Smart City Brand Handbook

Consultancy Service

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SUMMARY

Introduction

Looking on the cities which successfully transformed through adoption of smart cities technologies, we have identified the key for their success to lay in a strong smart city brand. Nowadays, saying to be a smart city is not enough. The real smart city brand is the second key value which the city choses to explain its urban transformation. This second word which accompanies the "smart" word defines the purpose and the future identity that the city seeks.

For successful smart cities as Barcelona, New York, Eindhoven, those second values are Digital Society, Equitable City, Brainport, respectively (Figure 1). They explain the vision of those cities about their future and aline everybody form their public administration to their citizens and visitors under one unique purpose.

We have evaluated the key areas of impact of those second words in the smart cities brands in a study performed between 2015 and 2018. The highest impact was observed to be over the public opinion about the implementation of new technologies. A very strong positive public opinion and support is shown thanks to those second values. We observed a very high social alignment through societal structure and an improvement of 30% of citizen participation due to a strong citizen identification within the second value.
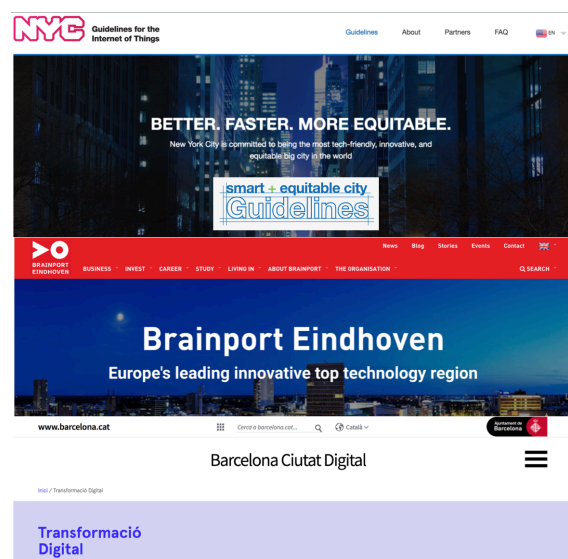
Figure 1. The web pages of the smart cities projects of New York, Eindhoven and Barcelona.

As a summary of our study over 20 smart cities, we recommend the construction of a strong smart city brand by choosing a second word to the "smart" which can convey the vision about your city in the next 20 to 50 years.

Smart City Brand Handbook

The Smart City Brand Handbook is defined to be an instrument to align the future smart cities projects, their KPIs and their communication. It is built on a specific vision about a given city based on the specifics about this city. This vision is unique and untransferable as it is defined on very unique characteristics of the city as its location, its ambition for influence, its population, its social structure, its culture, its market orientation, its existing and desirable industries, etc.

We offer as a consultancy service to accompany the city leadership team in the definition of this vision. The Smart City Brand Handbook is the deliverable of our service. The Handbook defines the city vision under the following topics:

- City's values as a city identity.
- City's influential zone.
- Demographic target for the population of the city.
- Industries to be consolidated or developed.
- Objectives for the technological adoption.
- Ideas for implementation actions.

Service's Layout

- Phase 1: Definition of city's identity (3 meetings):
    - Identifying the specific unique characteristics of the city through analysing its geographic and political positioning and its demographic and economical variety.
    - Identifying the industries to be consolidated or developed through an analysis of the present need for economical development.
    - Definition of a set of key words through which the Smart City brand will be build.
- Phase 2: Validation of the city's influential zone and population target (2 meeting):
    - Definition of the influential position of the city by defining the impact in different ambits as in the region, internationally, culture, technology, social.
    - Validation of the population target as citizens by their acquisition power, businesses by their industry and institutions by their political influence.
- Phase 3: Validation of the city's industrial and technological base (3 meetings):
    - Definition of one main vision for future urban transformation which recollect the work already done and asure the continuation of that transformation.
    - Short list of city's industries and technologies to communicate the city's identity.
    - Definition of a conceptual implementation road map for growing and consolidating those industries.

- Deliverables: 1 Smart City Brand Handbook

Note: At each phase we will deliver drafts of propositions to be validated with the working group of the city leadership team.

Service's Conditions

- For the success of the presented service, it is needed a person of contact between CREA IDEA LAB SL and the working group of the city leadership team. This person will be responsible to schedule the meetings and to asure the fluent flow of information between the parties.

- The meetings can be presencial or by video conferences. Travelling and accommodation costs for the sake of the presencial meetings will be additionally charged to the client.

- The minimum delivering time is 3 months when the time between meetings is 7 working days. The maximum delivering time is 6 months when the time between meetings is 15 working days. The budget is estimated over the minimum time between meetings and no additional cost is charged up to the maximum time between meetings.

- The budget is presented by project's phases and the budget cost will be billed due to those phases. If the maximum time between the closing phase's meeting and the kick-off meeting of the next phase exceeds 30 working days, the service can be unilateralmente canceled by any of the parties.

- The CREA IDEA LAB SL team do not held any decision responsibility and its role is to facilitate, recollect and present the information and knowledge which will be built during the consultancy's sessions.

- The Smart City Brand Handbook is only an instrument for the future creation of strategic roadmaps and implementation plans. It is not a strategic roadmap for urban transformation, a strategic plan for city development, a representing policy document, neither a definite brand tool-kit.

About CREA IDEA LAB SL

CREA IDEA LAB SL has been founded in 2014 as a think tank for business ideas at the smart cities market. Our main focus is to help public and private organizations to achieve economic growth through technological transformation.

We are working mainly with small and medium municipalities as we believe that their urban and economical development through technological adoption can invert the migration tendency to the cities. We believe this effort can solve many humanitarian and city's problems while preserving unique heritage, traditions and culture.

Our services are offered under a business idea's incubation program, a city's education program and an idea's laboratory.

Our main lines of research are about a technological global impact index, a benefit/cost optimisation for a successful data economy, an acceleration of tendering processes for a fast urban transformation among others.

BUDGET

Smart City Brand Handbook

Prices without VAT.

Description	Quantity	Unit Price	Cost
Phase 1: Definition of city's identity, hours	168	€ 150	€ 25.200
Phase 2: Validation of the city's influential zone and population target, hours	112	€ 150	€ 16.800
Phase 3: Validation of the city's industrial and technological base, hours	168	€ 150	€ 25.200
Smart City Brand Handbook	1	€ 13.200	€ 13.200
Traveling & Accommodation (optional)	0	€ 5.000	€ 0
Total			**€ 80.400**