

The 8th edition

27 June 2018
Conference

Zuiderstrandtheater
The Hague

28 June 2018
Excursions

SMART > CITY event

Official Host



www.smartcityevent.com

The International Smart City Event where you will experience
the latest smart solutions for the city of the future!



> CONFERENCE

09.15 Welcome and registration

10.00 Opening Conference



Raymond Knops, State Secretary of Cabinet of the Netherlands, Governmental Properties Management, Kingdom Relations and Intergovernmental Cooperation



Saskia Bruines, Alderman city of The Hague



Ger Baron, Chief Technology Officer at city of Amsterdam and chairman of the Smart City Event 2018

10.30 Internet of Things and Cyber Security

- IoT security concerns for smart cities
- Ways to make smart cities cyber security proof



Michel van Eeten, professor Governance of Cybersecurity at Delft University of Technology and member of the Cyber Security Counsel

10.50 Coffee break at the Innovation Playground

11.15 Toward Smart and Resilient Cities

- Globalization, urbanization and climate change create a need for to adapt themselves to increasing risks and reach greater safety, efficiency, quality of life and resource recovery for its people and businesses
- Resilience has become a key factor to maintain sustainability, competitiveness and attractiveness for these urban ecosystems
- Digital solutions can help cities to become more resilient but also help to retain a high standard for quality of life



Thierry Witkowitz, Senior Vice President Business Development – Smart Cities & Business Partner France – Development, Innovation & Markets Department at Veolia



Hildagarde McCarville, Non-Executive Director at Veolia Energy Ireland Plc and CEO Veolia Netherlands

11.45 Become a Blockchain-Powered Smart City

- Utilizing the power of Distributed Ledger Technology or Blockchain
- Internet of Things to provide a number of new technology features for residents



Chen-Yu Lee, Director for Taipei Taiwan Smart City Project Management Office

12.05 Coffee break at the Innovation Playground

12.30 Smart City framework

- A Framework of Smart City in a Campus
- Smart City projects in a Smart Campus



Mohd Ezanee Rusli, Associate Professor / Director Department of System & Networking at the Universiti Tenaga Nasional



Dr. Norziana Binti Jamil, Project Manager for UNITEN Smart univerCity in Malaysia

13.00 Digital Transformation – The impact of technology on Future Cities

- The digital innovation and Smart Cities
- Smart cities and the Internet of Things
- The role of Big Data and Analytics for Smart Cities



Oualid Ali, Founder and President at Future Cities Council and Director of the Training and Smart Solutions Center at the German University of Technology in Oman

13.30 Lunch at the Innovation Playground

14.30 Round Table Sessions

15.15 Round Table Sessions

16.00 Coffee break at the Innovation Playground

16.30 Round Table Sessions

17.15 Not So Smart After Party at the Innovation Playground

> EXCURSIONS

Smart City Excursions (28 June 2018)

Visiting the front-running Smart City projects in the Netherlands. Comfortable transportation to the different locations is included.

Excursion circular Amsterdam quarter Buiksloterham

Saskia Müller, Sustainable Urban Developer and former program manager Smart City by the City Amsterdam



Smart Society

Gea Davids, Manager Smart City at the city of Dordrecht



Smart Tour The Hague

Olga Wielders, Ecosystem director The Hague Tech



Smart Tour The Hague Security Delta and Volvo Ocean Race

Richard Franken, Director The Hague Security Delta
Bas Dubois, Director France & Benelux at Volvo Bus Corporation



> ROUND TABLE SESSIONS

During the event you can participate at three round table sessions about Smart City projects of your choice.

Resilient Cities for greater attractiveness

- Resilience as a strategic approach, 2 examples to inspire you with:
- New Orleans: In partnership with Swiss Re, Veolia worked on an evaluation of critical assets' risk profile of the city's wastewater treatment plant.
- Milwaukee: Veolia provided over 28 municipalities, a study on global risks for the water treatment agency.

