

Living Labs Global Award

プロジェクトと都市サミットの概要

2013.07.25

Fukuoka D.C.

事務局長

後藤太一



LLGA

LLGA概要

■ Vision

improve quality of life by innovative urban solutions

■ Concept

solution provider x cities (256b EUR)

- why participate?
- Process

■ Partners

Living Labs Global

ORACLE, THE CLIMATE GROUP, AGILE CITIES, City Mart

City Partners

- Target

■ History

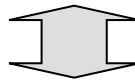
2009-now: 1,519 providers x 42 cities, 285m citizens → 30 pilots

- Case: Barcelona LLGA2011

SOLUTION PROVIDERS: WHY PARTICIPATE?

Companies, social entrepreneurs and research centres have invested in technologies that change our cities. LLGA | Cities Pilot the Future matches them directly with cities searching for these solutions creating tangible market opportunities.

IMPLEMENT YOUR INNOVATION ON THE WORLD STAGE	GET MARKETING OPPORTUNITIES AND INTERNATIONAL EXPOSURE	GAIN CRITICAL INSIGHT AND BUILD YOUR TRACK RECORD
PILOT YOUR SOLUTION IN A REAL ENVIRONMENT.	PRESENT YOUR SOLUTIONS DIRECTLY TO LEADING CITIES.	RECEIVE THE EVALUATION RESULTS OF YOUR SOLUTION.



CITIES: WHY PARTICIPATE?

LLGA offers you a program to inspire your city, build international recognition, gain in-depth market intelligence, learn from other leading cities and create growth opportunities for local businesses. Every year we interview 300+ cities to select the most committed partner cities for the LLGA program.

By identifying opportunities for improvements early on in the process and inviting a market response, LLGA delivers an average of 10 times more intelligence on inspiring new solutions. Pilots are proven to deliver an important learning experience to city leaders and other stakeholders.

Typically LLGA solutions reach citizens 3 times faster and at saving of 90% compared with otherwise projected costs. The City of Barcelona, for example, calculates the value created by each of its past LLGA pilots at EUR 500,000.

Award Process

Timeframe:

May - September 2012

Define challenge: Your category

Each city will lead its own challenge. Usually, the definition starts with an internal process to select the priority challenges. We will provide you all necessary support in this process.

Your challenge should be supported by relevant departments that will later have to collaborate in evaluation and piloting.

Challenges are typically 2-5 years away from commercial application. Your category will be presented on the Award webpage and contains a title, a summary paragraph and an explanatory text of about 1-2 pages.

Examples:

- "Automation of Urban Services"
- "Intelligent Urban Lighting Solutions"
- Digital City, Digital Public Transport

Timeframe:

September 12 - February 13

Call for solutions

Jointly, all 30 challenges will be announced via press events in partner cities, media, online, social and partner communication channels.

Living Labs Global has a dedicated team of researchers who will identify and motivate companies, research centres and experts around the world.

Typically, each category receives 30-100 entries, submitted in the form of short Showcases via the CityMart.com platform. All entries are by default considered for all categories and pre-assigned to cities before evaluation.

Examples:

- e-Adept: Pedestrian Accessibility
- Smart Parking for Smart Urban Living
- Sustainable Dance Floor

Timeframe:

March 2013 - May 2013

Evaluation & Shortlist

Each city nominates a jury that is typically made up of 5-7 voluntary experts, including at least one international member.

Round 1: Jurors score entries on Innovation, Impact, Market Potential, Relevance, Ability to Execute, Climate Impact. 5 top entries are nominated.

Round 2: Jurors review additional information about the proposed pilot to select the winning entry.

Examples:

- CitySolver (Spain)
- SpotScout (USA)
- Eye Stop

Timeframe:

May 2013

3-Day Summit in SFO

Winners are announced in May 2013 at the Cities Dialogue, Award Ceremony, Matchmaking Summit and Immersion Programme in San Francisco.

All partner cities will attend the 3-Day programme, which will be designed about the interests presented in the Award Categories.

