

**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 2.8 – Press and Traditional Media Appearances
Deliverable 2.8.3 – Press kits

Contractual Delivery Date: **06.2020**

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

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

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



Summary

Summary	2
1 Introduction	3
1.1 Scope and objectives of the deliverable	3
1.2 Structure of the deliverable	3
2 Save the date	5
3 Press release before project final conference	6
4 Press kit	7
5 Press release post event	8



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 A2.8 “Press and Traditional Media Appearances”. More specifically, it represents D.2.8.3 “Press kits” of the partner PP8, Capenergies, and aims at presenting press kits prepared and distributed to the journalists for the Final Conference of ESMARTCITY project organized on July 16th 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 2.8 is dedicated to Press and Traditional Media Appearances 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 give journalists relevant information about the ESMARTCITY project and generate interest about the project and its events.

The Deliverable D.2.8.3, “Press kits” presents the production of “save the date”, press releases and press kit distributed to journalists.

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 turned into a virtual event and was postponed to allow the good progress of Capacity Buildings Workshops (D4.2.2) also digitalized. Press conference reports (D2.8.2) depict the press strategy and its results and impact.

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, “Save the date” presents the save the date communication published before the ESMARTCITY final conference.



Chapter 3, "Press release before project final conference" presents the press release published before the ESMARTCITY final conference.

Chapter 4, "Press kit" presents the press kit distributed to journalists.

Chapter 5, "Press release post event" presents the press release prepared after the final conference.



2 Save the date

A save the date was produced to invite journalists to attend the final conference event. This was translated into the 7 languages of the project: English, French, Portuguese, Spanish, Bosnian, Italian and Greek.



ESMARTCITY

Webinar – Digital Conference

1 Day to learn all about the evolution of smart cities in the Mediterranean area through European project ESMARTCITY

Success stories – Expertises – Perspectives

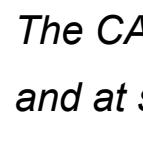
The ESMARTCITY project

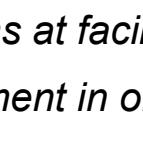
⌚ July 16, 2020

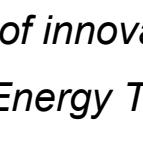
Funded under the Interreg MED Programme by the European Commission, the ESMARTCITY project contributes to the development of smarter cities in the Mediterranean area by using digital solutions to enhance energy efficiency in public buildings and lighting.

Capenergies, French cluster based in Aix-en-Provence (13 – France) **dedicated to the Energy Transition and network of key stakeholders**, presents the results of a two-year experimentation on the impact and use of energy efficiency technologies as a driver of green growth and territories resilience in cities in **6 European countries in the MED area**.

Attend the online presentation of the 9 pilot sites achievements and exchange with projects experts from foreign countries :

 **Bosnia-Herzegovina**

 **Spain**

 **France**

 **Greece**

 **Italy**

 **Portugal**

Key issues and thematics addressed

Including :

 Digitalisation of Smart Territories and industries, Open Data

 Public procurements and Smart City objectives at the heart of the "green" economic recovery

 Projects funding opportunities

The detailed programme of the event will be released within 10 days but you can already book your attendance and receive the invitation. Please send your contact info to presse@vcomk.com

About CAPENERGIES cluster The Innovative Energy Community

The CAPENERGIES cluster aims at facilitating the emergence of innovative projects and at supporting their development in order to accelerate the Energy Transition. The services developed within the network community will benefit to low-carbon energy ecosystems in Provence-Alpes-Côte d'Azur, Corsica, Guadeloupe, Réunion Island and in the Principality of Monaco.

CAPENERGIES' action is focused on 3 main strategic axis : Decarbonize energy uses and enhance their energy efficiency; Optimize and secure energy systems; Produce carbon-free energy.

530

members

1800

Energy-experts partners

740

innovative projects labelled by CAPENERGIES

430

projects with public funding aids representing more than 1,7 billion €

CAPENERGIES cluster provides the operational management of the FLEXGRID programme for the Region Sud in France, which aims at the large-scale deployment of optimised energy systems to maximize the integration of RES, and, tomorrow of electric vehicles.

MORE INFORMATION :

www.capenergies.fr

About the ESMARTCITY project

European project, funded under the Interreg MED programme, ESMARTCITY aims at the deployment of innovative technologies in public buildings and lighting in order to enhance energy efficiency in cities of the MED area. Several pilot sites have been developed in Italy, Greece, Spain, Bosnia-Herzegovina, Portugal and France.

Capenergies unites and supports many key stakeholders in the energy sector, and therefore took the leading role in promoting and transferring the 9 pilot sites' achievements and outputs of the European partnership since autumn 2019.

The project's objective is to support innovation in the Mediterranean area in order to enhance green growth, sustainable development, job creation and opening of new market opportunities for companies and SMEs.

Project co-financed by the European Regional Development Fund

Valérie ARNULF
+33 6 27 36 57 91
valerie@vcomk.com

Michel SIGUIER
+33 4 93 54 28 85
presse@vcomk.com

Céline FERRATO
+33 6 37 19 97 87
celine.ferrato@capenergies.fr

Press contact :

ESMARTCITY

Webinar – Conférence digitale

Une journée pour tout savoir sur l'évolution des villes intelligentes d'Europe du Sud et le projet européen ESMARTCITY

Retours d'expérience – Expertises – Perspectives

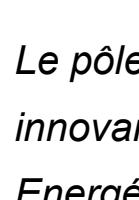
Le projet ESMARTCITY

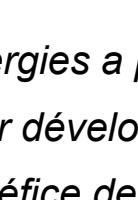
⌚ 16 JUILLET 2020

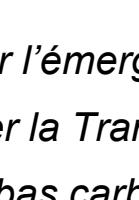
Financé par le programme Interreg MED de l'Union Européenne, le projet ESMARTCITY contribue au développement de villes méditerranéennes « plus intelligentes » par l'utilisation de solutions digitales visant à accroître l'efficacité énergétique des bâtiments et de l'éclairage publics.

Capenergies, pôle de compétitivité dédié à la Transition Energétique et réseau d'acteurs clés implanté à Aix-en-Provence (13 – France) présente les résultats de **2 années d'expérimentation** sur l'impact et l'utilisation de technologies d'efficacité énergétique comme levier de croissance verte et de résilience des territoires dans les villes de **6 pays sud-européens**.

Assistez à la présentation des réalisations déployées dans 9 sites pilotes et suivez l'expertise des porteurs de projets de chaque pays :

 Bosnie-Herzégovine

 Espagne

 France

 Grèce

 Italie

 Portugal

Des thématiques clés sont également abordées

Telles que :

 La digitalisation de la Smart City et l'open data

 La commande publique et la place de la Smart City dans le plan de relance « vert »

 Les opportunités de financement des projets

Le programme détaillé de la journée sera fourni sous 10 jours mais vous pouvez déjà réserver votre place et recevoir votre invitation. Merci de retourner votre réponse sur presse@vcomk.com

A propos du Pôle de compétitivité CAPENERGIES

The Innovative Energy Community

Le pôle de compétitivité Capenergies a pour mission de faciliter l'émergence de projets innovants et d'accompagner leur développement pour accélérer la Transition Energétique. Il intervient au bénéfice des filières énergétiques bas carbone en Provence-Alpes-Côte d'Azur, Corse, Guadeloupe, Île de la Réunion ainsi qu'en Principauté de Monaco.

Son action se concentre sur 3 axes stratégiques : Décarboner les usages et améliorer leur efficacité énergétique, optimiser et sécuriser les systèmes énergétiques, produire de l'énergie décarbonée.

530

Adhérents

1800

partenaires spécialistes de l'énergie

740

projets innovants labellisés par CAPENERGIES

430

projets ont obtenu un financement public

représentant un budget mobilisé de plus de 1,7 Mds€

Le pôle assure en particulier la conduite opérationnelle du programme FLEXGRID pour le compte de la Région Sud qui déploie des solutions de systèmes énergétiques optimisés pour maximiser l'intégration des EnR et, demain, des véhicules électriques.

