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*EUROCITIES Knowledge Society Forum conference*  
**“Smart & Heart Cities”**

29 October 2015, 9:00 - 16:00  
Rome City Hall (Campidoglio - Protomoteca Hall)  
Piazza del Campidoglio 1, Rome

Many cities in Europe are facing huge social challenges. Among the most serious are the high rates of youth unemployment, the numbers of young people not in education, employment or training (NEET) and the precarious work conditions. To overcome these challenges cities need to find the right policies and activities to mobilise citizens to learn, explore and co-create ideas and solutions.

The Smart & Heart Cities conference will explore a people-centred vision of smart cities; an approach where citizens, within a system of local actors, are creators and beneficiaries of the present and future of their cities. To ensure sustainable growth and to improve people’s lives, smart cities have to be inclusive places that use technology and innovation to empower, to engage with and capitalise on contributions from their citizens. In other words, the cities of tomorrow need to combine technological innovation with social innovation. In this context, local authorities have a critical leadership role to play.

The focus of the conference is on the opportunities and challenges for the innovation of cities, taking advantage of the development of new digital technologies and associated social, economic and cultural developments. The issues involve, among others, supporting the demand and supply for ICT skills, e-inclusion, citizens empowerment, the strategic role of various actors, and policies and initiatives to foster digital entrepreneurship and to facilitate the transformation of traditional businesses into digital ones.

The event will be the occasion for representatives of local authorities, academia, students and entrepreneurs to discuss challenges and needs of cities to implement innovative policies, programmes and concrete actions to help citizens, particularly the young, to build their future.

## PROGRAMME

- 9.00 - 09.30 Registration
- 09.30 - 09.40 Welcome  
**Marta Leonori**, Alderman of Innovation and Smart City of the City of Rome
- 09.40 - 10.10 Keynote  
**Sandro Gozi**, Sottosegretario di Stato alla Presidenza del Consiglio dei Ministri per le Politiche e gli Affari Europei  
**Sue Murphy**, Deputy Leader Manchester City Council, EUROCITIES KSF Chair
- 10.10 - 10.30 Introductory speech “Smart & Heart Cities”  
**Alfonso Molina**, Scientific Director at Fondazione Mondo Digitale and Professor of Technology Strategies at the University of Edinburgh
- 10.30 - 10.50 “CITIE: an holistic policy vision for cities”  
**Matthew Robinson**, Managing Director of Policy Research, Accenture Institute for High Performance
- 10.50-12.15 Round table debate “Cities of the future: breaking down boundaries between technology innovation and social innovation”  
Moderator: **Riccardo Luna**, Digital Champion of Italy
- **Mauro Bonaretti**, Capo di Gabinetto al Ministero delle Infrastrutture
  - **Augusto Coriglioni**, President IT, Unindustria
  - **Gianni Dominici**, General Director Forum PA
  - **Kristina Erkkila**, Director of Development, Ph.D., M.Ed., The City of Espoo
  - **Cristina Tajani**, Alderman of Economic and Smart City development of the City of Milan
- 12.15- 13.30 Round table debate: “*THE LEARNING CITY*: only cities that continue to learn, like a complex but unitary organism, can really be a smart city”  
Moderator: **Marco Bani**, Capo della segreteria tecnica dell’Agenzia per l’Italia Digitale
- **Juan Sebastian Betancur**, Ambassador of Colombia (to be confirmed)
  - **Paola Cavallero**, Marketing and Operations Lead at Microsoft Italia
  - **Mirta Michilli**, General Director at Fondazione Mondo Digitale
  - **Isabelle Pellerin**, Vice-President in charge of Higher Education, Research and Innovation Rennes Métropole
  - **Mary Ann Schreurs**, Eindhoven Deputy Mayor in charge of Culture and Innovation
  - **Teresa Serra**, Tesem. SL. General Manager
- 14.30- 15.45 Round table debate: “**SMART CITIES: CO-WORK IN PROGRESS**”  
Approaches to the making of vision, policy, and strategy for a “Smart & Heart” City capable of mobilising the energies of its stakeholders.  
Moderator: **Francesco Grillo**, Consigliere Ministro per l’Istruzione, Università e Ricerca, Scuola Universitaria Superiore - Sant’Anna di Pisa

- **Brigitte Hulscher**, Programme Manager Smart City, Marketing & Digital innovation, City of Utrecht
- **Marta Leonori**, Alderman of Innovation and Smart city of the City of Rome
- **Miodrag Milosevic**, Deputy Head of Mayors Office, City of Novi Sad
- **Bart Rosseau**, Data en Informatie Management at Stad Gent
- **Oskar Sandholt**, Director of Service and Operations, City of Reykjavick
- **Adrian Slatcher**, Senior Policy Officer City Policy Manchester City Council

15.45 - 16.00 Concluding remarks  
**Annalisa Boni**, Secretary General, EUROCITIES

16.30 - 18.00 Optional visit to the Musei Capitolini, Campidoglio City Hall