Urban Digital Innovation

Erasmus Centre for **Data Analytics** | Erasmus University Rotterdam

Executive Leadership Programme

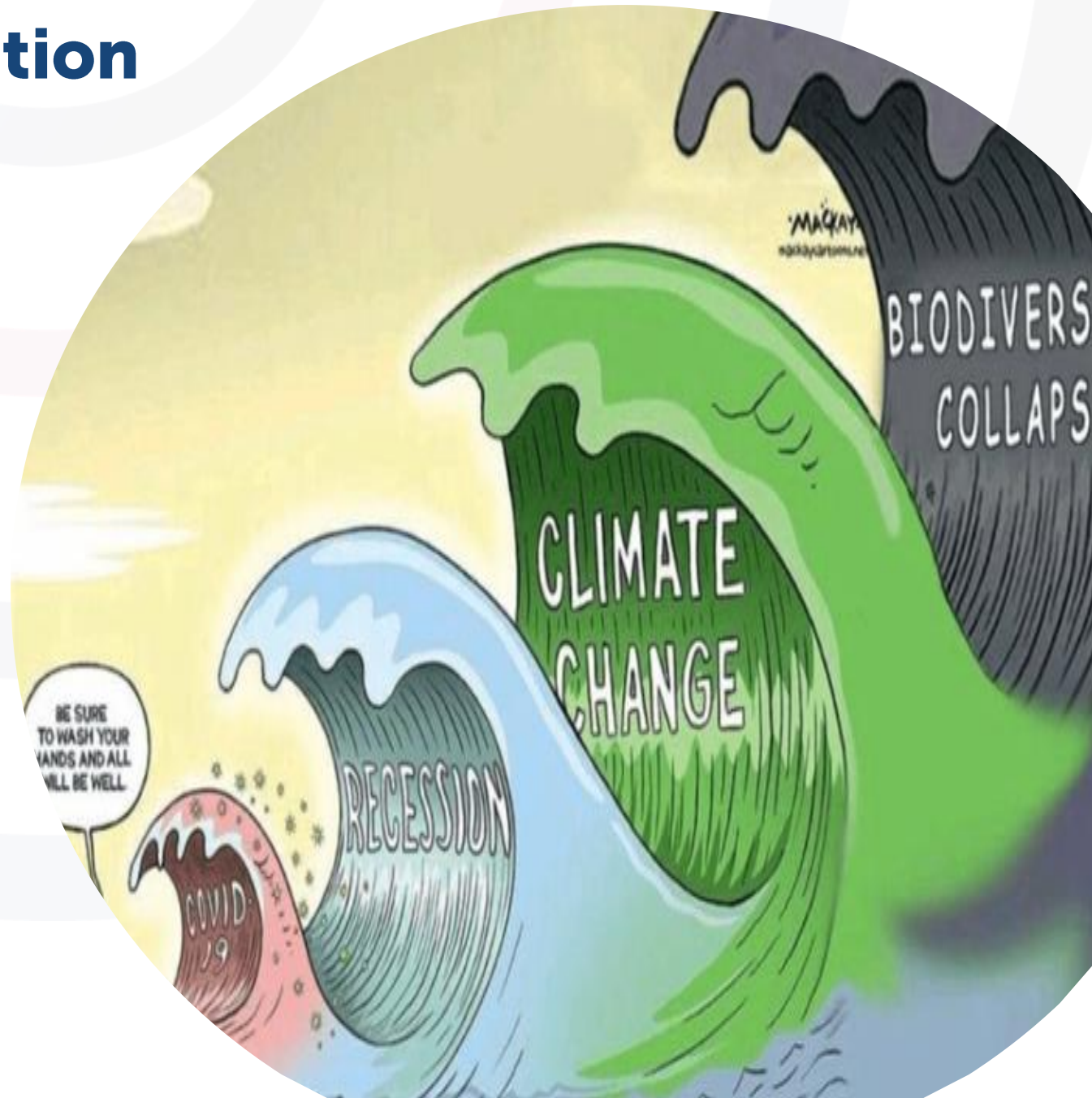*Working towards Climate Neutral Cities and the European Green Deal*