PLUS D'INFOS SUR :

www.capenergies.fr

A propos du projet ESMARTCITY

Projet européen, financé par le programme Interreg MED, ESMARTCITY vise à tester de nouvelles technologies pour accroître l'efficacité énergétique des bâtiments et de l'éclairage publics en Méditerranée. Plusieurs projets pilotes en Italie, Grèce, Espagne, Bosnie-Herzégovine, Portugal et France ont été mis en œuvre.

Capenergies, qui fédère de nombreux acteurs performants dans le domaine de l'énergie, intervient dans la valorisation des 9 sites pilotes partenaires, de leurs résultats et de leurs expériences depuis l'automne 2019.

L'ambition du projet est de promouvoir l'innovation dans l'aire méditerranéenne afin d'y soutenir la croissance verte et le développement durable et d'encourager la création d'emplois, de même que l'ouverture de nouveaux marchés pour les entreprises et start-up.

Project co-financed by the European Regional Development Fund

PLUS D'INFOS SUR :

www.esmartcity.interreg-med.eu

Contacts presse :

Valérie ARNULF
06 27 36 57 91
valerie@vcomk.com

Michel SIGUIER
04 93 54 28 85
presse@vcomk.com

Céline FERRATO
06 37 19 97 87
celine.ferrato@capenergies.fr

ESMARTCITY

Webinar – Digitalna Konferencija

1. dan naučiti više o evoluciji pametnih gradova u Mediteranskom području kroz evropski projekat

Uspješne priče – Ekspertize – Perspektive

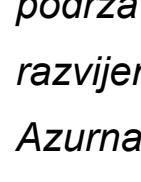
The ESMARTCITY projekat

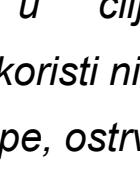
⌚ Juli 16, 2020

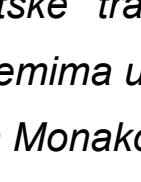
Finansiran u okviru Interreg MED Programa Evropske Komisije, projekat ESMARTCITY doprinosi razvoju pametnih gradova u Mediteranskom području korištenjem digitalnih rješenja da bi se unaprijedila energetska efikasnost javne rasvjete i zgrada.

Capenergies, Francuski klaster smješten u Aix-en-Provence (13 – Francuska) posvećen energetskoj tranziciji i mreži ključnih zainteresovanih strana, predstaviće rezultate dvogodišnjeg eksperimenta o uticaju i korištenju energetski efikasnih tehnologija kao pokretača zelenog rasta i otpornosti teritorija u gradovima 6 evropskih zemalja u MED području.

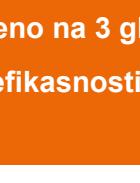
Prisustvujte online prezentaciji rezultata 9 pilot projekata i razmjeni iskustava sa projektnim ekspertima iz stranih zemalja:

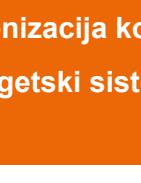
 Bosnia-
Herzegovina

 Spain

 France

 Greece

 Italy

 Portugal

Ključna pitanja i teme

Uključujući:

 Digitalizacija pametnih teritorija i industrije,

 Ciljevi javnih nabavki i Pametnog grada su jezgro "zelenog" ekonomskog

 Mogućnosti za finansiranje

Detaljan program događaja biće objavljen za 10 dana ali već sada možete rezervisati učešće i dobiti pozivnicu. Molimo Vas da pošaljete vaše kontakt informacije na presse@vcomk.com

O klasteru CAPENERGIES Inovativna energetska zajednica

Cilj klastera CAPENERGIES je olakšavanje stvaranja inovativnih projekata i podržavanje njihovog razvoja u cilju ubrzavanja energetske tranzicije. Usluge razvijene unutar mreže biće od koristi niskokarbonskim ekosistemima u Provansi-Alpe-Azurna obala, Korzika, Gvadalupe, ostrvo Reunion i Kneževina Monako.

Djelovanje CAPENERGIES je usmjereni na 3 glavne strateške ose : Dekarbonizacija korištenja energije i unapređenje energetske efikasnosti; Optimizirani i sigurni energetski sistemi; Proizvodnja energije bez ugljenika.

530

1800

740

430

članova

Partnera
Energetskih
stručnjaka

Inovativnih
projekata sa
oznakom
CAPENERGIES

Projekata finansiranih
javnim sredstvima u
iznosu većem od 1,7
milijardi €

Klaster CAPENERGIES obezbeđuje operativno upravljanje programom FLEXGRID za Region Sud u Francuskoj, cilj je cilj sira primjena optimiziranih energetskih sistema kako bi se maximizirala integracija OIE i električnih vozila

VIŠE INFORMACIJA :

www.capenergies.fr

O projektu ESMARTCITY

Evropski projekat, finansiran od strane Interreg MED programa, ESMARTCITY ima za cilj primjenu inovativnih tehnologija u javnoj rasvjeti i zgradama kako bi se unaprijedila energetska efikasnost u gradovima u MED području. Nekoliko pilot projekata provedeno je u Italiji, Grčkoj, Španiji, Bosni i Hercegovini, Portugal i Francuskoj.

Capenergies unites and supports many key stakeholders in the energy sector, and therefore took the leading role in promoting and transferring the 9 pilot sites, achievements and outputs of the European partnership since autumn 2019.

Cilj projekta je podrška inovacijama u Mediteranskom području u cilju unapređenja zelenog rasta, održivog razvoja, otvaranja radnih mesta i stvaranja novih tržišnih prilika za kompanije i MSP.

Project co-financed by the European Regional Development Fund

Press contact :

Valérie ARNULF
+33 6 27 36 57 91
valerie@vcomk.com

Michel SIGUIER
+33 4 93 54 28 85
presse@vcomk.com

Céline FERRATO
+33 6 37 19 97 87
celine.ferrato@capenergies.fr

VIŠE INFORMACIJA :

www.esmartcity.interreg-med.eu

Το έργο ESMARTCITY

Με χρηματοδότηση από το πρόγραμμα Interreg MED Επιτροπής, το έργο ESMARTCITY συμβάλλει στην ο

πόλεων στην περιοχή της Μεσογείου αξιοποιώντας ψηφιακές λύσεις προαγωγή της ενεργειακής αποδοτικότητας σε δημόσια κτήρια και

ηρίου δύναμης της πράσινης ανάπτυξης και της ανθεκτικότητας σε 6 Ευρωπαϊκές χώρες της περιοχής MED.

9 πιλοτικών και ανταλλάξτε απόψεις με

Herzegovina

Εστίαση σε βασικές περιοχές και θεματικές

 Ψηφιοποίηση Έξυπνων Περιοχών και της βιομηχανίας, Ανοικτά Δεδομένα	 Δημόσιες συμβάσεις και στόχοι της Έξυπνης Πόλης στην καρδιά της "πράσινης" οικονομικής ανάκαμψης	 Ευκαιρίες χρηματοδότηση σέργων
--	--	---

Οι Έλληνες

κτήριά της στο πλαίσιο
αναπτύξει την Ποάστη

προκύψει η Πράσινη Βίβλος για τους φορείς. Το Ινστιτούτο Βιομηχανικής Εργαστηρίου στις εγκαταστάσεις της στην Αθήνα πραγμάτων για την υλοποίηση αποδοτικότητας και παρέχει υπηρεσιών στο πλαίσιο της

ουτισμένη γραφικά ώστε να αι
ημάτων έχει εφαρμόσει τις ιδέε
του ολοκληρώνοντας εξοπλισμ
ροηγμένων σεναρίων ενεργεια
Ανοικτά Δεδομένα σε επιχειρήσ
artcity Datathon.

τελέσει ένα εγχειρίδιο
του Ζωντανού
Διαδικτύου των
εξοικονόμησης και
ς για σχεδίαση νέων

ΠΛΗΡΟΦΟΡΙΕΣ : www.capenergies.fr

Σχετικά με το έργο ESMARTCITY

To Ευρωπαϊκό έργο ESMARTCITY, με χρηματοδότηση από το πρόγραμμα Interreg MED, αποσκοπεί στην εφαρμογή καινοτόμων τεχνολογιών σε δημόσια κτήρια και φωτισμό προκειμένου να προαχθεί η ενεργειακή αποδοτικότητα σε πόλεις της περιοχής MED. Διάφορα πιλοτικά έχουν υλοποιηθεί στην Ιταλία, Ελλάδα, Ισπανία, Βοσνία-Ερζεγοβίνη, Πορτογαλία και Γαλλία.

