



# The Digital Future

## Cities facing the reality

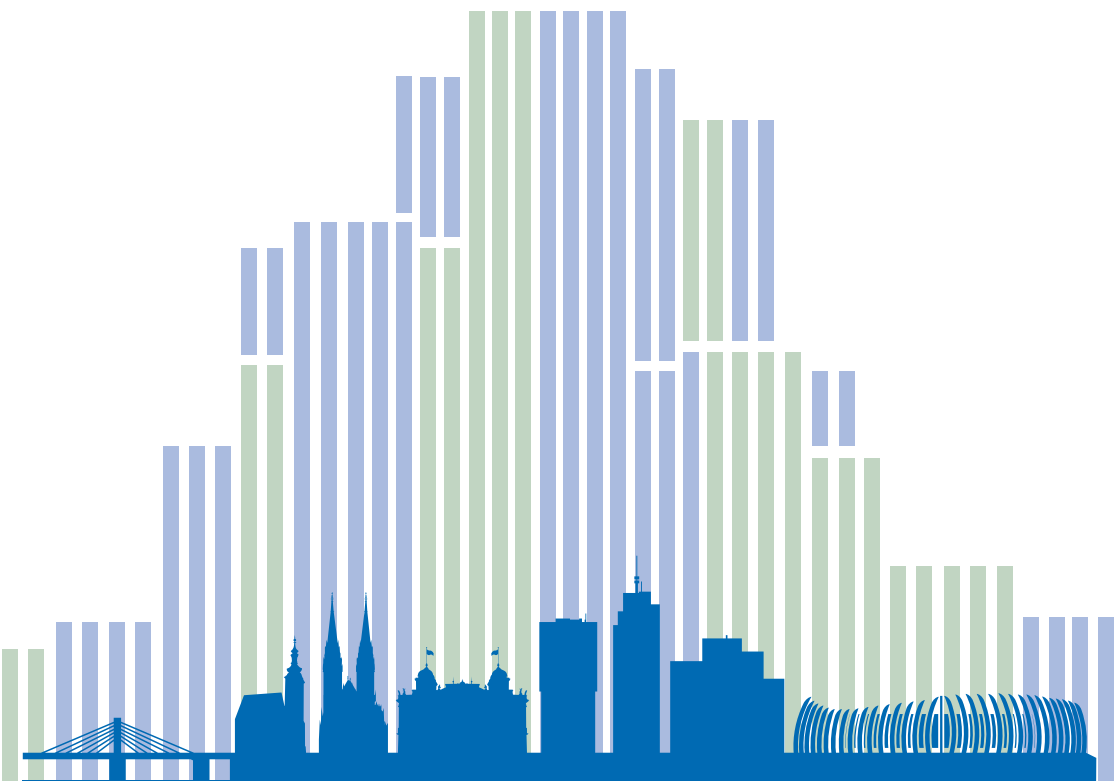


# MAJOR CITIES OF EUROPE IT USERS GROUP

## ANNUAL CONFERENCE

Zagreb 12-14 June 2017

### PROGRAMME



## TOP 5 REASONS - TO ATTEND THE CONFERENCE

### LEARN FROM PRACTICAL EXPERIENCES

Best practice cases presented in key note speeches and workshops.  
Personal experience of CIOs from many innovative cities.



### EXTEND YOUR NETWORK

A unique chance to meet your peers from all over the world. A varied and high quality community of decision makers from public administration, industry and academia.



### SHARE IDEAS, STRATEGIES, VISIONS AND EXPERIENCES

Promote innovation and improve the performance of local governments.  
Leverage leading edge information and communication technology.



### DISCUSS CURRENT AND FUTURE KEY TOPICS

Government - Putting Lipstick on a Pig?  
Impact of Emerging Technology  
Boosting the Digital Economy  
Local Democracy in a Social Media World  
City Resilience  
Embedding and Facilitating Innovation in Public Services



### ENJOY THE ATMOSPHERE OF ZAGREB

Experience the relaxed atmosphere at the conference dinners.  
Explore the beautiful city.