Examples:

- Socrata (San Francisco)
- Local Innovation Plan (Eindhoven)
- CitySolver (Barcelona)

Timeframe:

June 2013 - May 2014

Pilot & Results

Winners work together with your city to plan a pilot implementation of their solution. Your city is under no obligation to provide financial support or commit to purchasing of any kind.

Companies value the opportunity to showcase the impact of their solution and jointly with your city evaluate the results.

Typically pilots are implemented for durations of 3-6 months and concluded within 12 months of the Award Ceremony.

Examples:

- Unicity (Lagos)
- Netown (New Taipei City)
- FastPrk (Sanit Cugat)

Reach & Target Groups

LLGA2013 reaches 350 attendees, an engaged community of 10,000 global innovators for cities, and 100,000 online viewers. Partner cities replicate the story at home to build momentum in the community.



Professional target groups

Our community consists of 10,000 professionals working with service innovation in cities. This community is made up of companies, NGOs and more than 350 global cities. Our web-portal is visited by more than 20,000 visitors per month from more than 3,000 cities in 128 countries (2011). Information about our Award will be visited by 100,000 viewers.

75% of participants of our Summits represent executive levels in their organisations, which for SMEs usually means the CEO / CIO attends in person, internationally responsible Directors or Vice-Presidents and Department Directors or Mayors, Councillors, CEOs / CIOs for Cities and Government Agencies.

Reach through partners

Press Releases are complemented by social media such as Twitter which allow participants to spread the word. Coverage can be found in print / online / TV media (e.g. Spain, Netherlands, US, Taiwan).

Our partners significantly extend the reach of invitations, online presence and brand exposure. Partner organisations The Climate Group (Clean Revolution Campaign) or Metropolis promote the stories through direct mailings to companies and media and prominent placement on websites.

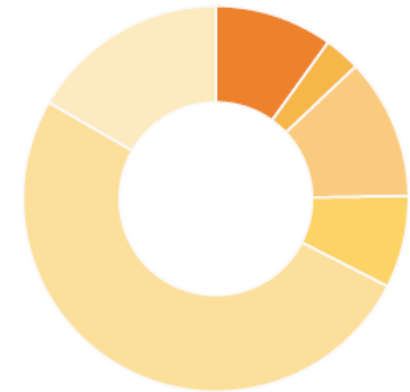
International

Attendees of our recent Rio de Janeiro Summit & Award Ceremony travelled from 30 cities in 22 countries (Europe, Africa, US, Asia). Attendees value this high-quality international community highly.

Participants included

Asklepios	Barcelona
Editions Gallimard	Orange FT
Chicago	Spotigo
Telefonica	Hamburg
Vodafone	IBM
Paris	HP
Arup	Stockholm
Nokia	ESA
Lagos	Ericsson
Taipei	EU Commission
ETH	Zurich
MIT	Cape Town
BBC	ITRI
London	ESADE
Ericsson	Zurich
Accenture	Cisco
Singapore	Fraunhofer
Daimler	Amsterdam
Volvo	Philips

Typical break-down of participants



Case: Barcelona LLGA2011

Barcelona has a highly attractive urban environment seeking new solutions to automate its urban services through sensors and other technologies to secure sustainability and quality of life.

Challenge: Automation of Urban Services

New technologies have long played an important role in building the attractiveness and efficiency of Barcelona as a compact city.

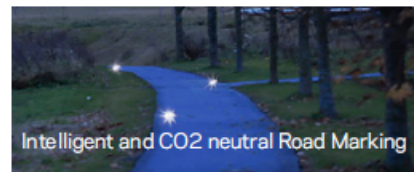
The focus of this initiative is to promote increased automation of urban services - be they waste management, energy and water management, lighting and digital sensing, traffic and transport or environmental management.

