Report to the Future Melbourne Committee	**Agenda item 7.1**
Post travel report by Deputy Lord Mayor, Susan Riley: Travel to Smart City Expo World Congress in Barcelona, November 2014	**10 February 2015**

Presenter: Deputy Lord Mayor Susan Riley

Purpose and background

1. To report to the Future Melbourne Committee on the travel undertaken by the Deputy Lord Mayor at the Smart City Expo World Congress in Barcelona from 18 to 20 November 2014 (approved by Council on 28 October 2014).

2. On 28 October 2014 the Council approved the proposal for the Deputy Lord Mayor to travel to Barcelona from 18 to 20 November 2014 to participate in the Smart City Expo World Congress.

3. The Deputy Lord Mayor was accompanied by the Chief Information Officer.

Key issues

4. The Smart City Expo World Congress (Congress) is a three day event held annually in Barcelona that brings together industry (mainly Information and Communications Technology with some energy and transport), cities and countries to present and share ideas on city management within the broad theme of smart city.

5. Fira Barcelona, the event organisers, estimated that 10,000 people visited the Congress, including representatives of over 400 cities. Melbourne and Sydney were the only two Australian cities represented. The Deputy Lord Mayor was the only elected official in attendance from Australia.

6. The Congress included key note presentations and themed sessions with speakers and panel discussions. Parallel to the Congress was the Expo which covered an area of 2000m^2 and included small stands and larger pavilions, meeting areas, ad hoc presentation spaces and information sharing spaces. As part of the Congress, there were side events, such as the C40 side event, one-on-one meetings between vendors and industry representatives and cities, as well professional side events such as an international Chief Information Officer Forum.

7. The Deputy Lord Mayor presented at the Congress on the theme 'Challenges for Future Cities' and attended a number of meetings. The meetings are outlined in greater detail in Attachment 3.

8. The cost associated with travel by the Deputy Lord Mayor was $628.37.

Recommendation

9. That the Future Melbourne Committee:

    9.1. notes this report and the attached summary of benefits and outcomes

    9.2. requests that management continue to explore opportunities and share knowledge with a number of valuable contacts made at the Congress.

Attachments:

1. Supporting Attachment
2. Outcomes and benefits of travel
3. Summary

Supporting Attachment

Finance

1.   The flights and accommodation costs were met by the Congress organisers, Fira Barcelona, acting on behalf of the City of Barcelona. Costs attributed to Council were $628.37 which related to incidental expenditure.

Conflict of interest

2.   No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.

Relation to Council policy

3.   The Director Corporate Business has confirmed that the travel costs accord with the requirements of the travel guidelines outlined in the Councillor Expenses and Resources Guidelines.

Environmental sustainability

4.   Strategies relating to environmental management and climate adaptation were discussed in detail at the Smart City Expo World Congress. The Deputy Lord Mayor attended a C40 side event. The event was a 'meet and greet' and update on items of interest from representative cities and was chaired by Zachary Tofias, Head of Sustainable Communities Initiative.

OUTCOMES AND BENEFITS OF TRAVEL

Outcomes

1.   A number of valuable contacts were made at the congress resulting in the following outcomes:

1.1.   A meeting was arranged with David Altabev, Senior Programme Manager, Centre for Challenge Prizes, Nesta (in Melbourne on 5 January 2015) to discuss the Nesta project to investigate how cities from around the world are supporting innovation and entrepreneurship. David's insights will provide useful input to CityLab research with Melbourne-based entrepreneurs, makers and service providers exploring the potential for a high-tech, high-value manufacturing network (Council Goal 4).

1.2.   An informal meeting was arranged to introduce David Altabev to Sam Hannah-Rankin, Director ICT Innovation, Department State Development and Innovation on innovation and entrepreneurship (5 January 2015). The Smart City and Innovation Program Manager attended on behalf of the City of Melbourne.

