

Club Green and Connected Cities

21 selected green and connected cities and urban areas from Europe and Mediterranean area are establishing a Club together with a group of non competitive multinational and innovative companies supported by a unique network of experts, international researchers, associations and NGOs. They have decided to join their skills, their resources and efforts to address the key issues of connected and sustainable cities.





Why a Club Green and connected cities?

The communities and urban areas Europe and around the Mediterranean area, must propose a new agenda to answer the challenge of commuting and mobility.

A pragmatic and innovative answer to a demand.

The Club intends to conduct research and applied programs to imagine, to test and to build innovative and operational initiatives to support interconnected and sustainable cities for the 21st century through the appropriate use of new collaborative and unified technologies.

The conclusions and guidelines formulated at the European Forum of 27 May 2008 in Brussels organized by the Committee of Regions and ACIDD on «Green & connected cities sharing initiatives» has confirmed the priority to rethink the modes of work and urban mobility to meet the imperatives of sustainable development.

In focusing on the real use of available and futur ICT, this innovative program is a breakthrough in this domain.

As of today 21 cities and urban areas in Europe and around the

Mediterranean, with a cluster of non competitive multinational and innovative companies together with a unique network of experts, international researchers, associations and NGOs have decided to join their skills, their resources and efforts to address the key issues of connected and sustainable cities. The creation of the Club is in the context and work of ACIDD and TIC21 that is currently engaged with the Enterprise 2.0 Institute of Grenoble School of Management and its Chair for Collective Efficiency within different regions and cities in Europe, the European Commission and the Union for the Mediterranean. The goal is to respond quickly and operationally to the key issues of the contribution of new technologies for sustainable development in urban areas.

In addition, the mission Union for the Mediterranean officially

launched at the Paris Summit for the Mediterranean on July 13, 2008 has underlined that the information society is an objective for social, cultural, educational, economic and environmental matters. In this context, the Union for the Mediterranean supports the Club for the creation of a network of the new eco-teleactivities center.

The French authorities in the context of the implementation of decisions of Grenelle of the environment, are considering as a priority the design and deployment of new forms of activities and jobs based on new technologies. Therefore the Club Green and connected cities operates in that direction as well as with the conclusions outlined in the Jacques Attali report for the French EU Presidency on the need for development of eco connected neighborhoods.





Toward a new and innovative model for the eco teleactivities centre

Parallel to that, in order to enhance their attractiveness and performance, companies are working on reducing the impacts of mobility for their staff, customers and partners i.e. environmental footprint, stress management meetings, cost of office space in city centres, quality of life, social link... Together these identified supports and to respond to the various requests ACIDD and the Enterprise 2.0 Institute of Grenoble School of Management have established in May 2008 the Club of the of 21 green and connected cities. In active cooperation with an identified network of researchers, experts, associations and NGOs, and in partnership with innovative and committed companies, the Club pilots with and for the communities and urban areas a set of proposals and operational projects aiming at facilitating the deployment of new

models activities, innovative practices and new types of workplaces, based on the best uses of technology and sustainable development.

The agenda is under precise formalization, the main focus being identified i.e.

- Creating venues and innovative interconnected activities for workers, local residents and nomadic
- To imagine and to develop new services and innovative local economic activities globally low carbon
- To develop social and proximity links
- To promote telepresence
- To promote sustainable development initiatives and in particular focusing on the issues of transport tilting
- Educating and training for sustainable development and the new economy with the particular ambition to avoid new social, economic and digital divide

- To contribute to programs for the deployment of intelligent and sustainable buildings; to disseminate and to share solutions and approaches to achieve this (flag witness to social engineering)
- Sharing of resources, expertise and results between the various stakeholders and to animate communities comprising public territorial, economic actors, heads of associations, teachers, researchers, artists... Together with the involved large companies in a type usually called gathering. These companies recognized for their innovation policy and their commitment to sustainable development, are inherently non- competitive on the subjects addressed by the Club. The partners will be invited to all meetings and gatherings of the cluster and benefit from relationships with local members of the club.

The governance of the club is established in order to maximize the mutualisation of results and resources among the members.



Roadmap

PHASE 1: July 2008 to December 2008

- Consolidation of the Club
- Definition of the R&D agenda and calendar
- Creation of a technological platform and resources centre
- Official launch of the agenda of actions at the ICT 2008, on November, 26th in Lyon. ICT2008, major event of the European Commission, held this year in Lyon where a networking session is allocated to the Club

PHASE 2 : January to May 2009

- 2 gatherings of club members
- Project:
- Identification of cities and regions hosting the teleworking centre
 - Mobilizing creative designers, architects, researchers, technology providers
 - Communication

PHASE 3: May to December 2009

- design and proposal

www.acidd.com



Launching the Club November, 26th

Networking session

ICT 2008 - Lyon

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