



# TechTown

DIGITAL CITY FUTURES

**BRUSSELS**

MARCH 2018





 **URBACT**  
Driving change for  
better cities



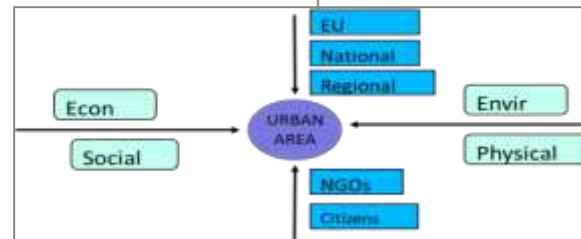
**URBACT TO THE  
FUTURE!**



# URBACT III in a nutshell



- ◆ European Territorial Cooperation (ETC) programme co-financed by ERDF and Member/Partner States
- ◆ **Main objective:** To promote integrated and sustainable urban development in European cities
- ◆ Duration: 2014-2020
- ◆ Budget: EUR 96 million
- ◆ 3 strands of activities: networking, capacity building, capitalisation
- ◆ 3 types of networks
- ◆ **Target:** Decision makers and practitioners in the EU cities





Integrated + Participative + Transnational exchange = Sustainable urban development

- ◆ Integrated approach to solving complex urban issues
- ◆ Participative approach: involving all local stakeholders
- ◆ Transnational exchange: building networks of cities
- ◆ Trainings for action-oriented sustainable urban development



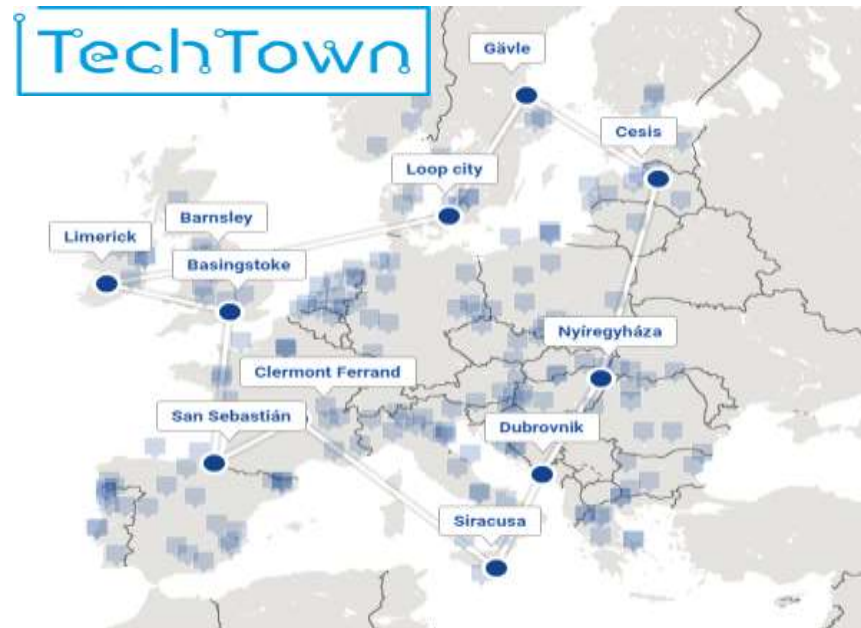




# TECHTOWN achievements

- ◆ Collaborative way of sharing digital economy's good practices
- ◆ « Adapt or Die » approach
- ◆ ULGs at the heart of the thinking process
- ◆ Digital toolikt to support city's decisions

To be continued... TECHPLACE



# Congratulations

for the well done URBACT Journey





# An impact on the URBACT Knowledge platform



**Amplifying** your stories and progress, bring them to the attention of other cities and networks

Showcasing: IAPs, case studies, films, articles, tools



**Involving** you in our Capitalisation projects:  
Studies, City Labs, events

Staging your experience at  
Programme and external events:



**Feeding** policies with the experience from the ground: UA for EU, SDGs, Cohesion Policy;



We are all Change makers!



You have set up and Led ULG



The future depends on you  
It's time to implement IAPs!

# Next step...



## URBACT City Festival

**13-14 September 2018, Lisbon (PT)**

Provide opportunities for cities to learn from each other about practical solutions to urban challenges

Showcase the results of more than 2 years of exchange and learning in 200 European cities

Provide opportunities to think forward (future URBACT calls, EU financing opportunities)

**ALL network partners are invited!**

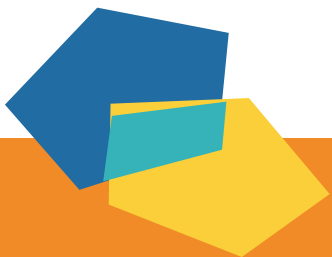
# Always part of the URBACT community!







# Keep on driving change for better cities!



[www.urbact.eu](http://www.urbact.eu)

Twitter: @URBACT



**#TEAMTECHTOWN** SETTING THE SCENE...



# PUT YOUR HAND UP IF...

YOU HAVE A  
ROLE IN  
POLICY  
DEVELOPMENT

YOU WORK  
FOR A CITY  
COUNCIL OR  
MUNICIPALITY



YOU CONSIDER  
YOURSELF AN  
ENTREPRENEUR

YOU ARE FROM  
A TECHTOWN  
PARTNER CITY

# SOME KEY CHALLENGES

ALL CITIES ARE  
DIFFERENT  
SIZES,  
GEOGRAPHIES,  
RESPONSIBILITIES,  
ASSETS,  
CHALLENGES,  
MARGINS OF  
MANOEUVRE

DIGITAL IS  
DIFFICULT TO  
DEFINE

DIGITAL IS  
EVERYWHERE

# DEFINING DIGITAL

The digital economy is everywhere; it has transformed and will continue to transform the economy in terms of productivity and connectivity, especially for SMEs