September 20-22, 2023 in Rotterdam

Preparing our governments, organizations & cities for a **sustainable**, **data-driven** future

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Riding the waves of Disruption

Getting ready for the necessary systemic changes......
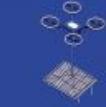
European Green Deal covers 9 policy areas

Sustainable industry
ways to ensure more sustainable, more environmentally-respectful production cycles

Eliminating pollution
measures to cut pollution rapidly and efficiently

Clean energy

Building and renovating
the need for a cleaner construction sector

From Farm to Fork
ways to ensure more sustainable food systems

Sustainable mobility
promoting more sustainable means of transport

Sustainable agriculture
sustainability in EU agriculture and rural areas thanks to the common agricultural policy (CAP)

Biodiversity
measures to protect our fragile ecosystem

Climate action
making the EU climate neutral by 2050

alexdndz - stock.adobe.com
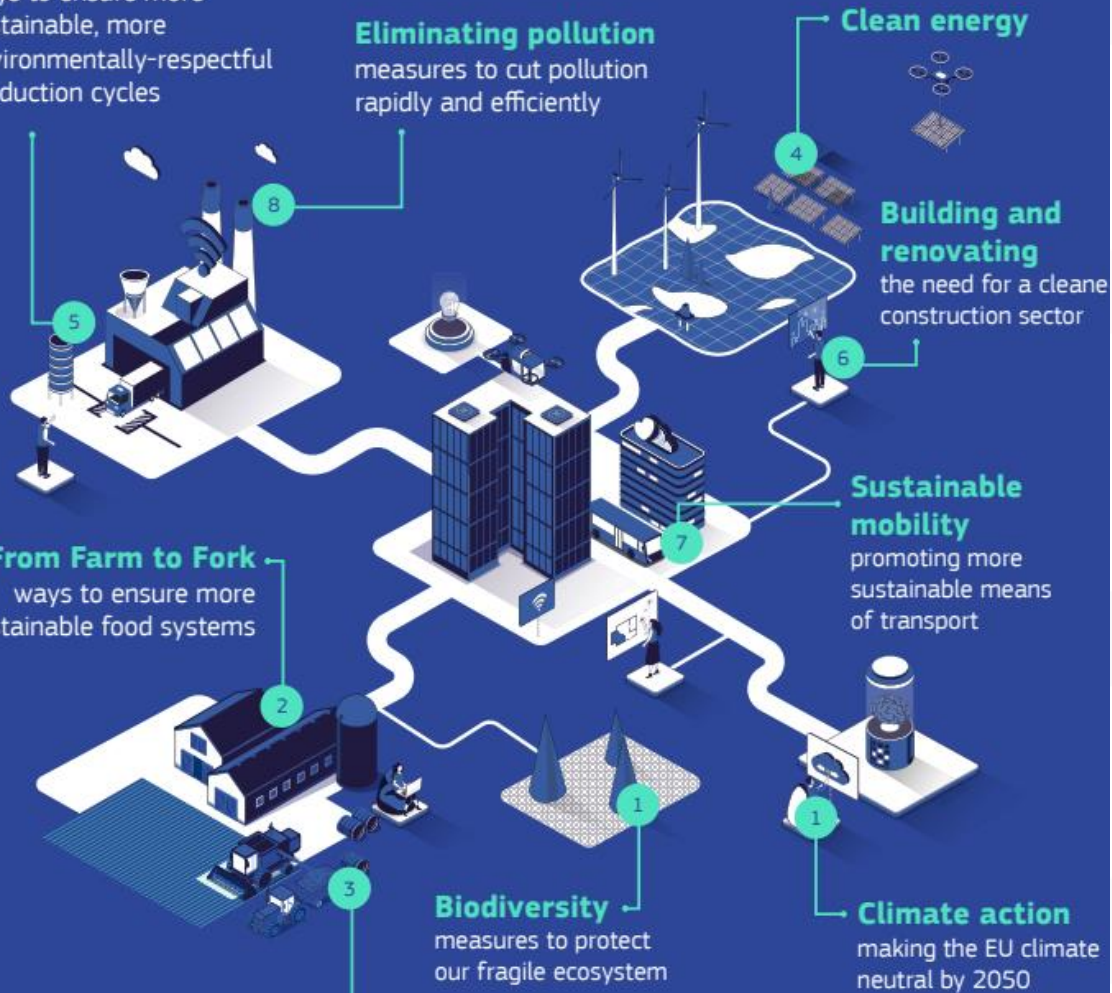
European cities are key actors to ensure the transition towards a climate-neutral society