της προώθησης και μεταφοράς των 9 πιλοτικών δοκιμών, των επιτευγμάτων και αποτελεσμάτων της Ευρωπαϊκής κοινοπραξίας από το φθινόπωρο του 2019.

Επίχειρηματικό Κούρσο.

Interreg
Mediterranean

EUROPEAN UNION



Project co-financed by the European
Regional Development Fund

ΠΛΗΡΟΦΟΡΙΕΣ

www.esmartcity.interreg-med.eu

ETIQUETTE

+33 6 27 36 57 91
valerie@vcomk.com

+33 4 93 54 28 85
presse@vcomk.co

+33 6 37 19 97 87
celine.ferrato@capenergies.fr

ESMARTCITY

Webinar – Conferencia Digital

1 día para aprender todo sobre la evolución de las smart cities en el área mediterránea a través del proyecto ESMARTCITY

Casos de éxito – Expertos – Perspectivas

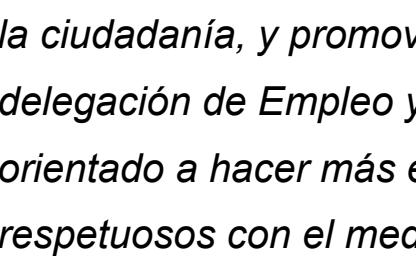
El Proyecto ESMARTCITY

⌚ 16 de Julio de 2020

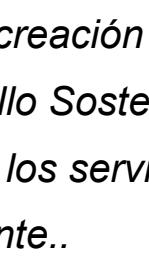
Financiado bajo el Programa Interreg MED por la Comisión Europea, el proyecto ESMARTCITY contribuye al desarrollo de ciudades más inteligentes en el área mediterránea mediante el uso de soluciones digitales para mejorar la eficiencia energética en edificios públicos e iluminación.

Diputación de Granada, trabaja para apoyar el desarrollo de la provincia de Granada, con 174 municipios, la mayoría pequeños y medianos en el ámbito rural y suburbano dedicado cada vez más a la transición energética que tantos beneficios puede traer especialmente con el aprovechamiento de los recursos del ámbito rural. Presenta los resultados de dos años sobre el impacto y el uso de tecnologías de eficiencia energética como motor del crecimiento verde y territorios resilientes en ciudades de 6 países europeos en el área MED.

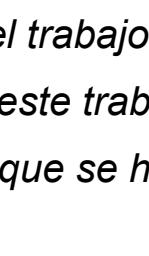
Asiste a la presentación de los logros de los 9 pilotos e intercambia experiencia con expertos de proyectos de otros países:



Bosnia-
Herzegovina



Spain



France



Greece



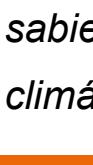
Italy



Portugal

Temas clave y temáticas abordadas

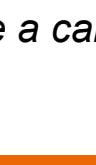
Including :



Digitalisation of
Smart Territories
and industries,
Open Data



Public procurements
and Smart City
objectives at the
heart of the "green"
economic recovery



Projects funding
opportunities

El programa detallado del evento se lanzará dentro de los 10 días previos, pero ya puede reservar su asistencia y recibir la invitación. Por favor envíe su información de contacto a presse@vcomk.com

Sobre la DIPUTACION DE GRANADA

El DIPUTACION DE GRANADA tiene como objetivo apoyar a los municipios de la provincia de Granada en su desarrollo, respetando el entorno natural, escuchando a la ciudadanía, y promoviendo la creación de empleo a través del trabajo de la delegación de Empleo y Desarrollo Sostenible. De igual forma, este trabajo está orientado a hacer más eficientes los servicios públicos a la vez que se hacen más respetuosos con el medio ambiente..

La acción de DIPUTACION en materia de energía se centra en 4 ejes estratégicos principales: Creación de Conocimiento, Formación y Difusión, Búsqueda de Financiación, y Gobernanza Inteligente.

174

~1M hab

48 M€

municipios

Población de
la provincia

Invención en
Proyectos
innovadores

La DIPUTACION DE GRANADA proporciona apoyo principalmente a los municipios más pequeños y con menos recursos, teniendo en cuenta al dificultad de administrar territorios rurales con una alta dispersión de la población, y sabiendo que este territorio es uno de los más vulnerables frente a cambio climático de Europa.

MÁS INFOMACIÓN:

www.dipgra.es

Sobre el Proyecto ESMARTCITY

Proyecto europeo, financiado por el programa Interreg MED, ESMARTCITY tiene como objetivo el despliegue de tecnologías innovadoras en edificios públicos e iluminación para mejorar la eficiencia energética en las ciudades del área MED. Se han desarrollado varios sitios piloto en Italia, Grecia, España, Bosnia-Herzegovina, Portugal y Francia

DIPUTACION apoya a muchas partes interesadas clave en el sector de la energía y, por lo tanto, asumió el liderazgo en la promoción y transferencia de los logros y resultados de los 9 sitios piloto de la asociación europea desde el otoño de 2019.

El objetivo del proyecto es apoyar la innovación en el área mediterránea para mejorar el crecimiento verde, el desarrollo sostenible, la creación de empleo y la apertura de nuevas oportunidades de mercado para empresas y pymes.



Project co-financed by the European
Regional Development Fund

Valérie ARNULF
+33 6 27 36 57 91
valerie@vcomk.com

Michel SIGUIER
+33 4 93 54 28 85
presse@vcomk.com

Céline FERRATO
+33 6 37 19 97 87
celine.ferrato@capenergies.fr

Contactos de prensa del proyecto:

www.esmartcity.interreg-med.eu

3 Press release before project final conference

The press release was produced in French on July 2nd and translated in English by Capenergies and all local versions by project partners to be transmitted and published in local ecosystems. The content of the press release focuses on the content of the final conference event and provide short introduction on the Esmartcity project.



The Smart City in Mediterranean territories : Funding, deployment and 2021-2027 opportunities on July 16th, 2020

1-day event to learn all about the evolution of smart and sustainable Euro-Mediterranean cities and the ESMARTCITY transnational project

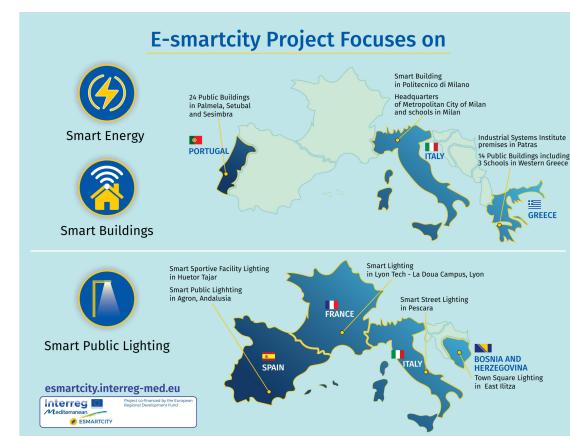


For the past 2 years, Capenergies, cluster dedicated to the Energy Transition and network of key energy stakeholders in the Region Sud of France, has been involved in the European project ESmartCity that aims at testing and supporting the deployment of energy efficiency solutions to increase green growth potential and to strengthen the resilience of territories, in 9 Euro-Mediterranean cities.

The results of the experimentations and transnational collaboration will be presented in the final innovative event organized by Capenergies, 100% digital, 100% in English, that will take place on July 16th, 2020. Register now !

ESMARTCITY : create the city of tomorrow

Funded under the Interreg MED programme of the European Commission, the ESMARTCITY project supports the ambition to develop more sustainable and smarter Euro-mediterranean cities by deploying digital solutions to enhance energy efficiency in public buildings and lighting for the benefit of all, through new citizens services.



Over 2 years, several pilot sites and actions to reinforce the cooperation between public authority and industry have been implemented in Italy, Greece, Spain, Bosnia-Herzegovina, Portugal and France.

By contributing to green growth and sustainable development in the Euro-mediterranean area, the project is supporting local economic recovery, employment and favors new markets for industry, including SMEs and start-ups in each region.

