



Exchange Webinar for Cities and SMEs from Italy and Israel

17th January 2023 - 2:00 pm (CET time)

on line: <https://us06web.zoom.us/j/85166484939>

AGENDA

2:00 pm

Welcome and opening words

Brief description of SME4SMARTCITIES Project: framework, activities, result and agenda

- **Maria Nives Riggio**, Filse Vice Director
- **Avigdor Sharon**, Urban Sustainability and Innovation Lab, Porter School, Tel Aviv University

CITIES' NEEDS AND LESSONS LEARNT: MAIN SOCIAL, ECONOMIC & ENVIRONMENTAL FEATURES OF SUSTAINABLE SMART CITY

2:10 pm

City Keynotes:

- **Gloria Piaggio**, Place Marketing Director – City of Genova
- **Tammi Katzbourg Nebenzhal**, Head of Sustainability and Innovation, Kfar Saba Municipality
- **Ayelet Arieli Inbar** - Sustainable business & innovation, Tel Aviv Yafo Municipality
- **Orly Babitsky** - The unique needs of coastal cities -Israel Coastal Authorities Forum

2:50 pm

Round Table:

- **Stefano Carosio** – Project Manager Genova Smart City Association
- **Tammi Katzbourg Nebenzhal** - Kfar Saba
- **Ayelet Arieli Inbar** - Tel Aviv
- **Avigdor Sharon** - Innovation Expert, TAU Entrepreneurial Centre
- Audience Q&A

Moderator: **Orli Ronen**, Urban Sustainability and Innovation Lab, Porter School, Tel Aviv University

3:10 pm

Panel discussion: WORKING WITH SMEs: SMEs COLLABORATION/CO-CREATION BENEFITS, GOOD PRACTICES AND MAIN RESULTS ACHIEVED

- Project **BEAIR** - Adapting and improving city environments threatened by climate change in Genova (ITALY)
Jose Miguel Garcia Hollman - California innovation Group
- Project **In Heritage** - Knowledge sharing platform on heritage preservation and environment impact monitoring
Emilio Calvauna - Artys
- Project **Urban Oasis** – David Turgeman – BIPV Israel



- Project **Cool City** – Ofer Keren – Keren Energy
- Audience Q&A

Moderator: Pietro De Martino, FILSE Incubator manager

3:30 pm - Wrap-up

Orli Ronen - TAU & Pietro De Martino - FILSE