09:00 - 13:00	REGISTRATION	
13:00 - 14:35	<b>SESSION 1 - ZAGREB WELCOME AND KEY NOTE SPEECHES - Venue: Grand Salon</b>	<b>Stefanie Dreyer, conference moderator Session lead: Giorgio Prister, Major Cities of Europe</b>
13:00 - 13:20	Welcome by the City of Zagreb and Major Cities of Europe	<b>Giorgio Prister</b> , President - Major Cities of Europe <b>Milan Bandić</b> , The Mayor of the City of Zagreb
13:20 - 13:35	About Major Cities of Europe, about conference and about the APP	<b>Giorgio Prister</b> and <b>Stefanie Dreyer</b>
13:35 - 13:50	Smart City Achievements and Challenges - The City of Zagreb experience	<b>Mirka Jozić</b> , Head of office - City Office for Economy, Labour and Entrepreneurship - City of Zagreb
13:50 - 14:05	Digital transformation in government and the public sector in the Republic of Croatia	<b>Bernard Gršić</b> , State Secretary - Central State Office for the Development of the Digital Society - Ministry of Public Administration
14:05 - 14:35	Digital future - smart cities and regions	Moderator: <b>Mirjana Zubak</b> , Assistant Head of the Mayor's Office - City of Zagreb  Panelists: <b>Mirka Jozić</b> , Head of Office - City Office for Economy, Labour and Entrepreneurship - City of Zagreb

14:05 - 14:35	Digital future - smart cities and regions	<b>Bernard Gršić</b> , State Secretary - Central State Office for the Development of the Digital Society - Ministry of Public Administration <b>Željko Jurić</b> , Head of Department - Information Technology Department - City of Rijeka <b>Igor Andrović</b> , County Prefect - Virovitičko-Podravska County <b>Jasna Golubić</b> , Head of the Administrative Department of Construction and Physical Planning - City of Koprivnica
14:35 - 14:45	The European capital of Innovation	<b>Giuseppe Ruotolo</b> , European Commission - DG Research & Innovation
14:45 - 15:05	SPEED DATING BY SILVER SPONSORS	
15:05 - 15:35	Coffee break	
15:35 - 16:05	Discussion: Can One Size Fit All? What should a municipal IT department look like? Venue: Grand Salon	Coordination by <b>Glyn Evans</b> , VP Major Cities of Europe

16:05 - 17:35	<b>SESSION 2 - LOCAL DEMOCRACY IN A SOCIAL MEDIA WORLD</b> <i>Venue: Grand Salon</i>	<b>Session lead - Norbert Weidinger, Deputy CIO - City of Vienna</b>
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SESSION OVERVIEW: Arguably social media is playing an increasingly important role in local governments decisions and in the outcome of elections, including new parties emerging and the ready dissemination of both information and misinformation. How to manage the response of local politicians and local public servants? What solutions? How to leverage technologies?

16:05 - 16:20	Youth at work: enhanced democracy in progress	<b>Anja Wyden Guelpa</b> , State Chancellor - Canton of Geneva
16:20 - 16:35	Local democracy - US perspective	<b>Alan Shark</b> , CEO - US Public Technology Institute
16:35 - 16:50	The Open Budget project of the Association of Croatian Counties	<b>Goran Pauk</b> , President - Croatian Association of Counties
16:50 - 17:05	Youngster's education in managing threats: post truth, cyberbullying, social exclusion	<b>Maria Ranieri</b> , Associate Professor - University of Florence
17:05 - 17:35	Round table	
17:35 - 18:00	SPEED DATING BY EU PROJECTS AND SMEs	
20:00	EVENING EVENT	
20:00	Welcome reception by the Mayor of The City of Zagreb - Klovičevi dvori Gallery, Jezuitski trg 4, Zagreb	

09:00 - 09:20	Welcome coffee	
09:20 - 09:30	Opening of the Day	
09:30 - 09:50	SPEED DATING BY EU PROJECTS AND SMEs <i>Venue: Grand Salon</i>	

09:50 - 11:20	<b>SESSION 3 - EGOVERNMENT - PUTTING LIPSTICK ON A PIG?</b> <i>Venue: Grand Salon</i>	<b>Session lead - Alan Shark, CEO - Public Technology Institute</b>
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SESSION OVERVIEW: For over twenty years, the promise of e-government initiatives and digital developments have been the transformation of public services. Has that transformation happened? Or have the changes been often little more than cosmetic? What major further transformations are needed?

9:50 - 10:05	Non Stop Innovation at Smart Tel Aviv	<b>Liora Shechter</b> , CIO - City of Tel Aviv
10:05 - 10:20	The challenges of Digital Transformation in Local Governments	<b>Manel Sanromà</b> , CEO - AOC - Open Administration Consortium of Catalunya
10:20 - 10:35	Digital transformation in Hamburg	<b>Joern Riedel</b> , CIO - City State of Hamburg
10:35 - 10:50	The Failure of e-Government, and what to do about It	<b>Vishanth Weerakkody</b> , Bradford University and Paul Waller - Brunel University
10:50 - 11:20	Roundtable	
11:20 - 11:50	Coffee break and speed dating at the stands	

<b>11:50 - 13:05</b>	<b>SESSION 4: THE GREAT VANISHING ACT - PUBLIC ADMINISTRATION AND THE IMPACT OF EMERGING TECHNOLOGY</b> <i>Venue: Grand Salon</i>	<b>Session lead - Martin Ferguson, Director - Policy &amp; Research, Socitm, UK</b>
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SESSION OVERVIEW: Developments including Blockchain technology, Internet of Things and Artificial Intelligence will have a major impact on public administration. What will this mean for how public services are configured and delivered, including the impact on jobs, and how citizens request and receive those services?