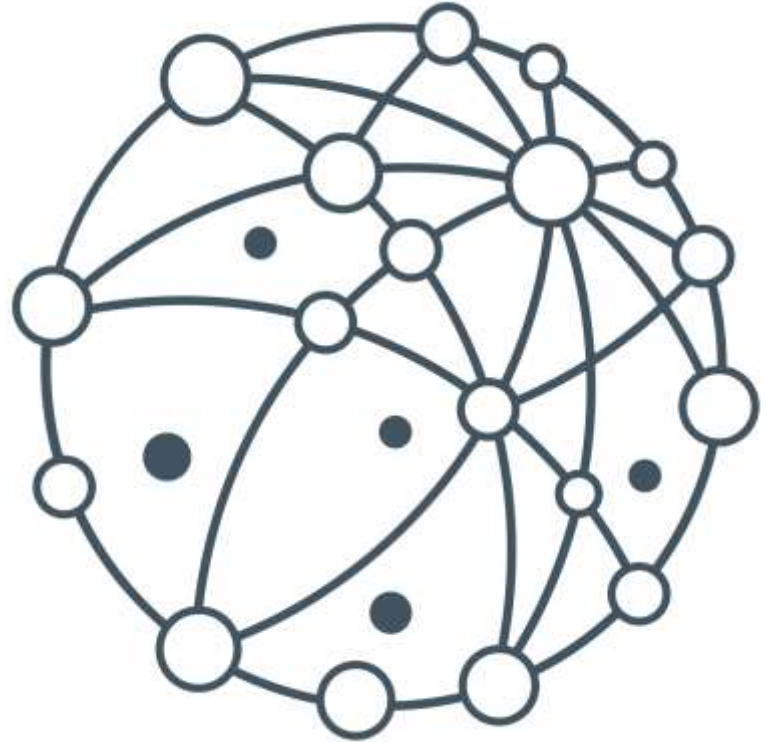
<b>Sector</b> <b>Number of Records</b> <b>Keywords</b> 1415 App Development Software Development Software Development Tools Software Mobile App Development Mobile Applications Mobile Application Development Mobile App Design App Web Design CMS Design Web App Content Management Systems Website Design & Build	<b>Sector</b> <b>Number of Records</b> <b>Keywords</b> 80 Data Management Data Analysis Data Analytics Big Data Analytics Machine Learning Data Warehousing Data Mining Data Services Data Storage Marketing Analytics Analytics Consultancy Business Intelligence Business Analytics	<b>Sector</b> <b>Number of Records</b> <b>Keywords</b> 101 Digital Advertising Digital Marketing Digital Marketing Services Digital Marketing Solutions Online Advertising SEO Content Marketing Strategy Content Management Customer Analytics Email Marketing Email Marketing Services Email marketing Campaigns Google Advertising Google Adwords Management Google Adwords	<b>Sector</b> <b>Number of Records</b> <b>Keywords</b> 70 Digital Entertainment Digital Media Agency Digital Publishing Digital Magazine Digital Rights Digital Music Online Music Online TV Video Streaming Streaming Service Online Radio Digital Media Radio Broadcasting Ebooks Blog Blogging	<b>Sector</b> <b>Number of Records</b> <b>Keywords</b> 116 Enterprise Software Cloud Software Cloud Computing Cloudware Cloud Products Cloud Data Cloud Networking Cloud Accounting Software Cloud Integration Cloud Mobile CRM
<b>Sector</b> <b>Number of Records</b> <b>Keywords</b> 53 Online Gambling Online Betting Online Casino Casino Gambling	<b>Sector</b> <b>Number of Records</b> <b>Keywords</b> 32 Cyber Security Cyber Security Cybersecurity Software Security Online Security Digital Security Malware Encryption	<b>Sector</b> <b>Number of Records</b> <b>Keywords</b> 74 E-Commerce Commerce Web Online Marketplace Online Retailer E-commerce Store Online Store	<b>Sector</b> <b>Number of Records</b> <b>Keywords</b> 59 Education Technology Elearning Learning Solutions Online Education Educational Software Educational Games	<b>Sector</b> <b>Number of Records</b> <b>Keywords</b> 110 FinTech Financial Technology Trading Platform Crowdfunding Investment Platform Online Trading Payment Processing
<b>Sector</b> <b>Number of Records</b> <b>Keywords</b> 48 Game Development Mobile Games Casual Games Computer Games Video Game Developer Social Gaming	<b>Sector</b> <b>Number of Records</b> <b>Keywords</b> 40 HACKWARE Robotics Sensors Computer Hardware Smart Phones Tablets Hardware Maintenance Hardware Solutions	<b>Sector</b> <b>Number of Records</b> <b>Keywords</b> 32 Health Technology Biotech Healthcare Technology Pharmaceutical Technology Pharmaceutical Supply Medical Technology Biomedical Tech Medical Diagnostics Medical Instruments Healthcare Diagnostics	<b>Sector</b> <b>Number of Records</b> <b>Keywords</b> 106 Social Media Social Network Media Social Network Games Social Technology	<b>Sector</b> <b>Number of Records</b> <b>Keywords</b> 484 Telecommunications Telecommunications Tech Telecommunications Consulting

# BUT WHAT ABOUT...?



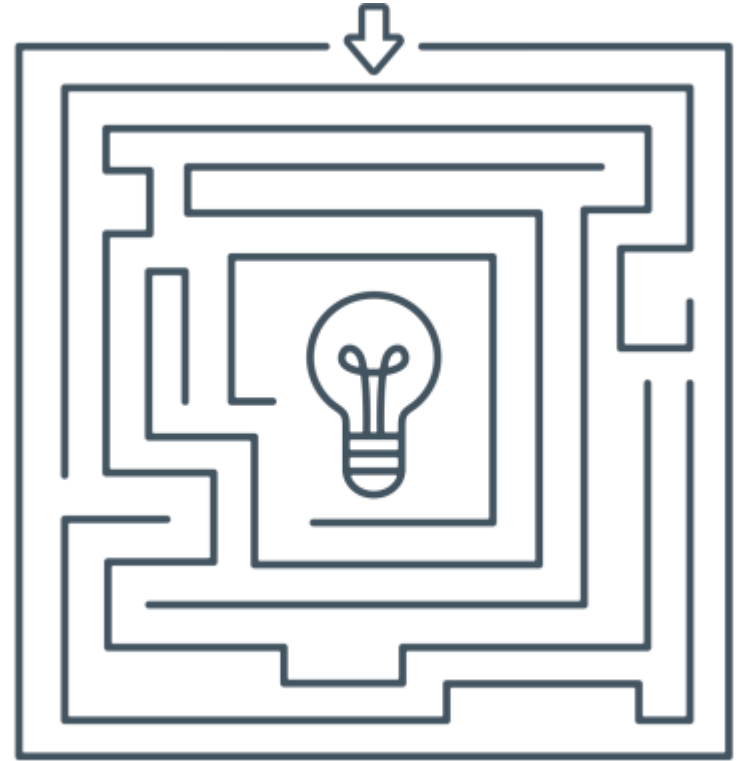
# SIZE & GROWTH POTENTIAL

- **8%** of the GDP of the G20 major economies
- Potential for **1.5m** additional jobs in the EU
- For every job destroyed **2.6 jobs** are created
- For every job created in high tech industries, **5 jobs** are created in other industries
- **75%** of the value created by the internet is found in traditional industries



# CHALLENGES & BARRIERS

- Skills mismatch
- Lack of entrepreneurial culture
- Poor digital infrastructure
- Unequal access to digital technologies - and digital skills
- Cost and speed of protecting intellectual property does not match the speed of technological change
- Funding mechanisms lack agility
- Culture barriers - geeks and luvvies!





