

**INTERREG MED Programme  
2014-2020**

**ESMARTCITY**  
**Enabling Smarter City in the MED Area through Networking**

**(3MED17\_1.1\_M2\_022)**

**Priority Axis 1. Promoting Mediterranean innovation capacities to develop smart and sustainable growth**

**Specific Objective 1.1 To increase transnational activity of innovative clusters and networks of key sectors of the MED area**

**WP2 – Project Communication**  
**Activity 2.6 – External Communication Activities**  
**Deliverable 2.6.1 – Project Final Conference report**

Contractual Delivery Date: **06.2020**

Responsible Author: **Héloïse Delseny, Claire Peters (PP8 - CAPENERGIES)**

Project Coordinator: **Iris Flacco (LP – ABREG)**

<b>Dissemination Level</b>		
PU	Public	X
PP	Restricted to Programme Partners and MED Programme	
RE	Restricted to a Group defined by the Partnership and MED Programme	
CO	Confidential, only for members of the partnership and MED Programme	



## Summary

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## 1 Introduction

### 1.1 Scope and objectives of the deliverable

This report has been developed within the ESMARTCITY project of the European program Interreg MED, and serves as a deliverable for the activity A2.6 “External Communication Activities”. More specifically, it represents D.2.6.1 “Project Final Conference report” of the partner PP8, Capenergies, and aims at presenting the Final Conference of ESMARTCITY project organized on July 16<sup>th</sup> 2020.

WP2 Project Communication aims at providing a consistent internal and external communication in order to accomplish the project main and specific objectives, share, disseminate and guarantee access to project outputs and results throughout project lifetime, as well as involve local, regional, national, MED area, and EU stakeholders. In this context it will comprise a message that will be positive, clear, concise, focused, interesting, adaptable to different target audiences.

Activity 2.6 is dedicated to External Communications targeted to local and regional public authorities, sectoral agencies, infrastructure and (public) service providers, higher education and research, SMEs, business support organization as well as general public in the MED area in order to share acquired knowledge and lessons learnt in developing, testing and assessing the intervention strategies on how to enhance innovation ecosystems through the Smart City concept.

The Deliverable D.2.6.1, “Project Final Conference report” takes into account preparatory work done in the previous deliverables of WP4 “Transferring” guiding the partners into the presentation of project achievements and results.

The project final conference was host by PP8 Capenergies and initially planned in Aix-en-Provence in end of June. Due to COVID-19 pandemic, this activity was transformed into a virtual event and was postponed to allow the good progress of Capacity Buildings Workshops (D4.2.2) also digitalized. In order to help partners developing online events successfully, D.4.2.3 – “Online events guidelines to deal with the COVID-19 pandemic” was created. Through this document, the project intended to include the ability of innovative solutions to empower cities and municipalities to be able to be more resilient, more energy efficient and to adapt to new situations, such as lockdown and social distance limitations.

### 1.2 Structure of the deliverable

This deliverable is structured in 5 chapters:



Chapter 1, “Introduction” provides the generalities of the deliverable identity.

Chapter 2, “Description of the event and agenda” presents the characteristics of the event, synergies among projects, and the agenda.

Chapter 3, “Participants” presents a description of the participants and some photos of the event.

Chapter 4, “Results and conclusions” presents the main conclusions of the event and collaboration.

Annexes 1 to 5 provide additional information on the event: pictures, agenda, promotion on social medias and websites...



## 2 Description of the event and agenda

### 2.1 - Date, place, organizers

On the 16<sup>th</sup> of July 2020, CAPENERGIES organized the project final conference **online, with the videoconferencing tools B2MATCH and GoToMeeting**. Indeed, for sanitary reasons (covid-19), the organizers decided to dematerialize this event and make it 100% remote.

### 2.2 - Objectives

The project final conference addresses all the targets that have been targeted throughout the project, namely: local public authorities, regional public authorities, sectoral agency, infrastructure and (public) service providers, higher education and research, SMEs, business support organization and general public. The objective was to gather the Smart City quadruple helix from Euro-Mediterranean countries to present ESMARTCITY results and achievements while improving capacities related to innovation enhancement of the Smart City concept, bringing the Smart City concept in the core of their activities and entrepreneurship enhancement in the MED area.

The aim of the final conference is threefold:

- to present the project achievements/results
- to transfer the necessary knowledge to policy makers utilizing the knowledge built in the framework of the project especially in WP3 and deliverable 3.4.1 “Green paper for Innovation Policy Change”
- influence the Smart City quadruple helix attitude towards innovation enhancement through the Smart City paradigm

### 2.3 - Schedule

The final conference was organized in English, to facilitate access to all partners’ smart city ecosystem. Although the initial event was foreseen during a whole day, the virtual event turned to be divided in order to be shorter and keep the attention and interest of the online audience. So the agenda was divided into 3 sessions: 2 thematic conferences of 1h30 duration and 1 Matchmaking / B2B meeting session. The event was scheduled as follows:

#### **SESSION 1 - Enhancing Community Resilience through Energy Efficiency: Good practices and future MED project opportunities for territories, university and industry**

- Welcome speech by Capenergies to explain the purpose of this event and give some insights about ESMARTCITY project



- Introduction and event opening by the Lead Partner Abruzzo Region to present in more details ESMARTCITY project and the actions performed along the 2 years of work.
- A focus on the local pilot experimentations implementations and results on smart public lighting and smart public buildings
- Capitalization of MED experiences through policy recommendations to present the enhancement of innovative potential of SMEs and Upgraded Cluster as well as the Green Paper on Innovation Policy Change. The Smart City protocol acceptance by regional/local authorities in partner territories was also presented.
- Interreg MED Green Growth community coordinator intervention to present Green Growth activities in the MED area and its role in the resilience of territories
- Presentation of the financing opportunities for the development of Smart Cities with the Interreg MED 2021-2027 programme

***SESSION 2 – Economy, Green Deal and Digital Age: prepare your territory, university and industry for Europe’s top 3 priorities for 2021-2027***

- A first Keynote Speech to introduce smart cities’ challenges and opportunities for better work-life society with a technological approach on the networks that consolidate the smart cities.
- A Second Keynote Speech on open infrastructures providing insights for local stakeholders on standardized approaches with the Smart Santander Municipality approach
- Insights of the EU response to the coronavirus crisis and the Intelligent Cities Challenge to help EU cities leverage cutting edge technologies to tackle the pandemic crisis and reconstruct their economies while steering them towards green and smart sustainable growth.
- Presentations of economy recovery plans and good experiences after lockdown ending measures from two smart cities: Granada and Milan.
- Conclusion of the event by the Region South of France with information on smart city projects in the region, presentation of the roadmap of the city of Aix-en-Provence to become a smart city and its recent selection to the Intelligent City Challenge and, finally, closure of the event from a City Councilor of the South Region and promotion of the ESMARTCITY Memorandum of Understanding.