<b>11:50 - 12:05</b>	Blockchain technology in public administration	<b>Dieter Rehfeld, CEO - Regio IT - Aachen</b>
<b>12:05 - 12:20</b>	Archi-Tech: a glimpse into the technological future of cities	<b>Helen Wexler, Director - Jnext - Jerusalem Development Authority</b>
<b>12:20 - 12:35</b>	The impact of machine learning on the public sector	<b>Eleonora Harwich, Researcher - REFORM - UK</b>
<b>12:35 - 13:05</b>	Roundtable	
<b>13:05 - 14:05</b>	Lunch break and speed dating at the stands	
<b>14:05 - 14:50</b>	PARALLEL SEMINAR BY THE UNIVERSITY OF FLORENCE - <i>Venue: Grand Salon</i>	PARALLEL SEMINAR BY THE EU PROJECT ROUTE TO PA <i>Venue: Adriatic</i>
<b>14:50 - 15:00</b>	Move to the next seminar	
<b>15:00 - 15:45</b>	SEMINAR BY INFODOM <i>Venue: Grand Salon</i>	
<b>15:45 - 16:15</b>	Coffee break and speed dating at the stands	

<b>16:15 - 17:45</b>	<b>PARALLEL SESSION 5 - RESILIENCE OF CITIES</b> <i>Venue: Adriatic</i>	<b>Session lead: Joachim Schiff, Major Cities of Europe - Organising Committee</b>
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SESSION OVERVIEW: Cities have long planned for natural disasters – flood, avalanche or a pandemic. In addition, today there are more insidious challenges – terrorism and large population movements, for example. What role does technology and the CIO play in assisting with the resilience of our cities?

<b>16:15 - 16:30</b>	Florence, smart and resilience city: from planning to action	<b>Alessandra Barbieri, Manager - EU Project Office and of the Smart city plan - Municipality of Florence</b>
<b>16:30 - 16:45</b>	City.Risks Project - Increasing the perception of security of citizens in cities and reducing the fear of crime	<b>Socrates Costicoglou, EU project coordinator</b>
<b>16:45 - 17:00</b>	Communications in a crisis	<b>Norbert Weidinger, Deputy CIO - City of Vienna</b>
<b>17:00 - 17:15</b>	How to better prevent and report burglary?	<b>Christian Siri, Project manager - Zurich City Police</b>
<b>17:15 - 17:45</b>	Roundtable	

<b>16:15 - 17:45</b>	<b>PARALLEL SESSION 6 - EMBEDDING AND FACILITATING INNOVATION IN PUBLIC SECTOR</b> <i>Venue: Grand Salon</i>	<b>Session lead: Paolo Boscolo, Coordinator - ICT service - City of Prato</b>
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SESSION OVERVIEW: Innovations in local public services are often managed as one-off initiatives and are perceived as that by both the public and public Servants.

Is it desirable and possible to embed innovation in our city administrations, creating a culture that encourages, fosters and rewards innovation?

16:15 - 16:35	Networked Government and Embedded Innovation	<b>Isabella Mader</b> , CEO & CIO - Excellence Institute - Austria
16:35 - 16:55	Going Places – innovation in UK local public services	<b>Martin Ferguson</b> , Director - Policy & Research - Socitm - UK
16:55 - 17:15	SmartCityPlatform as a tool for innovation of public/city service	<b>Blaž Golob</b> , CEO - SmartIscity Ltd - Slovenia
17:15 - 17:45	Roundtable	

16:15 - 17:55	<p><b>PARALLEL SESSION 7 - URBAN INNOVATION AND DIGITALISATION IN PUBLIC SECTOR SERVICES FOR SUSTAINABLE CITIES - THE ROLE OF LOCAL PROVIDERS</b></p> <p><i>(NB: no simultaneous translation in this session)</i></p> <p><b>Venue: Kornati</b></p>	<p><b>Session lead:</b> <b>Andrea Sbandati, Director - Confservizi Toscana - Italy</b></p>
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SESSION OVERVIEW: Developing strategies of European cities for sustainability, digitalization and smart projects can reach better results if based on multi-stakeholder governance and integrated activities with local actors. The role of providers of public services (mobility, energy, lighting, water and waste management, parking) together with municipalities and local authorities, can be more and more crucial for effective projects. The session, organized in partnership with European Centre of Employers and Enterprises providing Public Services and Services of General Interest (CEEP), wants to be a first discussion and presentation of local experiences. A first meeting between Cities and Providers to understand and discuss how to improve sharing projects, governance frameworks and integrated activities.

