
The smart city – meeting the urban challenge

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1. Introduction

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” highlights eight Swedish cases that each of them represent a unique way to deal with the problems and opportunities.

2. Division of roles and responsibilities

The Swedish Institute:

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

The Swedish foreign mission:

- Examine local conditions/prospects
 - Find a venue for the exhibition and local partners
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- 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

It is always a good idea to engage a local partner with an interest in the project's aims that can assist in marketing the event to relevant target groups. Also, look into the possibility of linking up with activities already taking place, e.g. fairs or likewise.

3. Planning and implementation

The application for financial support from SI should be sent in 3 months before planned event.

Step 1: Identify interests, needs and target groups

3 months in advance

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.

Step 2: Find local partners/venue

2 months in advance

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 3: Plan seminars and other possible activities

1 month in advance

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 topics in the toolkit (see “suggested seminar topics”)

Step 4: Produce the exhibition

2 months in advance

See printing instructions in toolkit.

The whole content must be shown (3 or 5 wooden modules), parts cannot be separated.

Step 5: Send out invitations to the opening and communicate

1 month in advance

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

Step 6: Communicate via social media

1–2 weeks in advance and during the event

See suggestions on posts (texts and pictures) in toolkit (“Support for communication in social media”).

Step 7: Follow-up and report to SI

Up to 1 month after event

After the completed event, fill out the project report for toolkits. Please also send a full media report.

Step 8: Tour plan and future displays

After the event

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.