In order to achieve a sustainable transition, cities must leverage digital technologies to their advantage. By being both:

- **adaptive**
  e.g. searching for, identifying, and adopting technologies that can support their sustainability goals

- **proactive**
  e.g. working with enterprises and research institutes to steer innovation towards solutions that will serve the interest of the citizens and the public good

This programme prepares public & private organizations in cities for developing successful digital innovation initiatives to realize their ambitions towards the European Green Deal...
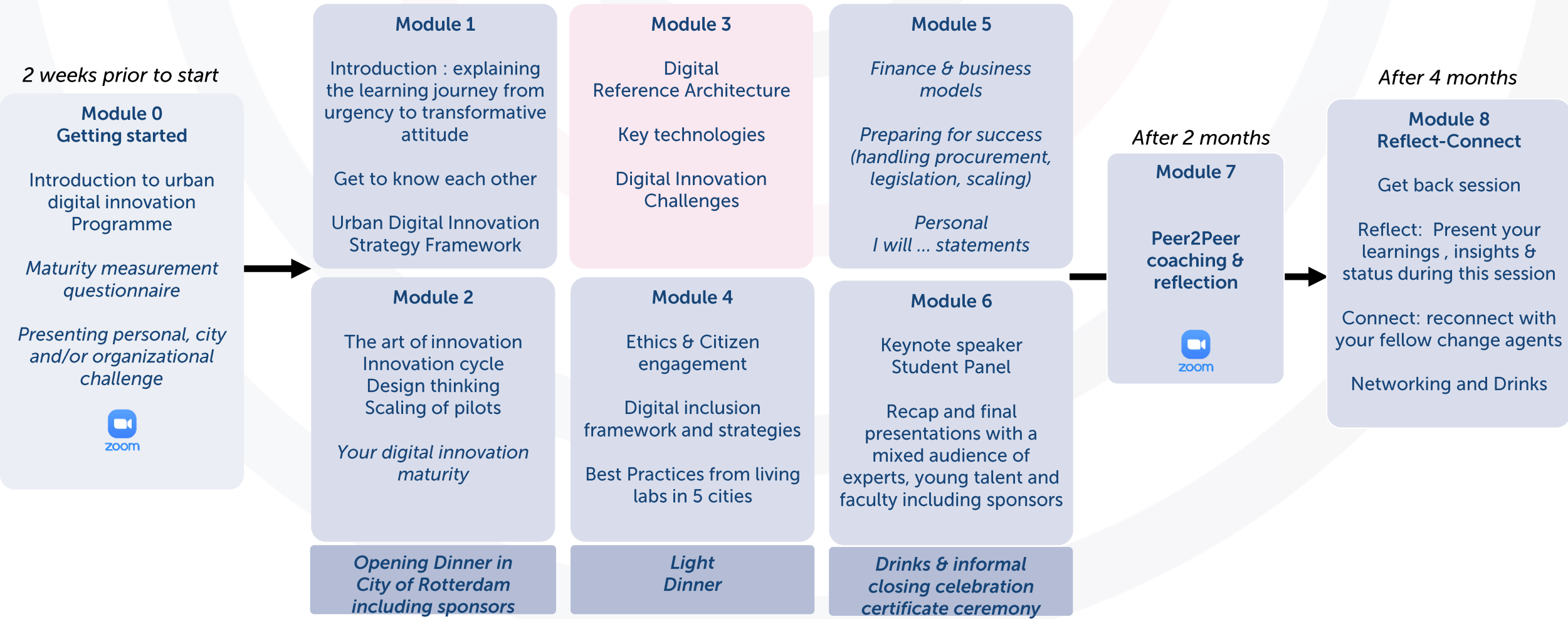
...and supports in achieving the SDGs, as identified by the UN