1.3.   Contact has been made with Scott Cain, Executive Director, Strategy, Business Development and Communications, Future Cities Catapult who reiterated an interest in collaborating with City of Melbourne on projects, with planning beginning in early 2015. This is in addition to information already provided by Future Cities Catapult to City of Melbourne to support a CityLab project on city accessibility and builds on the existing strong ties between CityLab and Future Cities Catapult.

1.4.   The Deputy Lord Mayor has received an invitation from Annette Heimann, Managing Director, Asia-Pacific Forum to attend the Forum in Berlin in May 2015.

1.5.   Met with Graham Colclough a Partner UrbanDNA (in Melbourne in December 2014) and as an outcome they are looking for opportunities to share approaches to drive long-term sustainable and economic outcomes for the SME sector.

1.6.   CityLab and Sokwoo Rhee, Associate Director, Cyber-Physical Systems for the US National Institute of Standards and Technology (NIST) are investigating opportunities to share information and learnings on smart city projects such as the current accessibility and Internet of Things (IoT) projects with cities in the NIST network.

1.7.   Met with local representative of Swan Island Networks to discuss opportunities for the company to trial their software, if an appropriate use-case can be found.

1.8.   Fira Barcelona, the event organisers, expressed an interest in Melbourne participating again in 2015, particularly in establishing a stand at the Expo.

Benefits

2.   The following is the list of benefits associated from the travel.

2.1.   The global smart cities market is estimated to be worth more than $400 billion globally by 2020. At the same time cities throughout the world are using ever more innovative, creative and leading edge technology to drive how they operate more efficiently. The Smart City Expo World Congress brought together key global city representatives and companies across a range of sectors including technology, transport, energy and water management.

2.2. A number of valuable connections with City leaders and subject matter experts were established (included in Attachment 3). Management will continue to explore opportunities with these contacts and share knowledge in the domain of Smart Cities.

2.3. City of Melbourne is developing a Smart City Strategy and attendance provided the Deputy Lord Mayor and management with an understanding of what other cities are doing in the smart city domain and approaches for smart city strategy development.

2.4. As a reflection, Melbourne could benefit from branding key initiatives under a smart city umbrella to gain wider, international exposure. For example, initiatives such as 1200 Buildings, Urban Forest, Open Data, Dirty Arts, BioBlitz, City WIFI and Climate Adaptation, when packaged, show a commitment that places Melbourne as one of the world's leading smart cities.

A key takeaway from the congress was that many cities had developed smart city strategies as a 'top down' holistic strategy with a clear vision around a portfolio of activity such as traffic management, economic development, climate adaptation, and employment, housing and city safety.

According to city representatives, this portfolio approach provided clarity of purpose (and priority) at the executive level and drove an efficiency benefit at the operational level from sharing data, systems, ideas and experiences in, and between, portfolios and in some cases, agencies.

2.5. Attendance and speaking at the Smart City Expo provided Council with an opportunity to profile what Melbourne is doing on the world stage with other city leaders.

Summary of meetings attended in Barcelona between 18 and 20 November 2014:

[Deputy Lord Mayor speaking at the panel event following her presentation on 18 November 2014]

1. The Deputy Lord Mayor met the Hon Dan Byles, Member of Parliament for North Warwickshire and Bedworth and Chairman of the All Party Parliamentary Group for Smart Cities. The meeting took place at the United Kingdom Pavilion with the following people in attendance: Corin Wilson, Smart Cities Project Manager and John Davies, Director Technology Partnership, Global Strategy and Technology Adviser both from the UK Trade and Investment Department; David Altbev, Senior Programme Manager, Centre for Challenge Prizes, Nesta; Nuria Lozano, Events Manger, Future Cities Catapult; Léan Doody, Associate Director, ARUP; Geoff Snelson, Director of Strategy, Milton Keynes Council. The meeting was useful in understanding the commitment from the United Kingdom Government to the smart city movement and in particular their promotion and funding of partner organisation such as Future Cities Catapult and cities such as Milton Keynes and Peterborough. Mr Byles' mantra that 'the smart city is a means to an end, not an end in itself' is a constant theme from the United Kingdom Pavilion members.