# THE ROLE OF CITIES

- Facilitating open access to data for developers
- Enhancing connectivity and making Wi-Fi more widely available
- Leading by example
- Ensuring a flexible and supportive business environment for start ups and entrepreneurs
- Creating living labs for start ups and scale ups with a lighter regulation load



# THE ROLE OF CITIES

- Facilitating labour market flexibility and promoting STEM skills development
- Encouraging a risk taking, entrepreneurial culture
- Brokering relationships and networking opportunities - e.g. between large and small companies, between luvvies and geeks, along supply chains, between digital companies and others needing digital transformation, between research institutes/education providers and SMEs



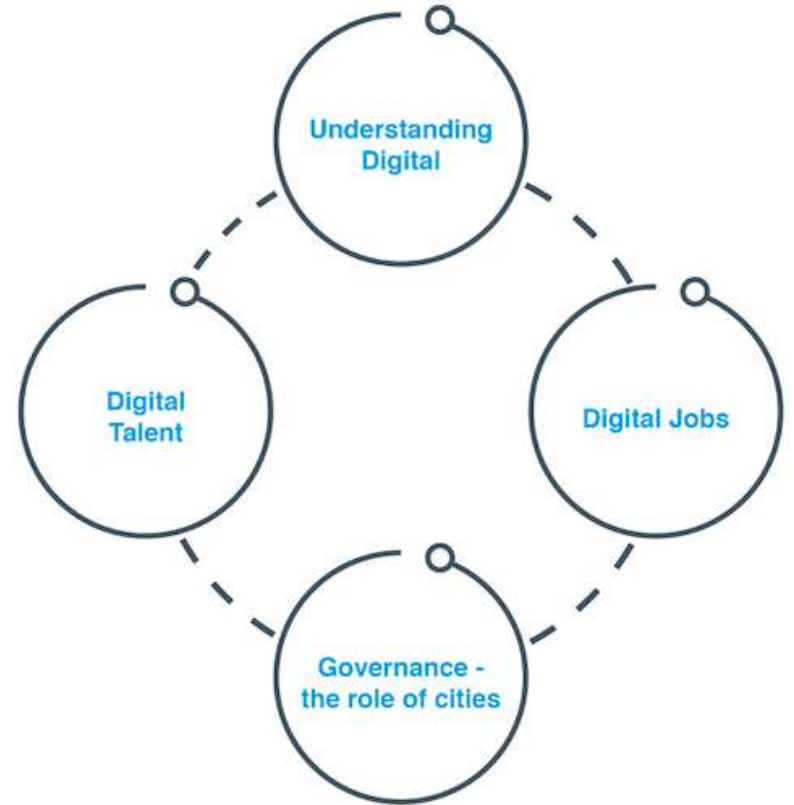
*WHAT* DOES A  
TECHTOWN  
LOOK LIKE?

*WHERE* DO  
YOU START.....

TechTown

# OUR STARTING POINT...

A reminder of **TechTown** themes



# INTRODUCING OUR TECHTOWNS



*AND* THEIR  
INTEGRATED  
ACTION  
PLANS.....

TechTown



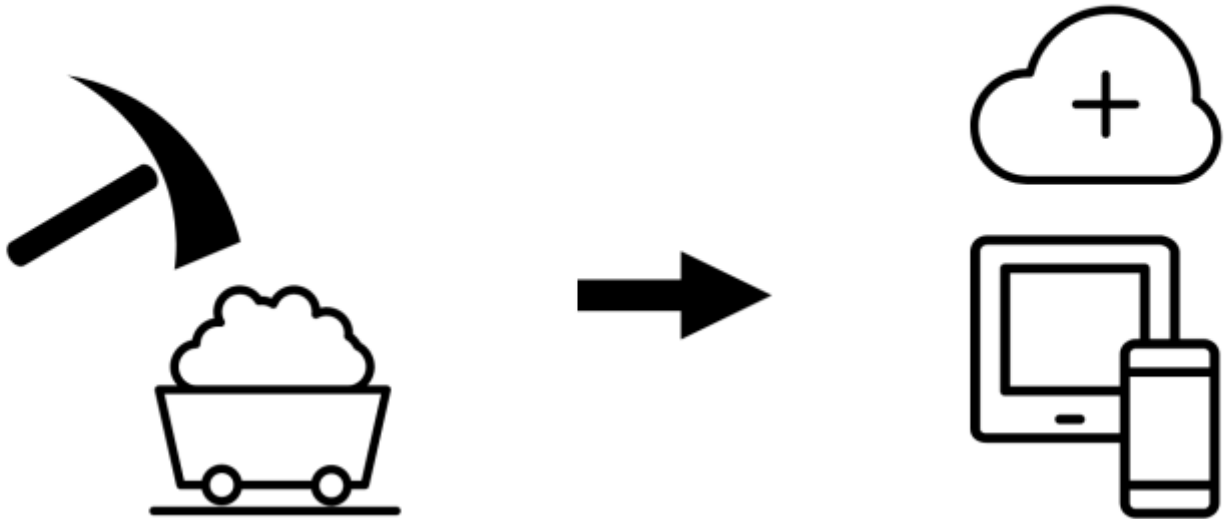
# Our Story



# Stakeholders



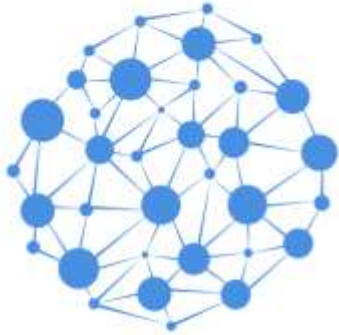
# Our Goal



# The Strategy



# Next Steps



# Clermont Métropole's Integrated Action Plan Boosting the Music & Picture Industry





## WHAT is the problem? Why does this sector need an action plan ?

### NUMBER OF EMPLOYEES



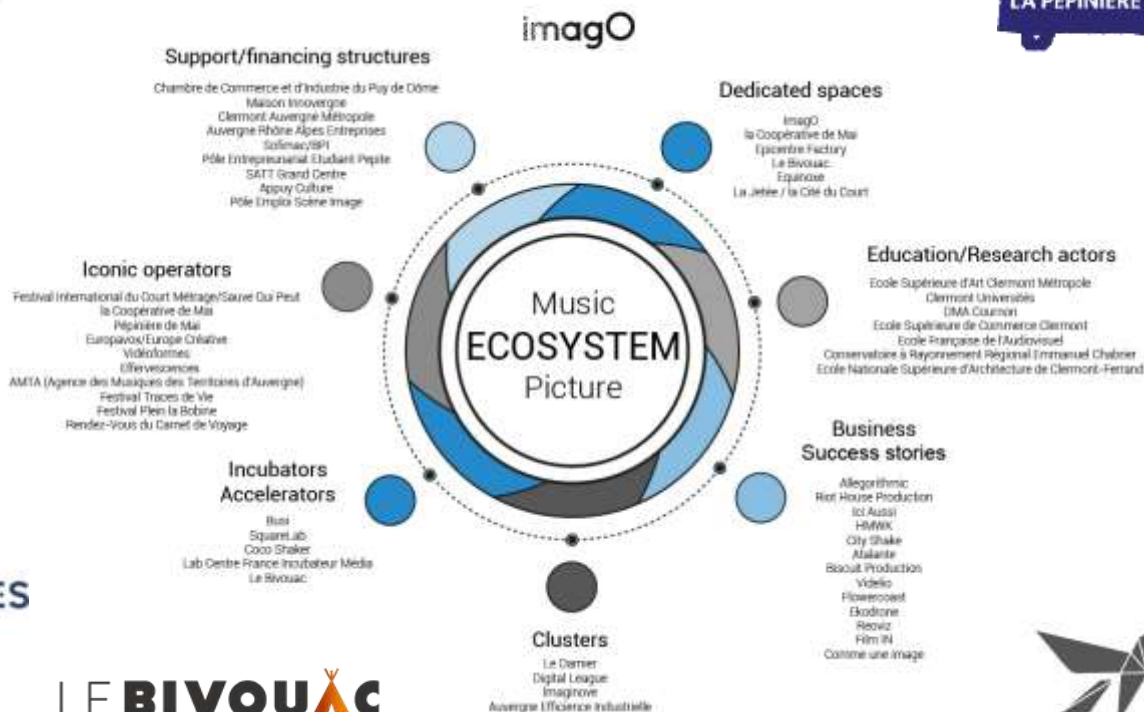
A number of good initiatives, though not connected, little collaborative projects but a spirit of sound competition

