

WE ARE FOCUSED ON SMART CITIES

Three Key Observations Regarding Smart Cities:

1. The overwhelming majority of them have **self-declared themselves to be Smart Cities --- only a small minority of them deserve that label today.**
 - a. Most cities and their leaders do not even comprehend what constitutes a Smart City. Most of them confuse “Efficiency” and “Smart” --- believing that sensor technologies, predictive and prescriptive analytics, and data/information management is all that is needed to become “Smart”. They ignore the most important aspect of “Smart”, which has to do with new innovative (citizen-driven and focused) services, a much-improved quality of life, and noteworthy standard of living.
 - b. Most Cities simply aspire to be “Smart”, which by itself is very admirable.
 - c. Close to 70% of aspiring Smart Cities are failing in their efforts or have already failed and given up for a variety of reasons (report available upon request).
2. The overwhelming majority of them put all the emphasis on ICT and the technical infrastructure (incl. physical devices), while **ignoring the human, social, environmental, economic and governmental factors** (incl. EDP).
3. The overwhelming majority (over 70%) of them **do not have a Higher Purpose, Vision, Master Plan or a Roadmap to the Future.** Those that have a roadmap, only address the next 3-5 years, ignoring the long-term impact of the tsunami that will hit major cities ... and humanity, as a whole. **What tsunami is that?** Here is a partial view:



https://www.salon.com/nativo?prx_t=nGUDAK64aAE8YMA&WT.mc_id=z_cp_b2b_ba_4250369_20396726_3033027_213114736_73833834

The Right Perspective Of What A Smart City Is All About

The best description of a Smart City is found in a Malaysian University website (<https://ukm.pure.elsevier.com/en/publications/main-criteria-in-the-development-of-smart-cities-determined-using>) that declares:

“A smart city is one that is highly developed, innovative, environment-friendly, and incorporates relevant aspects of the economy, technology, mobility, quality of life and other aspects that contribute to the well-being of its residents. To achieve the status of a smart city, several requirements, criteria or indicators need to be considered. Strategic decisions by planners of a smart city play an important role in determining how the city uses resources and opportunities through the harnessing of modern technology to build a framework of innovation that nurtures a healthy society in an economy that is dynamic and environment-conscious.

*Smart cities focus on various elements of humanity, learning, the environment, technological infrastructure, social development, and urban growth. The aim of this study is to examine these requisites of a smart city, and to use the Analytic Hierarchy Process (AHP) methodology (we prefer the **ASCIMER Assessment Methodology** (https://institute.eib.org/wp-content/uploads/2017/02/2017_0131-ASCIMER-PROJECT-SUMMARY.pdf) in assigning weightage to each element that is considered essential to its development.*

Smart environment and smart mobility were found to be the top two important factors in the successful building of a smart city. The actual values that shape Smart Cities are based on a balance of factors, such as smart environmental practices, smart governance, smart living, smart mobility, smart people, and smart economy. These principal key elements work together to exploit the technologies that help bring about the realization of a smart city.”

There Are Other Hidden Ingredients That Most Cities Ignore

There are some key ingredients that practically 99% of the aspiring Smart Cities around the globe ignore. Here is a brief summary of those key ingredients:

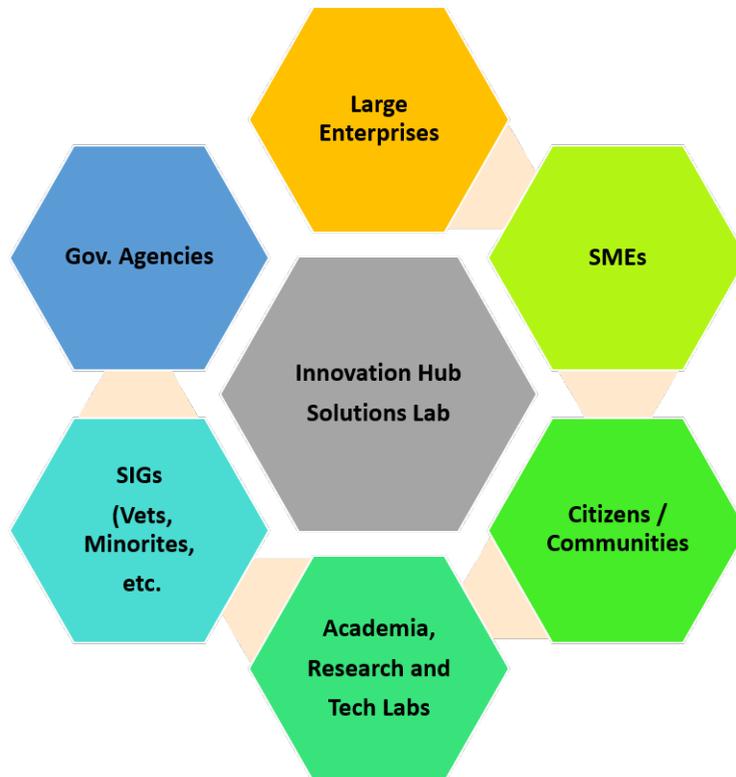
1. **Funding requirements** because all Smart Cities require **Seed Money** to “get the ball rolling”. Knowing where to go to obtain Federal and State funding is critical to getting started. Moreover, there are several Smart City Initiatives that have a very quick ROI and can easily become self-funded and even create new revenue streams for Smart Cities. In addition to that, Smart Cities know how to solicit sponsorship and other grant money from major corporations (like Siemens, Hitachi and IBM) to funnel into their initiatives, programs and new institutions (see Innovation Hub in #3, which is funded by PPP money)