100% Digital event to present experimentation results and prospectives for future projects

A great way to share experiences and recommendations than **gathering Euro-mediterranean communities online** (in line with the current sanitary measures and eco-friendly logistic !)

During 1 day, participants will be able to attend conferences, presentations of pilot sites, transnational networking and presentation of future opportunities.



Among the targeted topics :



Digitalization of Smart City and open data



Public procurement and Smart City solutions in the green economic recovery local plans



Funding opportunities for territorial projects

Programme (CET Time)

10:00 – 11:30 am

Enhancing Community Resilience through Energy Efficiency: Good practices and future MED project opportunities for territories, university and industry

Among the priorities addressed

- Presentation of local pilot sites developed within the ESMARTCITY project on smart public lighting and energy efficiency in public buildings ;
- Capitalisation of experimentation results via policy recommendations ;
- Green Growth in the MED area : opportunities and local resiliency ;
- Interreg MED Programme in 2021-2027 : funding opportunities for your projects.

2:00 – 3:30 pm

Economy, Green Deal and Digital Age: Prepare your territory, university and industry for Europe 3 top priorities for 2021-2027.

Subjects of Conferences :

- Smart Cities : Challenges and Opportunities for Better Work-Life-Society,
- Open infrastructures providing insights for local stakeholders on standardized approaches: The SmartSantander approach
- Intelligent Cities driving a Green and Digital Recovery, the European Commission supports 100 European cities in developing low-carbon strategy and digitalization (Nice and Aix-en-Provence - France among the laureates cities).
- Economic recovery plan and/or good experiences of cities after lockdown ending measures, Province of Granada and Metropolitan city of Milan cases,
- Closing of the event by the Region Sud, France. Philippe Maurizot, Vice-président de la Commission Economie, Industrie, Innovation, Nouvelles Technologies & Numérique, Region Sud France
 - Innovative and green public procurements in the economic recovery plan
 - Digitalization of industry and territories

Transnational Matchmaking among potential project partners

With the global ambition to strengthen transnational partnerships and Smart City prospectives, the event also encourages networking among Smart City ecosystems in all the Euro-Mediterranean area and beyond.

Public authorities, companies, education&research centers,

all participants are invited to plan visio 1to1 meetings between 3:30 and 4:30 in the afternoon in order to meet and exchange with future collaborators.



You will have the opportunity to :

- Present your solutions to public buyers ;
- Exchange with your peer to develop produce, commercialize your innovative solutions ;
- Enhance international cooperations ;
- Adapt your products and services to local needs by receiving direct feedback from end-users in the MED area ;
- Discover, compare, acquire innovative solutions in the field of smart public lighting and building.

Registration are open

Participate in the online event by registering on :

[https://esmartcity.b2match.io/.](https://esmartcity.b2match.io/)

The 2-year collaborative project will be completed with this international event but the objective is to open new perspectives for future projects in the necessary energy transition we have to address.

ABOUT CAPENERGIES CLUSTER - THE INNOVATIVE ENERGY COMMUNITY

The CAPENERGIES cluster aims at facilitating the emergence of innovative projects and at supporting their development in order to accelerate the Energy Transition. The services developed within the network community will benefit to low-carbon energy ecosystems in Provence-Alpes-Côte d'Azur, Corsica, Guadeloupe, Reunion Island and in the Principality of Monaco.

3 main strategic domains of intervention :

-  decarbonize energy uses and enhance their energy efficiency
-  optimize and secure energy systems
-  produce carbon-free energy.

530 members

1800 energy-expert partners

740 innovative projects labelled by Capenergies

430 projects received public funding representing a total budget of more than 1,7 billion €.

CAPENERGIES cluster provides the operational management of the FLEXGRID programme for the Region Sud in France, which aims at the large-scale deployment of optimised energy systems to maximize the integration of RES, and, tomorrow of electric vehicles.



Project co-financed by the European Regional Development Fund

Press Contacts

Valérie ARNULF
valerie@vcomk.com
+33 6 27 36 57 91

Michel SIGUIER
presse@vcomk.com
+33 4 93 54 28 85

Céline FERRATO
celine.ferrato@capenergies.fr

4 Press kit

A press kit was created and sent to journalists to give them additional information on the Esmartcity project, provide key figures illustrating the project and results/achievements of the project. French and English versions were produced.



ESMARTCITY

Mediterranean innovation project for energy efficiency & smart territories

Funded by the European Union through the
Interreg Med programme, "green growth" actions

FINAL CONFERENCE – JULY 16th, 2020

Conferences

Results, prospects,
expertise

Meetings

Between innovation stakeholders
from Mediterranean countries

Laboratories, companies,
public authorities, citizens

Organised by par



in partnership with the Esmartcity consortium





Table of content

p03 **The Smart City**

p06 **A word from project partners**

p09 **ESMARTCITY in a nutshell**

p11 **ESMARTCITY key figures**

p13 **Concrete experiments and feedback**

p15 **Smart lighting for the city services and its citizens**

p18 **Smart Buildings tranformed into Living Labs**

p21 **ESMARTCITY's webinar**

p23 **Practical info & contacts**

.The Smart City

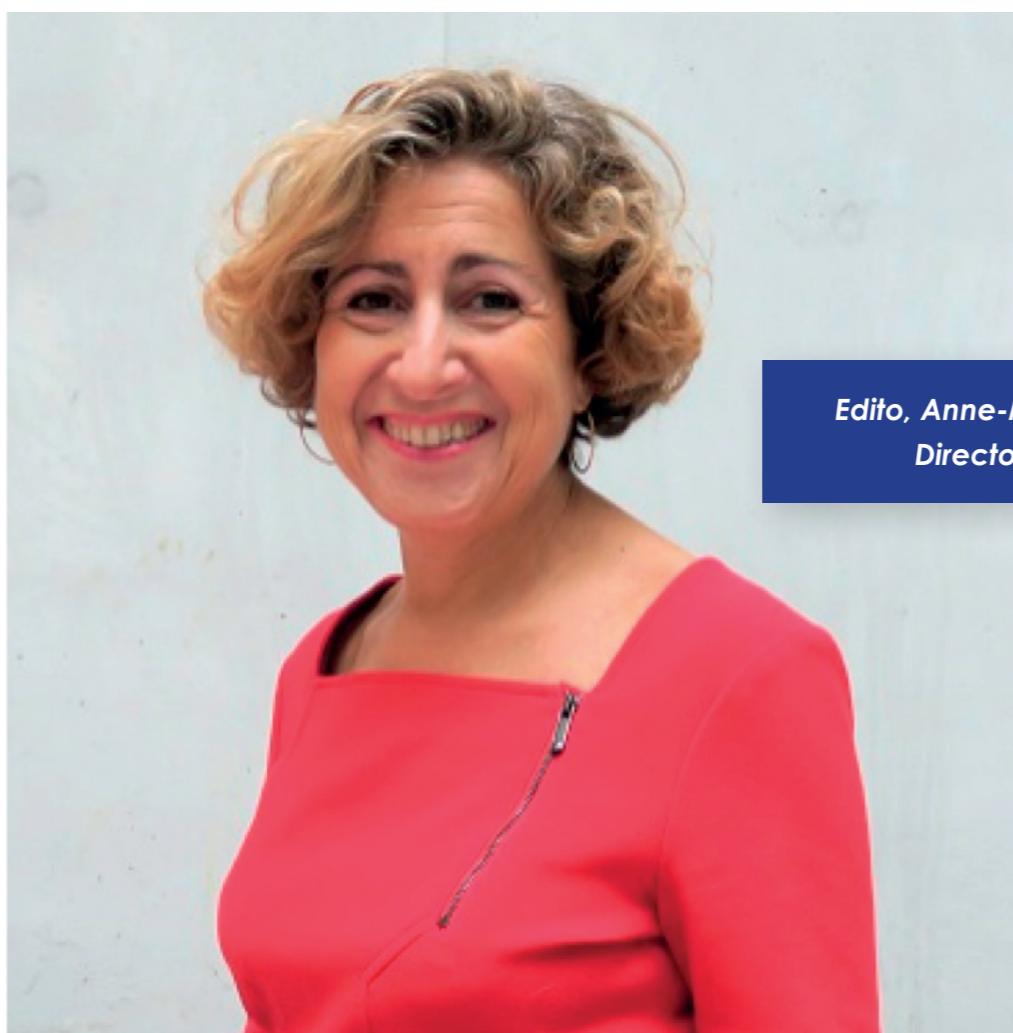
Definition from the European Commission

By 2050, two thirds of the world population will be living in cities, consuming over 70% of world energy and emitting just as much greenhouse gases. As city populations grow, the demand for services and pressure on resources increases. This demand puts a strain on energy, water, waste, mobility and any other services that are essential for city prosperity and sustainability.

