SMART CITIES INFORMATION SYSTEM

Briefing for keynote speaker
Empowering smart solutions for better cities
2 & 3 October | Budapest, Hungary

1. GENERAL INFORMATION

1.1. Title

Empowering smart solutions for better cities

1.2. Date & time

2 & 3 October (Monday and Tuesday) 2017
The parallel sessions called **Urban innovation in practice: success stories** will take place **on 3 October** in two rounds. **Your session is in Round 2, which is between 11:15 – 12:30h.**
You can see all the sessions on the event website: https://www.scisconference2017.eu/

1.3. Location

Millenaris park, Building D | Kis Rókus St. 16-2, 1024 Budapest, Hungary
See how you can get there on the event website: https://www.scisconference2017.eu/

1.4. Description

Across Europe, cities are working together in EU-funded smart cities projects to develop and demonstrate innovative solutions to accelerate the transition towards a low-carbon, resource-efficient, competitive and inclusive economy.

Join us in Budapest on 2 & 3 October to meet with creative thinkers and decision-makers in urban planning, sustainability, energy, energy-efficient buildings, mobility, ICT, data platforms, smart business models and user-centric innovation. High level city representatives will discuss the transformation of our cities, while smart cities projects will showcase innovative solutions to help create a smart city in small interactive sessions. You will have the opportunity to present your own city challenge and take advantage

of collective intelligence to discuss potential solutions.

This important conference will seek to encourage the replication of solutions, good practices and lessons learned among cities and businesses to drive forward a smart and sustainable vision of Europe.

The conference is organized by the Smart Cities Information System, an initiative of the European Commission, in the context of the Horizon 2020 programme of the European Union, which aims to bring together cities, industry and citizens to demonstrate solutions and business models that can be scaled up and replicated, and that lead to measurable benefits in energy and resource efficiency, new markets and new jobs.

For more information

1.5. Audience profile

The attendees are all part of the European smart city community and are involved in one way or another in smart cities projects implementing integrated strategies in the fields of energy, energy-efficient buildings, mobility & transport and ICT. Most of them are involved in EU funded projects which spread over several cities in different countries across Europe.

- Cities (municipalities) and city networks
- Business experts in urban planning, sustainability, energy, energy-efficient buildings, mobility, ICT, data platforms, smart business models and user-centric innovation
- Technological centres
- Research & Academia
- European Commission

1.6. Agenda | 3 October

The event takes place on 2 and 3 October. For the whole programme, please refer to the event website: https://www.scisconference2017.eu/
Your session takes place on 3 October, in Round 2 between 11:15 – 12:30. It is marked below in blue.

10:45 – 11:15	**Coffee break**
11:15 – 12:30	**#2 Urban innovation in practice: success stories** *Parallel sessions*
12:30 – 13:30	**Lunch & coffee**

2. SPEAKERS' GUIDELINES

2.1. General

- All parallel sessions will happen in the big hall of the venue on high tables.
- There are altogether 30 presentations, 15 in Round 1 and 15 in Round 2.
- Your presentation takes place in Round 2, between 11:15 – 12:30.
- Your presentation lasts 35 minutes and should consist of 15 minutes PowerPoint presentation and 20 minutes in-depth discussion with the group.
- Your presentation takes place twice within Round 2, in front of two different small groups of attendees in the following way: 35 minutes – 5 minutes break – 35 minutes.
- Please bring your own laptop as you will do your presentation on it.
- Don't forget to register on the event website: https://www.scisconference2017.eu/

2.2. Style

- Please find attached a PowerPoint template to use for your presentation.
- We would advise to have no more than 10 slides so that you have time for Q&A and discussion with the group.
- Keep it short, simple and clean. Don't overcrowd your slides with text (only the short main points) or too many graphics. The recommended font size is 30 points.
- The slides should be visual, for example a graph, photo, etc., which is then explained by you in your speech.

The presentation should highlight the main aspects of your solution/project/tool in terms of technology, finance, society, communication and governance. The titles of the slides below are simply illustrative of the content you should focus on, and might not be applicable to all topics. Please use slides relevant to your presentation and put customized titles.

In a nutshell
Describe your solution/project/tool in a nutshell.

Value proposition
How does your solution solve problems or improve a situation? What are the specific benefits? Why should people follow your approach or use your solution?

Technology
Describe the technologies used and the technological approach chosen.

Finance
What was the business model behind your implementation?

Society
What is the social impact of your solution? How did you involve the citizens?

Communication & dissemination

What were the main aspects of your communication and dissemination strategy to promote the smooth implementation and uptake of your solution?

Governance

Was the solution part of a holistic city approach in urban development? How did you cooperate with the local authorities?

Lessons learned

What challenges did you encounter and what did your learn during the implementation of the solution?

Innovation

Explain the innovative aspect of your solution/project/tool? What makes it unique?

Replication

What makes your solutions replicable and what is needed for a successful replication?

Q&A and Discussion

Come up with some questions you will propose to the group for discussion.