An image deficit and a lack of territorial visibility and attractivity

+ **clermont  
auvergne  
métropole**



# WHY does it matter ?



**RIOT HOUSE  
production**

WHAT do we want to achieve ?

**INNOVATE**



**SHARE**



**LEARN**



HOW will we do this ?

# 11 ACTIONS

## PRIORITY 1

Strengthen Music and  
Picture enterprises'  
incubation



## PRIORITY 2

Create a physical hub  
dedicated to the ecosystem



## PRIORITY 3

Create a “jobs and skills  
campus”



WHAT next ?

CLERMONT

2028



DURA

Razvojna agencija Grada Dubrovnika  
City of Dubrovnik Development Agency





# Dubrovnik, Croatia...

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... the Pearl of Adriatic, highly tourism oriented

... one of the richest cities in Croatia

... lowest unemployment rate

...but most importantly...

**We have over 250 sunny days a year 😊**

# Our challenges...

---

## Dominant Mono-Economy – Tourism



# Our objective...

---

## Improvement of local digital economy



- to help and enforce the symbiosis between tourism and digitalization

# Creation and Realization of IAP...

---

... participative

... all sectors included

... doable!

... 2-year plan

...Strengthen our competitive advantage

... Increase quality of life by using technology

... Ensure long-term sustainability

# Adapt or Die...

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Thank you for your attention!

# WHAT'S THE PROBLEM AND WHY DOES IT MATTER?

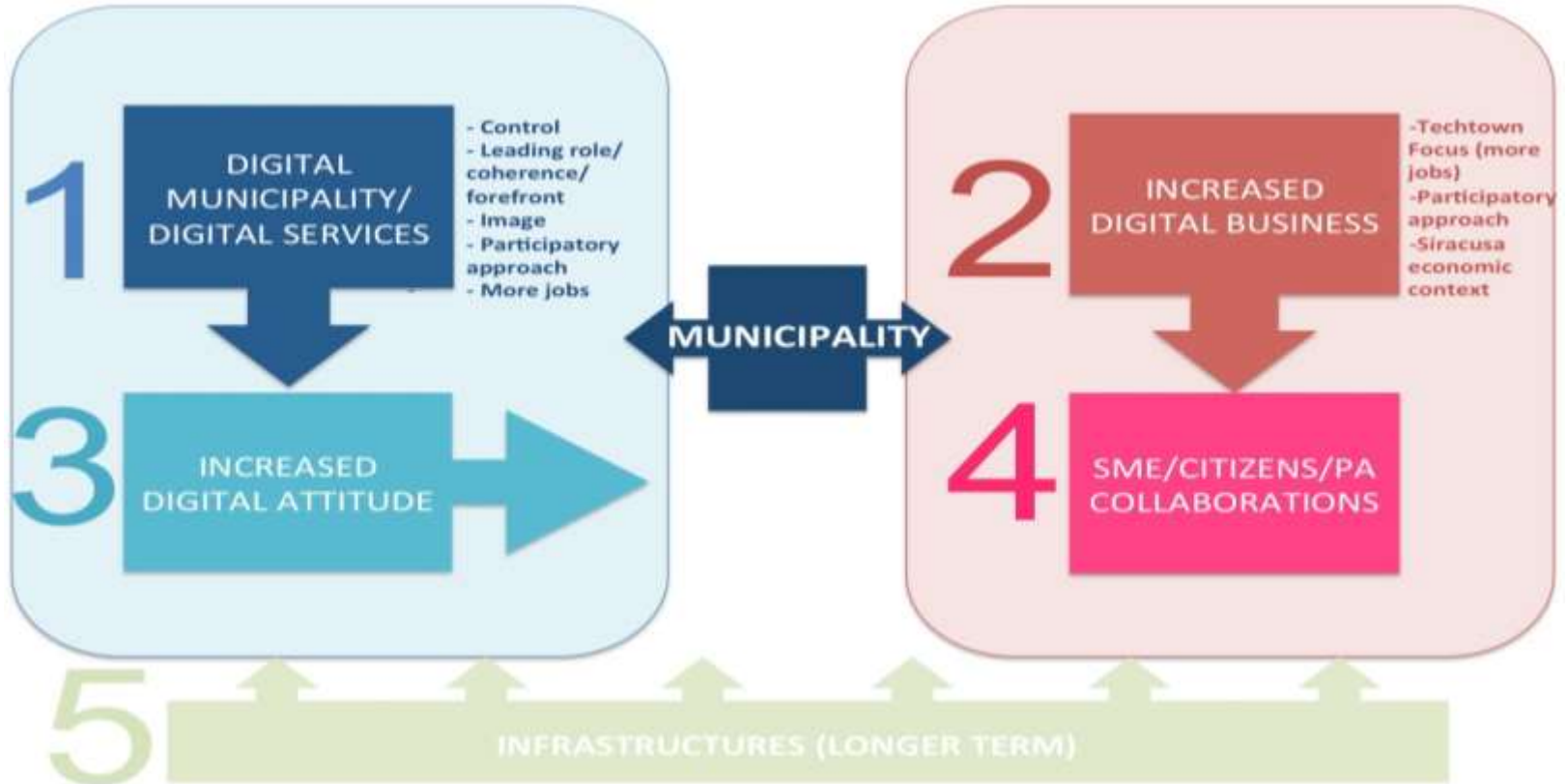
## Digital Economy's low levels of Development

1. **Municipality** poor interaction between citizens and PA in a digital way
2. **Businesses** few digital businesses & SMEs
3. **Culture** Lack of digital culture in the city - poor digital skills and attitude amongst citizens
4. **Collaboration** rare occasions for collaborative activities in digital spaces
5. **Infrastructures** low levels of digital infrastructures or access to digital media (digital divide)





