



interviews by  
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connecting things and citizens



## Expo Cities2020 interviews with world wide experts in Smart Cities



NETHERLAND

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“..The next generation is much more flexible in adapting new technologies and operating those technologies in their daily life. This generation is always online and is well aware of their power as a consumer...”

Expo Cities2020 - Our cities world wide are facing huge problems in result of the population growth that more than double the number of habitants in the planet, and also assist to a migration in large scale for urban spaces. Than changes everything that we could think in the past about how to communicate and how to engage all citizens in the same objective to transform cities in better place to live. Ingeborg Koning based in your extensive experience teaching new models and new strategies for marketing and communication, how do you think that the next generations will become prepared to deal with the urgency to operate faster that transformation and to become a important element helping public managers to take their decisions? How new marketing tools are following the exponential growth of technology in cities?

Ingeborg Koning - The next generation is much more flexible in adapting new technologies and operating those technologies in their daily life. This generation is always online and is well aware of their power as a consumer, like posting reviews, being a blogger at 14 yrs. of age, decide for themselves which song is a hit on Spotify and start action groups on Facebook. Taking these developments into consideration it would not be any problem for them to cope with the smart cities developments in the field of IT solutions (mobility, smart grids, beacon, care, smart buildings etc.).

It seems that the subject smart cities doesn't connect yet with the next generation.



And it is exactly that youth we need to communicate with, we are building and designing their smart city. To get the next generation engaged we need to connect with them. The subject smart city needs to become alive for them. The public managers should create a marketing approach for them such as storytelling or open a youth platform about smart cities and discuss subjects and ideas in an open area. To develop this platform the public managers should consider the validation of marketing like acquisition, activation, will the youth have a great first experience?, retention and referral: will the youth tell others? To maintain a platform it is important to describe the core value of smart cities between the city and the youth, design a way to facilitate that interaction so the youth will become connected (such as gamification) and grow a network around this interaction.

The power of the next generation will continue to grow because they simply are better equipped to adapt all the new technologies in their daily life and will keep on changing the society towards their needs. A flexible innovative society and economy will be created. That's why so many exponential organizations (Air B&B, Uber, FB) are being successful and they effect the traditional organizations in a negative way. The way the next generation will organize their life will be extremely different than the traditional way. The way they will work, build a career, raise children, learn, organize transportation etc. will all have to meet their expectations (the on demand economy arises with apps like the urbansitter, luxe and spoonrocket in silicon valley) and they will adapt easily to the new developed solutions of the industries (electronic cars, smart grids, smart buildings). The challenge for the public managers is 1.To become involved with the developments in the industry and the public needs in order to be able to act efficiently (Why). 2.To create a flexible smart organizational structure so their city is prepared for the future, able to meet it developments (How) 3. To produce smart; only those activities/products the government should offer, cooperation with business, habitants and knowledge institutions/universities (What).

Expo Cities2020 - All worldwide players on technology for smart cities are already understanding the importance of the humanization of cities spaces, using the technology to provide us as citizens, more warm , human, comfortable, safe, and sustainable ecosystems. Startups especially last decade , become the more important bridge between citizens and cities, because most of them have been incubated on the cities environment, better feeling, understanding and learning, what are the cities needs and having in first moment a very local vision of the problems to be addressed, and than a global perspective. Ho important do you think that will become in the future, the technologic startups, and hoe they can become the seeds for the innovation and transformational process to have better cities to live? Are the new financing models already prepared for this huge creativeness in result of the existing collective flows in cities?

Ingeborg Koning - Start ups are a creative source for an innovative economy. An innovative economy is important for a sustainable future of the world and our cities. For that reason alone it is essential for the governments to create an innovative area. An innovative area attracts knowledge, experience and investors. The criteria to create an effective innovative area such as the willingness to cooperate cross-sectoral, experimental environment and strengthen the knowledge economy



are important. The start ups in the Netherlands are also focused on global issues such as water management or generating alternative energy. At the moment they turn in to a “scale up”, (being able to grow, scale up) their influence in the economy will grow. So the challenge is to get start ups to the next level “scale up” in order to make a difference. The traditional investment procedures of the governments or banks do not match the requirements of the start ups. Most banks rank the risk of an innovation project to the point that a loan/credit will not be approved. The government will mostly need proof of expertise or co-financing before they will subsidize, that is exactly what start ups aren’t able to provide. So the solution for start ups is finding investors who are willing to take risks; platforms for “tedtalks” are being organized by a lot of organizations, online investments are possible, investing with other value than money such as: knowledge, bit coin, hours, equipment, housing etc. is introduced and are still under development. The challenge for the government is to keep track of the money stream so that they are able to collect taxes. For example the rent earned via Air BnB is hard to track. The regulation is not able to keep up with the developments of the exponential organizations and innovative flexible society as well as economy.

Expo Cities2020 - Expo Cities2020 have been launched a 5 months ago on a first moment to be focused on the major 50 cities in Sao Paulo State Brazil, but soon achieve a very large world wide attention, not just because of the huge potential of the smart cities market on these cities for world companies, but also because we fill a empty space, where a global platform could exhibit on a virtual environment, the best that the world is doing to face the climate changes, environmental and natural resources preservation problems that become out of the world attention for decades. Expo Cities2020 becomes a privileged tool providing to public managers of these cities, knowledge, experience and technologies that can help them to accelerate the Smart Cities Initiatives claimed by population. Can you comment on the high potential of technology sharing process taking already place, world wide over social networks and other tools?

Ingeborg Koning - The potential in sharing technology is huge. The opportunities for international cooperation will accelerate to a new level. We are all experiencing this at the moment. All kinds of new ideas will arise and international borders will more and more disappear in the area of networking and trying to find customers as well as sharing knowledge the growth will be unstoppable. Regarding regulations it will be different, sharing innovative ideas and or products can introduce risks on protection of ideas (patents) for developers and/or owners. They might not be eager to share their concepts to the world after investing a lot of time or money in their innovative idea/product. Also the regulation of privacy is different in every country which might influence the initiatives, like sharing big data, cooperation between business and the government, where the government is bond to strict privacy regulation.