



EXTENDED MASTER CLASS

THURSDAY 7 JUNE 2018

@ SMIT, VUB (9 am – 6 pm)

LOCAL ECONOMY IN A SMART CITY CONTEXT

The [VUB Chair on Smart Cities](#) invites you to join the upcoming master class. This full-day master class addresses the question on how to support the local economy from a smart cities perspective: through technological applications, smart governance & collaboration, and involving citizens.

The master classes are open to anyone who works on or is interested in Smart City initiatives. They are primarily intended for representatives of cities and municipalities in Belgium, but those who (wish to) collaborate with cities are also welcome.

Participation is free, but registration is required. Register [here](#) (for Dutch) or [here](#) (for French). While it is possible to subscribe for the morning and afternoon program separately, we wholeheartedly recommend subscribing for the full-day!

MORNING PROGRAM

Registration (9 am – 9:30 am)

Start at 9:30 am

Welcome & opening session

Introduction by **Prof. Dr. Pieter Ballon**

Keynote by **Jesse Weltevreden** (Hogeschool van Amsterdam)

Session 1 – Smart applications, wise decisions

Using smart cities applications & data analytics to benefit the local economy

Talks:

- **Doreen Schouterden** (Unizo): Meeting the needs of local retailers with smart city solutions
- **Luuk Martens** (Capgemini): Experimenting with new technologies to reach consumers
- **Matthias De Beule** (RetailSonar): Data-driven assessment of the economic & mobility impact of retail development

Discussion moderated by **Pieter Ballon** (VUB)

Session 2 – Context is key

Creating a sustainable context supporting the local economy on a city-level

Talks:

- **Ruth Devreese** (Hogeschool Gent): Belgian cases of smart retail city collaboration
- **Floor Thomasse** (Stad & co) Amsterdam Shopping Street Innovation Lab
- **Martijn Van Dam** (Stad Den Haag): A vision for smart shopping in The Hague

Discussion moderated by **Malaika Brengman** (VUB)

Lunch

AFTERNOON PROGRAM

Registration (1 pm – 1:30 pm) – for those only attending in the afternoon
Start at 1:30 pm

Keynote

Session 3 – The power of the crowd

Involving citizens in promoting the local economy

Talks, already confirmed speakers are:

- **Katja Verbeek** (Odisee, KULeuven): Measuring social success of growfunding
- **Sander Van Parijs** (Muntuit): Complementary currencies, lessons from national & international examples
- **Lieven Dhont** (Peerby): Sharing economy from the perspective of Peerby

Discussion moderated by **Bernard de Burlin** (Joyn)

Session 4 – Getting hands-on!

Learning from existing smart cities cases to boost the local economy

Interactive session in which we continue the discussion more in-depth.

Based on existing cases, we discuss what may make these initiatives a success, & what policy recommendations can be made to realize these success conditions?

Closing moment

End at 5 pm, followed by reception and networking until 6 pm