[Deputy Lord Mayor with The Hon Dan Byles United Kingdom MP and with Andrew Gwatkin, British Consulate – General in Barcelona on 18 November 2014]
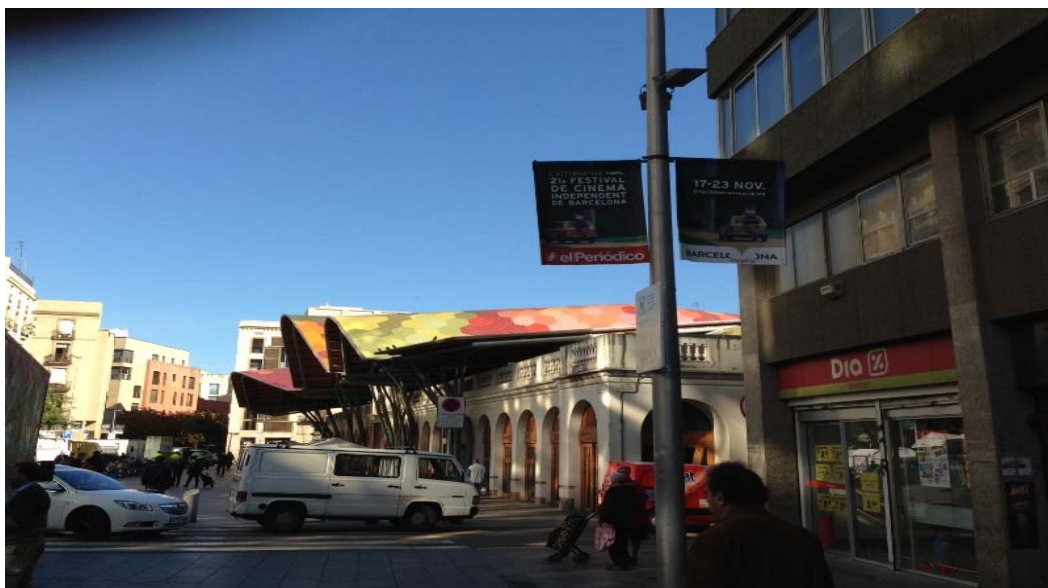
2. On 18 November the Deputy Lord Mayor presented at the Congress on the 'Challenges for Future Cities' stream, followed by participation in a panel discussion moderated by Lluís Domènech, Director of Architecture, High Speed Rail, Barcelona. Members of the panel included: Rob Van Gijzel, Mayor – Municipality of Eindhoven, The Netherlands; Juan Camilo Quintero, Executive Director, City of Medellin, Colombia; and, David Howard City Councillor, Municipality of Charlotte, Charlotte, USA.

3. The Chief Information Officer met with representatives from the City of Medellin, Colombia. They presented a fascinating account of the journey of a city with third world issues (was once rated the most violent city in the world) to a (relative) level of liveability through strategic investments to beautify the city (e.g. converting water storage sites into parkland) and improve transport (e.g. commuter cable cars) to provide residents of disadvantaged areas of the city easier access to employment. Medellin is seeking to build a network of cities willing to collaborate on projects of mutual interest as well as promoting Medellin as a place of investment.

4. The Deputy Lord Mayor attended United Kingdom Smart City Networking Reception at the United Kingdom pavilion and met many of the same people who attended the earlier meeting with the Hon Dan Byles MP. The Deputy Lord Mayor also met with Graham Colclough from Urban DNA and Andrew Gwatkin, British Consulate – General in Barcelona.

