



EXTENDED MASTER CLASS

THURSDAY 7 JUNE 2018

@ SMIT, VUB (9 am – 6 pm)

The [VUB chair on Smart cities](#), promoted by Prof Dr. Pieter Ballon, welcomes you to today's master class that we prepared together with VUB colleague Prof. Dr Malaika Brengman.

This full-day master class addresses the question on how to support the local economy from a smart cities perspective: through technological applications, smart governance & collaboration, and involving citizens.

The Smart Cities chair is organized by the Vrije Universiteit Brussel, Faculteit Economische en Sociale Wetenschappen and Solvay Business School, & imec-SMIT, together with private partners Joyn International, Thanksys and Belfius.

MORNING PROGRAM

Opening

- 09:00 – 09:30 Registration
- 09:30 – 09:45 Introduction by **Pieter Ballon**
- 09:45 – 10:15 Keynote by **Jesse Weltevreden** (Hogeschool van Amsterdam)

Session 1 – Smart applications, wise decisions

Using smart cities applications & data analytics to benefit the local economy

10:15 – 11:00 Talks

- **Doreen Schouterden** (Unizo): Meeting the needs of local retailers with smart city solutions
Supporting local retailers and creating an optimal climate for entrepreneurship starts with gaining knowledge about local retailers, the barriers they face and the needs they experience.
- **Luuk Martens** (Capgemini): Retailers staying ahead of the game through innovation
Retail is a competitive game and in order to stay ahead innovation is key. Luuk will share key trends in retail and elaborate on how data and analytics are fueling change and innovation in this domain.
- **Matthias De Beule** (RetailSonar): Data-driven assessment of the economic & mobility impact of retail development
By modeling purchase flows and using big data such as telco data governments can assess the (potential) impact of retail development, make more informed decisions & plan their policy accordingly.

11:00 – 11:15 Q&A moderated by Pieter Ballon

Short coffee Break

11:15 – 11:30

Session 2 – Context is key

Creating a sustainable and collaborative context supporting the local economy on a city-level

11:30 – 12:15

Talks

- **Floor Thomasse** (Stad & Co): Smart Cities need smart cooperation

Floor shares how a high end, traditional shopping street in Amsterdam became the first Shopping Street Innovation Lab where local shop owners and customers could experience retail innovations.

- **Martijn van Dam** (Gemeente Den Haag): Smart shopping in The Hague

Shopping behaviour is changing rapidly. To make local shopping easy and attractive The Hague is working on a smart shopping programme and retail innovation in close partnership with local and national stakeholders.

- **Ruth DeVreese** (Hogeschool Gent): Towards vibrant inner cities

Overlooking the context of retail in Flanders, and illustrating this with a number of concrete cases, Ruth discusses how structural partnerships can be set up that move beyond one-off initiatives.

12:15 – 12:30

Q&A moderated by Malaika Brengman (VUB)

Lunch

12:30 – 13:30

AFTERNOON PROGRAM

Afternoon plenary

13:30 – 13:50 Plenary talk by Bernard de Burlin (Joyn)

Session 3 – The power of the crowd

Involving citizens in promoting the local economy

13:50 – 14:35 Talks

- **Katja Verbeek** (Odisee, KULeuven): Measuring social success @ growfunding.be

Crowdfunding initiatives are becoming more prevalent, but how to assess the social success of these projects? Katja presents the measurement tool they developed and applied to growfunding.be projects.

- **Sander van Parijs** (Muntuit): More than a local gift voucher... money as a policy instrument

Local currencies gain popularity among local governments worldwide. However, what is the difference between these currencies and a classical gift voucher or loyalty card? And how does it support local policy goals?

- **Lieven Dhont** (Peerby): Sharing economy from the perspective of Peerby

Peerby's goal is to support and accelerate the circular economy at the consumer level. While users can share goods on the platform, the platform also holds potential for cities and for local makers.

14:35 – 14:50 Q&A moderated by Bernard de Burlin (Joyn)

Coffee break

14:50 – 15:10

Session 4 – Conversation tables

Learning from existing smart cities cases to boost the local economy

15:10 – 16:40 Interactive session in which we continue the discussion more in-depth.

Looking at existing innovation cases, we discuss what is necessary to make such initiatives a success, and identify recommendations that can be made to local politicians to boost the local economy.

Closing

- 16:40 – 17:00 Closing talk by **Gert Bergen**, Adjunct-kabinetschef Philippe Muyters (Vlaams minister van Werk, Economie, Innovatie en Sport)
- 17:00 – 18:00 Reception and networking