

WEBINAR

New Smart City Solutions for a Digital, Green and Sustainable Future

Strengthening the collaboration between
Mediterranean SMEs and cities around the
Smart City sector.

7th July 2022.

10:00h- 12:40h CET

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WEBINAR:

NEW SMART CITY SOLUTIONS FOR A DIGITAL, GREEN AND SUSTAINABLE FUTURE

GENERAL INFO

Title:	SME4smartcities exchange webinar for CITIES
Date:	7 th July 2022. 10:00h- 12:40h CET
Format:	100% online, ZOOM platform
Registration Link:	https://us06web.zoom.us/webinar/register/WN_rHJKbsy0RdqYCpjKw-aK2Q
Target Audience:	City managers from Interreg cities' countries and European cities in general terms.

GENERAL TOPICS ADDRESSED

- *The role of smart city solutions as part of post-covid city recovery
- *Green & innovation procurement
- *Building capacity & understanding of technologies in municipalities
- *Leadership of cities for green innovation
- *SDG advancement in cities through smart innovation
- *The Smart City Cluster approach to city collaboration
- *Linking Mediterranean cities' needs with smart city solutions

OPENING REMARKS & INTRO (5 min)

5min – Welcome and opening words given by CEEIM. Brief description of the dynamics of the webinar by CITIES FORUM.

BLOCK 1: CITIES NEEDS IN THE CONTEXT OF SUSTAINABILITY, DIGITISATION AND CLIMATE CHANGE (40 min)

Objectives:

1. To raise awareness about cities needs in the context of climate change and sustainability & about the smart solutions SMEs can provide to them.



Content:

15 min- Presentation from Smart City Cluster Spain.- Verónica Ramirez. Operations Director

15min- Presentation from Dr. Radwan Qasrawi who is the research program director at Al Quds University.

10 min - Q&A session

BLOCK 2: WORKING WITH SMEs: International best practice and the main results achieved (50 min)

40 min- Panel discussion with 4 guest panel members (mixture of SME and City representatives). In this panel we will talk about how the experience of collaborating with innovative SMEs from the perspective of the city representatives, what were the key process and what were the main results achieved.

- Javier Peña, Innovation Director, City of Las Rozas
- Igor Soto, End User Marketeer – Public Systems & Services Public Iberia. SIGNIFY
- Mr. Mahmoud Driaat- Expert on Water management and Environmental Politics

Moderator: Jaime Ruiz Huescar, Co-founder of CITIES FORUM

10 min - Q&A session

BLOCK 3: NEW SMART CITY SOLUTIONS FOR A DIGITAL, GREEN AND SUSTAINABLE FUTURE (55 min)

Objective:

1. Allow city managers to find out about the smart city services and products the SME's involved in the project are offering.
2. Raise the interest of potential buyers in the products and services of the SME's involved in the project and foster interaction during the session.

Content:

45 min – Short “case study project” presentations from the smart city SMEs involved in the SME4smartcities project. Each presentation will have a duration of 8 min and they will have to share a real project they have worked on or are currently working on, and shows practical application of their services. The participating SMEs are focused on a wide range of smart city topics such as smart parking solutions, air quality monitoring, IOT, renewable energy equipment and solutions among others.

- Tarek Tamimi, CEO at High Tech Jobs



- Danilo Effe, Partner & Member of Board at Park4dis
- Manuel Mora, Software developer coordinator at ODINS
- Antonio Jara, Managing Director Smart Cities, Libelium
- Eduardo Dueñas, CEO at Metrica 6

10 min- Q&A session

CLOSING REMARKS (5min)

Wrap up words from the project partners' representatives (CEEIM)