

Day One: June, Tuesday 17th 2014
8.00 – 18.00

- 08:00 Registration**
"My Smart City 2050 in 3 words"
All Participants
- 09:00 Moderators Introduce Agenda**
Roberto Pagani *Professor, Architecture & Design - Polytechnic University of Turin* & **Paolo Pissarello** *Executive Vice President, Genova Smart City Association*
- 09:15 A Smart City from History to Future**
Marco Doria *Mayor, City of Genoa*
- 09:30 Energy Transition and climate challenge: Hamburg on the road to a smart energy city**
Hans Gabanyi *Ministry Urban Develop. & Envir., Free & Hanseatic City of Hamburg*
- 09:45 Smart City Dreams come true: European Smart Projects (I)**
Celsius, R2Cities, Illuminate
- 10:00 Culture & Smart City: opportunities and needs**
Alvise Casellati, *Carlo Felice Opera Theater Resident Director*
- 10:15 Modes of Transformation Governance and the Variety of Institutional Settings in European Cities**
Jürgen Obenbrügge *Economic Geography Team, Geography Inst., Hamburg Uni*
- 10:30 Coffee Break**
- 11:00 PON METRO a great opportunity for a public building efficiency program**
Francesco Profumo *President ANCI Smart Cities Observatory*
- 11:15 Transform Story**
Ger Baron, *City of Amsterdam CTO*
- 11:30 Circular Economy**
Marco Castagna, *President AMIU*
- 11:45 Horizon 2020 and beyond**
Simona Costa, *Liguria Region Brussels, Sherpa Group Eip Smart Cities*
- 12:00 Smart City Dreams come true: European Smart Projects (II)**
Marie, Coopenergy, Primes, Weenmodels
- 12:20 Cooperation, integration, lobbying in the Smart City Transformation Agenda**
Julije Domac *President Fedarene*

- 12:35 Role of Regions in Developing Smart Cities**
Region Liguria (tbc)
- 12:50 Summing up**
Roberto Pagani & Paolo Pissarello
- 13:00 Lunch Break**
- 14:10 Smart City 2050: kids propose their future**
The kids, coordinated by **Antida Gazzola**, *Professor, University of Genoa*
- 14:55 A new generation of innovation policies**
Mario Calderini, *Professor, Polytechnic University of Milan*
- 15:10 Smart City Workshops for 8 Key Points**
(Political, Economic, Social, Technological, Legal, Environmental, Governance, Spatial)
Jürgen Obenbrügge, Transformers & participants
- 16:20 Smart Interval** 🎵
- 16:30 City Protocol Society: an integrated, global, shared approach to city transformation**
Vicente Guallart *Chief Architect, City of Barcelona*
- 16:45 Copenhagen European Green Capital 2014**
Charlotte Korsgaard, *Municipal Development Technical & Environment Administration*
- 17:00 Smart City Dreams come true: European Smart Projects (III)**
Elihed, Electra, iCity, iLocate
- 17:20 Over the Desert, over the Sea: Smart City South of the Mediterranean**
Drissi Abderrahmane, *Mayor of Ouarzazate*
- 17:35 Smart City 8 Key Points Outcome**
Ulf Skirke *City of Hamburg* & **Gloria Piaggio** *City of Genoa*
- 17:50 Conclusions**
Roberto Pagani & Paolo Pissarello

Day Two: June, Wednesday 18th 2014
9:00 – 15:00

- 08:00 Registration**
"My Smart City 2050 in 3 words"
All Participants
- 09:00 Moderator**
Maurizio Melis *Independent Broadcast Media Professional, Radio 24 Smart Cities*
- 09:15 SmartCity Dialogue: Experts & Citizens Transform Advisory Board (Marcello Capra, Pallas Agterberg, Rob Lichtman, Jürgen Obenbrügge), Paola Girdinio, Walid Kamali, citizens**
- 10:15 Smart Interval** 🎵
- 10:25 Imagine: Celsius Future City Vision**
Katrina Folland, *Coordinator Smart City Gothenburg*
- 10:40 Smart City Dreams come true: European Smart Projects (IV)**
Enpi Smart Day, Radical, Strategic, Geosmartcity
- 11:00 Coffee Break & Press Conference**
- 11:30 Global Energy Resources**
Alessandro Clerici, *Chair 2010/13 WEC Study Group «World Energy Resources»*
- 11:45 Smart City Vienna Framework: development towards 2050**
Volker Schaffler, *Project Manager Smart City Vienna*
- 12:00 Liguria Region Projects for Smart Urban Territory: smartness context analysis**
Oliviero Baccelli, *Clas Group, Certet Bocconi*
- 12:15 Formal Opening of the Transform Smart City Political Forum**
Francesco Oddone *Deputy Mayor Smart City Genoa*
Enzo Lavolta *Deputy Mayor Smart City Turin*
- 12:30 Transform Smart City Political Forum: Next Steps**
Stefan Herms *City of Hamburg*
- 12:45 Conclusions**
Marco Doria *Mayor City of Genoa*
- 13:00 Lessons Learned and Goodbye**
Maurizio Melis
- 13:15 Lunch Break**



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The Transformation process towards a Smart City is being started and discussed throughout the world. Awareness on cities' role in improving the future is growing and local, national and international Institutions realize a different approach in urban growth is needed.

Within the EU FP7 "Smart Cities and Communities 2011" call, the "TRANSFORM" project sees a consortium of cities – Amsterdam, Copenhagen, Hamburg, Genoa, Lyon and Vienna – working together with business and research partners to develop a Transformation Agenda to be used and shared.

The first step towards smart city transformation goal is political assumption and commitment on this strategy, which needs to be introduced coherently in the City's planning and actions.

To inspire high level discussion about strategic planning of a Smart City, Hamburg and Genoa organize "TRANSFORMATION dialogue" on June 17th and 18th 2014.

This will take place during the Genoa Smart Week which will include a number of activities and meetings analyzing the topic under several viewpoints.

Cities, institutions, research, business and civil society will participate in a constructive debate leading to agreement on concrete and feasible proposals for improving quality of life in cities.

This meeting wants to be the starting point in the process of integrated planning and, at the end of the event, all participants will jointly formally open the TRANSFORM Smart City Open Political Forum which will gather proposals, suggestions, ideas to be included in the Final Transformation Agenda on June 2015.



TRANSFORMATION Dialogue

High Level Political Event

June, 17th – 18th 2014

Salone del Maggiore Consiglio
Palazzo Ducale, Piazza De Ferrari
Genoa