***SESSION 3 – Transnational 1to1 meetings with the Euro-Mediterranean Smart City ecosystem***

- BtoB online meeting within the Mediterranean ecosystem of the Smart City to identify future partners, concretize deployment projects and promote innovations.

➤ see Annex 1 - “Agenda”



## 2.5 – Methodology

This project final conference has been designed as a webinar for a large international audience, from different countries. As both conferences and matchmaking were planned, the choice of the platform was made to have an all-in-one solution to organize an impactful event. Hence, b2match platform was selected, allowing effective b2b meetings and use of our Visio conference tool GoToMeeting in parallel.

Registration feature proposed by b2match allow participants to see the profiles of other registered participants and allowing a better matchmaking process. Indeed, attendees create in-depth networking profiles telling others about themselves, their business field and company details so that the audience is well-identified and meetings can be requested.

The thematic conferences were planned on a duration of 1h30 each in order to keep the attendees attentive and motivated. Participants could select which sessions they wanted to attend.

The interactivity of the webinar was ensured via the GoToMeeting platform: quick, easy and reliable meeting platform. It allowed an active participation of attendees where everyone was able to participate, express their opinions and views in the chat box with questions at any time.

When transforming the final conference into an online event, CAPENERGIES team also suggested to create graphically digital content in order to entertain the audience while giving important information, and information that would be committed to memory thanks to its visualization. Therefore, we produced 1 video in Motion Graphic Design to present smart citizens in real context of a smarter city using innovative technologies and applying public policy recommendations, then presenting the project's realizations, finishing by the pictures of the dedicated staff faces of each partner teams, that have worked during 30 months together in order to manage its effective realization and so that have personalized the project.

The workshop was recorded for internal analysis and dissemination purposes. The replay of the event is available on the Esmartcity Project Youtube channel:

- morning session : <https://www.youtube.com/watch?v=AiFBse9i3Xs&t=3107s>
- afternoon session : <https://www.youtube.com/watch?v=4STZZiDsouw>

As the project final conference was addressed to all partners' ecosystems, a clear media press strategy was held by Capenergies:

- 2 press releases before and after the event in order to, in one hand, present the content of the final conference and raise interest among general public and the quadruple helix



stakeholders, and in another hand, present a review of the event and the perspectives of the different areas of work of the smart city developed during the project and the conference.

- Translated and published in all partners' languages
- A press kit published before the event and distributed to interested journalists
  - Published in French, translated in English and send to the partners for their own audience

Report of the press releases and press kit is available in Del. 2.8.2 "Press conference reports".



























### 3 Participants

The promotion of the event was widely spread in the partners' ecosystems with a total of 175 registrations from all around Mediterranean Area and even more with the ESMARTCITY virtual community gathering contacts acquired all along the project and partners' public appearance.

#### PARTICIPANTS

 Algeria	1		
 Austria	1		
 Bangladesh	1		
 Belgium	1	 Morocco	1
 Bosnia And Herzegovina	5	 Portugal	15
 Canada	1	 Reunion	2
 Finland	1	 South Africa	1
 France	89	 Spain	13
 Georgia	1	 Tunisia	4
 Germany	2	 Turkey	2
 Greece	12	 United Kingdom	1
 Guadeloupe	2	 United States	1
 Italy	17		
 Malta	1	<b>Total</b>	<b>175</b>

- 147 participants signed up for the 1<sup>st</sup> session **Enhancing Community Resilience through Energy Efficiency: Good practices and future MED project opportunities for territories, university and industry**
- 151 participants signed up for the 2<sup>nd</sup> session **Economy, Green Deal and Digital Age: prepare your territory, university and industry for Europe's top 3 priorities for 2021-2027**
- Approx. 30 meetings were planned among participants.

Organization types represented among the registered participants:

- Authority/Government: 43
- Company (other than SME): 30
- SME: 30
- Association/Agency: 25
- University: 17
- R&D Institution: 15



- Other: 15

175 Organisations found

Search

☐ BOOKMARKED

☐ MATCHMAKING

☐ COUNTRIES

☒ ORGANIZATION TYPES

☐ Authority/Government (43)

☐ Company (other than SME) (30)

☐ SME (30)

☐ Association/Agency (25)

☐ University (17)

☐ Other (15)

☐ R&D Institution (15)

Show less

☐ BUSINESS FIELD

**Abruzzo Region**  
Authority/Government  
Pescara, Italy

**Abruzzo Region**  
Authority/Government  
PESCARA, Italy

**Actu-Environnement**  
Other  
France, France

**ACWA Robotics**  
SME  
Aix en provence, France

**ADEC**  
Association/Agency  
Ajaccio, France

**ADENE - Portuguese Energy Agency**  
Association/Agency  
Lisboa, Portugal

Several Business fields were represented, that confirms a broad interest and the transdisciplinary of Smart City concept: energy, green technology & sustainability, ecology and environment, ICT & Telecom, Building & Construction, water management, transport & logistics, recycling, tourism, infrastructure and biotechnology.

On D-Day,

- 88 participants were attending the 1<sup>st</sup> session,
- 69 participants were attending the 2<sup>nd</sup> session,
- In total, 107 different participants attended the two conferences.



## 4 Results and conclusions

- ❖ The event has known quite a high participation rate given the seasonal timing (summer vacation) and the difficulties encountered by the whole sector of the smart city due to the COVID-19 pandemic (different local contexts, work from home, children at home, increase in online events etc.)
- ❖ The event allowed to give a dynamic and successful vision of the project results, smart city field opportunities at larger scale and political/technical expertises.