Mélissa Mellado Ruiz, Resilience Deputy Director - Development, Innovation & Markets Department at Veolia



Innovative Climate Solutions in the Smart City

- Different sectors working together to develop innovative climate solutions on the global stage
- City Climate Challenges
- The Innovation Process
- Route to implementation

Kate Godding, Senior manager business, data & innovation at C40 Cities



Piero Pelizzaro, Chief Resilience Officer at the city of Milan



Smart Society

- Citizen empowerment
- Social innovation
- Living labs
- Co-creation

Guus Sluiter, Strategic advisor at the city of Eindhoven



Smart Data and Technology

- Predictive analyses
- Open data and big data
- Internet of Things

Ger Baron, Chief Technology Officer at city of Amsterdam



Smart City, a co-evolution model

- Growing cities have the obligation to adapt their infrastructures to face a triple move: growing population, higher environmental risks and limited budget
- Digitalization of infrastructure management helps facing these challenges by improving performance
- Veolia would like to take you along in her vision and approach for the improvement of city challenges through Digitalization

Thierry Witkowicz, Senior Vice President Business Development - Smart Cities & Business Partner France - Development, Innovation & Markets Department at Veolia



Smart City based on Smart Humanity

- Society is transforming through digital technology and with that the role of humanity is changing. It becomes even more important to position people at the center of our information society.
- Likewise, a Smart City can only be successful when citizens and information professionals are prepared and educated to take part in this transformation.
- Moving into the era of Smart Humanity we urgently need to address ethical and privacy matters, organizational transformation, inclusion and participation of citizens.

Iemke Idsingh, Director Smart City Academie and Chairman Special Interest Group IT and Government at KNVI (Royal Dutch Information Professionals Association)



Smart Environment

- Energy neutral
- Healthy environment
- Alternative resources
- Circular economy

Gea Davids, Manager Smart City at the city of Dordrecht



Performance, the key for Smarter Cities

- Any evolution in the city needs to be well thought out before it is implemented, then understood by;
- And adapted to the people who will be directly impacted in order to transform a potential good idea into an effective one.
- Performance teams that accompany organizations into diagnose, structure and adapt to innovations might be the solution to successfully implement evolutionary solutions.

Eric Hestin, deputy director of 2EI, a subsidiary of Veolia dedicated to Innovation and Consulting in the field of sustainable and resilient cities and territories on a worldwide scale



Urban resilience

- Resilience is about surviving and thriving, regardless of the challenge.
- Urban resilience is the capacity of individuals, communities, institutions, businesses, and systems within a city to survive, adapt, and grow no matter what kinds of chronic stresses and acute shocks they experience.

Arnoud Molenaar, Chief Resilience Officer and manager Rotterdam Climate Proof at City of Rotterdam



Safe City

- Urban security
- Safe neighborhoods
- Prevention of radicalization and organized crime
- Smart & strategic alliances of local partners,

Xander Beenhakkers, Head safety at the city of Zoetermeer



Smart Flanders data initiative

- The need for combination and harmonization of real-time Smart City data
- Smart Flanders data initiative and further examples from Belgium

Pieter Ballon, Director IMEC Research Centre Studies in Media, Innovation and Technology, world-leading R&D and innovation hub in nano electronics and digital technologies



Super divers Smart Cities

- In Smart Cities we care about crowd, traffic- and public transport control. But we also care about attracting visitors to key exhibitions, centres and (creative) festivals
- The population structure of a random Smart City in the western world is super divers (many nationalities and no majorities).