# THE OBJECTIVES AND THE STRATEGY



# SIRACUSA LSG and the GENIUS METHOD



85 Post

1 FB pg

30 interviews

+6200 Municipal WhatsApp

1 Map

+3000 Video Display

+200 Flyers

6 Meetings

2 Challenges



## Problems

## Objectives

## Enabling Actions

## Pilot Actions

1

Low Quality of Digital Services (& communication between PA and citizens)

DIGITAL MUNICIPALITY/  
DIGITAL SERVICES



HELP ME  
360

Co-working  
Space for  
Digital Start  
Ups

2

Low number of businesses involved in the digital economy or adopting digital solutions

INCREASED  
DIGITAL  
BUSINESS



Videogame  
4 Tourism

# WHAT NEXT?

- SIRACUSA IAP APPROVED AND OFFICIALLY PRESENTED BY THE CITY COUNCIL (March 2018)
- INSTITUZIONALIZATION OF THE SIRACUSA TECHTOWN WORKING GROUP NAD LACUNCH OF THE GOVERNANCE (March 2018)

- FROM PILOT PROJECTS TO PROJECTS' IMPLEMENTATION

- <https://www.socialchallenges.eu/city/13>
- Digital Plaza Regional Call
- URBACT III Transfer Network





# WHAT's the problem?

- Low education level
- High unemployment compared to national average
- Mismatch between demand and supply of skilled labour

Problem statement:

*Lack of awareness and knowledge of the impact of digitalisation on entrepreneurship and employment.*



Gävle, Sweden



# WHY does it matter?

Adapt or Die!

**Survival** of **businesses** in a global and increasingly competitive world

**Survival** of the **public sector** facing increasing costs, higher demands and a decrease of resources



# WHAT do we want to achieve?

- 1) **Improve the ecosystem** for innovation, entrepreneurship and start ups
- 2) **Increase the number of students** in educations with ICT profiles
- 3) **Make life easier** through a renewal of the municipal services
- 4) **Increase the number of companies** using digital technology





## HOW will we do this?

- 1) **Gävle Innovation Hub** - and the *Gävle Innovation Arena* (test bed IRL and digital)
- 2) **Develop digital learning** - digitalisation at school, ICT skills through adult education and Talent Attraction Management.
- 3) **Digital renewal of municipal services** – to facilitate businesses, citizens and visitors through access to open data, e-services, free Wi-Fi, etc.
- 4) **Digital transformation of existing companies** - Smart Industry, KickStart, Find-IT, Fiber Optic Valley, Almi & Östergötlandsregionen



# WHAT's next?

1) **Gävle Innovation Hub** – up and running after the summer. The test bed is already installed.

2) **Develop digital learning** – make an inventory, start adult education in those areas and work with Talent Attraction Management.

3) **Digital renewal of municipal services** - facilitate more e-services and more access to Open Data.

4) **Take advantage of the existing clusters** in the region with excellent competence in ICT.

And it's all financed....



# LOOP CITY

A strategic collaboration between 10 municipalities and The Capital Region of Denmark

Maria Cecilie Pautsch Weischer, Project Manager, LOOP CITY  
[mcw@loopcity.dk](mailto:mcw@loopcity.dk) / [www.loopcity.dk](http://www.loopcity.dk)

Follow LOOP CITY



PART OF  
GREATER  
COPENHAGEN



Population ≈ 370.000

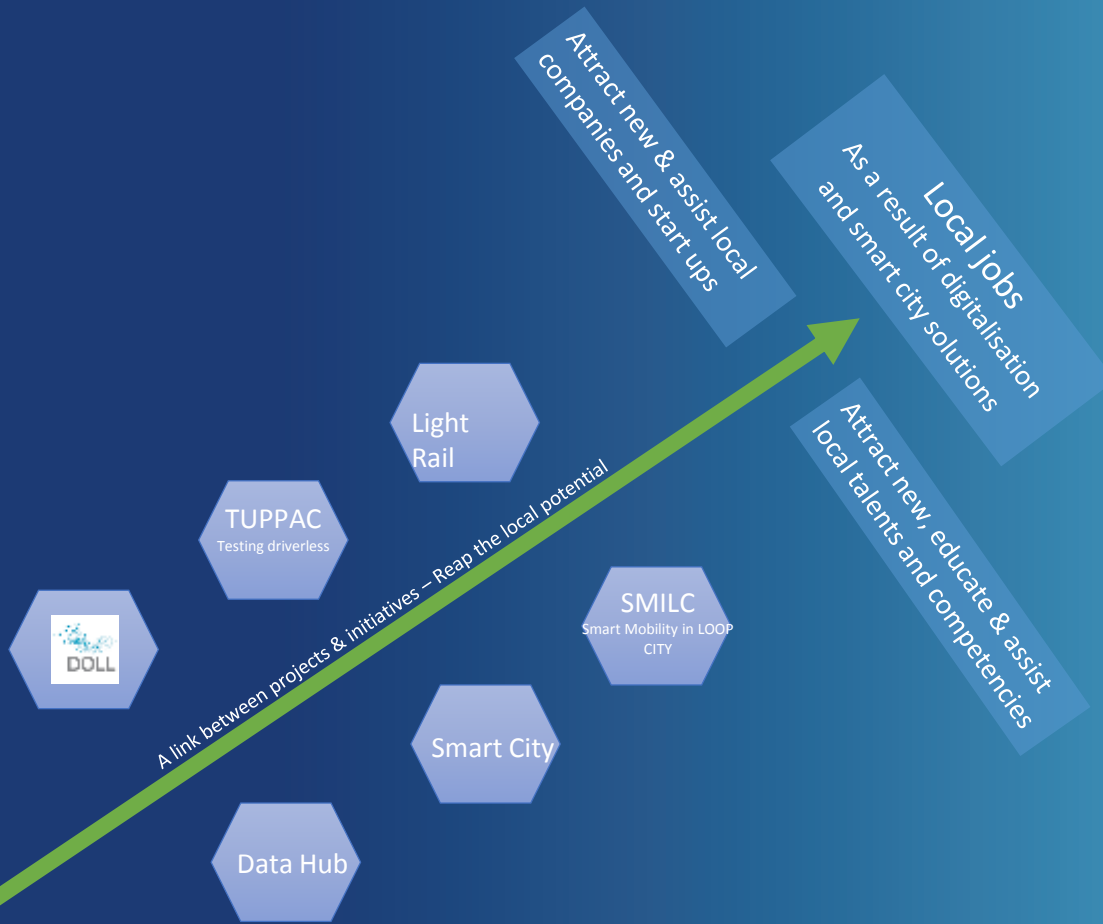


# LOOP CITY

PART OF  
GREATER  
COPENHAGEN



## An attractive connecting hub for Smart City Solutions





# Business

Readiness & specialisation  
Enabling environment

## Actions

- Cooperation with DOLL Living Lab
- Corporate coworking & Innovation House

# Education

Competencies  
Talents: future employees & entrepreneurs

## Actions

- LOOP CITY HackaTeen
- Digitise/techify vocational training & campus
- Showcase project learnings