## Annex 1 - Agenda



### AGENDA

**THURSDAY, JULY 16<sup>th</sup>**

**10:00 – 11:30 Enhancing Community Resilience through Energy Efficiency: Good practices and future MED project opportunities for territories, university and industry**

**10:00 Welcome speech**

Mrs Anne-Marie Perez, General Director, Capenergies

**10:10 Introduction and event opening**

Mrs Iris Flacco, Abruzzo Region, Italy – LP of ESMARTCITY project

**10:20 Discover MED local pilot experimentations results on smarter public lighting and on more efficient public buildings,**

Adrijana Rac, City Development Agency East Sarajevo Bosnia and Luca Ferrarini, Politecnico di Milano

**10:40 Capitalization of MED experiences through policy recommendations**

- **Enhancement of innovative potential of SMEs and Upgraded Cluster**, Athanasios Kalogeras, Research center ISI Greece
- **Green Paper on Innovation Policy Change**, Maria Makri, Region of Western Greece



- **Smart City Protocol acceptance by regional / local authorities in the partner territories,**  
Gino Verocchi, Abruzzo Region

**11:00 Green Growth in the MED area and the resilience of territories,**  
Dr. Mercè Boy Roura, Interreg MED Green Growth community coordinator

**11:10 Interreg MED programme for 2021-2027,** Ludivine Lavoine, JS Interreg MED

## **14:00 – 15:30 Economy, Green Deal and Digital Age: Prepare your territory, university and industry for Europe's 3 top priorities for 2021-2027**

**14:00 Keynote speech 1: Smart Cities: Challenges and Opportunities for Better Work-Life-Society**  
D. John S Baras, University of Maryland

**14:20 Keynote speech 2: Open Infrastructures providing insights for local stakeholders on standardized approaches: The SmartSantander approach**  
Prof Ioannis Chatzigiannakis, University of Sapienza

**14:30 Intelligent Cities driving a Green and Digital Recovery,** Dana ELEFTHERIADOU, European Commission, DG for Internal Market, Industry, Entrepreneurship and SMEs

### **Questions & Answers**

**14:50 Economy recovery plan and/or good experiences of cities after lockdown ending measures, Granada and Milan cases,** Gonzalo Esteban Lopez, Diputación Provincial de Granada and Carmine Pacente, Metropolitan City of Milan

**15:10 Conclusion of the event by the Region South of France**

- Pierre Corbu, Project manager in the Department for Digital, ICT and innovation in the city of Aix en Provence
- Philippe Maurizot, Vice-président de la Commission Economie, Industrie, Innovation, Nouvelles Technologies & Numérique

## **15:30 – 16:30 Session of Visio 1to1 transnational meetings**





Webconference organized in the framework of



Project co-financed by the European  
Regional Development Fund

Welcomed by



More about ESmartCity Project :

<https://esmartcity.interreg-med.eu/>

ESMARTCITY consortium



Città  
metropolitana  
di Milano

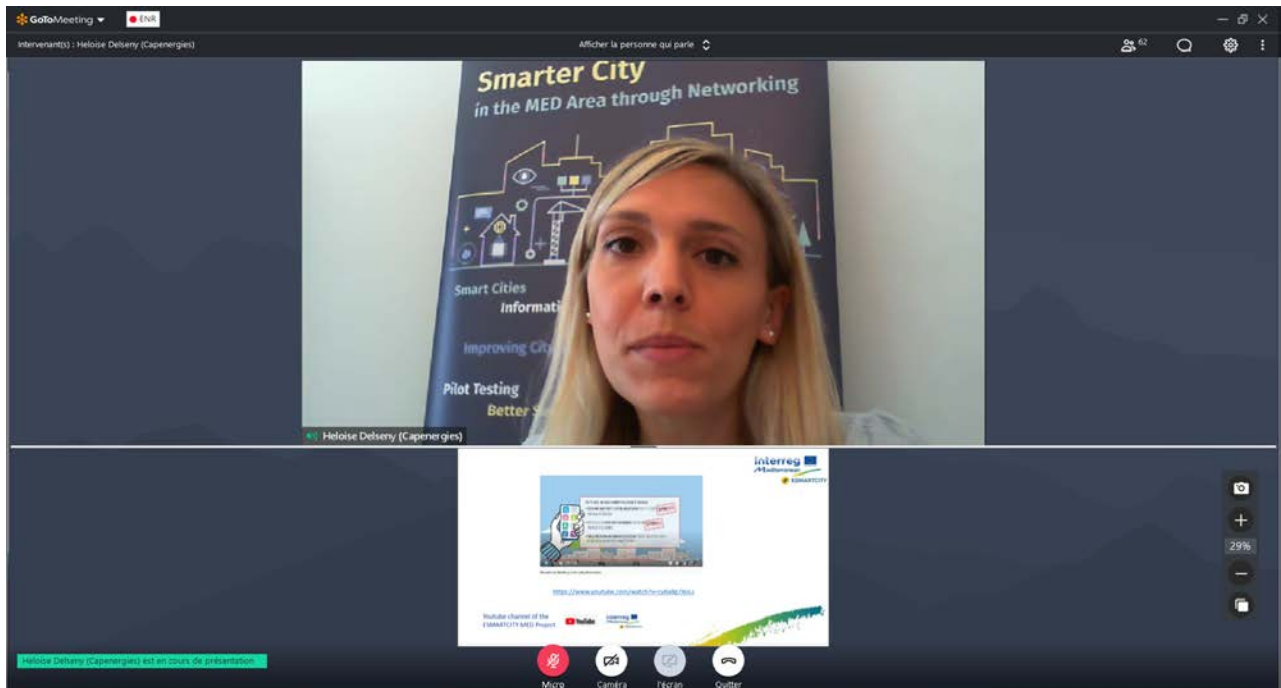


POLITECNICO  
MILANO 1863



## Annex 2 – Screenshots from the event

### Morning session



GoToMeeting | ENH | Afficher la personne qui parle

Intervenant(s) : Athanasios Kalogerakis

Smart City Market




projected size of  
**€ 410.80 billion**  
 in 2027

2020 – 2027  
 at a CAGR of  
**24,7%**

Source: Grand View Research Inc

EU public authority annual expenditure of € 1.8 trillion 14% of EU GDP

Key Drivers

Public sector initiatives

Innovation and Technologies

IoT, Cloud/Edge, Cyber Physical Systems, Digital Twin, Big Data, AI




Project co-financed by the European Regional Development Fund

Helene Delany (Capenergies) est en cours de présentation


Micro Camera Écran Quitter

GoToMeeting | REC | Talking: Maria Makri | View Everyone

AK	CF	HD	SB	AM	MP	AR	CI	CC	GS	E	F	SP	ETI	SS	LA	MB	AIH	
AN	CV	EF	AM	DPE	MR	BO	MBR	ASC	SN	MM	CB	GL	LLMI	AB	MS	MC	BA	VA
TN	JK	MPS	VB	PM	VV	PF	P	JN	JMS	GB	GE	PSC	FB	BPJ	A	VCPJ	IRE	EC
P	EMM	AP	PC	AC	A	CD	MC	CM	CE									



 Policy Recommendations [1/2]
 
 REGION OF WESTERN GREECE  
 Full of contrast!