Carl H. D. Steinmetz, Managing Director Expats & Immigrants



The future of living

- Living in smart cities
- Challenges and opportunities in the future

Lisa van der Heijden, ambassador of One Young World and the Institute for Future Living



Smart City & Smart Citizen

- Data as a tangible asset to run your city in a different way
- Join forces and share knowledge
- Prevent the growth of 'digital segregation' in the future

Wim Michiels, Smart City Expert at city of Genk



Smart City Planning

- SCP-2020 is above all a change in the way we use current and future resources (human resources, man-made resources and natural resources)
- We are shifting from a "hardware" (built environment) focus to a 'software' (Management of resources) approach
- Business case-study: From Education to 'Smart Learning Environments'
- The 'Uber-ization' of services highlights a twofold process, on one side the 'personalization' of services (user-centered) and on the other, the 'collective' benefit (massification).
- Presentation of an App: 'Babel' Designing a personal 'curricula', according to personal cognitive skills and learning styles
- It will change, the pace, time, budget, place, interaction, and the topics that are useful in our own context and preferences, the sequence and integration of knowledge, blurring the transition from 'education' to the 'work-place'

Jorge Diaz, Senior Consultant Smart City Planning of the United Nations Office for Project Services



Resilient communities

- Cities face a host of threats: natural disasters, technical failures or human errors, terrorism, war, cyberattacks, or simply the wear and tear of material can jeopardize our daily routines
- That is why urban communities need to become resilient
- To prevent actual or potentially adverse incidents, prepare for them, take them into consideration, cope with them, recover from them, and adapt to them ever more successfully
- Accordingly, resilience cannot be created by municipal governments on their own, but rather is a multifaceted task to be accomplished by society on the whole

Chirine Etezadzadeh, President SmartCity institute, conducts research on the topic of cities of the future



Humanity X, leveraging the Data Revolution for the Benefit of Humanity

- Enable leading organizations working in the peace, justice and humanitarian sector to spearhead digital innovations to increase their impact on society
- Bring together pioneers from different disciplines, so that new solutions emerge from a mix of domain knowledge, data expertise, academic research and inspiration from related sectors

Josje Spierings, Project Leader at Centre for Innovation at Leiden University Faculty of Governance and Global Affairs



Event Safety and Security with introduction /moderation by HSD Office

- What do you need for a succesfull Volvo Ocean Race?
- Smart city infrastructures that support event security
- Learn about relevant technologies and trends
- Secure the future of innovation

Joris den Bruinen, Deputy Director of The Hague Security Delta



You have to finish first before dream of succes; unique insight in Volvo Ocean Race

- Practical management lessons learned from top sports
- Not the fastest boat wins, but the smartest
- Leadership, change management and organizational development

Tom Toubert, Associate Partner at Holland Consulting Group and 19 years topsport management e.g. former Chief Operating Officer at the Volvo Ocean Race, the longest and toughest professional sporting event in the world, sail 45,000 nautical miles around the world, across four oceans, touching six continents and 12 landmark Host Cities



Living Lab Scheveningen

- Increased sense of security due to the smart lighting technology
- Identification of free parking spots, ensuring a more efficient traffic flow management
- Measuring more data in public spaces and using it smartly allows for a more efficient use of time, money, space, and energy

Brian Benjamin, Program Manager Smart City at Municipality of The Hague



Cities 3.0, the stretch from tech state to happy state

- Introduction of Happy Citizen Design as an alternative to myopic, technology-centric views of smart cities.
- Introduction of our research based human centered hexagon; the framework to change the course from city planning to happy citizen design.
- How to embrace design thinking to co-create happier urban lives

Rob Adams, Chief Expedition Officer at Six Fingers and Founder of Happy Citizen Design



Boyd Cohen, Deputy Director of Research at EADA Business School Barcelona



5G networks, an accelerator for Smart Cities – 2020-2025

- User opportunities of 5G and challenges for telecom operators
- How Smart Cities and 5G networks reinforce each other
- Municipal transformation: on the road to 2025
- From urban planning to operational purchasing
- Market or government investments
- Cooperation models
- Evolving regulations

Kees Mulder, Municipal Councillor (Zeist, Netherlands) and Managing Director Ascolo, International Policy & Business Development in Smart Tech (consultancy & change management)



