

## WHAT IS IT ALL ABOUT?

## WHAT IS THE CONCEPT?



**Become a certified Smart City Manager  
in six months**

### THE IDEA

*For professionals by professionals*

Smart cities use innovative technologies and services to address pressing environmental issues, ensure sustainable urban development and a high quality of life for the citizens. In this context, the Smart Society Professional Academy aims to provide technical, organizational and project related training to help professionals:

- Understanding the smart city context and development field
- Finding ways to identify and address social needs and environmental pressures
- Keeping pace with the fast development of smart city technologies and understand the demand and supply of such
- To critically assess the risks and benefits of such smart city technologies and their social and environmental implications
- Using networking opportunities and interdisciplinary settings to generate powerful partnerships and projects

### INTENDED AUDIENCE

*Connecting industries and cities*

#### PUBLIC CLIENTS

Municipal representatives such as urban planners, architects, waste managers, mobility specialists

#### COMPANY CLIENTS

Representatives on the working level from corresponding industries, businesses and startups

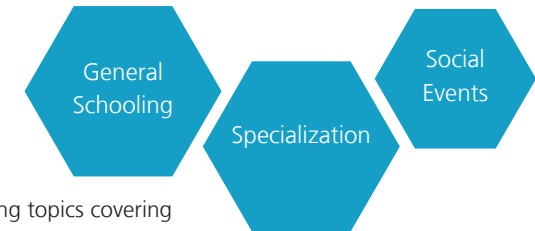
WHO

#### INDEPENDENT CLIENTS

Other professionals with an interest in smart city technologies

### CONTENT

*General and technology combined*



Overarching topics covering an introduction to the smart city concept, current trends and developments, a technology review and innovative procurement.

Focusing on a particular smart city area, the challenges, available technologies, status quo and developments, main players and markets.

### COURSES

*By the Smart Society Professional Academy*

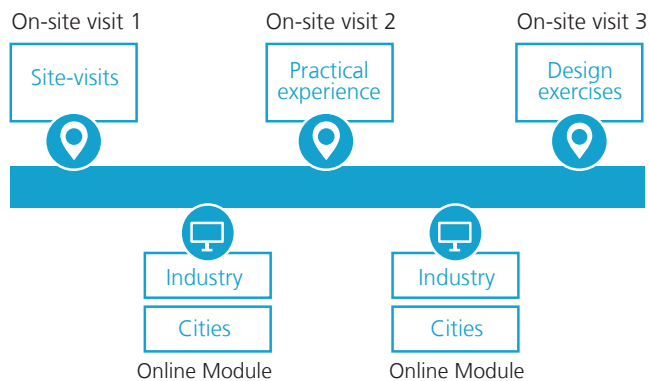
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|----|---|
| US | URBAN SPACE<br>Smart Lighting, Public Sensoring,<br>Nature Based Solutions & Smart Water Infrastructure               |
| UM | URBAN MOVEMENTS<br>Smart and Sustainable Mobility, New forms of<br>Public Transportation, Sustainable Urban Logistics |

## WHAT CAN YOU EXPECT?

### STRUCTURE

#### Diversified and challenging units

The general structure includes 3 best practice on-site visits of 3 days each and online-schooling in between. The on-site visits will take place at a location with production or application excellence, allowing additional practical experience and on-site visits or lab visits. To foster efficient learning the participants will jointly go through different stages of the smart city development process by working on real cases. This might include placing bids, using innovative procurement methods, playing with and further developing smart city technologies, creating effective business models, or presenting and improving own projects and ideas.



After completion of the course, participants will be able to take the certification examination 'Smart City Manager' according to DIN EN ISO/IEC 17024.

## WHY SHOULD YOU JOIN?

### BENEFITS

#### Gain deep insights

#### ORGANIZATIONS

- Gain motivated, competent and updated employees which enrich your organization with new ideas, effective strategies and long-lasting networks
- Provide relevant, flexible and cost-effective training which can be tailored to your specific needs and interests
- Prepare and structure new projects and planned initiatives with adequate methods and skills

#### PARTICIPANTS

- Gain first-hand insights and multidiscipline understanding of smart city development, technologies, markets and stakeholders and profile yourself in this innovative field
- Learn helpful working skills and use the new knowledge to create projects and self-made work improvement plans
- Enjoy first-class networking opportunities with relevant actors in this field (including alumni meetings, etc.)
- Possibility to take the certification examination 'Certified Smart City Manager'
- Obtain discounts when attending more than one course

#### PARTNERS AND HOST CITIES

- Manifest your lighthouse position and present yourself to an interested and international audience
- Choose between different cooperation options
- Use networking opportunity to create future collaborations and projects

## CONTACT

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#### PARTICIPATION FEES:

8000 EUR\* incl. accommodation

7200 EUR\* excl. accommodation

\* The participation fee includes course material, web-learning, participation in the certification exam, as well as meals, public transport, site visits and activities on-site.

For more information about the course, please visit:

<http://smart-society-academy.eu/>

The Smart Society Professional Academy is a joint initiative from the Fraunhofer Institute for Industrial Engineering IAO and Eindhoven University of Technology.