- ✓ valorizing knowledge gained during **ESMARTCITY** and its **pilot results**
- ✓ being complementary to the recommendations of the **Interreg MED Green Growth Community**
- ✓ for Smart Cities, Smart Buildings, Smart Public Lighting, Digitalization, Open Data, Green Procurement and CE
- ✓ **relevance to UN Sustainable Development Goals and European Cohesion Policy Framework (2021-2027)**



Project co-financed by the European Regional Development Fund

Helene Delany (Capenergies) is presenting

Micro Camera Screen Leave






GoToMeeting REC



Talking: Ludvine Lavoine Med JS View Everyone

AK	CF	HD	SE	AM	MP	AR	CF	MM	CC	GS	B	FTI	SS	M	AH	AN
CV	LF	AM	OPE	MR	BO	MBR	ASC	SN	CB	GL	AB	MS	MC	RA	VA	
TN	MPS	VB	PM	VV	PF	F	JN	JMS	GB	PSC	FB	A	VOPU	BE	EC	EMM
AP	PC	AC	CD	MC	CM	MT	AM	CC	NMB	GL	LA	GE	CE			


## Financing opportunities in the Mediterranean 2021-2027



Ludvine Lavoine  
Interreg Med Joint Secretariat

Interreg Mediterranean  
Interreg MED Programme  
2021-2027



Heloise Delseny (Capenergies) is presenting

Mic Camera Screen Leave

GoToMeeting ENR

Intervenant(s) : Heloise Delseny (Capenergies) Afficher tout le monde 59

Céline FERRATO	Claire Peters (Capen...	Heloise Delseny (Ca...	Sylvain BREMOND (...)	AM	MP	BIPU	AR	MM
CC	Clara COURTEY	Gino Stelano	Iris Flacco	IF	ΓΠ	MI	AN	CV
Luca Ferrarini	Athanasios Kalogeras	Anne-Marie	Orlando Paraiba - E...	BO	ASC	CB	GL	
Ludvine Lavoine Me...	Michel Siguier	Maria Cantalapiedra	Rémi Alberola	VA	MJPS	VV		
PARADISO FABIO	4x Jacques NOEL	Jean-Michel Sauvage	gregori Bonetto	PSC	FB	A		
Emmanuelle Champ...	Ester Maria Adele Lu...	Ana Pego	Pierre CORBU	ALINE CHABOT	CD	AM		
NMBS	Nuno Miguel Batista ...	Guillaume LEVEQUE	Gonzalo Esteban	LA	A0			

Micro Caméra l'écran Quitter



## Afternoon session

GoToMeeting REC

Talking: Heloise Delseny (Capenergies)

View Everyone

Guillaume LEVEQUE has arrived.

Keynote speech 1

Smart Cities: Challenges and Opportunities for Better Work-Life-Society

Dr. John S. Baras  
University of Maryland  
USA

interreg  
Mediterranean  
ESMARTCITY

University of Maryland

Heloise Delseny (Capenergies) is presenting

Mic Camera Screen Leave

GoToMeeting ENR

Intervenant(s) : Dana Eleftheriadou

Afficher la personne qui parle

56

Dana Eleftheriadou

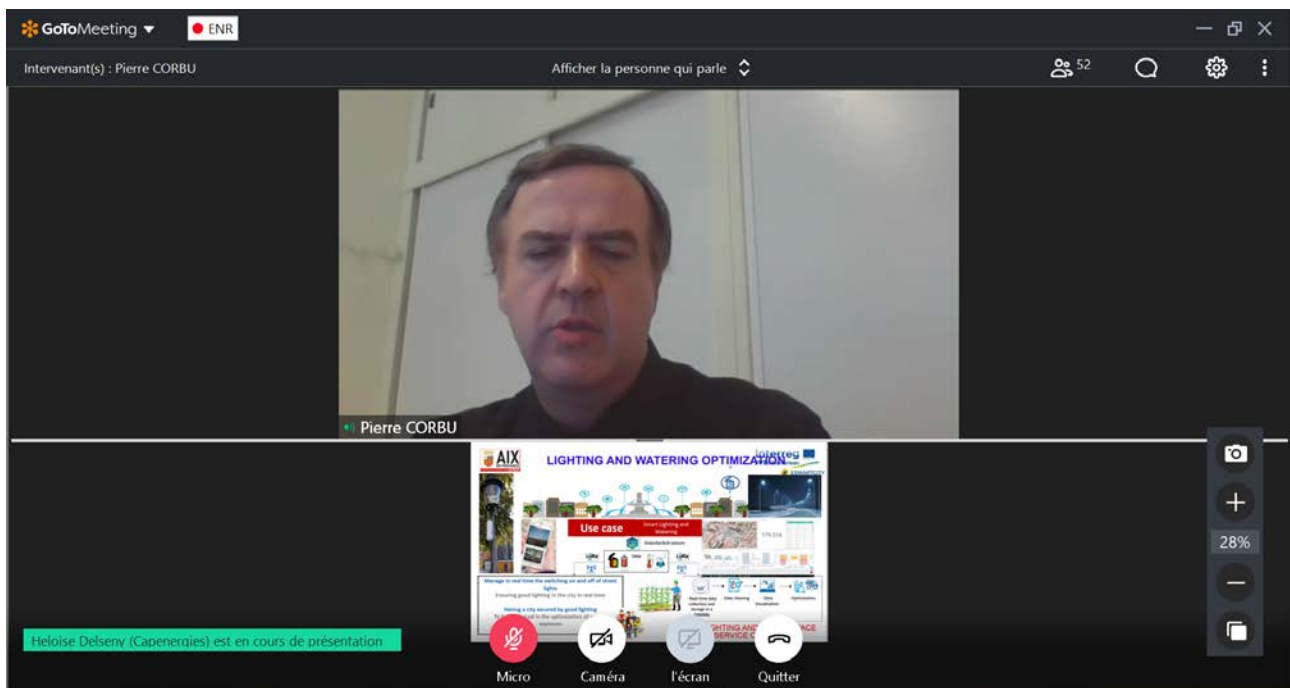
Intelligent Cities Challenge (ICC)  
Intelligent Cities driving a Green and Digital Recovery  
18 July 2020