A smart city is a place where traditional networks and services are made more efficient with the use of digital and telecommunication technologies for the benefit of its inhabitants and businesses

A smart city goes beyond the use of information and communication technologies (ICT) for better resource use and less emissions. It means striving for sustainability through smarter urban transport networks, upgraded water supply and waste disposal facilities, and more efficient ways to globally manage the buildings and public lighting.

It also means a more interactive and responsive city administration, safer public spaces and meeting the needs of an ageing population.



Edito, Anne-Marie Perez, General Director, Capenergies

The Smart City is not just intelligent and digital anymore. It is a city focused on the quality of life of its inhabitants, on improving services, preserving the environment and biodiversity. It is a connected, sustainable, agile, open, creative, resourceful, adaptive, efficient city that seeks to improve the comfort of life of its inhabitants. A "friendly" city, as some say.

Smart Lighting and public buildings are, of course, at the core of Smart Cities. First of all because they provide a service to all the city's occupants and are the visible mirror of the city's commitment to its sustainable development policy. Urban safety and well-being, the fight against light pollution, the enhancement of heritage and the attractiveness of the territory are all expectations expressed by citizens. Secondly, lighting and public buildings represent major energy-saving opportunities for cities and therefore potential cost savings for citizens or the financing of new services. Finally, they can be showcases of excellence for innovative suppliers.

Thinking about the efficient deployment of these two key uses in the heart of cities by relying on IoT, digital and data technologies makes the development of new services/technologies possible, including in terms of sustainable mobility.

This is why Capenergies cluster decided more than 2 years ago to position itself on a European project dedicated to lighting and energy efficiency in public buildings. Capenergies and its 530 members work every day to create innovative solutions to achieve the objectives of the energy transition and the Green Deal. In the context of European recovery and sovereignty which is ours since the current crisis, this action induces a certain economic activity, useful for the climate and potentially creating European leaders. Working with European partners sharing the specificities of the Mediterranean environment is a real asset to share practices and develop economic prospects.

It is in this sense that Capenergies has led 2 workshops for SMEs and then for public authorities of Provence-Alpes-Côte d'Azur to make them better aware of these innovative solutions available for lighting and public buildings and experimented by our partners. The idea was to encourage them to introduce these new features in their future calls for tenders. By playing a pioneering role in this way, public or private contractors will not only provide new services to users but also provide economic support for the development of innovative companies, offering them an initial order book and showcase references.



Urban safety and well-being



Light pollution control



Heritage enhancement



Attractiveness of the territory

I was particularly sensitive and impressed by the responsiveness of the ESMARTCITY project teams who mobilized, during the containment phase, to propose very concrete recommendations to facilitate (or even systematize) innovative, green public procurement, integrating full costs over the entire product life cycle to support the excellence of European companies and the Green Deal. I sincerely hope that the Green Paper will inspire new legal provisions and new practices.

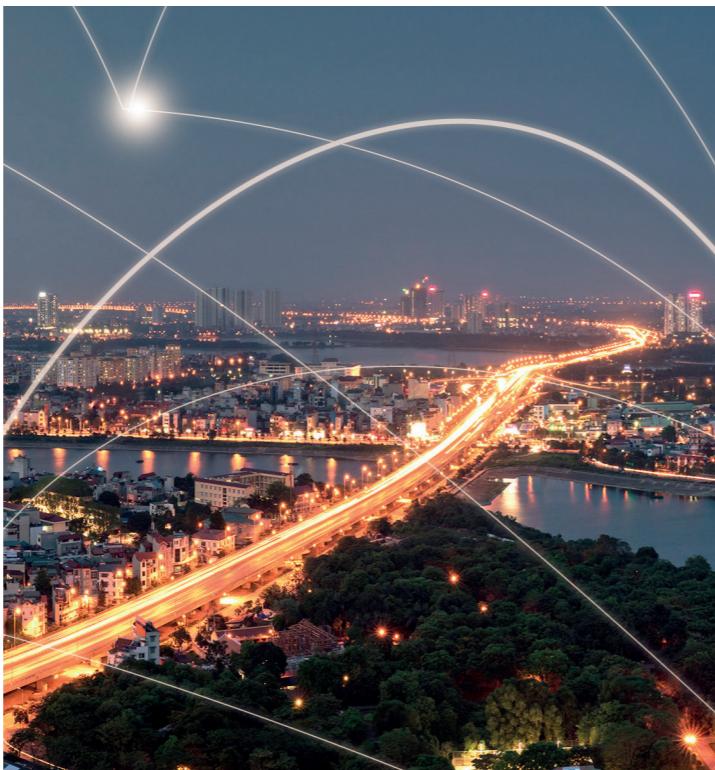
I also very much appreciated the willingness of some of our partners to use the city's infrastructure as a test bed or as a living lab to experiment with innovative applications/services, proof-of-concept for future intelligent services projects.

I was also struck by the extent to which we had a convergence of views on the Smart City regardless of the specificity and needs of each territory, the heterogeneity of the pilots and the existence or not of previous experiences with Smart City solutions (from small cities integrating Smart City practices into their public management for the first time, to cities with a consolidated penetration of the Smart City concept recognized by the European Commission for certain).

Finally, through this project, I have strengthened my conviction of the value of collaborative work between European partners, of course, but also within the cities themselves. The development of smart cities is very vast and cannot be conceived in silos.

Transport, energy, real estate, water and waste services will increasingly need to work together, not side by side, but in a cross-cutting and collaborative way, involving citizens as early as possible in the development of solutions and speeding up the decision-making and implementation process.

Many transformations await us and I have confidence in our ability to invent new technological and non-technological solutions that are effective, competitive and respectful of our health and the environment, with the support of European funding and thanks to the commitment, tenacity and creativity of players such as those involved in the ESMARTCITY project, to whom I would like to extend my warmest greetings.



.A word from project partners



Iris Flacco,

Manager of the Department of Energy Policy and Environmental Resources of the Abruzzo Region (Italy)

« This project is a first step to create a smart city and a smart region, which use high technologies to improve public services and make them greener, to achieve the objectives and targets of the sustainable development and adaptation to climate change strategy foreseen for 2030 and 2050 »



Orlando Paraiba,

ENA's Technical Director (Portugal)

« We identified which energy use strategies are the most appropriate, seeking a rational use of energy »



Ana Maria Munos Arquelladas,

President of Agencia Provincial de la Energia de Granada (Spain)

« With the objective of improving the quality of life of our citizens, we have the challenge of carrying out smart city technologies to our villages »



Hervé Rivano,

Head of the INSA Lyon CITI Agora team at INSA University (France)

« Light conditions, temperature, ambient humidity and other parameters such as the presence of people were analysed to understand the activity in the streets and to correlate certain phenomena in order to improve and optimise public lighting. »



Zoran AVRAM,

The Deputy Mayor of East Ilidza (Bosnia-Herzegovina)

«Results are more than encouraging leading to significant savings. Monthly electricity bills dropped from 7,500€ to 2,500 / 3,000€ »



Athanasios Kalogerias,

Research Director at the Industrial Systems Institute (ISI - Greece)

« Open data can be a driving force for Smarter Circular Cities, helping enhance innovation and entrepreneurship breaking the silos between application domains. »



Maria Makri,

Esmartcity / Region of Western Greece Project Manager (Greece)

« The experimentation focuses on energy efficiency for existing urban building, which is the main urgent energy challenge for European cities, especially in the MED area »



Carmine Pacente,

Head of Coordination of European Planning, Metropolitan City of Milan (Italy)

« The project is to be considered the proof of the concept for future intelligent service projects of cities and has been implemented by involving all stakeholders of the community, industry, school and civil society, following the Open Innovation model in every single phase of the implementation of the project. »



Luca Ferrarini,

Director of the DAISY Lab, Politecnico di Milano (Italy)

« This Esmartcity pilot project embraces the increasing attention on the energetic sustainability and European climate-neutral economy plan »

.ESMARTCITY in a nutshell

To this end, **9 demonstrators focusing on the energy efficiency of buildings and the optimised management of public lighting were deployed from September 2018, drawing on ecosystems and innovative digital and energy technologies**. Residential neighbourhoods, student campuses and public buildings are more particularly targeted by the experimentation with the aim of offering more environmentally friendly citizen services and policy recommendations to public authorities.