Barcelona therefore invites solutions to assist this process of automation to come forward, helping the city continue to pioneer and act as a piloting ground and international reference for innovative companies

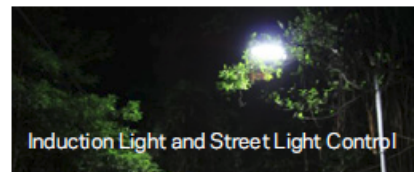
Shortlist (selected from 76 entries)



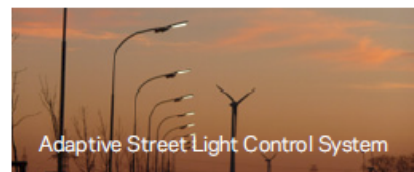
Smart Parking for Smart Urban Living



Intelligent and CO2 neutral Road Marking



Induction Light and Street Light Control



Adaptive Street Light Control System

Winner: Citysolver by Bitcarrier



Pilot & Evaluation



CitySolver was completed as a pilot 5 months after the Award Ceremony, and an evaluation on viability, efficiency and impact of the solution was published by Bitcarrier and the City of Barcelona.

Successful Deployment

In December 2012, 7 months after awarding CitySolver, the City of Barcelona invested into a larger deployment of the traffic sensor system based on the successful pilot.

Both CitySolver and the City gained by this accelerated deployment. Winning the Award brought Bitcarrier's innovation to the street in 6 instead of the typical 36 months, saving Bitcarrier EUR 240,000 in costs.

The City gained real-time insights into its traffic flows, which resulted in notable improvements for citizens.

LLGA 2013

Day 1: Cities Training Program

Who runs
our
cities?



Day 1: Cities Representative Meeting





Day 1: Cities Dialogue & Announcement of Winners

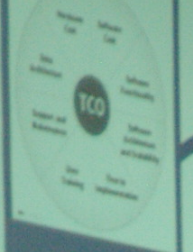


Day 2: Elevator Pitch



BOSTON / CHRISTCHURCH
EINDHOVEN / FUKUOKA /
L'HOSPITALET / LAGOS /
LAVASA / LONDON / MARINGA
MEXICO CITY / OULU / PARIS
RIO DE JANEIRO / ROSARIO /
SAN FRANCISCO / SANT CUGAT
SPAIN / TACOMA /
TORONTO / YORK

THE CITIES



Economy



Mobility

GM

Day 2: Elevator Pitch



#LLGA2013

- AALBORG / BARCELONA / BOSTON / CHRISTCHURCH / EINDHOVEN / FUKUOKA / L'HOSPITALET / LAGOS / LAVASA / LONDON / MARINGA / MEXICO CITY / OULU / PARIS / RIO DE JANEIRO / ROSARIO / SAN FRANCISCO / SANT CUGAT / SHEFFIELD / TACOMA / TERRASSA / YORK

LLGA
CITIES PILOT
THE FUTURE



AGILE CITIES

THE CLIMATE GROUP



Day 2: Elevator Pitch

#LLGA2013

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TERRASSA / YORK

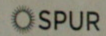


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PILOT
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AGILE CITIES

THE CLIMATE GROUP



Day 2: Elevator Pitch

2013
AALBORG / BARCELONA /
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SAN FRANCISCO / SANT CUGAT
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TERRASSA / YORK



