

## 4<sup>th</sup> Academy Seminar: Strategy, Roadmap

Over 40 cities are now working on the elaboration of their digital strategy to boost economic growth

**Cámara de Comercio del Campo de Gibraltar; Algeciras; Spain**

**29-30<sup>th</sup> January 2019**

Co-hosted by:













The Digital Cities Challenge is a tailored programme of coaching and facilitation launched by the European Commission to help 42 cities develop and implement digital policies that can transform day to day life for residents, businesses, workers, and entrepreneurs.










- Challenge Cities
- Fellow Cities
- Mentor Cities








| <p><b>15 Challenge Cities</b><br/><i>Currently developing their Roadmap (Wave 1) or Strategy (Wave 2)</i></p>   | <p><b>21 Fellow cities</b><br/><i>Currently developing their vision and ambition</i></p>  | <p><b>4 Mentor Cities</b><br/><i>Providing inspiration and coaching</i></p>   |
|---|---|---|
| <div style="text-align: center;">   </div> <p><b>Wave 1    Wave 2</b></p> <p><b>Wave 1:</b> Granada, Patras, Aquila, Ventspils, Algeciras, Thessaloniki, Iasi, Sofia</p> <p><b>Wave 2</b> Alcoy, Arad, Grand-Orly Seine Bièvre, Guimaraes, Kavala, Pori, Rijeka</p> | <div style="text-align: center;">  </div> <p>Alicante, Antwerp, Athens, Cork, Derry, Gelsenkirchen, Gijon, Graz, Heidelberg, Heraklion, Idrija, Karlskrona, Mantova, Nuremberg, Oulu, Padua, Reggio Emilia, Seville, Sunderland, Terrassa, Trikala</p> | <div style="text-align: center;">  </div> <p>Amsterdam, Espoo, Hamburg, Nice</p> |

























**DAY 1:**





| Timing      | Session  | Participating Cities  |
|-------------|--|---|
| 9:00-10:00  | <p><b>Session 1: Welcome and Vision</b><br/>Moderator: <b>Teresa Muela Tudela</b></p> <p>Opening Statements:</p> <ul style="list-style-type: none"> <li>• <b>José Pacheco Calvo</b>, Representative of the central Government/ Spanish Government Delegate in Andalusia</li> <li>• <b>Patricia Cavada Montañés</b>, Member of the Executive Commission of the Andalusian Federation of Municipalities and Provinces and Mayor of San Fernando (Cádiz)</li> <li>• Representative of the Autonomous Government. President Counselor, Local Administration and Democratic Memory - <b>TBC</b></li> <li>• The Vision of the city: <b>José Ignacio Landaluze</b>, Mayor of Algeciras</li> <li>• Opening speech and debrief on the Mayors Summit: <b>Dana Eleftheriadou</b>, Head of Advanced Technologies Team in the European Commission</li> </ul>  |             |
| 10:00-11:30 | <p><b>Session 2: European funding to support DCC's digital strategies implementation</b><br/>Moderator: <b>Dana Eleftheriadou</b></p> <ul style="list-style-type: none"> <li>• European funding available to cities to support the implementation of the digital transformation strategy: <ul style="list-style-type: none"> <li>• InvestEU and the Investment Plan for Europe: <b>Michael Feith</b>, DG ECFIN, European Commission</li> <li>• Urban Policy and ERDF: <b>Fiona Wieland</b>, DG REGIO, European Commission</li> <li>• The Smart Specialisation Platform for Industrial Modernisation: <b>Alberto Licciardello</b>, DG GROW, European Commission</li> </ul> </li> <li>• Leveraging European funds to support urban development and SMEs: <b>Angelina Todorova</b>, Head of Advisory Platform FMFIB, Fund of Funds Bulgaria</li> <li>• How to succeed in applying to EU and/or national funds: <b>Lorraine de Bouchony</b>, CEO of WelcomEurope, an advising firm specialized on EU and public funds mobilization and European projects management trainings</li> </ul> |             |
| 11:30-11:40 | <p><b>Session 3: Mobilising youth in cities in the light of the EU elections: ideas for collaboration</b><br/>Moderator: <b>Ilektra Papadaki</b></p> <ul style="list-style-type: none"> <li>• <b>Andreas Piweck</b>, City of Gelsenkirchen</li> </ul>  |     |
| 11:40-13:10 | <p><b>Session 4 (part 1): First peer review of the proposed Strategy (Wave 2 and fellow cities) and Roadmap (Wave 1 cities)</b></p> <p>The cities are divided in 5 subgroups of 5 cities mixing cities from Wave 1, Wave 2 and fellow cities. Each subgroup will work in two steps:</p> <ul style="list-style-type: none"> <li>• Synthesis of the proposed Roadmap (Wave 1) and the proposed Strategy (Wave 2 and fellow cities)</li> <li>• Feedback from all other participants based on pre-review</li> </ul>  |     |
| 13:10-14:10 | <p><b>Networking Lunch</b></p>   |     |