5. At the United Kingdom Smart City Networking Reception the Deputy Lord Mayor met Graham Colclough, a Partner at UrbanDNA. Mr Colclough shared his experiences in establishing smart city programs in the United Kingdom and Europe. A key focus is to establish programs that deliver measurable value. Such programs, especially investments in smart infrastructure are important in attracting investment from the financial sector. He gave the example of attracting institutional investment in the smart lamp-post, developed as a communication hotspot and equipped with communication equipment that is standard across Europe. The focus of UrbanDNA and the United Kingdom Government is moving the smart city concept beyond the 'hackathon' and societal engagement to driving long-term sustainable economic outcome particularly through support for SME's.

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6. The Deputy Lord Mayor attended the Official Dinner of Mayors at the King's Palace, hosted by Xavier Trias, Mayor of Barcelona. At the dinner, the Deputy Lord Mayor presented the Mayor of Barcelona with a gift and an invitation from the Lord Mayor Robert Doyle for Mayor Xavier Trias to visit Melbourne. An important connection was made with Mayor Trias who expressed his interest in visiting Melbourne. The Deputy Lord Mayor also made contact with Vincente Guallart, Chief Architect for the City of Barcelona.

[Deputy Lord Mayor with Mayor of Barcelona, Xavier Trias]

7. The Deputy Lord Mayor, at the request of Jan Cochrane-Harry, Chief Executive Officer of Queen Victoria Market, visited two of Barcelona's iconic fresh produce markets. The Mercat de Sant Joseph/ La Boqueria, is in the centre of Barcelona off La Rambla and, according to locals, a tourist market. The market is crowded, colourful and full of theatre as the vendors sell their produce. The market is flanked by restaurants that also offer food sourced from the market. The Mercat Santa Caterina was also visited. This market is smaller than La Boqueria and services the local community, rather than tourists. The market is significant for the recent redevelopment and the highly coloured vaulted roof, on top of a pretty ordinary building. See photo below:

[Iconic roof-top Mercat Santa Caterina]

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8. The Deputy Lord Mayor accepted an invitation from Professor Colin Fudge to visit RMIT Europe which is located in central Barcelona. Professor Colin Fudge is President of Barcelona Europe and Vice President RMIT University. RMIT Europe offers Masters and Doctoral level studies to European and Australian students and is positioning itself to be part of a university precinct to be developed in Barcelona. Professor Fudge offered assistance to Council if it were determined to return to Barcelona next year with a larger contingent.

[Deputy Lord Mayor and Council's Chief Information Officer at a meeting at RMIT Europe with Prof Colin Fudge and Adriana Partal on 19 November 2014]

9. The Chief Information Officer met with David Altbev, Senior Programme Manager, Centre for Challenge Prizes, Nesta. David explained that Nesta, in partnership with Accenture, is currently researching how cities are supporting innovation and entrepreneurship. To support the research, Nesta have developed a CITIE framework which helps cities measure how effectively they support innovation and entrepreneurship as well as providing best practice case studies. A key aim of the project is to assist cities to learn from one another. Nesta are keen for Melbourne to be involved. David is intending to visit Australia early in 2015 and aims to visit Melbourne.

10. The Deputy Lord Mayor attended a C40 side event. The event was a 'meet and great' and update on items of interest from representative cities and was chaired by Zachary Tofias, Head of Sustainable Communities Initiative. During the meeting, Paula Kirk, Associate Director, Cities and Climate Change Consulting, ARUP tabled a report titled 'Delivering the smart city' (ARUP, 2014).

11. During the C40 side meeting, the Deputy Lord Mayor had an informal meeting with Andrea Beattie, Executive Manager, Research, Strategy and Corporate Planning, City of Sydney. Sydney was the only other Australian city represented at the congress and was at the Congress to gather insights into the smart city movement. The idea was floated that there could be benefit in Melbourne and Sydney collaborating on smart city projects, especially as it would give scale to some of the initiatives to attract investment. The collaboration could extend to a joint presence at the next Congress.

