MAJOR CITIES OF EUROPE ANNUAL CONFERENCE

FLORENCE, MAY 30 - JUNE 1, 2016

EVOLVING PROGRAMME AND REGISTRATION

Version @ May 23t^h , 2016

#mceflorence2016

City Renaissance in the Digital Age

New thinking   New practices   New opportunities

Florence May 30th - June 1st 2016

MAJOR CITIES OF EUROPE
IT USERS GROUP

COMUNE DI FIRENZE

City Renaissance in the Digital Age –
New thinking, new practices, new opportunities

The City of Florence and Major Cities of Europe have great pleasure in inviting you to the 2016 Major Cities of Europe Conference from May 30th to June 1st.

The event will host delegates from Cities from all over Europe. Florence will offer also the opportunity to enjoy its unique artistic and cultural heritage.
From the programme:
– E-government and Digital transformation
– Research develops innovative approaches for citizen's participation
– From young to old age: education, health and social services
– What does the future hold?
– The devil's debate about e-government, digital transformation and smart cities
– Citizen's participation

The programme will include also major ICT providers presenting study cases, elevator pitches from innovative start-ups and, on Wednesday afternoon, presentations and workshops about the results of relevant EU projects.
Simultaneous translation Italian-English / English-Italian will be provided for all conference's sessions.
For information MCEflorence2016@comune.fi.it

Conference venue

Convitto della Calza - an ancient cloister and monastery adapted to modern conferences is the main location of the event (Piazza della Calza)

Evening events

Leonardo da Vinci Museum – on Sunday afternoon visit of to the Leonardo Da Vinci Museum in the Town of Vinci – (pick-up time at 17:00 local time at Piazza della Calza (max 50 participants)
The Opera House– on Monday evening concert at the Opera House with the Carmina Burana
 Palazzo Vecchio – on Tuesday evening the gala dinner will be situated in the palace which is the symbol of civil authority of the city of Florence and a well-known museum.

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

DISCUSS CURRENT AND FUTURE KEY TOPICS

- Citizens participation / Government in the Cloud/ Internet of Things / E-Government & Digital Transformation/ Safety & Security/ Smart Education /e-Health / e-Care / Tomorrow Is Only a Day Away

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

**MAJOR CITIES OF EUROPE
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ENJOY THE ATMOSPHERE OF FLORENCE

- Experience the relaxed atmosphere at the conference dinners

- Explore the beautiful city

DAY OF FLORENCE

FIRENZE SMART CITY & UTILITIES: DISCOVERING SOLUTIONS AROUND THE CITY

08:30	Meeting point Piazza della Calza
Come back at 11:00	1st option: Public Transport mobility management
Come back at 11:00	2nd option: Smart building, health and public water
Come back at 11:00	3rd option: Mobility and waste management

08.30 - 12.00	Registration

12.00 - 13.30 SESSION 1 - WELCOME AND KEY NOTE SPEECHES

12.00 - 12.30	Welcome by the City of Florence, the Tuscany Region, the Florence University and Major Cities of Europe	Dario Nardella - Mayor of Florence Vittorio Bugli - Tuscany Region Andrea Arnone, Prorector _ Florence University Giorgio Prister - Major Cities of Europe
12.30 - 12.45	Digital Transformation In Italy: the Government strategy	Antonio Samaritani - General Manager AGID
12.45 - 12.55	National Operational Programme 'Metropolitan Cities' 2014-2020: digital services and sustainable urban development	Giorgio Martini - Managing authority of National Operational Programme Metropolitan Cities, Agency for Territorial Cohesion
12.55 - 13.15	AGID debate with Agency for Territory cohesion and cities of Florence and Venice	Antonio Samaritani - General Manager AGID Lorenzo Perra – City of Florence – deputy for innovation Luca Battistella – City of Venice – deputy for innovation Giorgio Martini - Director - Agency for territory cohesion
13:15 - 13:25	The City of Tomorrow – by the City of Florence	Giacomo Parenti - City manager of Florence
13:25 - 13:35	SMEs Elevator pitches • Evodevo • Geosystems	Speakers TBD
13:35 - 14:35	Welcome lunch	