Consortium: 10 partners from 6 South European countries working together since 2018 for the development of sustainable and smart Mediterranean cities:

A European objective: Improving the innovation capacity of actors in sustainable and smart green growth in urban areas, in particular Mediterranean cities

Funded by the European Union in the framework of the Interreg Med programme, the ESMARTCITY project consists in testing new technologies to increase the energy efficiency of buildings and public lighting in the Mediterranean. It aims to foster the development of "smart cities" in the Mediterranean, which use digital solutions to improve the services offered to citizens and reduce their environmental impact.



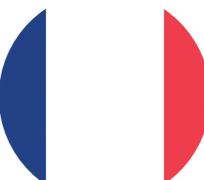
09



East Sarajevo Urban Development Agency - Bosnia and Herzegovina



Province of Granada - Spain



Capenergies and INSA Lyon - France



Research Centre of Patras and Region of Western Greece - Greece



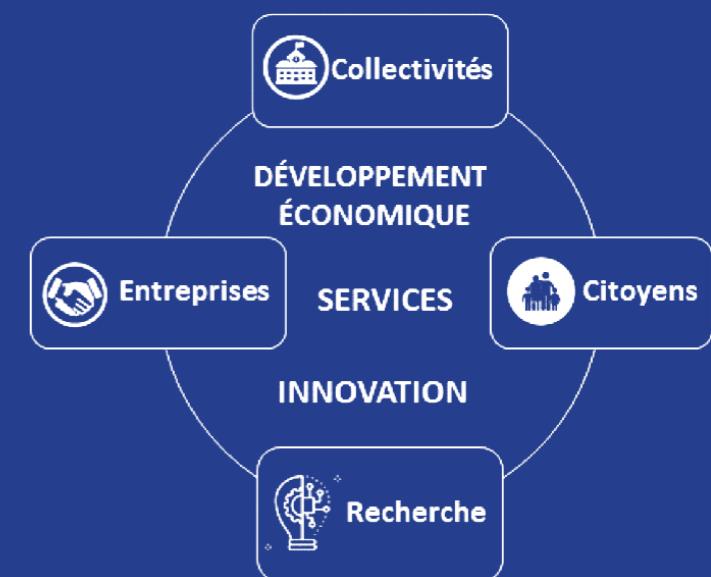
Polytechnic of Milan and Metropolitan City of Milan, Abruzzo Region (project coordinator) - Italy



Arrábida Energy and Environment Agency - Portugal

Throughout the project, the partners encourage interaction between businesses, public authorities, citizens and higher education and research institutions (actors of "a quadruple helix") in order to create the necessary conditions in the territories to the implementation of the Smart City concept and to foster innovation within dynamic ecosystems.

In particular, they involve clusters, which are intended to bring together these different types of players.



10

ESMARTCITY KEY FIGURES

10 partners

6 countries

30 months

2,5M € budget

9 recommendations for public authorities in a Green Paper

81 street lights

16K m² of illuminated area

60% energy savings achieved

+68K Total investment, i.e. 842€ per light point, amortized over the life of the new installations (15 years).

SMART LIGHTING - 4 PILOT SITES

13 schools

13 offices

4 stadiums

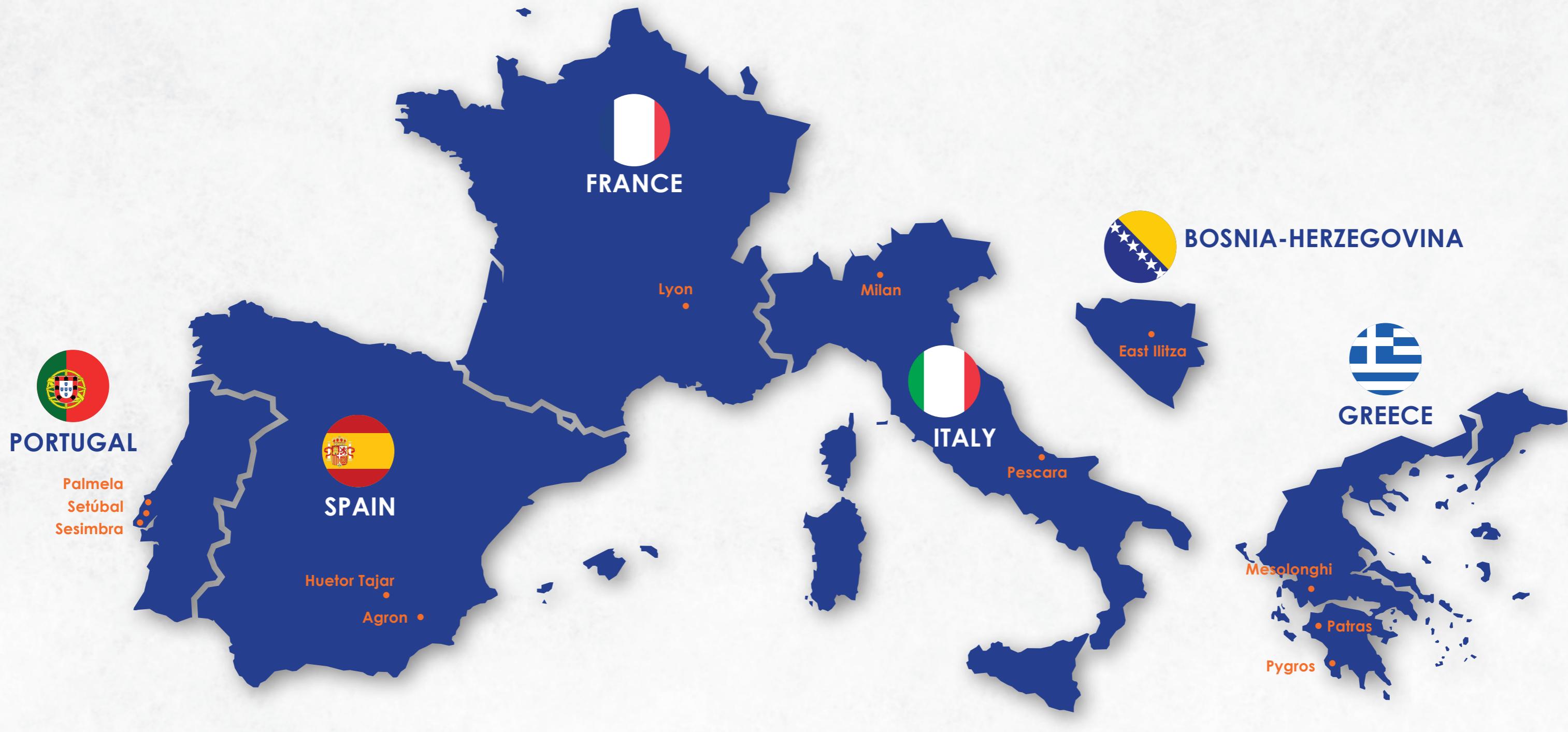
3 swimming pools

2 libraries

+77K Total investment, i.e. €1,729 per building amortized in less than 4 years

The aim of the project is also to encourage job creation in knowledge and digital economies, as well as opening up new markets for companies and start-ups. More broadly, the project aims to promote innovation in the Mediterranean area to support green growth and sustainable development.

.Concrete experiments and feedback



Smart lighting for the city services and its citizens

The seafront of Pescara - Abruzzo Region (Italy)

Pescara is an Italian municipality of more than 120,000 inhabitants in the province of Abruzzo. The pilot project consists of creating an integrated intelligent lighting system along one of the city's main roads, replacing the old lighting system with a new, more efficient and effective intelligent system using LED street lighting.

