

## Awards National Convention 2017

Award Category: Best Local Global Goals Program

Local organization: JCI Gent Artevelde

President: Delphine Colle (voorzitter@jciga.be)

### a) Basic Information

Language : English

Project : Tomorrow Ghent

Root cause : Its a certainty that cities in the future will no longer be able to foresee in the NEEDS of its inhabitants (since numbers keep rising) without rethinking the city concept.

Purpose : Create a local impact in our city and encourage other cities to follow this example.

Start date : June 2015

End date : 22-24/09/2017 National Convention JCI Belgium 2017

Target : Formulating answers to problems that the City of Ghent (will) encounter (s) and developing guidelines for its future as a smart city, based on the Active Citizen Framework and as set out by the UN Global Goals (goal n° 11 sustainable cities and communities). By gathering all stakeholders (citizens of Ghent, companies(mature and start-up), governments and educational institutions) around the smart cities topic. Brainstorming with strategic partners (Eneco, TomTom, BNP Paribas, Eandis, ...) around 7 strategic domains (smart living, smart food, smart mobility, smart economy, smart energy, smart governance and smart citizens). Afterwards, developing concrete solutions (e.g. prototypes). The end goal is the National Convention where people will become more aware about the challenges ahead and become inspired to take part in the city of the future.

Sd goal (select 1 out of the 17): Goal 11: Make cities inclusive, safe, resilient and sustainable

Development stage (select one out of the 3): ongoing

Overview: JCI Gent Artevelde wanted to create local impact with the National Convention 2017 in our city. After looking at local challenges we decided upon a theme for the national convention that fits the mission of JCI and one that takes in mind one of the UN global goals. This project started 3 years ago. We want to emphasize that the city of Ghent is already investing a lot around this topic. The goal was to inspire people and other cities to participate in this sustainable part of the future that lies ahead. We created multiple platforms: (1) smartcities challenge, (2) smart cities of people expo (SCOPE), (3) board of patrons, (4) mensenmaken.gent. During the national convention we will show many projects, provide inspiring keynotes and company visits around the theme of smart cities of people. Even the catering and used materials will be in tone of smart cities.

## b) Objectives, Planning and Execution

### 1) *What were the objectives of this program? (200)*

Fact: in the future, cities won't be able to fulfill the citizens' needs since their number keeps growing.

We used the ACTIVE CITIZEN FRAMEWORK to design a project that reveals answers to this challenge and the needs of the city of tomorrow.

The UN Global Goals has chosen as 1 of the 17 goals: SUSTAINABLE CITIES. The Smart Cities Challenge of May 2016 was the first initiative that put together all STAKEHOLDERS (citizens of Ghent, companies&start ups, the government, education, ... ) around "Smart Cities".

In this project they got the chance to give feedback to the concepts of our strategic PARTNERS (Eneco, TomTom, Eandis, ..)

They worked around 7 SMART domains: Living, Food, Mobility, Energy, Economy, Governance and Citizens. These PROTOTYPES and CONCEPTS were further developed, with the support of our main partner DELAWARE. The website MensenMaken.Gent gathers all local initiatives of Ghent where people and companies work around the theme of smart cities of People.

The Smart City of People Expo has different stands where local initiatives and entrepreneurs will show their Smart City concept. At the National Convention the prototypes will be revealed and the winner of MensenMaken.Gent will be chosen.

### 2) *How does this program align to the JCI Plan of Action? (200)*

The international strategic plan (2014-2018) wants to meet with the challenges of the future. The city of the future will have big challenges concerning transportation, food, energy, etc. This project not only works very close to these needs, it also makes the citizens aware of the difficulties and tries to give good and sustainable solutions. (Awareness is 1 of the objectives of the UN Global Goals) The strategic plan premises the goal to be the IMPACT we can all have to society. By uniting all STAKEHOLDERS we can create a sustainable impact since solutions come from within them.

The international strategic plan puts all of us, capable to unite all parties of society and thus create a sustainable impact.

And this is exactly what this project is all about!

### 3) *Was the budget an effective guide for the financial management of the project?*

After a thorough analysis of the needs of the city of Tomorrow, We determined different costs (location, catering, communication, website,...) and were able to sign off PARTNERSHIPS.