14.35 - 17.10	SESSION 1 - KEY NOTE SPEECHES	
14.35 - 14:55	Smart City cannot live without Smart Utilities - by the city of Florence	Lorenzo Perra - City of Florence - deputy for Innovation
14.55 - 15.10	Innovation at the City of Empoli	Antonio Ponzo - City of Empoli - deputy for Innovation
15:10 - 15.30	Innovation at the city of Prato	Benedetta Squittieri - City of Prato - deputy for Innovation
15.30 - 16.00	Coffee break	
16.00 - 16.20	Cities in the cognitive era - by IBM	Alexey Ershov - Vice President, Smarter Cities Europe, IBM Pierre Brunet – Vice President Business Development, Veolia
16.20 - 16.40	Co-creating city solutions in Copenhagen – City Data Exchange - by Hitachi	Hans Lindeman – Senior Vice President - Hitachi Insight Group EMEA Peter Bjørn Larsen – Hitachi Director, Copenhagen City Data Exchange
16.40 - 17.00	Microsoft CityNext Vision: empowering people to build digital, safer, smarter and more sustainable cities	Simonetta Moreschini - Director Public Sector - Microsoft Italy Rita Tenan - Senior Director, Government Industry - Microsoft EMEA
17:00 - 17:10	A Reusable Example of a Metropolitan-Wide Data Platform	Paolo Nesi - University of Florence
17.10 - 17.15	Transfer to seminars	
17.15 - 18.05	PARALLEL SPONSORS' SEMINARS	
17:15 - 18.05	Seminar by Engineering Digital Citizens, now! The voice of the Cities in the Digital Agenda's implementation	Antonio Cantatore - Comune di Bari Ludovica Carla Ferrari - Comune di Modena Stefano Mineo - Comune di Bologna Carlo Maria Medaglia - Roma Capitale – Agenzia Mobilità Fernanda De Marco – Agenzia coesione territoriale Massimo Vanni – Agenzia coesione territoriale Piero Luisi – Engineering S.p.A.
17:15 - 18.05	Seminar by TIM: Digital Experience - Smart Cities and Digital Identity	Andrea Costa - TIM Former Director EXPO 2015 project Ottaviano Tagliaventi, Business Development Manager - TI Trust Technologies-SPID identity provider
	EVENING EVENT	
19.30	Welcome drink at the Opera	
20.00	Concert: Carmina Burana	

Time	Title	Speaker
08.30 - 09.00	Welcome coffee	
09.00 - 09.20	*Opening of the Day and EU Corner (SESSION 2)*	*Giorgio Prister - Major Cities of Europe*
9.20 - 10..40	*SESSION 3 - E-Government & Digital Transformation*	*Session lead - Paolo Boscolo - City of Prato*
9:20 - 9:40	The eGovernment transformation to serve the emerging digital citizenry	Stefano Devescovi - Business Development Executive - IBM Italy
9:40 - 10:00	Building Vienna's Digital Strategy with Shared Government	Norbert Weidinger, Deputy CIO , City of Vienna
10:00 - 10:20	Digital first – Hamburg's program to digitalize Government	Jörn Riedel, CIO, City of Hamburg
10:20 - 10:40	Roundtable	
10.40 - 11.10	Coffee break	
11.10 - 12.30	*SESSION 4 -PARALLEL SESSION Research develops innovative approaches for citizens' participation*	*Session lead - Joachim Schiff - Major Cities of Europe*
11:10 - 11:30	Digital agenda and gender diversities: how to make inclusive policies and collaborative platforms	Leda Guidi - University of Bologna
11.30 - 11.50	An open platform for citizens' participation through Open Data driven discussions	Vittorio Scarano - University of Salerno
11:50 - 12:10	Sense-Scapes: Natural Darkness and Quietness for the Sustainable City	Dietrich Henckel - Technical University of Berlin Antonella Radicchi - Technical University of Berlin
12.10 - 12.30	Roundtable	

11.10 - 12.30	SESSION 5 - PARALLEL SESSION From Young to Old Age - Education, Health & Social Care	Session lead - Robin Heilig - City of Vienna
11:10 - 11:30	City Based Digital Health and Wellbeing strategy - city of Leeds	Julie Oxley, Head of Information Management and Technology at Leeds City Council
11.30 - 11.50	Smart Education at the city of Prato	Paolo Boscolo - Head of IT - City of Prato
11:50 - 12:10	Flipped Classroom by Keillir Institute - Iceland	Hjálmar Árnason - CEO Arnbjörn Ólafsson - Head of international relations _ Keilir Institute - Keflavik, Iceland
12.10 - 12.30	Roundtable	
12.30 - 12.35	Transfer to parallel seminars	

12.35 - 13.15	PARALLEL SPONSORS' SEMINARS	
12:35 - 13:15	Seminar by IBM: Digital Cities for a better citizens' life	Giovanna Camorali: Director of Local Public Administration, Health and University, IBM Italy
12:35 - 13:15	Seminar by HITACHI: Transforming urban communities through Social Innovation	Lorena Dellagiovanna (Hitachi Europe) Flavio Radice (Hitachi Systems CBT) Stefano Locelso (Hitachi Data Systems) Arcangelo Fornelli (Hitachi Rail Italy) Deborah Forzato (Ansaldo STS Denmark)
13.15 - 14.15	Lunch break	

14.15 - 14.55	PARALLEL SPONSORS' SEMINARS	
14:15 - 14:55	Seminar by Microsoft: New Way of Working for Smart Civil Servants: the Florence and The Hague cases	Claudia Bonatti, Office Division Lead, Microsoft Italy Jose Antonio Ondiviela Garcia, Western Europe Industry Market Development Manager, Microsoft
14:15 - 14:55	Seminar by CISCO: Transforming the city	Yasser Helmy - CISCO Global Connected Real Estate team Niels Carsten Bluhme - Area Director - Municipality of Albertslund (Copenhagen Metropolitan Area)
14.55 - 15.00	Transfer to plenary session	