12. The Chief Information Officer met with Sokwoo Rhee, Associate Director, Cyber-Physical Systems for the US National Institute of Standards and Technology (NIST). Sokwoo outlined his work in searching for scalable and replicable smart city projects that have clear benefits and are easy to adopt. The program is run by NIST (www.nist.gov) and a US not for profit organisation, US Ignite (www.us-ignite.org). They currently have about 30 projects listed at the web site (www.globalcityteams.org) and are interested in inviting the City of Melbourne to the program along with other international cities. Currently only American cities are participating.

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13. The Chief Information Officer met with Dan Hill, Executive Director Futures and Scott Cain, Executive Director, Strategy, Business Development and Communications, Future Cities Catapult to establish Future Cities Catapult interest in collaboration with Melbourne. Future Cities Catapult is funded by the UK Government with the aim to bring together industry, universities and city leaders to collaborate to solve current and future city problems with an eye towards commercialising the outcomes.

14. The Deputy Lord Mayor met with the Swan Island Networks, a United States based software developer and Microsoft partner. Swan Island Networks has developed event tracking software using web feeds from agencies such as public transport operators, toll-road and traffic management agencies, police, and fire brigade etc. The information is mapped and used by municipal authorities to understand and respond to emerging issues and events to coordinate responses.

15. The Chief Information Officer met with Sean Patrick O'Brien from SAP. At the meeting, SAP's smart city platform, including the SAP cloud strategy was discussed, with agreement that City of Melbourne would meet with local representatives to do a deeper dive into the SAP offering.

16. On 20 November the Deputy Lord Mayor accepted an award from the World Council of City Data (WCCD) Chair, Senator Art Eggleton and CEO and President, Patricia McCarney.

    The award recognised Melbourne as having achieved the second highest level of accreditation, the gold standard, for its performance against 20 global cities in the use of standardised urban metrics. The presentation of awards to the other 19 cities and the launch of a new standard, ISO 37120 (Sustainable Development of Communities), took place at the Global Cities Summit in London on May 15th, 2014. The WCCD coordinates all efforts on open source city data to ensure a consistent and comprehensive platform for standardized urban metrics.

[Deputy Lord Mayor accepting Melbourne's Award from World Council of City Data Chair, Senator Art Eggleton and President and CEO, Patricia McCarney and with Beate Albert, Project Manager Smart Cities, Berlin Partner for Business and Technology on 20 November 2014]

17. On the 20 November the Deputy Lord Mayor met representatives from the City of Berlin including Britta Havemann, a representative of the Senate administration for economic research and technology, Annette Heimann, Asia-Pacific Forum, and Beate Albert, Project Manager Smart Cities, Berlin. The Deputy Lord Mayor was impressed with the approach taken by the Berlin government to promote innovative start-up businesses by underwriting their attendance at the congress and including them at their pavilion. Berlin is interested in keeping open lines of communication with Melbourne and interested in the Deputy Lord Mayor's involvement in the 2015 Asia-Pacific Forum.

18. On the 20 November the Chief Information Officer met with Steve Bowyer, Acting Chief Executive, Opportunity Peterborough (UK) www.opportunitypeterborough.co.uk. Peterborough was awarded £3m by the UK government, Technology Strategy Board to develop, test and implement intelligent systems and interventions to future-proof Peterborough. Steve outlined the Brainwave project which was established to support business to innovate. Peterborough, like Melbourne, has a problem with water management and is interested in approaches used in Melbourne to engage community, particularly the BioBlitz and Urban Forest projects. They are interested in continuing dialogue with Melbourne and in sharing approaches to community engagement and other business development activities.

19. On 20 November the Deputy Lord Mayor met with two executives from Fira Barcelona, the trade show and event management organisation that run the Expo. Lluis Gomez, International Director, Smart City Expo World Congress and Claire Garcia, Account Development Consultant, Smart City Expo World Congress were pleased to have Melbourne as attendees at the Congress, and were interested in our feedback and interest in having Melbourne involved in a more significant fashion at the next Expo. They will re-engage with the City of Melbourne early in 2015.