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Open Innovation Marketplace call
REGISTER YOUR SOLUTION **HERE**



Connecting large companies, investors, innovators and entrepreneurs in the Smart City OIMP

Large cities and major companies that will be at the Smart City Expo World Congress are looking for submissions which can help both the public and private sector benefit from Smart City challenges.

*Do you have ideas, products, services or technological solutions for Smart City challenges? Do you want to meet face-to-face with large cities as **Holon (Israel)**, and major companies as **INDRA, IBM, Clear Channel, Oracle, FCC, Abertis Telecom, Microsoft, SAP** and present them your solution?*

*Read carefully all the **Smart City OIMP challenges here.***

IF YOU HAVE INNOVATIVE, CREATIVE OR TECHNOLOGY SOLUTIONS
TO SHOW THEM, TAKE PART IN THE SMART CITY OIMP
(EXTENDED DEADLINE OCTOBER 23RD 2014)

Companies:



Cities:



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SMART CITY OPEN INNOVATION MARKETPLACE CHALLENGES











In connection with the Smart City Expo World Congress will take place the **Smart City Open Innovation Marketplace (Smart City OIMP)** where large cities and major companies launch an innovative challenges to the International Open Innovation Community looking for **solutions and new ideas** connected with specific needs and connected with the general topics of the congress.

If you are looking for partners and investors to develop your project and **you have available innovative, creative and/or technology Smart City solutions**, take part in the Smart City Open Innovation Marketplace. As it has been the case in previous editions, you can participate by presenting innovative solutions in the general topics of the congress. Additionally, you can participate by presenting projects to solve specific major companies' necessities.

GENERAL CHALLENGES: Large cities as **Holon** and major companies as **IBM, INDRA, CLEAR CHANNEL, ORACLE, FCC, Microsoft and Abertis Telecom, SAP** will be at the OIMP receiving solutions in the following topics of the congress: Energy, Technology, Smart Society, Sustainable City, Mobility and Governance. Please, select in which of this general topics is your solution in. You can find more information here.

SPECIFIC CHALLENGES: Some of the major companies have launched their specific technology and innovation challenges. You can see challenges descriptions here.








You can **choose up three different** options:

Challenge	Description	Logo
G-Energy	GENERAL CHALLENGE – ENERGY	
G-Tech	GENERAL CHALLENGE – TECHNOLOGY	
G-Smart	GENERAL CHALLENGE – SMART SOCIETY	
G-Sust	GENERAL CHALLENGE – SUSTAINABLE CITY	
G- Mobi	GENERAL CHALLENGE - MOBILITY	
G- Gov	GENERAL CHALLENGE - GOVERNANCE	
S-Indra1	SPECIFIC CHALLENGE – INDRA 1: services connected with urban smart platform	
S-Indra2	SPECIFIC CHALLENGE – INDRA 2: connected citizens	
S-Indra3	SPECIFIC CHALLENGE – INDRA 3: ICT tools to ensure data protection	
S-Channel	SPECIFIC CHALLENGE – CLEAR CHANNEL 1: digital screen	

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S-FCC1	SPECIFIC FCC 1: urban sanitation apps development	
S-FCC2	SPECIFIC FCC 2: outdoor detection sensors	
S-ABERTIS 1	SPECIFIC ABERTIS 1: Telecommunications Infrastructure Sharing	
S-ABERTIS2	SPECIFIC ABERTIS 2: Network solutions for IoT services	
S-ABERTIS3	SPECIFIC ABERTIS 3: Energy efficiency solution	
S- SAP 1	SPECIFIC SAP 1: The Citizen Experience Revolutionizing with Real-Time insight	
S-HOLON 1	SPECIFIC HOLON 1: Digital Piazza	

Please, be aware at the Smart City OIMP news. It would be possible that the number of cities and major companies will increase in the following weeks.

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**GENERAL CHALLENGES: general topics of the congress description**

Energy: Cities are a major contributor to CO2 emissions in Europe and America. Forthcoming challenges include improving efficiencies in energy consumption and transport, increasing production from distributed and renewable sources, developing a new ways of grids energy management, boosting energy production on an urban scale, or reducing the energy needs and its environmental impact.

Technology & Innovation: Thanks to modern technology, cities can now be converted into sensory beings that communicate their needs and their responses to certain scenarios in real-time. To efficiently respond to challenges in areas such as mobility, energy and environmental protection, tomorrow's cities must establish systems capable of handling the massive amount of data generated by their residents and infrastructure.