15.00 - 15.50	SESSION 6 - INTERVIEW	
15.00 - 15.20	SMEs Elevator pitches: • Virtultaly, • NiviGreen, • BAICR	Speakers TBD
15:20 - 15:40	Involving citizens in EU-research on disaster resilience, an utopia or an utmost necessity?	Philippe Quevauviller -Innovation and Industry for Security - DG HOME - EU Commission
15:40 - 16:10	Coffee break	

16.10 - 18.10	SESSION 7 - What Does the Future Hold?	Session lead - Norbert Weidinger - City of Vienna
16:10 - 16:30	A chain reaction? The potential of block chain technology in public administration and city life	Catherine Mulligan, Research Fellow in the Innovation and Entrepreneurship group - Imperial College, UK
16:30 - 16:50	Collaboration between the Municipality and local start-ups towards innovation - City of Tel-Aviv	Liora Shechter - CIO - City of Tel Aviv
16:50 - 17:10	Moving to the Cloud - A Case Study - City of Derby	Nick O'Reilly, Director Digital Services at Derby City Council
17:10 - 17:30	Smart Cities: How evolution creates new paradigms - City of Barcelona	Mariano Lamarca, Senior Smart Cities, Sensors and Standardization project manager - City of Barcelona
17:30 - 17:50	So Mobility : a brand new ambition for urban travels - City of Issy-Les-Moulineaux	Eric Legale - General Manager ISSY MEDIA - City of Issy-les-Moulineaux
17:50 - 18:10	Roundtable	

	DINNER EVENT	
20,30	Gala Dinner at Palazzo Vecchio - Salone dei Cinquecento	

WEDNESDAY JUNE 1

08.30 - 09.00	**Welcome coffee**	
09.00 - 10.20	**SESSION 8 - Devil's debate**	***Session lead - Glyn Evans - Major Cities of Europe***
09.00 - 09.10	**Introduction of the day and session**	
09.10- 10.20	**The Devil's Debate: Has e-Government, Digital Government and Smart Cities implementations been Worthwhile? Seven perspectives challenged by the devil himself**	**Alan Shark - Public Technology Insitute - USA** **Peter Parycek - Danube University - Austria** **Moira Benelli - ANCi – Italy** **Martin Ferguson - Socitm - UK** **Florence Tornare - Villes Internet - France** **Herve Groleas - Grand Lyon - France** **Alessandra Poggiani - Venis Italy**
10:20 - 10:50	**Coffee break**	
10.50 - 12.30	**SESSION 9 - Citizens' participation**	***Session lead - Jörn Riedel, City of Hamburg***
10.50 - 11.00	**Smart access to culture in digital cities / SmartCities4Culture Network**	**Jill Cousins, Executive Director, Europeana - digital culture platform** **Dirk Petrat, Ministry of Culture Hamburg - sharing knowledge & resource**
11:00 - 11:20	**Zurich's view on ICT role and data for civic participation**	**Michael Grüebler, Head of Innovation & Technology of Statistics - City of Zurich**
11:20 - 11.40	**Interaction between citizens and municipality in developing smart waste collection systems for the city of Parma**	**Gabriele Folli, Deputy Mayor for Environment, Municipality of Parma**
11:40 - 12.10	**From Urban Participatory Planing to Social Innovation: giving power back to the people**	**Rafael Monterde, GM of InnDEA - Innovation public foundation of the Valencia City Council**
12.10 - 12.30	**Round table**	
12.30 - 13.00	**SESSION 10**	***Session lead - Giorgio Prister - Major Cities of Europe***
12.30- 13.00	**Draw and Wrap-up of the conference**	
13.00 - 14.00	**Lunch**	
14.00 - 17.00	**EU projects presentations, workshops and dissemination meetings**	
14.00 - 17.00	**• CLIPS: http://www.clips-project.eu/ (includes project final conference)** **• City.Risks: http://project.cityrisks.eu/** **• Route to PA: http://routetopa.eu/** **• City Sense: http://co.citi-sense.eu/** **• Resolute: http://www.resolute-eu.org/** **• Carismand: http://www.carismand.eu/** **• Citycop: http://citycop.eu/** **• iUrban: http://www.iurban-project.eu/** **• Inca: http://www.in3ca.eu/** **• PON Metropolitan Cities http://www.agenziacoesione.gov.it/it/pon_metro/Presentazione_PON_Metro.html**	

Register now!

Join your peers at this unique occasion to exchange experiences, learn from innovative implementations and current trends and discover opportunities that can further improve our cities and regions.

Online registration and up to date conference information:
www.majorcities.eu/conferences/2016-florence/

Contact: MCEflorence2016@comune.fi.it

The participation in the conference is open to those who are driving or heading to transformation and innovation in Cities and in Public Administrations, to Technology Companies and Academia.
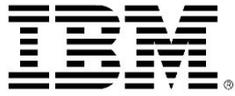
The registration fees:

Members of Major Cities of Europe	free of charge
Additional registrations for Members	150,00€
Public administration (non-members of MCE)	250,00 €
Companies (more than 15 employees)	750,00 €
Enterprises (lower/equal than 15 employees)	300,00 €
No profit Associations	100,00 €
Accompanying persons	150,00 €
Students (max 30)	free of charge

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