# Smart City Hub

Differentiate  
Attractiveness

## Actions

- Political Charter
- Living labs of scale

**LOOP CITY**

POST-IT  
GREATER  
COPENHAGEN



# LOOP CITY

PART OF  
GREATER  
COPENHAGEN

Test

Play

Co-create

Change

Mature

Reap

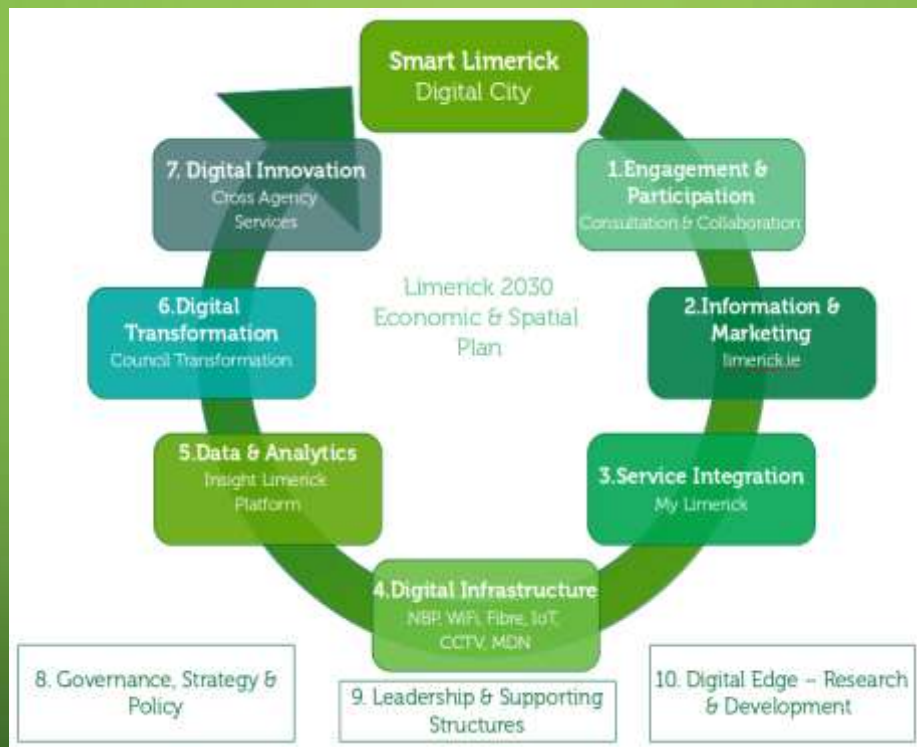
Scale

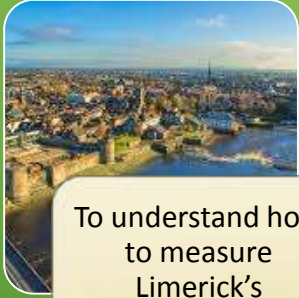


# LIMERICK NEEDS TO IDENTIFY AND MEASURE ITS DIGITAL ECONOMY TO ENSURE THE SUCCESSFUL IMPLEMENTATION OF ITS DIGITAL STRATEGY



# WHY DOES THIS MATTER?

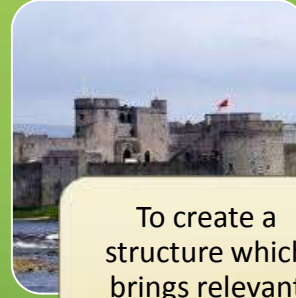




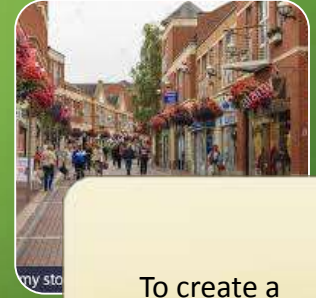
To understand how to measure Limerick's innovation district digital economy to further inform its Digital Strategy



To increase the number of companies transitioning from start-up to scale up within its innovation district



To create a structure which brings relevant parties together to realise the potential of its Digital strategy



To create a platform for open data

What:

Create reliable and repeatable metrics relevant to Limerick to measure its digital economy

How:

Identify data sources, publish the datasets and report on the knowledge gleaned

What:

Create permanent structure to realise the potential of the strategy and a Smart Limerick vision 2030

How:

ULG combines with the Council Digital Champions Forum and Digital Leaders network

What:

Increase the no's of start up's to scale ups

How:

Support tech start ups/  
Digital skills academy  
Digital transformation of services  
My Limerick platform/Digital citizen Experience platform

What:

Create open data platforms

How:

Requirement and spec/  
build an open data platform  
Promote its use



# San Sebastian...

## “Towards a SMART CITY”

Brussels, 22 /03/2018





## Why don't we *take*



We have a  
*problem...*

*...low number of jobs are created in our digital sector*

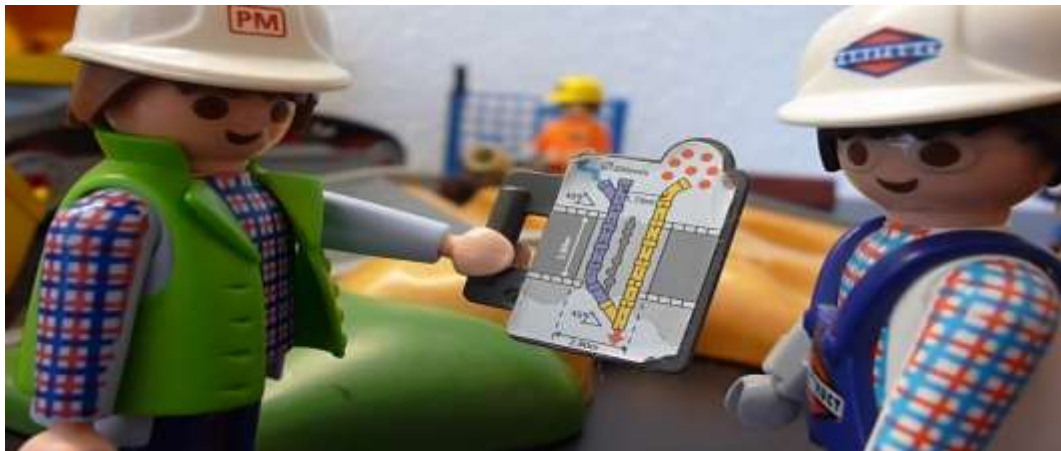
## Why is it *important*?



We have an  
ambitious **SMART**  
Plan for the city...

*...we need an strong digital sector to make it real!*

## And *how* do we get it?



**1 ENTRE & INTRAPRENEURSHIP**

**2 SECTORAL HYBRIDIZATION**

**3 DIGITAL AWARENESS & COMMUNICATION**

Through an  
**ACTION PLAN...by**  
and for the  
companies

€97 000 for several  
actions...