interreg  
Mediterranean  
ESMARTCITY

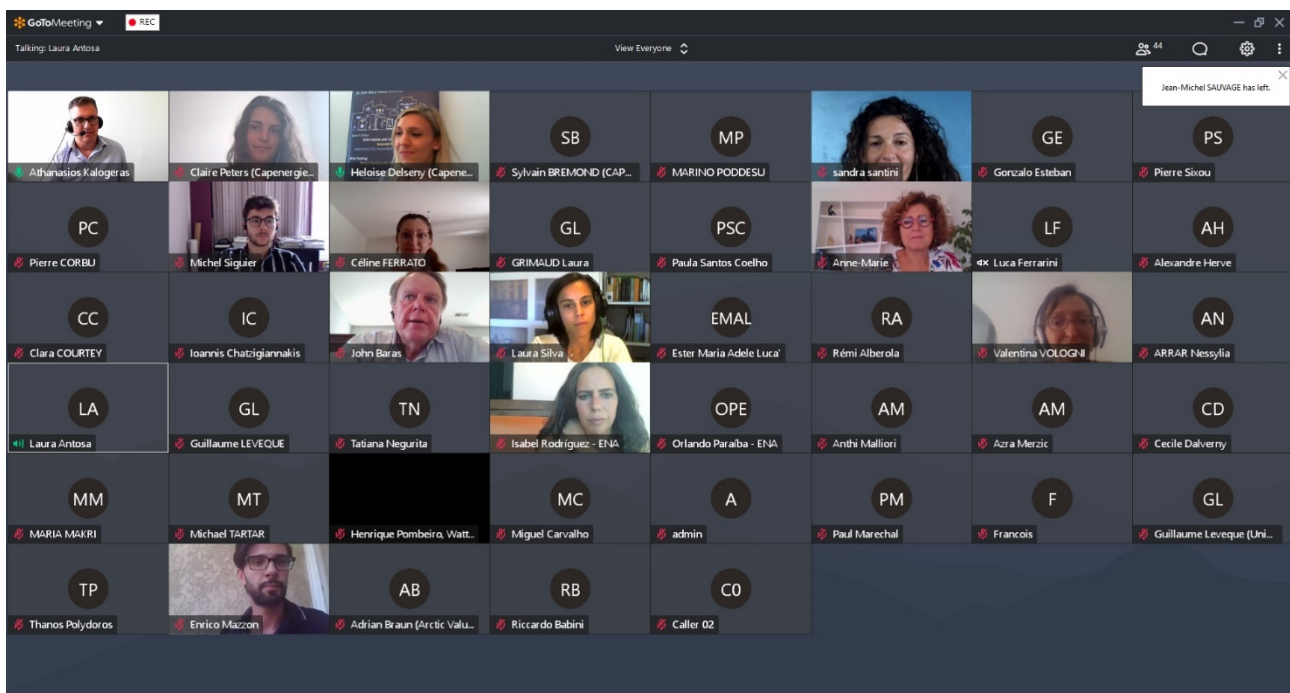
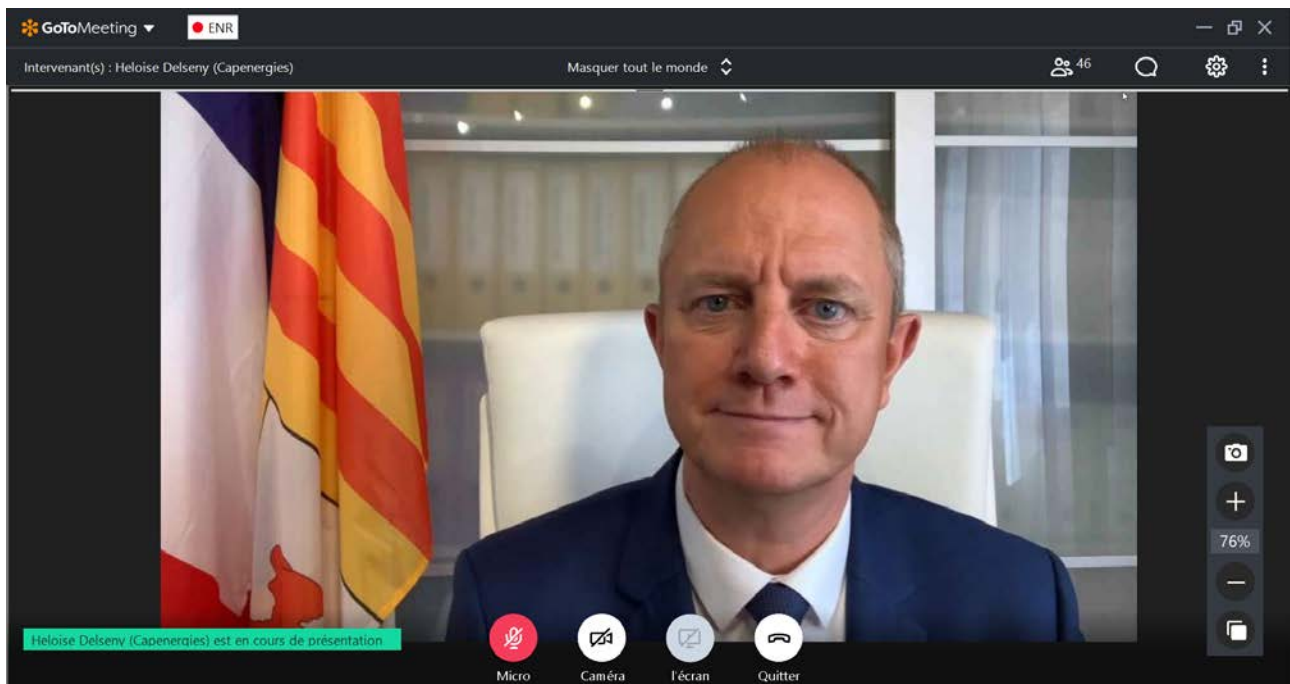
Heloise Delseny (Capenergies) est en cours de présentation

