



**Major Cities of Europe Annual Conference
Programme**

June 8-10, 2015



MAJOR CITIES OF EUROPE
IT USERS GROUP

city
2020



Hamburg

Living, learning, leading in the connected city



Open exchange of experience and best practice by the senior management of public administration, industry and education

Most cities have a vision and a strategy for their future. The way to make it happen might differ, the economic situation might be difficult, but in spite of that cities are accelerating their initiatives and leveraging the most advanced technologies to achieve concrete results in a sustainable manner.

The 2015 conference has the objective of establishing a journey of exploration, starting from current leading edge experiences and moving to actual pilots and implementations of the City 2020.

The programme includes topics of interest for CIOs, city managers and policy makers that drive and manage innovation in their cities.

Session topics

Day of Hamburg

1. Rethinking e-government
2. Governance of Smart Cities
3. New technologies: Government 4.0
4. Openness, Transparency - Social Media
5. Learning: The School 2020

Conference Hashtag: #majorcities2015

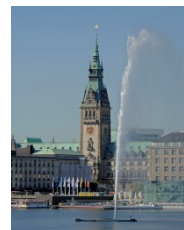
Conference venue:

Former customs offices (Alter Wandrahm 20, D-20457 Hamburg)

Evening Programme

Monday: Welcome Dinner at the Town Hall of the City of Hamburg

Tuesday: Gala Dinner and musical entertainment on the Elbe river aboard the Museum sailing ship **RICKMER RICKMERS**



Day of Hamburg

Plenary Session		Speaker
Welcome Lunch 12.00 h		
13.00 – 17.40		Session-Lead Jörn Riedel CIO, Free and Hanseatic City of Hamburg (GER)
13.00 - 13.10	Welcome to the City of Hamburg and Major Cities of Europe	Giorgio Prister President of Major Cities of Europe (IT)
13.10 - 13.20	Introduction of the conference schedule and proceeding	Stefanie Dreyer -Presenter-
13.20 - 13.40	Strategic overview of Hamburg	Jörn Riedel CIO, Free and Hanseatic City of Hamburg (GER)
13.40 - 14.00	The digital change - eCulture	Dr. Dirk Petrat Director-General, Ministry of Culture Hamburg (GER)
14.00 - 14.20	Intelligent Traffic Management Concepts and smartPORT Hamburg	Dr. Sebastian Saxe CIO and CDO, Hamburg Port Authority (GER)
14.20 - 14.40	Digitizing schools and public administration	Dr. Hannes Alpheis Director-General, Ministry of School and Vocational Training Hamburg (GER)
Break		
15.10 - 15.40	Insights Enrich Cities	Michael Dixon General Manager Smarter Cities, IBM
15.40 - 16.00	City of Breda: Innovate for Life – Living below the Sea Level	Mark Voermans, Chief Business Developer, Ireckon BV
16.00 - 16.20	The European Innovation Partnership on Smart and Communities – Supporting Europe's cities in getting smarter	Colette Maloney Head of Unit Smart Cities and Sustainability unit, European Commission
16.20 - 16.50	Not only a roundtable - it's all up to you	
Break		
17.00 - 17.40	Workshop << More than Smart – What it Takes to Shape a Resilient City >> Rüdiger Dorn, Director Technology Strategy EMEA, Microsoft	

Session 1: Rethinking e-government
 (Attracting citizens to e-government services. Mobile strategy internal, mobile strategy external, gamification, analytics)

Plenary Session

Speaker

Welcome
Coffee

9.00 – 10.40

Session-Lead

Renate Mitterhuber

Head of division, Ministry of Finance
Hamburg (GER)

9.00 -
9.10

Introduction of the day and the sessions

Stefanie Dreyer - Presenter -

9.10 -
9.30

**Digital life is a reality -
When does government overhaul?**

Matthias Kammer Director,
DIVSI – Deutsches Institut für Vertrauen
und Sicherheit im Internet (GER)

9.30 -
9.50

Rethinking e-government – a US perspective

Alan Shark CEO,
Public Technology Institute, Washington
DC (USA)

9.50 -
10.10

**hGovernment beats eGovernment
Why eGovernment strategies suffer in Europe**

Harald Lemke
Special representative E-Government
und E-Justice, Deutsche Post AG (GER)

10.10 -
10.40

Not only a roundtable - it's all up to you

Break

11.10 – 13.00

Session-Lead

Joachim Schiff – GM IKS –
City of Saarbrücken (GER)

11.10 -
11.30

Why Cities Have to Become Smart

Markus Wissmann
Director Smart+Connected Communities
Sales, Cisco EMEAR

11.30 -
11.50

**Making life in Florence easier through digital
services**

Lorenzo Perra
Vice mayor of Florence (IT)