16:15 - 16:25	Welcome and introduction	<b>Andrea Sbandati</b> , Director - Conservizi Toscana <b>Giorgio Prister</b> , President - Major Cities of Europe
16:25 - 16:40	The Florence experience of “smart city and utilities”	<b>Gianluca Vannuccini</b> , Director - ICT department - City of Florence <b>Sara Naldoni</b> , Project leader - SCU Florence
16:40 - 16:55	Design Thinking and User Experience for a Living, Safer and Smarter City	<b>Luca Battistella</b> , Deputy Councillor for Innovation and Smart City - City of Venice <b>Alessandra Poggiani</b> , CEO - VENIS - City of Venice
16:55 - 17:10	Zagreb City Holding towards Smart city Strategy	<b>Mirela Bartolec Barbir</b> , Head of Department for Corporate development - Headquarters of Zagreb Holding Ltd.
17:10 - 17:25	The role of public services’ providers in sustainable cities	<b>Klaus Nutzenberger</b> , Vice chairman - Sustainability board of CEEP - European Centre of Employers and Enterprises providing Public Services and Services of General Interest
17:25 - 17:55	Roundtable	
20:00	DINNER EVENT	
20:00	GALA EVENT - The Westin Zagreb (Crystal Ballroom) - Ulica Izidora Kršnjavog 1, Zagreb	

08:30 - 09:30	Welcome coffee
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09:00 - 09:40	<b>SESSION 8 - WORLD CAFÉ - FIRST ROUND</b> (NB: No simultaneous translation in this session) <b>Venue: Grand Salon</b>
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09:40 - 10:20	<b>SESSION 8 - WORLD CAFÉ - SECOND ROUND</b> (NB: No simultaneous translation in this session) <b>Venue: Grand Salon</b>
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SESSION OVERVIEW: A new development for 2017, there is the opportunity to participate in a world café' discussion. With several running in parallel, it is likely that there will be a topic of interest to you.

	TOPIC	FACILITATOR
09:00 - 09:40	TBD - info will be provided via conference app	
09:40 - 10:20	Citizens participation	<b>Norbert Weidinger</b> , Deputy CIO - City of Vienna
	Gender equality : The declining numbers of women in hi-tech	<b>Edna Pasher</b> , European Centre for Women and Technology (ECWT)
	Project failure - a new solution?	<b>Vishanth Weerakkody</b> , Bradford Univ. & <b>Paul Waller</b> , Brunel Univ.
	Harnessing Location intelligence	<b>Martin Ferguson</b> , Director - Policy & Research, Socitm, UK
	Structure of ICT departments in a digital age	<b>Glyn Evans</b> , VP - Major Cities of Europe
	Artificial Intelligence in Public Sector	<b>Eleonora Harwich</b> , Researcher - REFORM - UK
	Open data and Big Data	<b>Paolo Boscolo</b> , Coordinator - ICT service - City of Prato
	What city problems are we solving with IoT?	<b>Luka Sučić</b> , IoT Expert

10:20 - 10:50	Coffee break and speed dating at the stands	
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10:50 - 11:00	OPENING OF THE DAY	
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11:00 - 12:40	<b>SESSION 9 - BOOSTING THE DIGITAL ECONOMY - THE ROLE OF LOCAL PUBLIC SERVICES - Venue: Adriatic</b>	<b>Session lead - Blaž Golob, CEO - SmartIScity Ltd</b>
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SESSION OVERVIEW: Most local public administrations are keen on the creation of new digital businesses in the local area and the nurturing of digital entrepreneurs. What actions can city leaders take to achieve this? What is the role of the CIO, directly or indirectly?