Key Objective

Understand and apply critical building blocks of a comprehensive digitalization strategy for a city or organization that include: agile governance, ethics, trust building, digital fundamentals, and inclusive design approaches.

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Curriculum

2 weeks prior to start

**Module 0
Getting started**

Introduction to urban digital innovation Programme

Maturity measurement questionnaire

Presenting personal, city and/or organizational challenge

zoom

Module 1

Introduction : explaining the learning journey from urgency to transformative attitude

Get to know each other

Urban Digital Innovation Strategy Framework

Module 2

The art of innovation
Innovation cycle
Design thinking
Scaling of pilots

Your digital innovation maturity

Opening Dinner in City of Rotterdam including sponsors

Module 3

Digital Reference Architecture

Key technologies

Digital Innovation Challenges

Module 4

Ethics & Citizen engagement

Digital inclusion framework and strategies

Best Practices from living labs in 5 cities

Light Dinner

Module 5

Finance & business models

Preparing for success (handling procurement, legislation, scaling)

*Personal
I will ... statements*

Module 6

Keynote speaker
Student Panel

Recap and final presentations with a mixed audience of experts, young talent and faculty including sponsors

Drinks & informal closing celebration certificate ceremony

After 2 months

Module 7

Peer2Peer coaching & reflection

zoom

After 4 months

**Module 8
Reflect-Connect**

Get back session

Reflect: Present your learnings , insights & status during this session

Connect: reconnect with your fellow change agents

Networking and Drinks
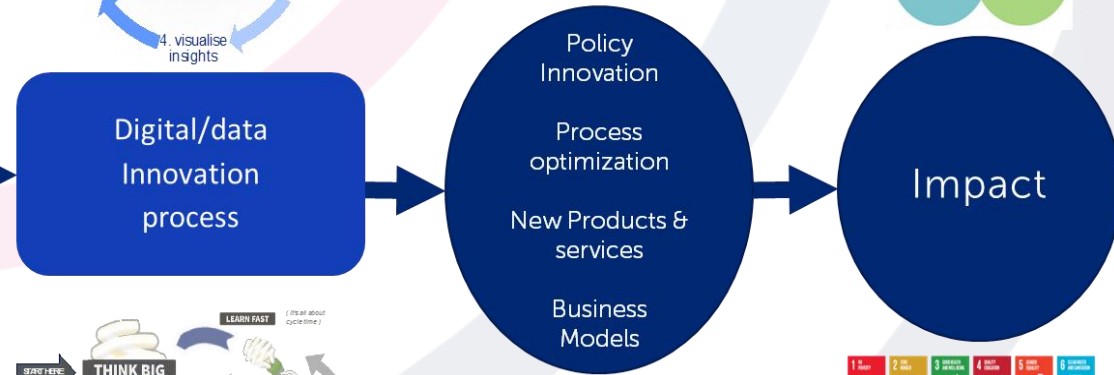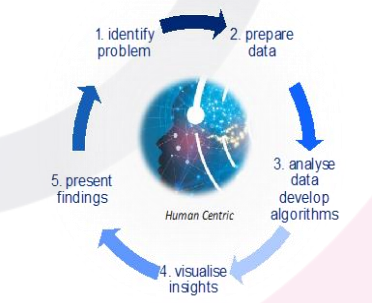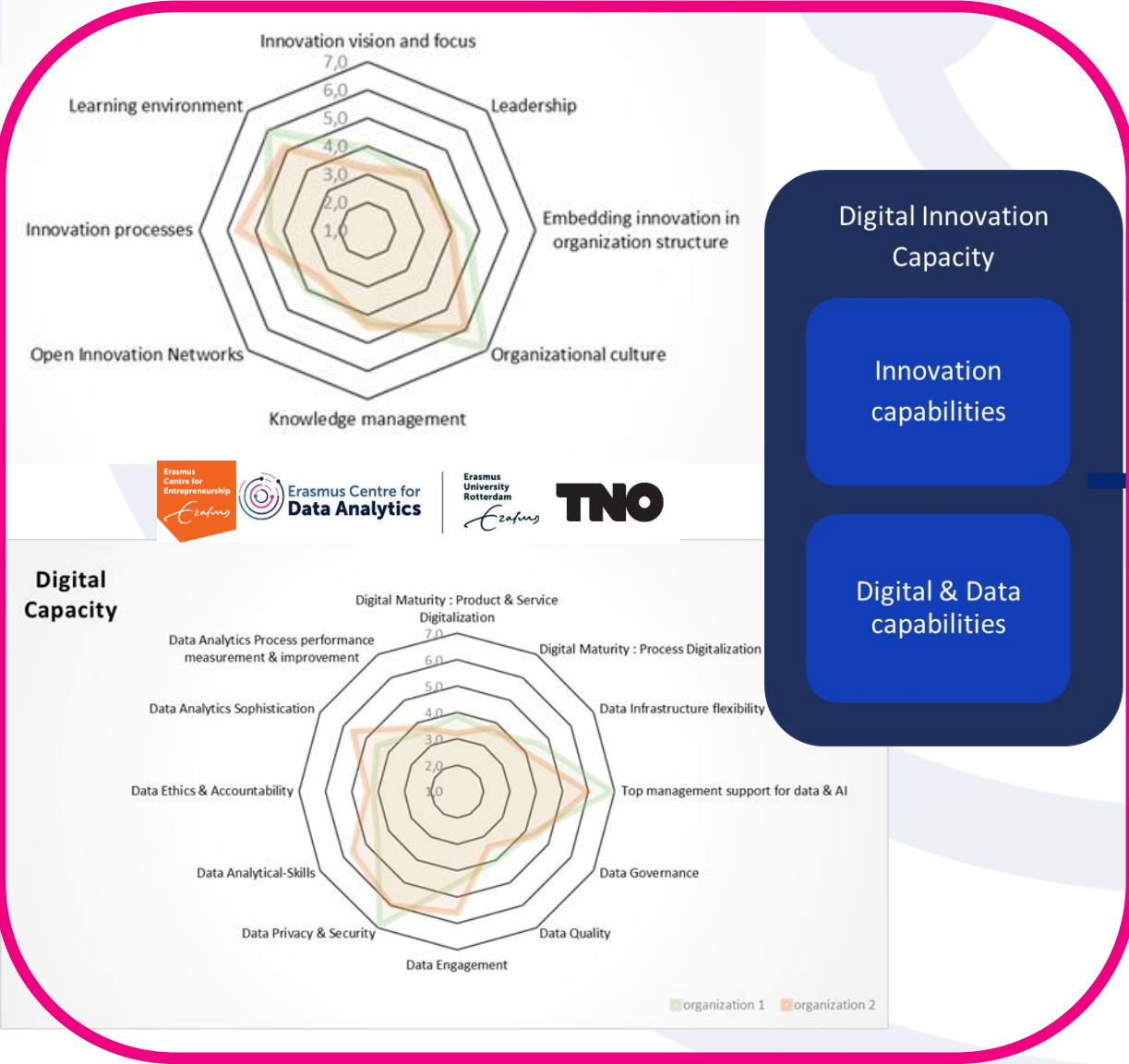
eLearning environment

Approach

- *Build bridges across innovation, digital and sustainability*
- *Provide participants with actionable frameworks*
- *Stimulate critical thinking and creativity*
- *Apply to own use case / project*
- *Peer-2-peer learning and coaching*

Innovation and Digital Maturity assessment

Who should attend?