Smart society: ICTs are setting a new landscape for analyzing society, to make it interact and collaborate, to empower citizens to develop their initiatives, to foster creativity and to learn new ways to innovate. Furthermore, the same applies when ICTs are not broadly available, as key policies still deal with collaboration, creativity, right decisions and better place. Cities should be a shared vision and way forward for citizens, and public and private organization.

Sustainable city: The world is facing major environmental challenges, and cities are major consumers of energy and natural resources. A sustainable built environment tackles the challenges of the space where we live and work: how it is produced and managed, how it is imagined and how it becomes feasible. Cities must care and protect the environment (air, water and land resources), and integrate different kinds of green spaces, urban agriculture, urban services and urban utilities into a new urban model.

Mobility: The context that sets the development of the smart cities is specially challenging in the framework of the mobility gridlock. With world population growing and concentrating in cities, the capacity of our road and street network has reached in many cases its physical and environmental capacity. Further than the problem of CO2 emissions, "a traffic jam with no emissions is still a traffic jam". In this regard, there is a widespread development of new ICTs for all means of transport, service integration, sharing schemes and mobility management. There is also a car-centered city planning refocusing on how to make cities more pedestrian, bicycle and public transport friendly, while an expansion of new infrastructures to facilitate the use of alternative energy sources.

Governance: City governments need to play a major role in the implementation of reform agendas, as they face higher demands from their citizens. This happens in a period of tightening economies for public and private sectors and a challenging share of responsibilities within the public sector itself and between public and private. A new urban services management model needs to be developed with new partnerships with

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private companies being crucial to developing any new projects. In addition, technology is providing new ways of governance focused on: open government, transparency and open data.

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**SPECIFIC CHALLENGES DESCRIPTION:**

INDRA Challenge 1 - services connected with urban smart platform: One of the challenges of twenty-first century cities is the activation of its citizens to participate in the decisions of the city and create shared value. We believe that technology can be a catalyst for this transformation, but which services connected with urban smart platform can facilitate this transformation?

INDRA Challenge 2 – connected citizens: Connected Citizens: first mile city technologies, like sensors, displays, interfaces. How should they be to be part of the smartCitizen Kit and have social acceptance among difference social groups?

INDRA Challenge 3 - ICT tools to ensure data protection: The Smartcities data processing solutions must be built on a "privacy by design" model. Which ICT tools could ensure data protection laws compliance on the smart city / Big Data platforms?

CLEAR CHANNEL Challenge – Digital screen: The development of a digital screen that would detect the fingerprint of our mobile phones (system that would detects basic and recent information of the owner, such as age, sex, pages recently visited and much more) in order to offer targeted advertising and messages of interest for the mobile holder. A digital and interactive advertising system that would allow us not only knows the effectiveness of the messages but also the state of consumer satisfaction. In addition the screen could be used to make simple operations with the town hall and therefore be of great value and usability to the citizens.

FCC Challenge 1 – Urban sanitation apps development: Apps development for wearable devices under the urban sanitation, such as inspection and report service incidents that occur on the city. The objective is to know to what extent it would be useful new terminals (Smartwatches, Google Glass, etc ...) to improve the efficiency and effectiveness of current productive procedures.

FCC Challenge 2 – Outdoor detection sensors: Development of outdoor sensors to monitor and detect abandoned objects (as bags, furniture, etc.) around dumpsters. And a management system that automatically and periodically report to a control centre to arrange disposal services.

ABERTIS TELECOM Challenge 1- Telecommunications Infrastructure Sharing (mainly mobile phone networks)

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ABERTIS TELECOM Challenge 2 - Network solutions for IoT services: Need for connection of millions of devices at low cost. Different applications (water management, localization, energy efficiency ...). Need of indoor coverage.

ABERTIS TELECOM Challenge 3 - Energy efficiency solutions for telecom operators (Broadcast and mobile)

SAP Challenge 1 - The Citizen Experience Revolutionizing with Real-Time insight. How city can better leverage real-time data to deliver greater public value and improved livability to their citizens'? In this session we will explore new ways to leverage real-time data to bring innovative and transformative solutions to better meet city's needs.

HOLON CITY challenge 1 – Digital Piazza. The project wants to re-create one of Holon's city squares/ piazza into a digital piazza. The main goal is that in this piazza (an eye level Times Square) youth, business people, families, visitors and the residents of Holon will gather and spend time together. Play challenging computer games, exchange information, share information, receive information regarding what is happening in the city, the country, the world, view videos and listen to audio but most importantly spend time as a community in the piazza. Holon city wish to give their residents (children, youth, families, elderly etc.) a reason and an excuse to go out mingle; meet their neighbours, to encourage social interaction, intergenerational communications and community building via technological systems. More information: [here](#).

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More information: <http://www.smartcityexpo.com/open-innovation-marketplace>

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