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| 14:10-15:10   | <b>Session 4 (part 2): First peer review of the proposed Strategy (Wave 2 and fellow cities) and Roadmap (Wave 1 cities)</b>  |             |
|               | Follow-up of the subgroups (30' per city)   |   |
| 15:10 – 15:40 | <b>Session 5: New ways of procurement: e-procurement and procurement of digital solutions</b><br><b>Moderator: Pierre Bastien</b>   |             |
|               | <ul style="list-style-type: none"> <li>• New guidelines for e-procurement: <b>Isabel Maria Da Rosa</b>, DG Grow - European Commission</li> <li>• Regional plan for e-procurement: <b>Daniel Escacena</b>, Project Director, Representative of the Andalusia Agency of Knowledge</li> <li>• How to co-create digital solutions with local start-ups when we are subject to public tendering: <b>Marie Baudry</b>, Head of Smart City innovations for Puteaux – La Défense</li> </ul>   |   |
| 15:40-16:40   | <b>Session 6: Setting up a digital ecosystem: the example of Andalucia</b><br><b>Moderator: Piedad Rivas</b>  |             |
|               | <ul style="list-style-type: none"> <li>- <b>National vision</b> <ul style="list-style-type: none"> <li>○ Sustainable development of the tourism sector through innovation and technology: <b>Enrique Martínez Marin</b>, President of Segittur, the Commercial Society of Spanish Government for innovation and technology in tourism</li> </ul> </li> <li>- <b>Andalusian vision</b> <ul style="list-style-type: none"> <li>○ <b>Manuel Ortigosa Brun</b>, Employment Counselor and General Director for Telecommunications Information Society</li> <li>○ Digital skills for the public administration: <b>José M<sup>a</sup> Sánchez Bursón</b>, Director of the Andalusian Institute for Public Administration</li> </ul> </li> <li>- Algeciras' Smart Master Plan, in the frame of Integrated Sustainable Urban Development Strategy (ERDF Funds): <ul style="list-style-type: none"> <li>○ RADIA, Network of Agents for Intelligent development in Andalucía: <b>Teresa Muela Tudela</b>, General Secretary of the Andalusian Federation of Municipalities and Provinces</li> <li>○ The vision of Algeciras, <b>Begoña Oliva Perez</b>, European program manager</li> </ul> </li> </ul> |   |
| 16:40-17:10   | <b>Session 7: Women in digital</b><br><b>Moderator: Ilektra Papadaki</b>  |         |
|               | <ul style="list-style-type: none"> <li>• Main challenges for Women in tech: <b>Blanca Vera</b>, Head of Alaire Pilotos, a Drone Pilot training company</li> <li>• How to promote gender equality in the tech community: <b>Loreto Valle</b>, WomANDigital</li> </ul>  |   |
| 17:10-19:00   | <b>Session 8: Digitalization at the Port of Algeciras</b><br><b>Moderator: Begoña Oliva Perez</b>   |     |
|               | <ul style="list-style-type: none"> <li>• Digitalization of the Port of Algeciras's Bay and of the local stainless steel industry: <b>Javier Carro Cruz</b>, Responsible for Digitalization at Acerinox</li> <li>• Best practices in innovation and digitalisation of ports: <b>Francisco Javier de los Santos Ramos</b>, Head of Technology Development at the Port Authority of Algeciras</li> <li>• <b>Guided visit</b> of the Port of Algeciras (Bus tour)</li> </ul>  |   |

