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**Manual for the  
production and  
presentation of the  
exhibition**

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**The smart city –  
meeting the urban challenge**

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### 1. Project introduction

We live in a world of rapid change and endless possibilities. For the first time, more than half of humanity lives in cities, and the urban population continues to grow. This rapid urbanisation is exerting pressure on fresh water supplies, sewage, the living environment, and public health.

In the smart city, innovations, digitalisation, and environmental and climate technologies create opportunities for meeting society's challenges in an efficient and sustainable way. The cities should provide a good environment in which people can live without wasting earth's resources.

Meeting the urban challenges and improving the quality of life for urban citizens requires an integrated and holistic approach to urban development. This can only become a reality through collaboration.

"Smart Cities – meeting the urban challenge" high lights eight Swedish cases that each of them represent a unique way to deal with the problems and opportunities.

### 2. Aims, objectives and target groups

The aim of the project is to show the width of the challenges within urbanisation, but also how we globally have much in common in the work to move forward.

Furthermore the aim is to raise the awareness and knowledge about the challenges combined with promotion of Swedish progressive initiatives.

Target groups: The media, policymakers and shapers of public opinion, but also citizens interested in fashion, textiles and sustainable development.

### 3. Division of roles and budget responsibility

#### Roles

*SI:*

- Contact with Swedish participants for seminars etc
- Support to the embassy during the project process

*The embassy:*

- Examine local conditions/prospects

- Find a venue for the exhibition and local partners
- Set up the exhibition or hire a curator
- Contact Swedish participants such as guest speakers
- Marketing/invitations
- Report to SI after completion of the project

### Financial distribution

The embassy applies for funding from SI via the online form in the toolkit with a maximum financial support of 40 000 SEK.

*SI:*

- Production support for printing
- Fee and travel- and accomodation costs for other incoming Swedish participants, where appropriate
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*The embassy:*

- Locally incurred costs such as refreshments at the opening, any costs for technology etc.
- Local costs for printing and for the wooden hanging system, as well as its mounting.
- Any costs for the venue
- Any costs for local transport/communications

### 4. Step-by-step guide

Step	Event	Timetable (Prior to implementation)
1 2	<ul style="list-style-type: none"> <li><input type="checkbox"/> Contact SI</li> <li><input type="checkbox"/> Identify local conditions/prospects</li> </ul>	2–3 months
3 4	<ul style="list-style-type: none"> <li><input type="checkbox"/> Find local partners/venue</li> <li><input type="checkbox"/> Plan seminars and any other activities</li> </ul>	2 months
5 6 7 8	<ul style="list-style-type: none"> <li><input type="checkbox"/> Begin production of the prints, booklet etc</li> <li><input type="checkbox"/> Book travel for any extra activities and review whether any technology may be needed for implementation</li> <li><input type="checkbox"/> Send out invitations to the opening/Communicate</li> </ul>	1 month
8	<ul style="list-style-type: none"> <li><input type="checkbox"/> Communicate via social media (Twitter, Instagram, Facebook)</li> </ul>	1–2 weeks and during implementation

9 10	<input type="checkbox"/> Follow-up and report to SI <input type="checkbox"/> Tour plan and future displays	Afterwards
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## 5. Planning and implementation

### Step 1

#### Contact SI

Send in your application to SI.

### Step 2

#### Identify interests, needs and target groups

Meet with people from the network to gain an understanding of what the status is for smart cities and urbanisation, both within enterprises and academia in the region to see what opportunities they have. It may be worthwhile trying to meet the following kinds of people:

- Bloggers or the like who reach target groups interested in smart cities and urbanisation
- Representatives and networks within smart cities, urbanisation and sustainable development.

#### *Target groups for the exhibition*

- Representatives of smart cities and urbanisation
- Representatives of sustainable development organisations and networks
- Journalists interested in urbanisation, smart cities and sustainable development
- The general public
- The media and shapers of public opinion
- Policymakers
- Open preschools, schools and teachers.

Also, look into the possibility of linking up with activities already taking place, e.g. fashion weeks (often takes place twice a year).

### Step 3

#### Find local partners/venue

##### *Partners*

The following points are an attempt to identify relevant skills/assets in a potential partner:

- Interest in sustainable smart cities
- Networks interested in innovation and sustainable development.
- The ability to communicate the project through their own channels.
- Access to an attractive venue where the exhibition can be shown

##### *Venue*

The venue where the exhibition is to be shown could be for instance a gallery, a museum, an architecture institution etc.

The venue must:

- Be able to accommodate the entire exhibition in one and the same room

- Open for public viewings

If seminars or the like are planned in connection with the exhibition, it is a good idea if they can be organised in the same or in adjoining premises as the exhibition itself.

#### **Step 4**

##### **Plan seminars and other possible activities**

Depending on which partners are brought in, different types of activities can be organised in connection with the exhibition showing. Examples of activities that SI can contribute to:

- Seminar/talk/panel discussion together with Swedish and local partners on the topic smart cities as a whole
- Seminar/talk/panel discussion together with Swedish and local partners on any of the suggested alignments in enclosed file “seminarieprogram Smart cities”.

#### **Step 5**

##### **Begin production**

See production manual in toolkit

The whole content must be shown (8 wooden modules), parts can not be separated.

#### **Step 6**

Book travel for any extra activities and check whether any technology that may be needed for implementation is available.

#### **Step 7**

##### **Send out invitations to the opening/Communicate**

Adapt and dispatch press releases to media that report on smart cities, urbanisation and/or sustainable development.

#### **Step 8**

##### **Follow-up and report to SI**

Fill in the Evaluation form and return it to your contact at SI. Please also send a full media report.

#### **Step 9**

##### **Tour plan and future displays**

If the exhibition is to be shown at additional venues in the same country, SI must be informed and a tour schedule must be drawn up.

The pictures may not be shown in any context other than that which has been agreed upon.

If you'd like to showcase the exhibition again, please inform and contact the SI.

## 6. APPENDIX I. Exhibition and booklet production

### Printing photos and texts

- Photos should not be framed
- Photos and texts should be printed on Forex in the size 70 x 70 cm
- The size for the Timeline is  
for a wall **930 x 700 mm**  
for a module **1700 x 780 mm**

The printing files can be downloaded from the link provided by SI via email.

See [Overview of Exhibition](#) on Sharing Sweden for further information.

### Printing booklet

- The booklet consists of 20 pages in total. 16 inlay pages and 4 cover pages. The format is 170x170mm. Print the booklet on matte paper. 150 g for inlay and 250 g for cover.