11.50 -
12.10

**Tel Aviv DigiTel – The trip of innovation
continues**

Liora Shechter - DigiTel
CIO City Of Tel Aviv Yafo (IL)

12.10 -
12.30

One decade - Open Government in Hamburg

Renate Mitterhuber
Head of division, Ministry of Finance
Hamburg (GER)

12.30 -
13.00

Not only a roundtable - it's all up to you

Break

Session 2: Governance of Smart Cities

Workshops		
14.00 - 14.40	Smart Citizen - Smart City Mirko Bass, Innovation & Customer Experience Program, Cisco Systems Harald Neidhardt, Curator & Founder, MLOVE	Agile Infrastructure – citizen services are mobile Bernhard Grubelnig, Bechtle
Plenary Session		Speaker
14.50 – 17.40		Session-Lead Giorgio Prister President of Major Cities of Europe (IT)
14.50 - 15.00	About Major Cities of Europe	Giorgio Prister, President of Major Cities of Europe (IT)
15.00 - 15.10	Introduction of the sessions	Stefanie Dreyer - Presenter -
15.10 - 15.40	Innovation an Economic Development in Nice	Alexey Ershov, VP Smarter Cities, IBM Christian Tordo, Adjoint au Maire delegue a l'Economie, Metropol Nice Cote d'Azure
15.40 - 16.00	Governance of Vienna - Smart City	Norbert Weidinger Deputy CIO City of Vienna (A)
16.30 - 16.50	Smartcity projects governance in Barcelona	Josep Ramon Ferrer Smartcity projects coordinator City of Barcelona (ES)
16.50 - 17.10	Governance of Innovation at the City of Copenhagen	Kim Spiegelberg Stelzer Head of Digitalisation, Technical and Environmental Administration, City of Copenhagen (DK)
17.10 - 17.40	Not only a roundtable - it's all up to you	
19.30	Gala Dinner	

Session 3: New technologies: Government 4.0

Plenary Session		Speaker
09.00 – 10.40		Session-Lead Paolo Boscolo IT Manager, City of Prato (IT)
9.00 - 9.10	Introduction of the day and the sessions	Stefanie Dreyer - Presenter -
9.10 - 9.30	Robotics in Public Administration	Dr. Ing. Tobias Meisen Managing Director, IMA RWTH Aachen University (GER)
9.30 - 9.50	Game-based Approaches for Participation and Urban Planning	Viktor Wendel TU Darmstadt / KOM-Multimedia Communications Lab (GER)
9.50 - 10.10	Peccioli (Italy) – Robots assist elderly people	Nicola Canelli Owner Robotech, Spin-off of the Scuola Superiore Sant'Anna di Pisa, Pisa (IT)
10.10 - 10.40	Not only a roundtable - it's all up to you	

Welcome
Coffee

Break

Session 4: Openness and Transparency and the role of Social Media (next page)
Session 5: Learning: The School 2020 (next page)

Session 4: Openness and Transparency and the role of Social Media
Session 5: Learning: The School 2020

11.10 – 12.40		Parallel Sessions 4 and 5
Parallel Session 4 (Auditorium) Openness and Transparency - Social Media		Session-Lead Alan Shark CEO, Public Technology Institute, Washington DC (US)
11.10 - 11.30	Social Media Readiness in public administration	Prof. Dr. Christian Hoffmann University of St. Gallen (CH)
11.30 - 11.50	Using the mobile internet for alerting and support before & during disasters	Dr. Ulrich Meissen Fraunhofer-Institut, Berlin (GER)
11.50 - 12.10	When digital tools empower both local government and their citizens: experiences from a UK social enterprise	Ben Nickolls , Commercial Manager, mySociety, London (UK)
12.10 - 12.40	Not only a roundtable - it's all up to you	
Parallel Session 5 (Workshop area) Learning: The School 2020		Session-Lead Norbert Weidinger Deputy CIO, City of Vienna (A)
11.10 - 11.30	New technology in learning	Maria Ranieri University of Florence (IT)
11.30 - 11.50	WhiteIT – the alliance for children shows how to prevent child abuse especially with technical solutions	Thorsten Nowak Ministry of Internal Affairs and Sport (GER)
11.50 - 12.10	IT-Talents - by Hacker School Hamburg	David Cummins Digital Analytics Association (GER)
12.10 - 12.40	Not only a roundtable - it's all up to you	
Transfer to Plenary Session		
Plenary Session		
12.45 – 12.55	Announcement of the 2016 conference	
12.55 – 13.15	Announcement of New Members - Draw - Wrap-up & Conclusion of the conference	
13.15	Goodbye Lunch	



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PLATINUM



GOLD



SILVER



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