**DAY 2:**

| Timing      | Session   | Participating Cities  |
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| 9:00-10:15  | <b>Session 9: How to combine digital transformation with local and sustainable developments in the agro-food industry</b><br><b>Moderator: Ilektra Papadaki</b>   |             |
|             | <ul style="list-style-type: none"> <li>The digital transformation of the agro-food industry: trends and hurdles to overcome: <b>Taoufik Arif</b>, Former Global Digital Manufacturing and Industry 4.0 lead at Nestlé</li> <li>Why and how should you build a digital and agro-food local cluster: <b>Borris Foerster</b>, initiator and co-founder at FOODnext, innovative hub and think-tank focusing on the future of the food value chain</li> <li>An example of a successful digital food clusters: <ul style="list-style-type: none"> <li>From apple picking to city farming, how to support Agri/agro companies in their digital transformation: <b>Enric Pedros</b>, Manager FEMAC: cluster of agricultural productions in Catalonia</li> </ul> </li> <li>How to leverage digital to create a strong connection with the territory: <ul style="list-style-type: none"> <li>How to promote local bio fooding thanks to digitalization: <b>Tiziana Primori</b>, Director FICO EATALY: company educating worldwide customers about italian food and wines</li> <li>The example of a DCC city based company: Multiscan, <b>Álvaro Soler Esteban</b>, CEO</li> </ul> </li> </ul> |   |
| 10:15-10:45 | <b>Session 10: Training to the Implementation phase approach and toolbox (parallel session with session 11)</b>   |    |
|             | <ul style="list-style-type: none"> <li>Consolidation of KPIs</li> <li>Governance to implement the roadmap</li> </ul>  |   |
| 10:15-10:45 | <b>Session 11: Training to the Roadmap phase approach and toolbox (parallel session with session 10)</b>  |     |
|             | <ul style="list-style-type: none"> <li>Definition of priority actions</li> <li>Definition of the governance, strategic steering of the strategy and identification of potential funding streams for the implementation</li> </ul>   |   |
| 10:45-12:30 | <b>Session 12: Second peer review of the proposed Strategy and Roadmap (different city groups than Session)</b>   |     |
|             | <p>The cities are divided in subgroups of cities mixing cities from Wave 1, Wave 2 and fellow cities (different from session 3):</p> <ul style="list-style-type: none"> <li>1 problem solving session per city</li> </ul> <p>15' per city in total</p>  |   |

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| 12:30-13:00 | <b>Session 13: Experience sharing by Wave 1 lead experts to Wave 2 and fellow cities</b>   |             |
|             | The team lead experts from Wave 1 cities share their experience, best practices and methodology for step 3 with Wave 2 and Fellow Cities experts and stakeholders – Q&A session  |   |
| 13:00-14:00 | <b>Networking lunch and group picture</b>  |             |
| 14:00-14:30 | <b>Session 14: Branding of cities in a digitalized world</b><br><b>Moderator: Pierre Bastien</b>   |             |
|             | <ul style="list-style-type: none"> <li>Assessment of the digital footprint of participating cities: <b>Omar Mohout</b>, Panelist on technology, entrepreneurship &amp; innovation topics, and professor at Antwerp Management School</li> </ul>  |   |
| 14:30-15:00 | <b>Session 15: New ways of partnerships to stimulate digital innovation</b><br><b>Moderator: Ilektra Papadaki</b>  |             |
|             | <ul style="list-style-type: none"> <li>The development of new business models to monetize public data and improve the life of citizens: <b>Alain Château</b>, Excellence Center Manager at Métropole Nice Cote d'Azur</li> <li>How to create public-private cooperations to support the digital transformation in a perspective of Economic growth: <b>Audrie van Veen</b>, European Strategist at Amsterdam Economic Board</li> </ul>   |   |
| 15:00-16:15 | <b>Session 16: The digital transformation of the key industrial sectors: textile, leather and clothing Industry</b><br><b>Moderator: Piedad Rivas</b>  |             |
|             | <ul style="list-style-type: none"> <li>Examples of EU initiatives to support the textile industry: <b>Piedad Rivas</b>, EASME programme manager</li> <li>Benefits and hurdles of the digital transformation of the textile industry (results of a industry wide survey and joint actions with the Alcoi territory): <b>Ana Rodes Carbonell</b>, Innovative solutions manager at Aitex, textile industry research association</li> <li>Digital as a lever to ensure the competitiveness of the European textile industry: <ul style="list-style-type: none"> <li>How to leverage digital to grow internationally a locally based SME: <b>Maria Llerena</b>, CEO &amp; Co-founder MOTORETA</li> </ul> </li> </ul> <p>Good practices of local initiatives to enhance the digitalization of the leather industry thanks to digital:</p> <ul style="list-style-type: none"> <li>The cluster perspective: <b>Javier Gallego</b>, Director at the Leather Technology Centre of Andalusia</li> <li>The city perspective: <b>Isabel Gomez Garcia</b>, Mayor of Ubrique</li> </ul> |   |
| 16:15-16:45 | <b>Session 17: Pitching sessions of regional digital start-ups</b><br><b>Moderator: Ilektra Papadaki</b>   |     |
|             | <ul style="list-style-type: none"> <li>Digital and circular economy: <b>Victor Vazquez Calvo</b>, Ecoembes</li> <li>Digital and intelligent growth: <b>Enric Ochoa-Prieto</b>, Mox/Missionbox</li> <li>Space talks by a young astronaut: <b>Luis Garcia Millan</b>, Sol-Galaxy</li> </ul>  |   |

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| 16:45-17:00 | <b>Conclusion and vision ahead – Dana Eleftheriadou</b> , Head of Advanced Technologies Team in the European Commission |     |
| 17:00-17:15 | <b>Break + Exhibition of digital start-ups at the lobby</b>   |   |
| 17:15-18:30 | <b>Debrief session with the DCC team lead experts</b>   |   |

# DIGITAL Cities Challenge