Micro Caméra l'écran Quitter









## Annex 3 - Promotion of the Esmartcity final conference on the Capenergies website



[ACCUEIL](#)
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[ÉNERGIES ET TERRITOIRES](#)
[PROJETS D'INNOVATION](#)
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**DÉCOUVREZ FLEXGRID**  
 Le programme de  
 déploiement des réseaux  
 énergétiques intelligents

**VOUS SOUHAITEZ**



**Adhérer au pôle**  
 pour rejoindre un réseau de plus de 500  
 membres du pôle Capenergies, acteurs  
 majeurs des filières énergétiques.



**Déposer un projet**  
 pour obtenir la labellisation de vos projets  
 d'innovation soumis à l'évaluation d'un  
 comité d'experts scientifiques et  
 techniques.



**Bénéficier d'un accompagnement**  
 pour vos actions de développement : de la  
 mise en œuvre de vos projets à la  
 commercialisation de vos produits.



**Découvrir les produits et services à**



**International Business Book** : le catalogue  
 des offres technologiques et des services  
 de nos membres à l'international.



**Consulter les offres d'emploi et de  
stage**  
 pour saisir les opportunités d'emploi et de  
 stage de nos membres.



**The Smart City in Mediterranean territories :  
 Funding, deployment and 2021-2027 opportunities**  
**July 16th, 2020 web conference**  
 Pilots • European fundings • Transnational meetings  
 Final Conference of the European Project EsmartCity, 2018-2020

juillet 2020 / Dans Agenda

Evènement Smart City des villes euro-  
 méditerranéennes, le 16 juillet 2020 – Conférences et  
 BtoB Online

Collectivités, entreprises, centres de recherche ou de formation,  
 Capenergies vous invite à rejoindre l'écosystème méditerranéen de la Ville intelligente et durable  
 en participant à la web conférence

**The Smart City in Mediterranean Territories :  
 Funding, deployment and 2021-2027 opportunities**

**Le jeudi 16 Juillet 2020  
 de 10h00 à 11h30, puis de 14h à 16h30**


Conférences – Témoignages – Opportunités de financement  
 de la Smart City – Networking transnational

[JE M'INSCRIS](#)

Inscription gratuite et obligatoire

Dans le cadre du projet EsmartCity, Capenergies et ses partenaires localisés dans 6 pays sud-européens (Bosnie-Herzégovine – Espagne – France – Grèce – Italie – Portugal) vous donnent rendez-vous pour un événement unique, revenant sur les expérimentations collaboratives menées depuis 2 années en faveur du développement de villes méditerranéennes durables et intelligentes.

**LES INTERVENANTS CONFIRMÉS**



D. John S Baras,  
 Université du  
 Maryland-  
 USA



Dr. Mercè Boy  
 Roura, Interreg MED  
 Green Growth  
 community-  
 Espagne



Dana  
 ELEFTHERIADOU,  
 Commission  
 Européenne



Luca Ferrarini, Politecnico  
 di Milano-  
 Italie





Iris Flacco, Région  
des Abruzzes  
Italie



Athanasios  
Kalogeras, Centre de  
recherche Athena,  
Industrial Systems  
Institute-  
Grèce



Ludvine Lavoine,  
STC Programme  
Interreg Med



Maria Makri, Région  
Occidentale  
Grèce



Philippe Maurizot,  
Région Sud  
France



Carmine Pacente,  
Métropole de Milan  
Italie



Anne-Marie Perez,  
Capenergies  
France



Adrijana Rac, Agence  
développement urbain de  
East-Sarajevo-  
Bosnie

### Consultez le programme complet

#### Pourquoi participer ?



Bénéficiez du retour d'expérience de 9 sites de déploiement de solutions innovantes pour des territoires urbains résilients – Digitalisation – Efficacité énergétique – Éclairage et bâtiments intelligents.



Intégrez les recommandations européennes en matière de marchés publics dans le cadre d'une relance économique verte, pour une coopération renforcée entre les territoires et les entreprises innovantes.



Découvrez les prochaines opportunités de financement européens dédiées à la Smart City dans le cadre de la relance verte : Le programme Interreg MED renouvelé 2021-2027 et le défi 100 villes intelligentes et digitales de la CE ...

#### RENCONTRES D'AFFAIRES TRANSNATIONALES

##### Rejoignez la communauté européenne des #SmartCity

Déjà 70 participants, représentant plus de 15 pays Euro-Méditerranéens : planifiez vos rendez-vous BtoB online avec l'écosystème méditerranéen de la Smart City pour identifier vos futurs partenaires, concrétiser vos projets de déploiement et valoriser vos innovations.



JE M'INSCRIS





CONTACT :

Héloïse Delseny – Chargée d'affaires Europe-International Capenergies

[heloise.delseny@capenergies.fr](mailto:heloise.delseny@capenergies.fr) , Tel : 06 43 11 83 71



Contribuons ensemble activement à l'ambition régionale :

Devenir la région européenne de référence en matière de transition énergétique.

Le pôle de compétitivité Capenergies met à votre disposition son expertise et son réseau d'acteurs de l'énergie pour la mise en œuvre de vos stratégies énergétiques et la concrétisation de vos projets. Une expertise acquise notamment dans le cadre du pilotage opérationnel du programme FLEXGRID de la Région SUD, qui compte plus de 45 projets et sites de déploiement Smart Énergie.



## Annex 4 – Promotion of the event and materials on the Esmartcity website



### ESMARTCITY PROJECT FINAL CONFERENCE

16/07/2020



The Smart City in Mediterranean Territories :  
Funding, deployment and 2021-2027 opportunities

Conferences – Success stories – Funding opportunities for Smart City ecosystems – Transnational networking

Capenergies and the partners from the EsmartCity project funded under the Interreg MED programme and representing 6 Euro-mediterranean territories (Bosnia-Herzegovina – Spain – France – Greece – Italy – Portugal) are organizing 1 unique opportunity to present the result of collaborative experimentations run over the last two years supporting the deployment of smarter and more sustainable cities in the Mediterranean area.