Smart moving from A to B

- Revolution in the automotive world: technology, business models, power shift
- What are the relevant trends looking at smart: mobility, logistics, city,.....
- Convergence of changes in technology, consumer demand, and the big global issues (energy, space, quality of life, sustainability, demography, social change)
- Common ground between smart city and mobility
- How can we build the future, roles and added value of all stakeholders

Hans Groenhuijsen, Independent consultant in the automotive and mobility arena, he worked for Eureka, Leaseplan, PSA, Ford, Athlon, BMW, Akzo Nobel, Rabobank International, Achmea



A cyber attack on our city, and what happens then?

- We must ensure that our critical infrastructure is prepared for a wide range of threats
- And that we understand better how a failing system affects (other parts of) our urban systems

Anne-Marie Hitipeuw, Chief Resilience Officer at City of The Hague



Smart, sustainable, sharing cities – balancing interests

- City councils, citizens, tech-companies and platforms all cooperate to create more sustainable, social and sharing cities. Data use is the key enabling technology. How do we balance conflicting interests at stake?
- Data collection: quality guaranteed?
- Technoregulation and algorithms: who's in control?
- Sharing communities: private platform enforcement?
- Ethics: trial and error or ex-ante prerequisites?

Rosalie Koolhoven, Assistant Professor Law & ICT at University of Groningen, an expert in the circular and sharing economy, she focusses on technologies that enable our cities to be more sustainable and social



Positive peace data across all your business stakeholders

- What peace data is
- Where to find it in your business
- How to structure and present it
- How it benefits your business
- Why it is so important for society
- How to profit from it

Mark Nelson and **Margarita Quihuis**, Directors of the Peace Innovation Institute The Hague and Peace Innovation Lab at Stanford



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SMART CITY EVENT 2018

On the 27th and 28th of June 2018, the 8th edition of the international Smart City Event 2018 takes place in The Hague (The Netherlands) during the Volvo Ocean Race. At this event governments, corporates and knowledge institutions work together at smart solutions for challenges in the city (of the future).

What can you expect?

- Keynote speeches from inspiring smart city experts: learn from front-running cities around the world
- Smart City Challenge: build your own smart city with your fellow experts and colleagues
- Roundtable sessions: ask experts what you need to know for your smart city
- Innovation playground: meet startups and innovative companies with smart city solutions
- Smart City Tours: visit smart city projects in the Netherlands
- Not so smart after party: network and have fun near the Volvo Ocean Race village
- Cross overs to mobility and event safety & security in the context of the Volvo Ocean Race finish'



The International Smart City Event where you will experience the latest smart solutions for the city of the future!



SMART > CITY event

About the Volvo Ocean Race

The Smart City Event is taking place during the Volvo Ocean Race in The Hague, the longest and toughest professional sporting event in the world. The Volvo Ocean Race is the world's premier offshore race, an exceptional test of sailing prowess and human labor of effort, which started since 1973. The teams sail 45,000 nautical miles around the world, across four oceans, touching six continents and 12 landmark Host Cities. The only way to win is by sailing harder, and smarter than your competitors.

Subscribe: www.smartcityevent.com

Information

Date: 27 and 28 June 2018

Location 27 June 2018: Zuiderstrandtheater The Hague (the Netherlands)

Your investment

PUBLIC SECTOR	
Conference	€ 499
Excursion	€ 499
Conference + Excursion	€ 899
PRIVATE SECTOR	
Conference	€ 999
Excursion	€ 999
Conference + Excursion	€ 1699

Wendy Bekkers

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Becoming a partner of the Smart City Event?

Our mission is to facilitate our partners in order to share their expertise, further develop their network and gain new business. A partnership has multiple opportunities: a plenary lecture, break-out sessions, VIP meetings and more. Please contact Bas de Kroon he would be delighted to discuss the possibilities.

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Rate

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