

# INNOVATIVE CITY

2015



24 + 25 June 2015 / NICE - FRANCE

[www.innovative-city.com](http://www.innovative-city.com)



# INNOVATIVECITY<sup>2015</sup>

When it received over 3,000 visitors in June 2014, Innovative City achieved another milestone that confirms its international reach and establishes it as a major European event in the area of smart and sustainable cities.

Innovative City is an international growth accelerator, powered by the core features that have built its success:

- A mix of businesses, ideas and initiatives
- Creation and development of business ecosystems to undertake projects
- First-hand accounts and experience sharing

Smart physical networks have become a part of everyday life. Now it is apps and their uses, where different networks connect, that deliver a competitive edge and boost regional development.

Applications and services tailored to citizens and managed by the local authority will protect and retain users while at the same time developing a new service economy.

Everyday applications known as «City Apps» are our gateway to the smart city experience. We are moving from the concept of «smart city analytics» to the idea of a «Wise Metropolis». City Apps are ushering in a new phase of regional development and smart specialisation.

The 2015 edition of Innovative City comes with the tagline «City Apps».

# PROGRAM

Innovative City 2015 is innovating with «mix-and-match» sessions to make the most of the cross-fertilisation necessary for new talents and powerful, virtuous applications to emerge.

The «Wise Metropolis» sessions are a showcase for new ideas from elected representatives, manufacturers, experts, scientists... and visionaries.

The «City Apps» sessions demonstrate best practices and are a catalogue of key solutions for smart cities.

## > Wednesday 24 June 2015

Wise Metropolis for : **Innovations and economic development.**

What blend of controlled, managed innovations will create resources and jobs?

City Apps for : **Smart parking and a choice of transport**

City Apps for : **Smart mobility**

City Apps for : **Peer to Peer Energy**

City Apps for : **Electricity charging services**

City Apps for : **Connected vehicles**

City Apps for : **Smart Street Lighting**

City Apps for : **Urban planning and brownfield redevelopments**

City Apps for : **Managing risk**

City Apps for : **3D cities**

## > Thursday 25 June 2015

Wise Metropolis for : **The sociology of smart cities.**

What are the temporalities between technological factors and human factors?

City Apps for : **Smart Commerce**

City Apps for : **Train stations, airports and ports**

City Apps for : **Smart Homes**

City Apps for : **Street furniture**

City Apps for : **Waste collection and recycling**

City Apps for : **Personal data**

City Apps for : **Safety and security in cities**

City Apps for : **Leisure and culture**

City Apps for : **Silver Economy**

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## Participants

**3 082 visitors > 180 speakers > 95 exhibitors  
+ 20 % growth**

### For cities that are well managed and create services, savings and jobs:

Consultancies and design offices [35 %] > Cities and groups of urban municipalities [24 %] > Construction & civil engineering contractors / Service companies and operators [16 %] > Developers/Architects/Urbanplanners/Contracting authorities [10 %] > Marketers/Promoters / Investors [5 %] > Government-controlled corporations / Public service operators [4 %] > Asset managers / Banks / Insurance companies [3 %] > Media / Press [2 %]

### Business intelligence, technology watch, deployment, development...

#### prospects with real short and medium-term concerns:

Building Information Model [17 %] > Information and communication technology [17 %] > Energy [15 %] > Eco-districts and regions [12 %] > Transport and mobility [10 %] > Construction [7 %] > City life [7 %] > Water and waste [7 %] > Street lighting [6 %] > Safety and security [3 %] > Health [3 %] > Education [2 %]

### Strong online recognition:

Remarketing on partner sites and Facebook [600,000 banner views] > Acquisition in LinkedIn interest groups and Google keyword searches [200,000 banner views] > Emailing [20 campaigns, each 150,000 qualified addresses] > 779 active followers on Twitter

**INNOVATIVE CITY 2015**

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