Our Service: We assist Smart City Grant Writers approach the right agencies, institutions, corporations, and individuals to obtain the needed funds

2. Smart Cities need a powerful and energizing **Smart Culture**. One that promotes innovation, entrepreneurship, continuous improvement, pushing the envelope, collaboration, cooperation, synergy, alliances, partnerships, ecofriendliness ...

Our Service: We do offer a workshop and consulting services on this topic to assist Smart Cities develop and communicate effectively their Smart Culture to all organizations and citizens. We address: a) The importance of governance reforms, b) Building capabilities at all levels, c) Removing barriers to transformation, and d) introducing the right culture enablers and “boosters”

3. Smart Cities need a **Solutions Lab** or **Innovation Hub**, similar to what Copenhagen has introduced to the world. Here is an expanded model of that:



The need for the Innovation Hub/Solutions Lab is to address the following:

- a. **Keep the Vision and Roadmap updated and “fresh”** --- because new ideas and technologies will always change it. Smart City is a dynamic model, not a static one
- b. **Become the glue and brains of the Smart City** --- do not expect governments to do that!
 - i. **Designing, developing, and “maintaining” the ecosystems** needed for the Smart City to thrive and flourish
- c. **Promote and advance the Smart Culture** --- do not expect governments to do that!
- d. **Make the Inclusivity Principle real** --- by helping all society’s segments and groups move together into the future. Must avoid creating a gap between the “smart people” and the less privileged ones
 - i. **Educate and energize the public**
 - ii. **Offer Mentoring and Consulting Services** to those that need them
- e. **Act as a Combinator (Incubator, Accelerator, and Makerspace) that helps startups and SMEs** (sort of a shared R&D lab)
- f. **Assist government agencies with their challenges, issues and solutions**
 - i. Offer Hackathons
 - ii. Assist in developing new Community Outreach Programs
- g. **Behave as a Business Resource Center;** offer Shared Services, like:
 - i. A great **Knowledge Warehouse** that provides templates, courses, white papers, articles, etc.
 - ii. **IT Outsourcing, Data Center Collocation Services**

iii. **Workshops, Seminars and Webinars**

Our Service: We assist Smart Cities in brainstorming, envisioning, strategizing and even implementing all the above aspects of the Innovation Hub.

It should be noted that the Innovation Hub has zero similarities with the traditional Innovation Centers that normally:

- Focus only on entrepreneurs and startup companies
- Behave as collocation centers (just leasing real estate)
- Are for profit centers
- Care less about the city and its goals or initiatives
- Don't support government organizations

WE HELP CITIES CREATE ALL THAT ... AND MORE! WE HELP SMART CITIES ESTABLISH, COMMUNICATE, ENERGIZE, AND GALVANIZE THEIR:

- A. Higher Purpose, Vision, Long-Term Strategy**
- B. Roadmap to The Future** (Identifying the right Smart Initiatives, their priorities, the project teams, the justification, the budgets and all the other details to get started with the right foot)
- C. Smart Culture**
- D. Innovation Hub** (and all its programs)
- E. Program Management Office (PMO)**
- F. Change/Transformation Management Program** (because Smart Cities represents Creative Disruption for both Government Organizations and the Public)

If your Smart City is interested in starting with the “right foot”, please get in touch with us:

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