Leaders and Innovation teams from the following sectors

Public Sector

Leaders and practitioners at municipalities and regional authorities, including those working in areas of sustainability, energy, digital and data, innovation

Semi-public Sector

Leaders and practitioners at semi-governmental organizations (e.g. utilities, transport operators)

Private Sector

Leaders and practitioners at companies that stand to contribute to urban innovation agendas or expect to make their inroads into this arena in the foreseeable future

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Who should join your team?

Suggested team composition

| Innovation | Digital | Sustainability |

Internal sponsor (e.g. CDO/CIO, alderman, etc.)

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Unique programme characteristics

Multidisciplinary teams (Innovation, Digital & Sustainability) & Connect with internal sponsors

Holistic curriculum with internationally renowned experts & speakers

3 day intense core programme with unique Rotterdam experience

Developed by cities for cities with learnings from global communities of smart cities

hosted by
Erasmus Centre for Data Analytics
Erasmus University Rotterdam

Incorporates learnings from EU smart city programme Ruggedized, the European network of Living Labs and Living-in-EU

Apply learnings directly on own challenge or digital innovation project

**Optional :
follow-up electives to deepen expertise
coaching trajectory
via our partner network**

Peer-to-peer learning and outside-in perspective

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Partners

Expert Speakers and Key Faculty

Bas Boorsma
*Thought leader on
smart cities*

Prof. Liesbet van Zoonen
*Thought leader on
smart inclusive cities
Center for BOLD cities*

Dr. Ferdinand Jaspers
*Thought leader on innovation
Erasmus Center for
Entrepreneurship*

Prof. Roland Ortt
*Thought leader on urban
innovation management
TU Delft*

Dr Negar Noori
*Researcher
Erasmus University Rotterdam*

Jonathan Reichental
*Thought leader on
smart cities*

Dr. Haydee Sheombar
*Expert on digital transformation
Rotterdam School of Management*

Diana Vonk Noordegraaf
*Senior consultant
TNO*

Tess Tjokrodikromo
*Researcher
TNO*

Jonas Onland
CEO Serendipity

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More experts from practice will be added in the coming months