The objectives are also to share recommendations on public policy, including support to public procurement and to learn all about coming European funding opportunities to help develop future collaborative and local projects. Participants are able to participate in transnational online 1to1 meetings to start or reinforce partnerships dedicated to building Smart Cities in 2021-2027.

#### SPEAKERS



Dr. John S Baras,  
University of Maryland-USA



Dr. Mercè Boy Roura,  
Interreg MED Green Growth community-Spain



Ioannis Chatzigiannakis,  
University of Sapienza-Italy



Pierre Corbu,  
City of Aix en Provence-France



Dana ELEFThERiADOU,  
European Commission



Luca Ferrarini,  
Politecnico di Milano-Italy



Iris Flacco,  
Abruzzon Region-Italy



Athanasios Kalogeras,  
Athena Research Center, Industrial Systems Institute-Greece



Project co-financed by the European  
Regional Development Fund





Ludvine Lavoine,  
STC Interreg Med Program



Gonzalo Esteban Lopez,  
Diputacion Provincial de Granada, Spain



Maria Makri,  
Region of Western Greece



Philippe Maurizot,  
South Region-France



Carmine Pacente,  
Metropolitan City of Milan-Italy



Anne-Marie Perez,  
Capenergies-France



Adrijana Rac,  
City Development Agency of East Sarajevo-Bosnia & Herzegovina



Gino Verrocchi,  
Abruzzo Region-Italy

#### Benefits of participation



**Gain knowledge and share expertise on pilot sites deploying innovative solutions for more resilient urban territories** – Digitalisation – Energy Efficiency – Public buildings and lighting.



**Address European recommendations on public procurement** in the context of green economic recovery to support and reinforce cooperation between public authorities and innovative companies.



**Meet the next European funding opportunities dedicated to Smart City** including the renewed Interreg MED programme for 2021-2027 and the 100 sustainable and digital Cities Challenge of the European Commission...

[Read the full agenda](#)



TRANSNATIONAL MATCHMAKING  
to build together the « City of Tomorrow » !

Participants in the online transnational meetings with the Euro-mediterranean ecosystems of Smart City stakeholders help identify future partners, solidify collaborative and/or territorial projects, and promote innovations.



The final conference provides **insights** into the project outcomes and achievements, comprises **excellent keynote speeches** on the challenges of the Smart City Paradigm, involves stakeholders at EC, MED Programme, Green Growth Community, regional and local authority level providing their views for Smarter Cities. Special focus has been placed on the role of Smarter Cities in the **COVID-19 era for more resilient territories**.

The morning session of the event details the project outcomes and results. It more specifically presents the project view dealing with the challenges of Smart Cities viewing **pilot testing as a way to create necessary public authority pull for Smart Cities market, remaining largely technology pushed**. The project pilot testing outcomes on **smart public lighting** and **smart energy efficient public buildings** are detailed: four public lighting networks in four countries and 47 public buildings in three countries are the outcome of pilot testing intervention of the project. Project **Capacity Building** activity involves 10 workshops targeting 98 SMEs, and 8 Capacity Building workshops targeting policy stakeholders. A network of **438 stakeholders** covering the **Quadruple Helix community in the MED area** has been established. Important project deliverables targeting policy stakeholders include the Green Paper on Innovation Policy Change and the Smart City Protocol.

The afternoon session of the event comprises keynote speeches on the **challenges of Smart Cities**. It comprises European Commission view on **Intelligent Cities for a Green and Digital Recovery**. It details the recovery plan undertaken and experiences gained after the end of the lock down in two different cases involving a large metropolitan area (Metropolitan City of Milan) and a more rural area (Diputacion Provincial de Granada). The event closure includes the views of a city (Aix-en-Provence) and a region (Region Sud) in France.

Both Final Conference Sessions are available on Esmartcity Youtube channel:

Morning session: [youtu.be/A1FBse9i3Xs](https://youtu.be/A1FBse9i3Xs)

Afternoon session: [youtu.be/4STZZiDsowu](https://youtu.be/4STZZiDsowu)

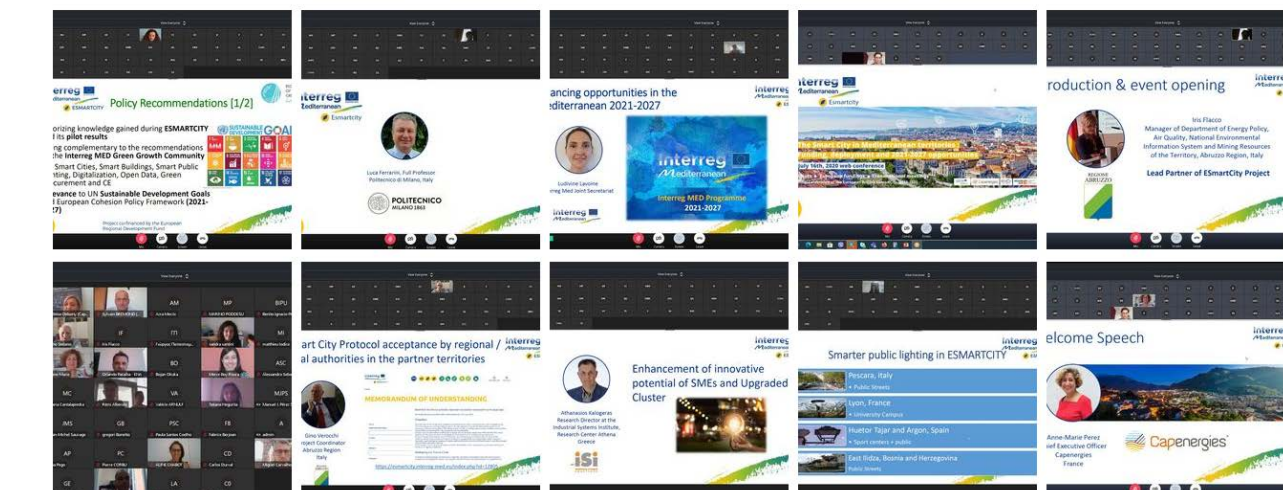
## RELATED FILES

Agenda | 947 KB

## RELATED LINKS


Registration

## MORNING SESSION PHOTOS



## Annex 5 – Social Media Promotion

### Linkedin – Teasing video




**Capenergies**  
 1 710 abonnés  
 2 sem. •

Le 16 juillet 2020 : rejoignez la communauté européenne des **#SmartCity** pour un évènement consacré au développement des villes méditerranéennes durables et intelligentes. **Héloïse Delseny Capenergies** vous en parle ↓↓

Inscrivez-vous ➡ <https://lnkd.in/efBmSkz>  
 Au programme : conférences, témoignages, financement, networking.