Into 3 strategic **AXIS**

## So what do we *want to achieve*?



*Highlight* the relevance of the local digital sector

*Promote* collaboration & businesses between digital & traditional companies

*Stimulate* the creation of new digital businesses

*Provide* higher specialization and innovative skills to the companies and professionals



**So *what's*  
*next?***



***In April:*  
*presentation of the*  
*PLAN to the*  
*DIGITAL SECTOR***

***In May: launching of*  
*the actions***

***But this is ONLY the BEGINNING...***



Connect  
Basingstoke

# Building a vibrant and thriving digital tech ecosystem



**URBACT**  
Driving change for  
better cities





# What's the problem?

Digital tech entrepreneurs and businesses do not have access to the adequate support and talent to start and grow a business





# What are we going to do about it?

Support the  
digital tech  
community



Showcase the  
digital tech  
community

Connect the  
digital tech  
community

Develop  
digital tech  
skills

# How are we going to do this?

Regular tech events

Cross-sector fertilisation

Incubation and acceleration



Digital infrastructure

Tech skills programmes

Shout louder about it

# Why are we going to do this?

+ + +

digital tech start ups

+ + +

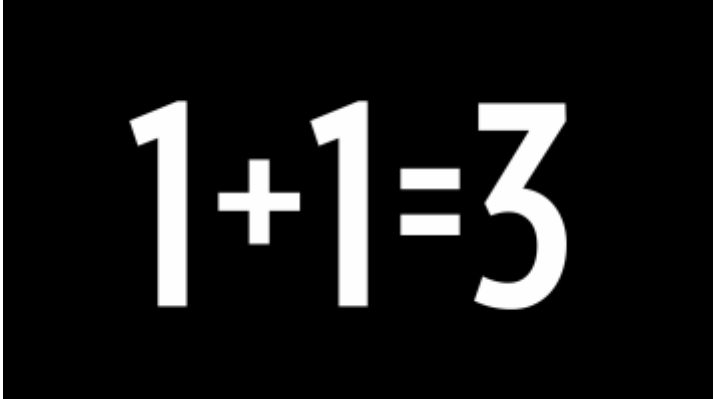
tech companies

+ + +

participation in tech events

+ + +

investment for tech start ups



1+1=3



INTEGRATED ACTION PLAN  
NYÍREGYHÁZA

**WHAT**  
is the  
problem?

Low income – high risk  
employment

Outmigration of  
talented young people

Weak SME sector

awareness  
raising

talent  
attraction

**HOW?**

stem / digital  
education

network  
building



WHAT'S



NEXT?

THANK  
YOU!





# Cēsis – a tech town?



90% of future jobs will require digital skills



Limited infrastructural capacity



Difficulties attracting and retaining talent



Schools do not inspire youth to take up tech careers



Limited understanding of digital economy



**Adapt  
or Die**







# Cēsis action plan for digital growth 2022



**Raising awareness of  
digital economy and  
digital skills**



**Building local  
community of digital  
change makers**



**Improving access to  
digital learning  
opportunities for all  
ages**



**Improving digital  
infrastructure**

# Cēsis – ready to adapt!





# TechTown

DIGITAL JOBS

**BRUSSELS**

MARCH 2018





# TechTown

DIGITAL SKILLS & TALENT

**BRUSSELS**

MARCH 2018



*WHAT* DOES  
A TECHTOWN  
LOOK LIKE?

TechTown

# A TECHTOWN HAS OPEN WORKSPACES

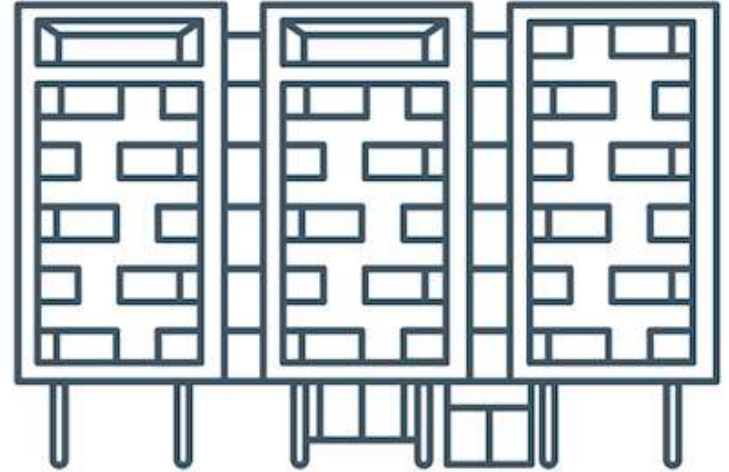
- ...of, for and with the digital community
- Incubators, accelerators, coworking spaces
- Design
- Co-location
- Differences not similarities - places have meaning; spaces don't - there are lots of anywhere towns
- Coffee, pizza and beer! **COMMUNITY**





# MEDIUM SIZED CITIES CAN:

- Provide collaborative leadership
- Facilitate access to funding
- Support affordable workspace
- Broker in users or anchor tenants
- Offer redundant buildings
- Co-locate public services



# A TECHTOWN HAS TALENT

- Lifestyle
- Career progression
- Networks and meet ups
- Spaces and places
- Role models - alumni programme
- Programmes which 'hack' into the educational curriculum to offer wider tech skills training e.g. coding clubs, TeenTech-type events
- 'Soft' stuff - fruit, ping pong, good tea and coffee



# MEDIUM SIZED CITIES CAN:

- Facilitate digital community
- Learn from their larger counterparts but offer a more attractive 'lifestyle' choice
- Attract 'alumni' back from larger neighbouring or capital cities
- Engage with the digital community to better understand their skills and talent needs
- Reach out to young people to better understand lifestyle and career priorities
- Work with local schools, colleges and (neighbouring) universities to help them to understand what digital companies need and want
- Make it fun!

