

Valentina SUPERTI
Director Tourism and
Proximity

European Commission

DG for Internal Market,
Industry, Entrepreneurship
and SMEs

The Intelligent Cities Challenge (ICC)

European Parliament - URBAN Intergroup
26 March 2021

A Union that strives for more

1. A European Green Deal
2. An economy that works for people
3. A Europe fit for the digital age

“The European Green Deal is Europe's new growth strategy”

Intelligent Cities Challenge Community

A journey aiming to speed up the digital and green transformation and resilience of the local economy with strategic policy interventions:

The European Commission's
100 Intelligent Cities Challenge

- **Phase 0: The Strategic Policy Forum on Digital Transformation**
 - The "Blueprint for cities and regions as launchpads for digital transformation"
 - A digital compass for decision makers: toolkit on disruptive technologies, impact and areas for action
- **Phase 1:**
 - The Digital Cities Challenge (40 cities – reach out to 1.5 million SMEs);
 - The Mayors Summit (December 2018); signature of a Declaration of Cooperation for Digital Transformation and Smart Growth
- **Phase 2:**
 - The Intelligent Cities Challenge (136 cities – wide reach out to local stakeholders)
 - The ICC Mayors Summit (October 2020): 130 mayors confirmed their political leadership to build greener, digital, and more resilient cities.

ICC

Making the most of
advanced
technologies for
Green and Digital
Recovery and
Social Resilience

Phase 2: The Intelligent Cities Challenge (ICC)

136 cities, 5 thematic tracks

Green economy and Local Green Deals



Empowering cities with transversal advisory services



ICC Cities

MENTOR

CORE

CITIES



Governance: The Advisory Board

- **15 high-level international experts** on advanced technologies and urban transformation (e.g. WEF, UN, OECD, MIT SENSEable City, EIB, CoR, ICLEI, Covenant of Mayors, Eurocities)

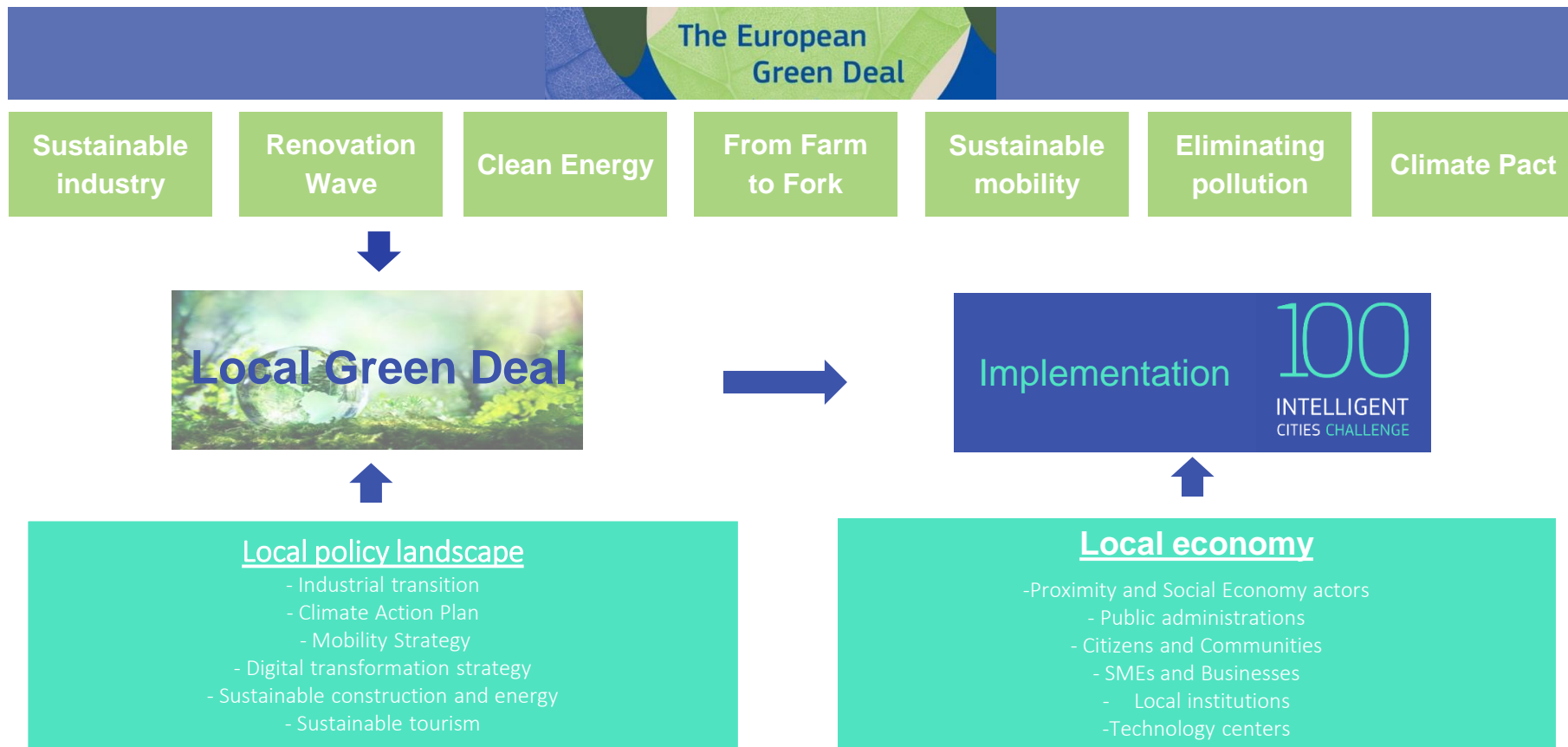
Mandate:

- Advise on latest global urban trends, technological and scientific developments and potential high-impact actions;
- Steer the **high-level direction** of ICC and beyond;
- **Maximize synergies** with relevant **European and international initiatives** and dissemination of outcomes.