Invited City experts

Roland van der Heijden
Programme manager
City of Rotterdam

Tijn Kuyper
Accountmanager Digital
Innovation / Smart Cities
City of The Hague

Severine Trouillet
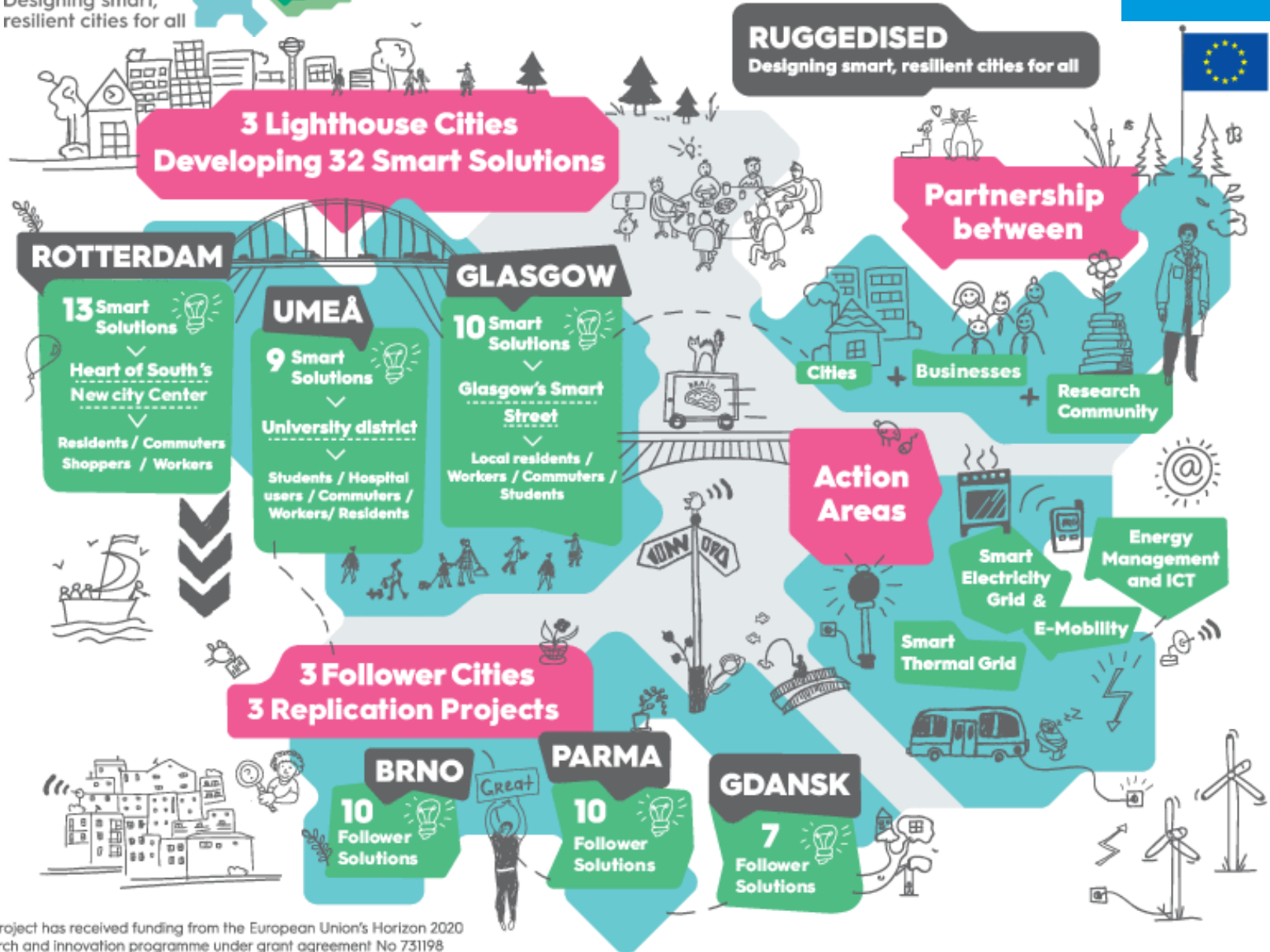*expert speaker*
Dassault Systèmes