The public authority of the Abruzzo region joined the Covenant of Mayors Energy and Climate initiative in 2010 to support the development of a Local Action Plan for Sustainable Energy and Climate. Leading the ESMARTCITY project, the region has implemented a demonstrator allowing the control of the functionalities of each lamp post to enhance the safety of citizens and optimize electricity consumption according to the environmental conditions of visibility.

The Municipality of Pescara has started to integrate an intelligent mobility system by installing and managing vehicle counting systems, weather stations and surveillance cameras.

The Andalusian villages of Agron and Huétor Tajar - Province of Granada (Spain)

These two Andalusian municipalities are located in the Province of Granada and host the smart lighting project led by the Energy Department of Granada, which has been able to capitalise on past experience in street lighting projects and investment in smart city projects in the region.

Through real-time measurement of electrical energy consumption using smart energy meters, as well as air quality measurement, information is published and available online to support the reduction of energy consumption and light pollution. In particular, a control system allows light intensity to be reduced by between 20% and 50% at night.

Veljine Square - East Sarajevo Development Agency (Bosnia and Herzegovina)

Veljine Square is located in the municipality of Ilidza Est, a suburban and rural area of Sarajevo in Bosnia and Herzegovina. The East Sarajevo Development Agency, which plays a key role in transferring knowledge from universities/labos to local social and economic activities, has developed the first fully implemented Smart City service in the Western Balkan region.

This lighting system coupled with energy metering controllers and sensors that measure air quality, movement and ambient light conditions is a true proof of concept and will serve as a showcase for future smart lighting and service projects in cities across the country.

Le campus de l'INSA Lyon (France)

In Lyon, several experiments in energy efficiency, mobility and digital services have led the city to be recognized as a smart city in France and Europe. None of the past projects involved the collection and analysis of data on the movement of people on the streets at night. The aim of the pilot project is therefore to develop this new theme in order to correlate lighting with street use.

The academic research teams at INSA Lyon have thus deployed a test bench in the form of a low-energy, long-range wireless network made up of weather-resistant sensors that monitor and record movements, lighting and environmental conditions with the aim of minimizing the ratio between the cost of the devices and the gains in lighting energy.





Buildings transformed into a living lab integrating the user experience and exploiting the surrounding intelligence in a context of co-creation.

The ISI laboratory - Research and Innovation Center of Patras (Greece)

The ISI laboratory carries out fundamental research and exploratory developments on information and communication technologies, the cornerstone of the smart city. Its capacity for innovation has enabled the organisation of a Datathon to think about new applications based on the data from their pilot project.

During its experimentation, the research centre approached the concept of a "living laboratory" by equipping one of its buildings on the Patras scientific campus with sensors and smart measuring devices in order to collect information on its operation, detect anomalies thanks to the learning machine and monitor its energy performance while fully integrating the sensitised behaviour of the building's users.

The DEIB Department - Polytechnic School of Milan (Italy)

In Milan's famous Polytechnic School, in the university district "Città Studi", a building was equipped with multi-sensors measuring temperature, relative humidity, luminosity, air quality and human presence, thus improving the control system of the centralized thermal network.

The academic research teams of the Department of Electronics, Information and Bioengineering are particularly studying ICT technologies for the efficiency and automation of buildings, and thus wished to deploy an advanced communication network for piloting the ESMARTCITY test.

The high schools and the headquarters of the Metropolis of Milan (Italy)

The Metropolis of Milan is in the process of developing its fibre optic infrastructure, with more than 2,500 km of network already installed, to monitor, control and test energy and environmental parameters of some of the city's public buildings. By combining this system with smart meters and fibre optic sensors (thermal and deformation), the Metropolis has been able to develop an energy efficiency process at the Isimbardi Palace, the city's institutional headquarters, and at a school.

This approach, which solicited the awareness of users, made it possible to analyse the general condition of the building, improve indoor air quality and even monitor the conservation of the works of art exhibited in the public building open to visitors and tourists.

Public buildings in the Region of Western Greece

As a public authority, the Region of Western Greece is the intermediary of the actors of the "quadruple helix", i.e. companies, public authorities, citizens and higher education and research institutions.

Its institutional role made it possible to implement a complete energy saving solution based on the exploitation of measurements acquired by smart sensors and meters installed in 11 buildings in the region and 3 schools, in order to extract, study and optimise the corresponding energy profile.

Public buildings in the Natural Park of Arrábida (Portugal)

The municipalities of Palmela, Setúbal and Sesimbra, located in the heart of the Arrábida Natural Park, have committed themselves to the pilot project carried out by the Arrábida Energy and Environment Agency: several municipal markets, cultural spaces, sports venues and libraries have been equipped with smart energy metering systems to monitor, control, optimise and test energy management strategies.

The local energy observatory has made it possible to strengthen the "living laboratory" version of experimentation in the region's public buildings thanks to the development of new applications made possible by the publication of data on a platform open to the public, a real catalyst for many start-ups and innovative ideas.



.ESMARTCITY's webinar:

a closing event of 2 years of collaboration



**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



**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

Anne-Marie Perez, General Director, Capenergies

10:10 - Introduction and event opening

Iris Flacco, Abruzzo Region, Italy – Lead Partner of ESMARTCITY project

10:20 - Discover MED local pilot experimentations results on smarter public lighting and on more efficient public building

Adrijana Rac, City Development Agency East Sarajevo Bosnie 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 Kalogerias, Industrial Systems Institute, Research Centre ATHENA, 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, Joint Secretary of the Interreg MED programme

**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

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 Sud,

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

Q&A

**15:30 – 16:30 session of Mediterranean transnational exchanges :
Meet your future project partners**

More than 100 smart city actors in the Mediterranean are already registered, representing 17 Euro-Mediterranean and international countries. Local authorities, companies, universities and labs

.Practical info & contacts

Why participate?



Benefit from feedback from 9 sites deploying innovative solutions for resilient urban territories - Digitalisation - Energy efficiency - Smart Lighting and buildings.



Integrate the European recommendations on **public procurement** in the framework of a green economic recovery, for a reinforced **cooperation** between territories and innovative companies.



Discover the next European funding opportunities dedicated to **Smart City** in the framework of the Green Recovery: The renewed Interreg MED programme 2021-2027 and the EC's 100 Smart and Digital Cities Challenge.

Speakers: Alongside the representatives of the consortium, thematic experts



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

Mercè Boy Roura is an environmental specialist with a doctorate in experimental sciences and sustainability. She is a researcher at the BETA Technology Centre of the University of Vic - Central University of Catalonia (Spain). She currently coordinates the Interreg MED Green Growth Community, which includes 14 projects promoting innovation and the green economy and actively supports sustainable development in the Mediterranean region.



Ludivine Lavoine, Financial Officer, Joint Secretary of the Interreg MED programme

Ludivine Lavoine has been managing European structural funds for more than 10 years. She is currently in charge of the evaluation and the administrative and financial follow-up of numerous modular projects financed by the Interreg MED Programme.



Dr. John S. Baras, University of Maryland

John S. Baras is a distinguished Greek-American university professor and Lockheed Martin Professor of Systems Engineering at the University of Maryland, College Park. D. in Applied Mathematics at Harvard University in 1973, he founded the Institute for Systems Research and since 1992 has been the Director of the Maryland Center for Hybrid Networks, which he co-founded. He has been awarded twenty patents and has been honored worldwide with numerous awards as an innovator and leader in economic development.



Dana Eleftheriadou,

Head of Advanced Technologies Team, European Commission, DG Internal Market, Industry, Entrepreneurship and SMEs

Dana Eleftheriadou leads the development of EU policy on advanced technologies, artificial intelligence, big data and the digital transformation of European businesses, helping to strengthen Europe's technological and industrial leadership. She holds an MBA with distinction from the University of Brussels, a degree in Computer Engineering from the University of Patras and a degree in Philosophy from MITx in the US. She is a member of the World Economic Forum's Digital Leaders Group. In the past, she was co-author of the World Economic Forum's World Information Technology Report.



