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