Justine Gangneux
Data Space Project Coordinator
Eurocities

Martina De Sole
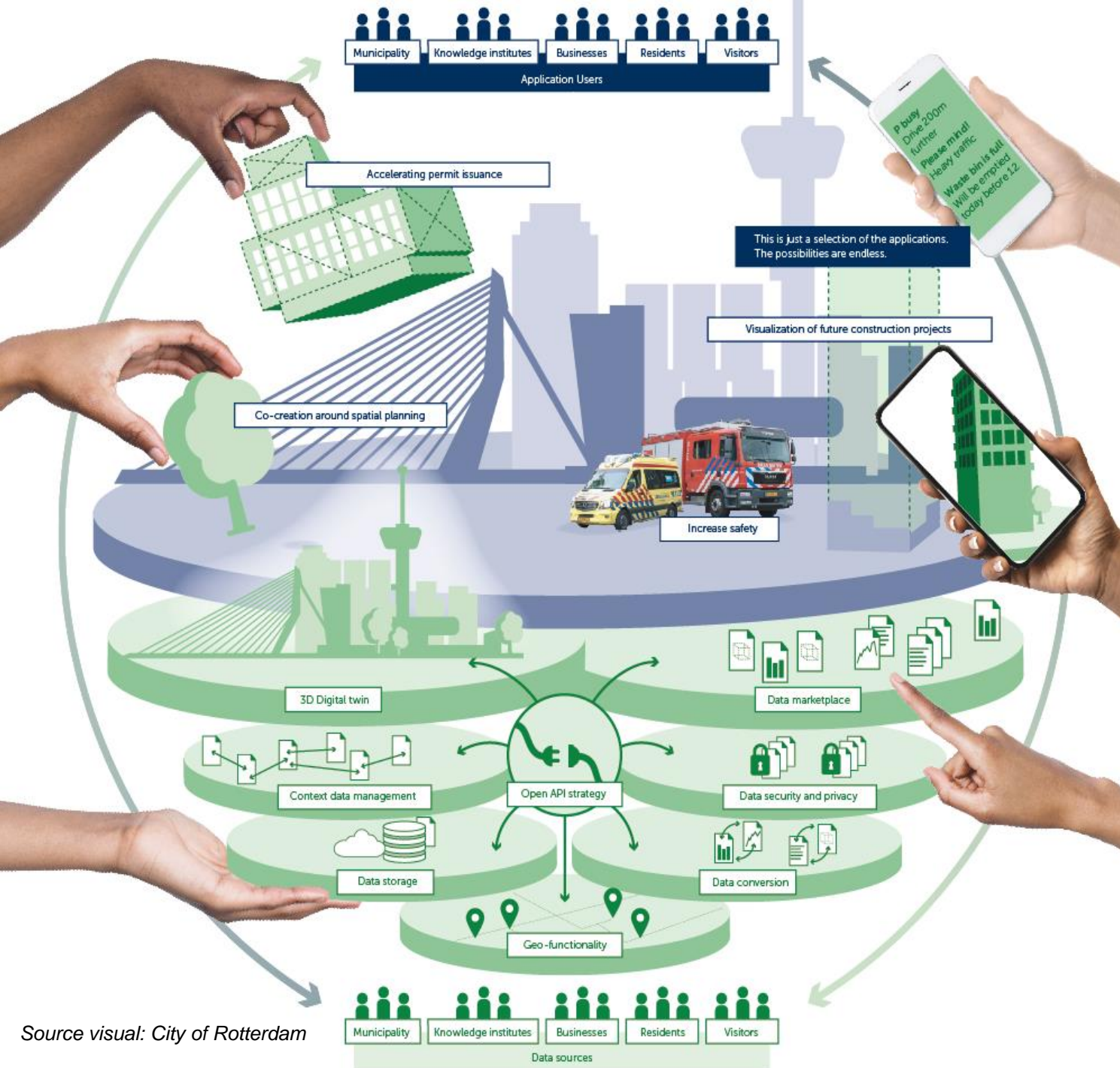*Director*
ENoLL (European network of living Labs)

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Key learnings from the EU Ruggedised project serve as foundation for the programme

by cities for cities

Source visual: City of Rotterdam

Examples of digital innovation projects to elaborate upon in the programme

- Open urban data platforms and digital twins

- Smart energy applications, such as identifying solar roof opportunities and matching energy demand with supply from renewable sources

- Air quality monitoring based on AI

- Citizen engagement and co-creation tools for green digital deal

- Data driven optimization of indoor air quality and energy use in smart buildings

- Sustainable district heating solutions

- Door-to-door digital mobility and smart charging solutions

- Smart solutions for cities' lighting, safety and security

Join an international community of changemakers driving a sustainable future in urban environments by realizing the potential of digital innovation ecosystems...

Become a partner or interest to join ? Contact us

Erasmus Centre for Data Analytics | **Erasmus University Rotterdam**

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27 first edition

September 20-22, 2023
(plus get back session
after six months)

Erasmus University
Rotterdam Campus

Optional
coaching
trajectory

More information
Scan the QR-code
or visit ecda.eur.nl

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Erasmus University Rotterdam
Burgemeester Oudlaan 50
3062 PA Rotterdam
The Netherlands

Fees for participation into the programme:
(all fees excl. any VAT)

Individual: 3.250 euro
Team of 2 persons: 6.000 euro
Team of 3 persons :   8.250 euro
Team of 4 persons :   10.000 euro