons learnt by Smart Cities. What do they need now?

Strengthening the collaboration between  
Mediterranean SMEs and cities around the  
Smart City sector.

30th June 2022.

10:00h- 12:35h CET

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**SME4SMARTCITIES**

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## WEBINAR:

### LESSONS LEARNT BY SMART CITIES, WHAT DO THEY NEED NOW?

#### GENERAL INFO

<b>Title:</b>	SME4smartcities exchange webinar for SMEs
<b>Date:</b>	30 <sup>th</sup> June 2022. 10:00h- 12:35h CET
<b>Format:</b>	100% online, ZOOM platform
<b>Registration Link:</b>	<a href="https://us06web.zoom.us/webinar/register/WN_ok4P49nfTOK69O6G38vybg">https://us06web.zoom.us/webinar/register/WN_ok4P49nfTOK69O6G38vybg</a>
<b>Target Audience:</b>	SMEs involved in the project, other European SMEs, general public

#### GENERAL TOPICS ADDRESSED

- \*Mediterranean cities' needs, the main social, economic & environmental features
- \*Specific capacity building requirements of cities for smart city sectors
- \*Bridging the gap between cities' needs and smart solutions
- \*Local SMEs main characteristics, production capacity & skills
- \*Municipal Innovation zones role & best practice
- \*The role of larger more experienced cities in providing support to smaller cities

#### DRAFT AGENDA

##### **OPENING REMARKS & INTRO (5 min)**

**5 min** – Welcome and opening words given by CEEIM and BIC EURONOVA. Brief description of the dynamics of the webinar by CITIES FORUM.

##### **BLOCK 1: CITIES' NEEDS, MAIN SOCIAL, ECONOMIC & ENVIRONMENTAL FEATURES (45 min)**

###### Objectives:

1. Offer a broad vision of the opportunities for the sector as a result of the transformations cities have undergone during the last 2 years and the new ecological and digital transition policies.



2. Provide guidance to the SMEs about how they can take advantage of the emerging opportunities for business and finance (NEXT GENERATION recovery funds, HORIZON EUROPE Programs, etc.)

Content:

**15 min** - TOPIC: “Opportunities, needs and growth prospects for the Smart City ecosystem in Spain”

- Fco. Javier Ridruejo, Secretary general of RECI (the Spanish network of smart cities) (TBC)

**5 min**- Interactive exercise using MENTIMETER ([www.menti.com](http://www.menti.com)) so that SMEs can give their opinion on the topics discussed during BLOCK 1 and foster interaction between participants.

**15min** - TOPIC: “Opportunities, needs and growth prospects of the Smart City ecosystem in the Middle East”

**10 min**- Q&A session

## **BLOCK 2: HOW LARGE SMART CITY COMPANIES ARE RESPONDING TO THE NEW NEEDS OF CITIES (40 min)**

Objective:

1. Provide SMEs with the testimony of frontrunner companies in the smart city industry in Europe about their vision for the smart city market.
2. Understand what kind of collaboration and relationship opportunities the large smart city companies are establishing with SMEs in the framework of new smart city projects.

Content:

**15 min**- Presentation.

- Guillermo Diaz. IoT Sales Team Leader Administración Pública. VODAFONE SPAIN

**15 min**- Presentation.

- Borja Altuna Arsuaga. Global Product Manager Smart Cities. TELEFÓNICA

**10 min**- Q&A session

## **BLOCK 3: LESSONS LEARNED BY SMART CITIES: WHAT DO THEY NEED NOW? (55 min)**



Objective:

1. Offer SMEs valuable information about smart city projects and solutions that these municipal managers have implemented in their respective cities.
2. Provide concrete data and share with the SMEs the results obtained from smart city initiatives within the 3 invited cities. Learn what worked well and what did not.
3. Understand the roadmap of these cities regarding the Smart City field and what their current needs are for Smart Cities products, equipment, or services.

Content:

**45 min-** Panel discussion with 4 guests (municipal managers of cities with a good degree of maturity in the Smart City sector) and a moderator. TOPIC: "How Smart City solutions are building a more sustainable, digital and climate proof future: What works and what does not"

- Middle East City representative
- Middle East City representative
- Gerard Riba, Head of the Urban Maintenance Service, City of Sant Cugat del Vallès
- Juan Antonio Martínez, Smart City office, City of Murcia

MODERATOR: Jaime Ruiz, Cofounder of CITIES FORUM

**10 min-** Q&A session

## **CLOSING REMARKS (5min)**

Wrap up words from the project partners' representatives (CEEIM and BIC EURONOVA)