Key deliverables:

1. **Local Green Deals**
2. **Cities of excellence for reskilling**
3. **Renovation wave, New European Bauhaus, Affordable housing**
4. **Tech4Good marketplace**

EU Local Green Deals Movement



Cities are key in reskilling for a strong recovery

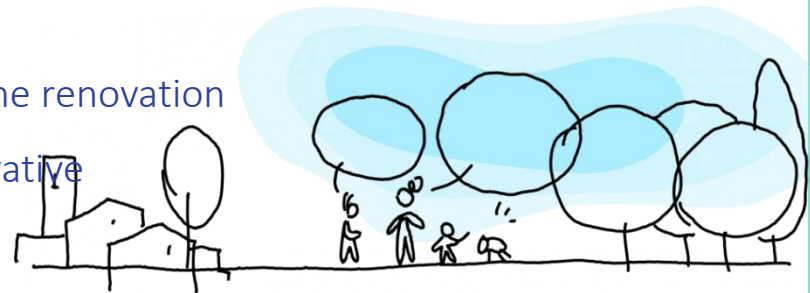
- ❑ The social and economic upend created by Covid-19 accelerated the need for agile **structural and cross-sectoral mobility of the workforce** e.g. towards green, healthcare, or tech jobs. These require **new skills locally**.
- ❑ **Cities, regions** and local actors are key to deliver on the major reskilling effort, as they **master their local needs** and strengths.
- ❑ The key success factor is a **well-functioning local reskilling ecosystem** capable of pooling local resources to achieve reskilling at scale; Involving local authorities, employers, candidates, training capacity (VETs, clusters, knowledge institutes, Fablabs, EENs, head-hunters) and funds.
- ❑ Many cities put in place **end-to-end local cross-sectoral reskilling model** based on:
 - 1) **Assessment** of the skills needs currently and in the future; **Enlisting** of the new jobs and skills; **Matching** skills demand and supply; **Reskilling & placement** in new jobs.
 - 2) **Technology-powered** solutions to aggregate training needs and providers, forecast future needs, optimize matchmaking and job placement.

Supporting re-skilling in the Intelligent Cities Challenge: the “Pact for Skills goes local”

- ❑ **Prepare** cities for transformation – a **Cities Guide for Reskilling** with examples to design a reskilling strategy & information on funding opportunities
- ❑ **Support** implementation to create impact – on the ground advice to build local ecosystems, co-design and **implement a reskilling strategy**
- ❑ **Mobilise** a network of **Cities of Excellence for Reskilling** to bring state-of-the-art knowhow on global trends and reskilling programmes and boost collaboration and coordinated investments
- ❑ **Inspire** all ICC cities to **join the Pact for Skills** together with their stakeholders, and drive the reskilling effort of the city.

The ICC planned actions on the Renovation Wave and the New European Bauhaus

- ❑ Prepare cities for a **green future**, to embed **green industry & buildings, circular economy and energy efficiency** in urban development.
- ❑ Develop a **Guide of Renovation paradigms** on sustainable design, urban pathways, design for civic engagement, sustainable and inclusive public spaces, nature regeneration, the 15' city concept, etc.
- ❑ **Boost collaboration, knowledge exchange, co-design**, co-implementation of energy retrofit, social and affordable housing projects at neighbourhood scale.
- ❑ **Contribute to the NEB** through innovative ideas on inclusive climate action, circular systems, green spaces, restorative design, sustainable arts and culture.
- ❑ Support the **Affordable Housing Initiative** that will pilot the renovation of 100 social and affordable housing districts using innovative smart, digital, sustainable technologies



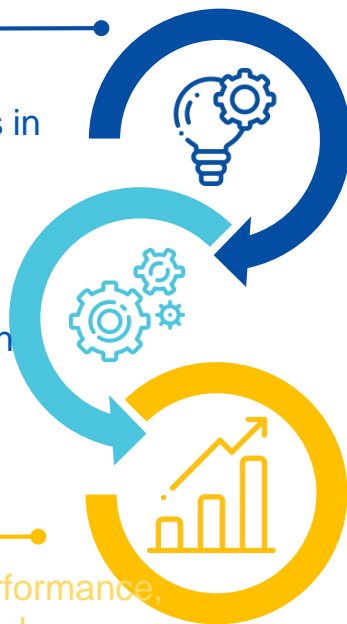
Tech4Good – technology-powered business models and services for public good and societal purposes

Why Tech4Good?

- ❖ It leverages accessible, affordable and adaptable technology solutions and actors in this ecosystem
- ❖ Boost access to trustful, ethical, labelled efficient solutions
- ❖ Human-centered production methods, supporting local value chains and inclusion
- ❖ P2P solutions enable decentralized ownership and business models.

Potential

- ✓ Improved economic and environmental performance,
- ✓ Widespread uptake of efficient solutions and business models, e.g. open source based.
- ✓ Stronger citizens and community engagement
- ✓ Tool for local economic regeneration and resilience



Tech4Good involves **technology-powered solutions and business models** designed to advance economic, social and environmental causes.

Measures

- A single, trusted marketplace with assessed and labelled tech solutions and business models, often developed by local SMEs and social enterprises.
- Promote purpose-driven, human-centered development of technology and processes: e.g. AI for reskilling, circular industrial activities, assistive technology for job inclusion
- Sustainable and social public procurement
- Sensorisation of physical infrastructure
- Sustainable Data Alliances among different cities and social economy stakeholders
- Cross-disciplinary Makers Space, awards and hackathons to co-create smart solutions (e.g. green manufacturing, smart farming, smart teaching, energy efficiency, etc.)



Thank you!