Philippe Maurizot,

Vice-President of the Commission Economie, Industrie, Innovation, Nouvelles Technologies & Numérique, Region Sud France

Philippe Maurizot is Regional Councillor and Vice-Chairman of the "Economy, Industry, Innovation, New Technologies and Digital" Commission at the South Region and Vice-Chairman of the "Associative Life, Social Cohesion and Solidarity" Commission. He is also Vice-Chairman of the Istres, Ouest Provence Territorial Council and Municipal Councillor of Fos-sur-Mer.

He is the president of the FLEXGRID program which deploys optimized energy system solutions to maximize the integration and management of RE, electric vehicles and multi-grid, multi-energy interfaces.

A word from the organizers - Animation of the innovation ecosystem



Capenergies, as a network of performing actors in the field of decarbonated energy, has contributed to the valorisation of the 9 partner pilot sites, their results and experiences both in the Provence-Alpes-Côte d'Azur region and in the Mediterranean.

Capenergies' teams provide daily support to the projects of companies and territories in order to sustain the energy transition and growth. **The competitiveness cluster's mission is to facilitate the emergence of innovative projects and to support their development and financing in Provence-Alpes-Côte d'Azur, Corsica, Guadeloupe, Reunion Island and the Principality of Monaco. In particular, the cluster ensures the operational management of the FLEXGRID program on behalf of the Provence-Alpes-Côte d'Azur region, which deploys optimized energy system solutions to maximize the integration and management of renewable energies, electric vehicles and multi-grid, multi-energy interfaces.**

The cluster is thus conducting **cooperative actions with innovation players in order to encourage the setting up of private and public-private collaborative research projects on: decarbonation and the energy efficiency of uses, integration into networks (energy carriers and storage, balancing, Smart Grids) and the production of various energy resources.** Capenergies notably labels the most promising projects.

Its action focuses on 3 strategic axes: Decarbonising uses and improving their energy efficiency, optimising and securing energy systems, producing decarbonised energy.

530 members

1800 energy partners

740 innovative projects labelled by CAPENERGIES

430 projects have obtained public funding representing a mobilized budget of more than €1.7 billion

Suivez le Programme #CapRelance

Capenergies s'engage pour soutenir la Transition Energétique, au cœur de la relance dans les territoires !

RÉSILIENCE ENERGETIQUE

INNOVATION

EUROPE

WEBINAR

RENCONTRES D'AFFAIRES

WEB CONFERENCE ORGANIZED IN THE FRAMEWORK OF



Project co-financed by the European
Regional Development Fund

ORGANIZED BY



AVEC LE
SOUTIEN DE



ESMARTCITY PROJECT CONSORTIUM



Press contacts

Valérie ARNULF
valerie@vcomk.com
06 27 36 57 91

Michel SIGUIER
presse@vcomk.com
04 93 54 28 85

Céline FERRATO
celine.ferrato@capenergies.fr
06 37 19 97 87

5 Press release post event

A second press release was produced to present the results of the conference and broaden the topic towards the perspectives and opportunities of the smart city paradigm in the current context of the MED area. English and French versions were produced.



Capenergies

RP

Topic : Final Press Release ESMARTCITY



AGENCE CONSEIL EN COMMUNICATION
CONSULTING - DIGITAL
DESIGN - PRINT - EVENTS
PRESS

5, AVENUE SANTA-FIOR - 06100 NICE
TÉL. : +33(0)4 93 54 28 85
CONTACT@VCOMK.COM
WWW.VCOMK.COM

SARL DIABO
N°SIRET : 449 354 133 000 26
TVA : FR 61 44 93 54 133
APE : 7312 Z

July 28th, 2020

2018-2020, Capenergies takes stock of the ESMARTCITY experience

It's time to take stock. In 2018, Capenergies, a competitiveness cluster dedicated to the Energy Transition and a network of key players based in Aix-en-Provence (13 - France), is committed through the ESMARTCITY project to building the city of tomorrow. A 2-year experiment was then launched to test the impact and use of energy efficiency technologies as a lever for green growth and territorial resilience in cities in 6 southern European countries.

Through the ESMARTCITY project, Capenergies is leading France towards the city of the future.

By 2050, two-thirds of the world's population will live in cities, **consuming more than 70% of the world's energy and emitting as much greenhouse gas**. It is therefore becoming imperative to think differently about the city in order to preserve natural resources, the environment and thus, the quality of life of its inhabitants.

In this context, **the Smart City - a sustainable and intelligent city based on new technologies for the benefit of citizens and the community** - is a priority response to the growing urbanization of territories.

While projects are emerging all over the world, France must also prepare the future of its cities. To meet these new needs, the French Capenergies cluster decided, in 2018, to position itself on the European ESMARTCITY project and to support cooperation between French cities and "Smart City" companies.

The project aims to foster the development of smarter Mediterranean cities. **The experiment consisted of testing new technologies for two years to increase the energy efficiency of buildings and public lighting in the Mediterranean area.**

French and European cities as a framework for experimentation

The ESMARTCITY project initially enabled 5 European cities to explore the subject and work on solutions to optimize their lighting:

- development of LED lighting along one of the main roads in the Italian city of Pescara,
- Real-time measurement of electrical energy consumption and air quality and a 20% to 50% reduction in light intensity at night in Andalusia.
- In Italy, Greece and Portugal, projects have focused on the use of new technologies to improve the energy efficiency of buildings: the use of sensors for temperature, humidity, luminosity, human presence and fiber optics has enabled Milan to improve the control system of the centralized thermal network, air quality in buildings, etc.



And the INSA Campus in Lyon has carried out work to collect and analyze data on the movement of people on the streets at night, which has led to the development of a technology that correlates lighting with street use.

During the Esmartcity project, Capenergies also took initiatives to **create the conditions for win-win public procurement of energy-efficient buildings and urban lighting**. For example, in November 2019, the cluster set up two collective intelligence workshops for companies:

- in Nice on the energy efficiency of buildings in partnership with the Nice Côte-d'Azur CCI/Club Smart Grids 06;
- and in Aix-en-Provence on intelligent public lighting in partnership with INSA Lyon.

The cluster is also working to provide local authorities with the keys to understanding commercial offers and to match companies' offers with local needs.

The Smart City: opportunities for businesses and communities in the context of COVID-19 and beyond

The Smart City market is estimated to be worth nearly €400 billion worldwide by 2027 (source: Grand View Research Inc.).

Digitalization of public services, data processing, sustainable mobility, energy efficiency of equipment and buildings are all topics that will be strongly supported in the coming years. This momentum will be confirmed even in the post-COVID context, because despite the crisis the world is going through, **the quest for sustainability and resilience remains as fundamental as ever for the adaptation of territories and the management of climate change**.

With this in mind, Capenergies supports local companies in Provence-Alpes-Côte d'Azur, Corsica, Guadeloupe, Reunion Island and the Principality of Monaco in marketing solutions to local authorities.

As the ESMARTCITY project comes to an end, the European Commission has launched the Intelligent City Challenge (ICC) and plans to help 100 cities become greener, more social and smarter. The Intelligent City Challenge will thus unite the cities of the European Union in a common effort to seize the opportunity of sustainable, smart and green growth, improving the quality of life and fostering new opportunities for citizens.

About Capenergies

The mission of the Capenergies competitiveness cluster is to facilitate the emergence of innovative projects and support their development to accelerate the energy transition.

To do so, Capenergies:

- identifies the relevant opportunities according to a topic a player;
- accompanies the submission of project proposals;
- seeks strategic partnerships through cross-border collaboration actions.



Capenergies in figures:

- 530 members
- 1800 energy partners
- 740 innovative projects with the Capenergies label
- 430 projects have obtained public funding representing a mobilized budget of more than €1.7 billion.



AGENCE CONSEIL EN COMMUNICATION
CONSULTING - DIGITAL
DESIGN - PRINT - EVENTS
PRESS

5, AVENUE SANTA-FIOR - 06100 NICE
TÉL. : +33(0)4 93 54 28 85
CONTACT@VCOMK.COM
WWW.VCOMK.COM

SARL DIABO
N°SIRET : 449 354 133 000 26
TVA : FR 61 44 93 54 133
APE : 7312 Z