



# Delivering Smart City Projects:

## The role of JESSICA Urban Development Funds in implementing their business cases

29 March 2012 – Malmö, Sweden

### AGENDA

**08:00 Registration and coffee**

Conference moderator: **Trevor Graham** of the City of Malmö

**08:45 Welcome address**

**Kent Andersson**, Chairman of the City Council, City of Malmö  
**Rikard Appelgren**, Executive Director, WSP Plc

**09:00 Setting the policy context: delivering smart cities by 2020**

**Thomas C. Barrett**, Director, European Investment Bank  
*Contribution of EU financial instruments to smart and sustainable cities*

**Virgilio Martins**, DG-REGIO, European Commission  
*JESSICA - Financial instruments for urban development and regeneration:  
background and state-of-play of the initiative*

**09:30 Study findings: “JESSICA for Smart and Sustainable Cities”**

**Professor Mark Deakin**, Edinburgh Napier University  
**Paula Hirst**, Director, Mazars

- *Defining smart cities*
- *Smart city components: what should a smart city project look like?*
- *Smart city implementation on the ground: case studies and financing challenges*
- *Market gaps and financing opportunities*

**10:15 Coffee break**

**10:45 EU Cohesion Policy framework for cities 2014-2020**

**Merja Haapakka**, DG-REGIO, European Commission

- *EU Cohesion Policy framework for cities 2014-2020*

**Virgilio Martins**, DG-REGIO, European Commission

- *Financial instruments in Cohesion Policy 2014-2020*

**11:15 Malmö: taking shape as a smart and sustainable city**

**Katarina Pelin**, Environmental Director, City of Malmö  
**Magnus Björkander**, Project Manager, Skanska Residential Development Nordic  
**Åsa Johansson**, Project Leader, Skanska Commercial Development Nordic  
**Christoffer Eksandh**, Vice President Marketing, NCC Constructions Sverige  
**Angelica Andersson**, Business Developer, Energy & Environment, PEAB  
*Malmö's vision, smart city partnerships and financial challenges*

**Peder Berne**, Project Manager, E.ON  
**Tina Sundström Karlberg**, City Account Manager, Siemens  
*Delivering smart grids and smart buildings*

**12:30 Lunch**

**13:45 Business cases for smart city projects and financing needs**

**Rakesh Bhana**, European Investment Bank  
*Building smart cities into JESSICA investment strategies*

**Josep Piqué**, The City of Barcelona  
*Smart Barcelona: extracting revenues from digital infrastructure*

**Goetz von Thadden**, European PPP Expertise Centre  
*Financing municipal PPPs*

**Pol Goetzinger**, Chief Executive Officer, EXXUS - Strategic Marketing and CSR 2.0, Luxembourg  
*Challenging the smart city digital paradigm*

**15:30 Coffee break**

**16:00 Business cases for smart city projects and financing needs**

**Gunnar Johansson**, XX, IBM  
*Cities in motion*

**Magnus Rosenblad**, Account Director Digital Energy, GE International  
*Innovative transport solutions*

**Markus Robèrt**, The Royal Institute of Technology, Sweden  
**Jan-Olof Friman**, Chief Executive, Sala Municipality, Sweden  
**Jesper Johansson**, Senior Expert, WSP Sweden  
*Reaching climate travel targets through behavioural change*

**17:30 Conclusions and closing remarks**

**Thomas C. Barrett**, Director, European Investment Bank  
*Accessing EU financial instruments for smart and sustainable city development*

*The conclusions of this conference will serve as an input to the study "JESSICA for Smart and Sustainable Cities" that is currently being carried out by the EIB with the financial assistance of the European Union.*