11:00 - 11:15	How to create economic value with the digital ecosystem: the case of Lyon Metropolis	<b>Hervé Groléas</b> , CIO - Lyon Metropolis
11:15 - 11:30	Economic Development initiatives in Zagreb	<b>Frane Šesnić</b> , CEO - Development agency Zagreb - TPZ Ltd.
11:30 - 11:45	Talent Garden - a platform for innovation and digital entrepreneurship in the city - Case stories from Vienna and Milan	<b>Rasa Strumskyte</b> , CMO - Talent Garden
11:45 - 12:00	How Angers innovation rely on local economy and contribute to the City's attractiveness	<b>Arnaud ASCENSI</b> , Director - Innovation and Digital Territory - Angers Loire development agency
12:00 - 12:40	Extended panel discussion	

12:40 - 13:20	<b>SESSION 10 - CONFERENCE CLOSING</b> <b>Venue: Adriatic</b>	
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12:40 - 13:20	Prize draw and Wrap-up of the conference	
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13:20 - 14:20	Lunch	
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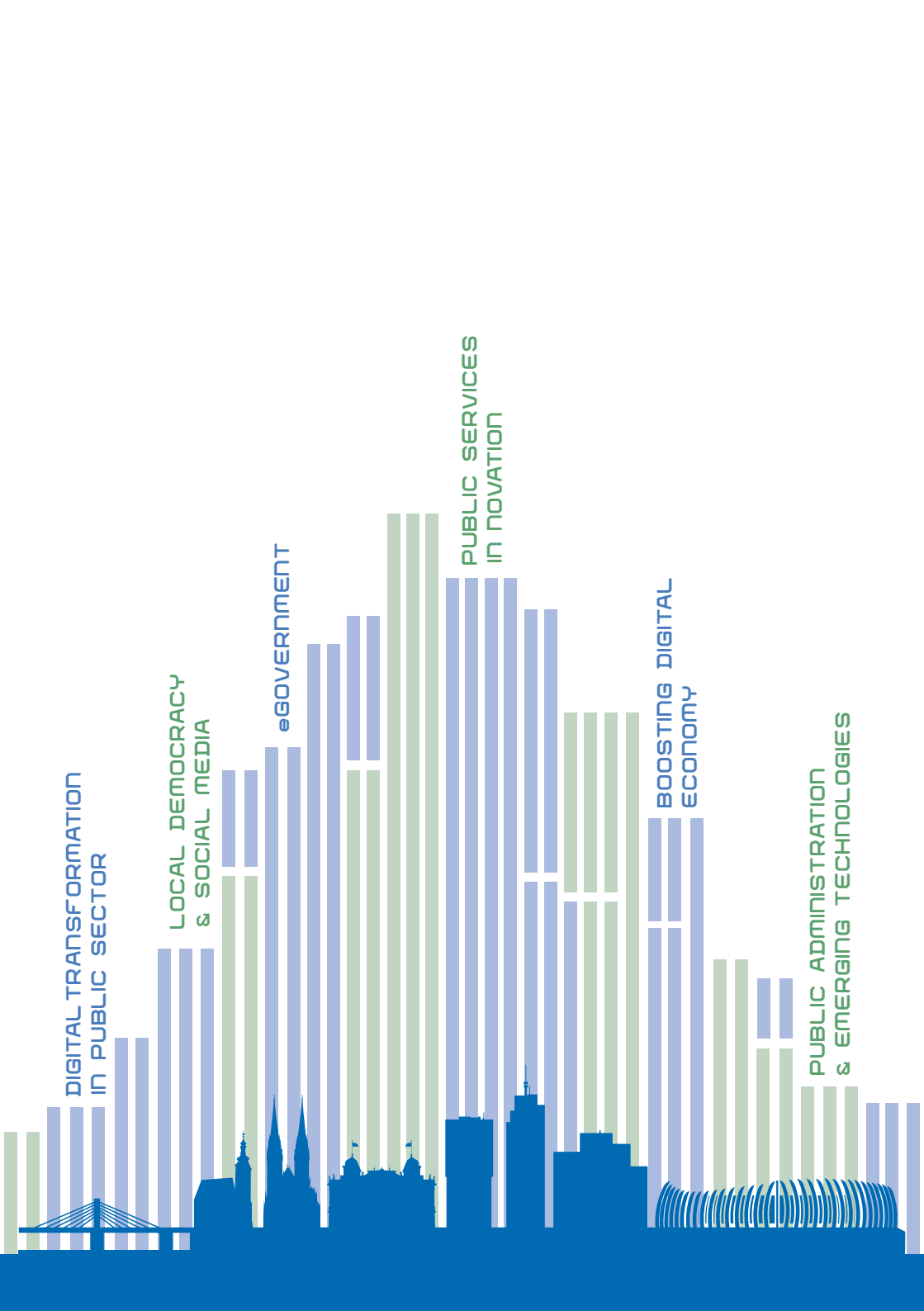
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