Dext Heat Recovery

Neil Bracewell



LLGA

CITIES PILOT
THE FUTURE



Ajuntament
de Barcelona

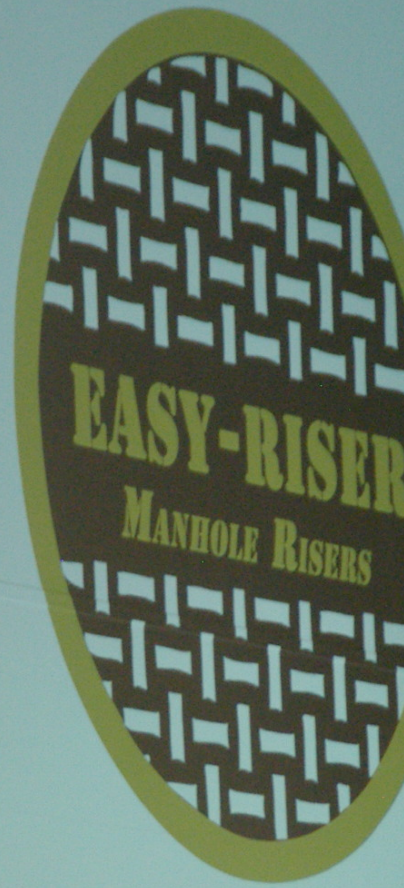
AGILE CITIES



Day 2: Elevator Pitch

AALSBORG / BARCELONA /
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LAVASA / LONDON / MARINGA
MEXICO CITY / OULU / PARIS
RIO DE JANEIRO / ROSARIO /
SAN FRANCISCO / SANT CUGAT
WASHINGTON / YACOMA /
NEW YORK

AGILE CITIES



Day 2: Workshops



Day 2: Meeting w/ the Winning Solution Provider



Day 2: Meeting w/ the Winning Solution Provider



Day 3: Immersion Program



Day 3. Immersion Program



FDC

Fukuoka D.C.とは

■ 達成すべきこと

国際競争力の強化による福岡都市圏の持続的な成長

■ 地域の付加価値額の増加

■ 付加価値額 = 営業利益 + 人件費 + 減価償却費 + 賃借料 + 租税公課 + 特許使用料

■ 4つの覚悟 (設立趣意書より)

地域経済をグローバル化

産学官民が一体

スピード感を持って戦略を実行

九州、日本、人類の発展に貢献



■ 会員

正会員56者、特別会員6者、賛助会員22者で構成

Fukuokaの成長の源泉

福岡都市圏から外へ向けて挑戦する環境

人材の多様性

革新的・創造的な交流の場

東アジアの ビジネス ハブ

交流の活性化による“質”を重視した成長

雇用
+6
万人

GRP
(県内総産出)
+2.8
兆円

人口
+7
万人

達成目標(2010年>>2020年)

MICE

人材部会

グローバルコネクトハブ

都市再生部会

都心再生

観光部会

食部会

ブランド・ネットワーク

環境部会

福岡版スマートシティ構想

Fukuoka D.C.

産学官民一体

コンテンツ
ファッション
高等教育
通信販売
集客・交流
食
生活関連サービス
(環境、福祉など)
グローバル研究開発

重点産業

経済基盤

中小企業振興
資金調達
人材開発
社会実験

街づくり

都心
ウォーターフロント
交通ネットワーク
住環境

Fukuoka D.C.の取り組み(2013年2月)