Vidéo inspirée de l'équipe créative et innovante de @NESOI @R2Msolutions. Un évènement du projet **Esmartcity.MED** via **Interreg MED Programme**



0:01 / 1:03

19 • 2 commentaires • 979 vues

## Linkedin – Speaker promotion



**Capenergies**  
 1 710 abonnés  
 1 sem. •

 **CONFERENCE SMARTCITY – ANNONCE DES SPEAKERS !**  
 Le webinaire Smart City des villes euro-méditerranéennes aura lieu le 16 juillet prochain  
 Bénéficiez du témoignage des speakers qui sont les acteurs majeurs des principales #SmartCity de la Méditerranée.  
 Ci-dessous, la liste des intervenants  
 Je m'inscris : <https://urlz.fr/doZz>  
 Capenergies Interreg MED Programme

**The Smart City in Mediterranean territories :  
Funding, deployment and 2021-2027 opportunities**



Anne-Marie PEREZ,  
Capenergies  
France



Iris Flacco, Région des Abruzzes,  
Italie



Adrijana Rac, Agence de développement urbain de East Sarajevo,  
Bosnie



Dr. Mercè Boy Roura,  
Interreg MED Green Growth community  
Espagne



Dana ELEFTHERIADOU,  
Commission Européenne



Luca Ferrari,  
Politecnico di Milano  
Italie



Athanasios Kologeras,  
Industrial Systems Institute, Centre de Recherche ATHENA,  
Grèce



Maria Makri, Région Occidentale,  
Grèce



D. John S. Baras,  
University of Maryland  
USA



Ludvine LAVIGNE  
STC, Programme Interreg MED







 avec **Adrijana Rac** et 4 autres

  12 • 1 commentaire





## Twitter – Live Quotes & Summary


**Capenergies** @Capenergies · Jul 17  
 [ BILAN ]  
 + de 100 participants ont assisté à la conf. finale du projet @EsmartcityM : de belles perspectives, avec un marché #smartcity estimé à 400 Mds€ d'ici 2027 !  
 Le projet s'achève avec la signature d'un MOU par les autorités publiques locales : [cutt.ly/4apQ01R](https://cutt.ly/4apQ01R)


**Capenergies** @Capenergies · Jul 17  
 Conférence SMARTCITY:@MEDProgramme @EsmartcityM  
 Quelles mesures pour la Smart City de Milan suite à la crise du covid-19 ?  
 Point de vue de @CarminePacente  
  
 #Conference #SmartCity #energy #Milan #COVID19



**The Smart City in Mediterranean Territories :  
 Final Web Conference 16/07/2020**

“ Le conseil municipal de Milan a décidé que 4 millions d'euros des Fonds structurels et d'investissement européens doivent être utilisés dans l'urgence pour les activités suivantes : mesures sociales, équipements d'urgence, soutien technique pour le travail à distance. ”

**Carmine PACENTE**  
 Metropolitan City of Milan


**Capenergies** @Capenergies · Jul 17  
 Conférence SMARTCITY:@MEDProgramme @EsmartcityM  
 Quelle stratégie pour la ville d'Aix-en-Provence en terme de Smart City ?  
 Point de vue de @PierreCorbu  
  
 #Conference #SmartCity #energy #Milan #COVID19



**The Smart City in Mediterranean Territories :  
 Final Web Conference 16/07/2020**

“ La ville d'Aix-en-Provence souhaite participer à ce rayonnement numérique et participer aux objectifs d'une croissance intelligente, inclusive et durable, en développant des espaces numériques permettant aux habitants de s'accueillir au numérique et favoriser le bien-être de ceux-ci. ”

**Pierre CORBU**  
 Ville d'Aix en Provence




**Capenergies** @Capenergies · Jul 16  
[#EnDirect](#) Conférence finale @EsmartcityM  
 Accompagnement de la @EU\_Commission  
 Témoignage de @DanaEleftheriadou  
  
[#Conference](#) [#SmartCity](#) [#energy](#) [#greencity](#)



**The Smart City in Mediterranean Territories :**  
Final Web Conference 16/07/2020

“ La Commission Européenne a décidé d'accompagner 100 villes européennes dans leur développement bas-carbone et leur digitalisation, grâce au 'Intelligent Cities Challenge' (ICC). ”

**Dana ELEFTHERIADOU**  
Commission Européenne







**Capenergies** @Capenergies · Jul 16  
[#EnDirect](#) Conférence finale @EsmartcityM : le programme @interregMed,  
 Perspectives 2021-2027 avec l'intervention de @ludivineLavoine  
[#Conference](#) [#SmartCity](#) [#energy](#) [#greencity](#)



**The Smart City in Mediterranean Territories :**  
Final Web Conference 16/07/2020

“ Une Europe plus « intelligente » et plus « verte » grâce à des concepts clés : écosystèmes d'innovation compétitifs, gestion efficace des ressources, économie circulaire, la résilience, la connexion des zones urbaines et de l'arrière-pays... : telles sont les orientations actuellement en discussion pour préparer MED 2021-2027 ”

**Ludivine LAVOINE**  
STC, Programme Interreg MED







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**Capenergies** @Capenergies · Jul 16  
 Conférence SMARTCITY: @MEDProgramme @EsmartcityM Qu'est-ce que le  
 projet européen Esmartcity ? Point de vue de @IrisFlacco  
[#EnDirect](#) [#Conference](#) [#SmartCity](#) [#energy](#)



**The Smart City in Mediterranean Territories :**  
Final Web Conference

“ Le projet Européen Esmartcity c'est 2,5 millions d'€, financé par le programme Interreg MED et 9 projets pilotes sur 2 thématiques clés : l'éclairage public intelligent et les bâtiments publics intelligents. ”

**Iris FLACCO**  
Région des Abruzzes, Italie







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