# EVEN SHORT WORKSHOPS DO MIRACLES

After 2 hour long class, girls who rated their interest to study coding as 'high' or 'very high' increased from 2% to 13%

\*Latvia – Learn-IT



# A TECHTOWN HAS FINANCE

- Programmes which offer the different sorts of finance that start ups and scale ups need
- Angel investors, seed funding, venture capital, grants, debt finance etc
- Support to access public sector funding, contracts and infrastructure





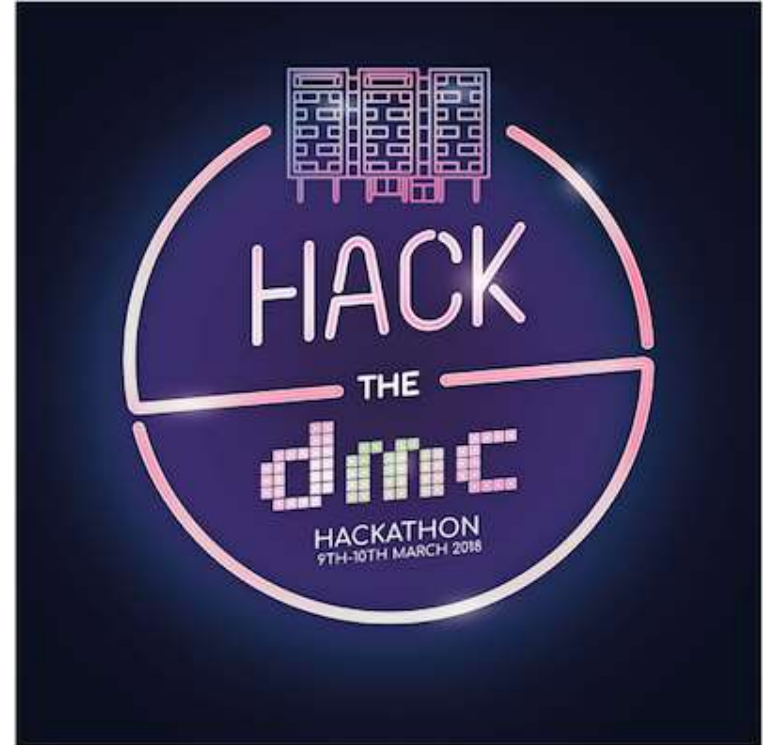






# MEDIUM SIZED CITIES CAN:

- Support local communities to identify and articulate local (smart city) challenges
- Facilitate events and initiatives to enable local entrepreneurs to develop solutions to these challenges (e.g. hackathons)
- Provide follow up support to enable solutions to be developed, piloted and implemented



# MEDIUM SIZED CITIES CAN:

- Localise it! Take advantage of the human scale of the city to engage people and businesses
- Drive the agenda through collaborative leadership and multi stakeholder co-creation of integrated plans



# MEDIUM SIZED CITIES CAN:

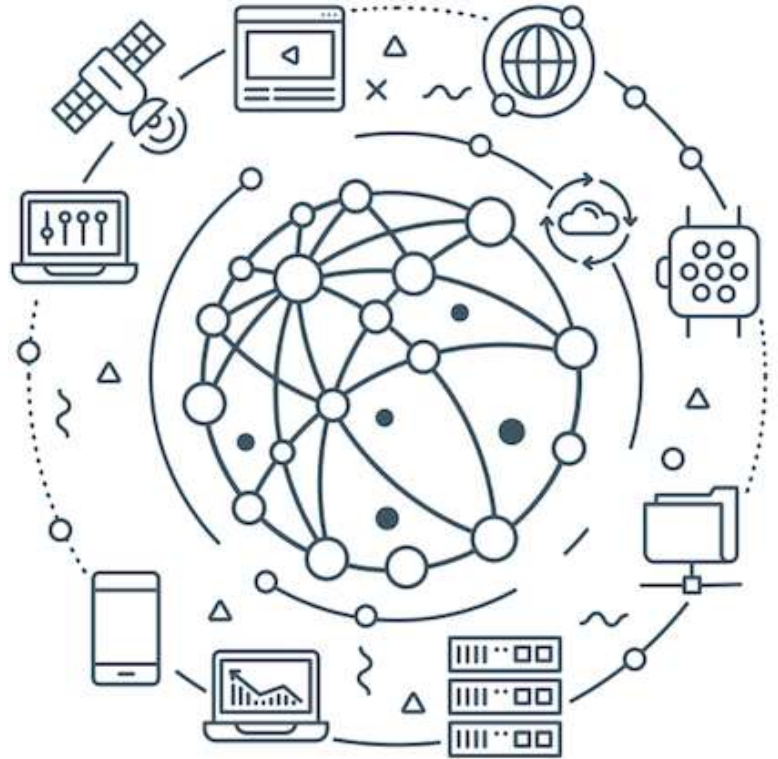
- Collect and openly share accessible data
- Work in partnership with industry leaders to identify existing solution and grow local expertise and capacity to implement
- Raise awareness of potential win-wins for the city's citizens and businesses





# MEDIUM SIZED CITIES CAN:

- Lead by example by working with start ups to disrupt and e-government services
- Provide test beds/living labs for connected devices etc
- Help start ups to initiate and grow
- Drive demand for innovative solutions
- Facilitate links between different levels of government and between different stakeholders

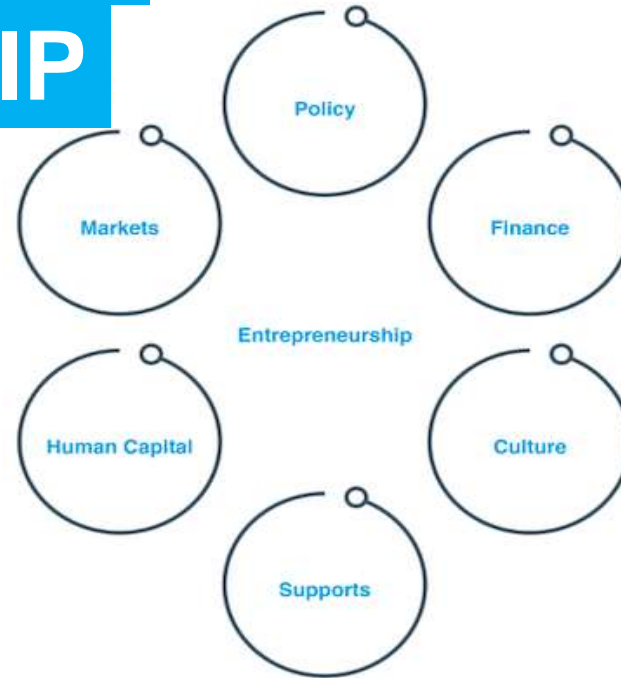




# A TECHTOWN HAS AN ENTREPRENEURSHIP ECOSYSTEM

Professor Daniel J Isenberg  
Babson College, Boston

Leading the Babson Entrepreneurship and  
Ecosystem Project



# ENTREPRENEURSHIP ECOSYSTEMS



Credit: **Laura Bennett**

# ENTREPRENEURSHIP ECOSYSTEMS

- Controlled by: Everyone (and no one)
- Owned by: Everyone (and no one)
- Self-sustaining in the right conditions
- Self-perpetuating with the right inputs



Credit: Laura Bennett

If you only remember one thing:

# IMPORTANT SLIDE ALERT

TechTown

Credit: **Laura Bennett**

If you only remember one thing:

# IMPORTANT SLIDE ALERT

You can't create an ecosystem from the top down, but you can create the conditions to encourage a vibrant ecosystem to flourish.



Credit: **Laura Bennett**

**THANKS TO EVERYBODY  
INVOLVED FOR YOUR TIME AND  
CONTRIBUTIONS!**

*[WWW.URBACT.EU/TECHTOWN](http://WWW.URBACT.EU/TECHTOWN)*