戦略策定・推進の考え方

■ 会員の責任ある参画

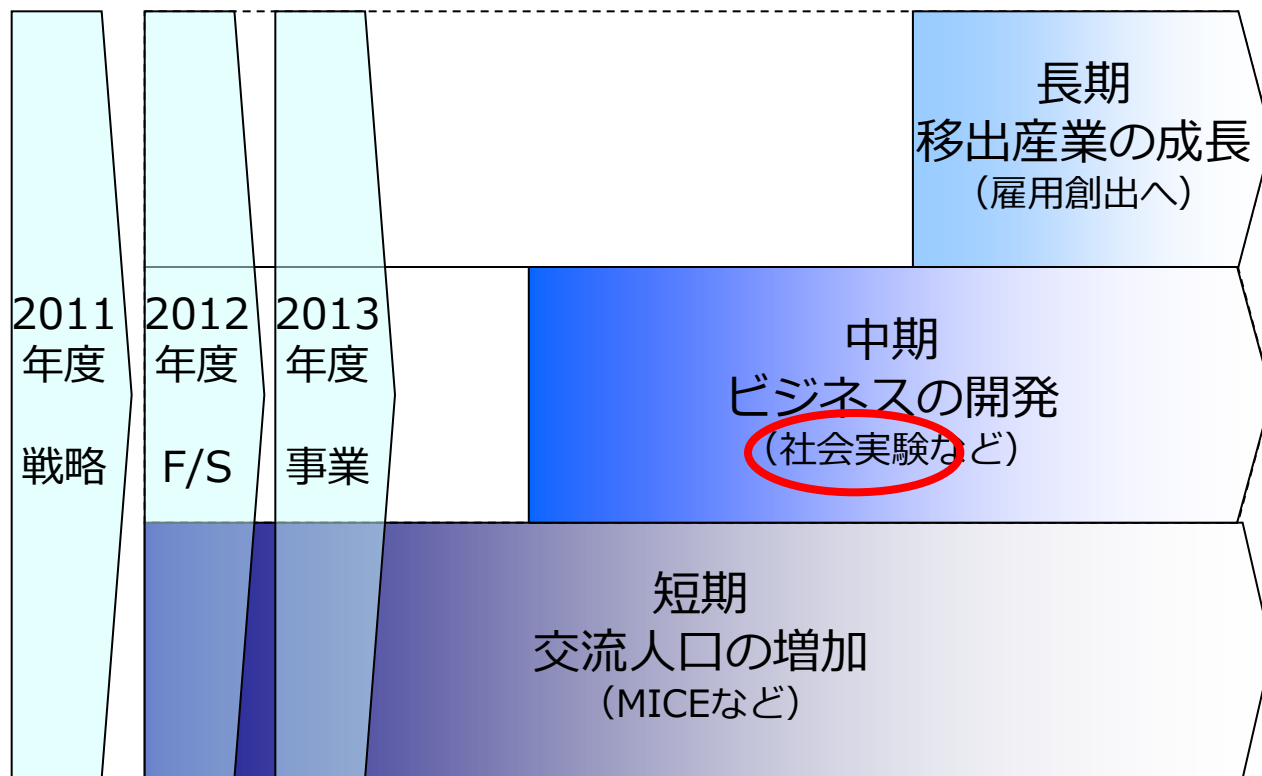


■ 外部人材や資本の呼び込み



工程の組み立て

段階的に取組みを拡充



Fukuoka D.C.
フェーズ1



LLGA x FDC

LLGAとの遭遇 – INTA. 2009.10. 高雄. 台湾

■ INTA33 World Urban Development Congress



INNOVATIVE URBAN ENVIRONMENTS

Innovation: the case for partnership

Chairperson: Abel Enguita, CEIM, Spain

- Taichi Goto, Tenjin Meiji-dori Development Council (MDC) Fukuoka, Japan
- Li-chuan Chu, Host of Advanced Incubation Environment Project, Small and Medium Enterprise Administration, Ministry of Economic Affairs
- Kyle Alexander, Belfast, Northern Ireland, United Kingdom
- Erik Larssen, Member of Board, Nistad Utbygging, Bergen, Norway
- Sascha Haselmayer, General Director, Living Labs Global



最初の挑戦 – #3 LLGA2012 in Rio de Janeiro

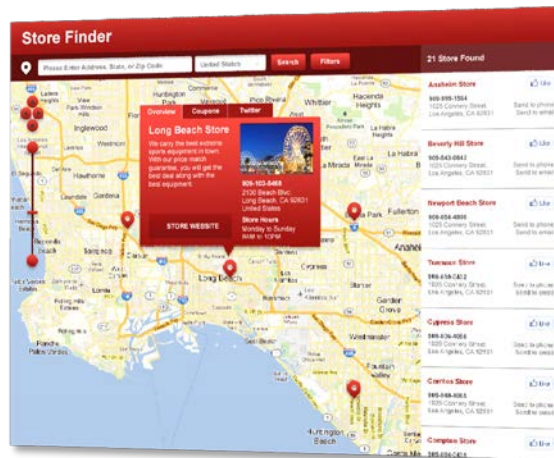
■ テーマ

非日常利用者を対象としたバス運行情報のモバイル型提供システム

■ 福岡賞

“Smart Path Finder”, WHERE 2 GET IT, INC. (Anaheim, CA)

スマートフォンを活用したバス情報と都市情報のパッケージ提供システム



二度目の挑戦 – LLGA2013 in San Francisco

社会実験の実施へ