The budget was matched to the needs of the project. This will help with ongoing and future spending and gives us the possibility to strive for better and more unique solutions and a bigger impact

### 4) *How does this project advance the JCI Mission and Vision? (200)*

The theme "Smart Cities" creates unique opportunities for our members on several domains.

They address companies and discuss potential partnerships, because of this they get the opportunity to GROW and to develop into young ENTERPRENEURS.

This is one of the bigger projects and it will need careful PROJECTMANAGEMENT.

Many of our members discovered they have passion for organising events. 'Create a POSITIVE CHANGE', this was the goal of the project. Positive change in our society to anticipate in a PROACTIVE manner with the problems the city will

encounter in the future.

Because of the extent of the project and the parties/partners involved, the project contributes to the goals of JCI to become a GLOBAL LEADING NETWORK.

The main goal is to create AWARENESS, deliver PROTOTYPES and offer a THINK TANK that can be transferred to other cities and so increasing the IMPACT on our society.

### c) Membership Participation

1) *By number, how many members were involved in this program?*

**All 31 members**

2) *By percentage, how many members of the Local Organization were involved in this program?*

98%

3) *Describe the main roles of the participating members in this program. (300)*

COC-director: makes sure everybody does what he or she is supposed to do, leads all the activities in good order.

SCOPE: is the one in charge for the smart cities part of the Tomorrow Ghent theme. We want to create a digital home for all people and initiatives that make the city of tomorrow. We made [www.mensenmaken.gent](http://www.mensenmaken.gent).

Sponsoring/partnerships: made sure we had all the sponsors (structural, strategic,.. )

Day program: created a smart program. All participants of the convention can choose from a wide selection of activities, keynote speakers, company visits, .. All in the line of smart cities.

Evening program: put together 2 nights to never forget. You will have 2 smart evenings where you can taste (literally) the smart influences.

VIP: made sure all VIP's (including our twinning partners) are welcomed with a warm heart in our smart city of Ghent.

Awards: made the award ceremony more memorable than ever.

Kids program: will give the little Jaycees the weekend of their lives. They put together a smart program where the little ones will build their own smart city and what it means to them.

PR: made sure that every Jaycee knows that Ghent is the place to be from 22<sup>nd</sup> 'till 24<sup>th</sup> of September.

Secretary: Through all this planning, he was the one that made sure we got the reports of all the meetings.

Newsletter: every month, starting in January, we send out a newsletter to all registered and all our partners/sponsors

On the weekend of the National Convention all of our members will participate to create the best experience for all participants, partners, etc.

#### d) Community Impact

- 1) *How did the Local Organization measure community impact for this program? (200)*

The project is still running. At the national convention, we will be able to measure a part of this impact. For now we can say that Eandis and Fiftplay have already partly succeeded in their project. With their gamification contest they demonstrated the possibility to encourage citizens to increase the use of energy in lows from 6% to 35%.

On the website MENSENMAKEN.GENT more than 130 SMART projects and SMART people registered and formed a SMART network.

The partnership with the City of Ghent and other partners already created more awareness of local citizens.

- 2) *Describe the actual community impact produced by this project. (300)*

We brought together citizens, academics, governance, companies and JCI members together to discover the added value of "smart cities". We brought to the attention that smart cities is not just a term used in other parts of the world, It's clear that we all have to work together to create a sustainable future for us and the generations after us.

We worked closely together with the government of the City of Ghent, a partner that is crucial in this matter.

#### e) Link with UN Agencies or Partnerships

- 1) *List any UN Agencies that participated in any way. Describe their involvement. (write N/A if none) N/A*

- 2) *List any other partners that participated in this program (write N/A if none)? (100)*

**Eandis** offers network solutions for electricity, natural gas, heating and public lighting. They also play an important social role in achieving climate objectives, combating energy poverty and the independent management of energy data.

**Fifthplay** specializes in enriching smart homes and buildings, and in services that provide comfort and energy through an Internet platform and associated intelligent solutions.

**TomTom** empowers movement. People around the world depend on TomTom to make SMARTER decisions. They design and develop innovative products that make it easy for people to keep moving towards their destinations. Best known for being a global leader in navigation and mapping products.

And so many others (see website)

- 3) *How where partners engaged to participate in the program? (250)*

**Eandis** is supporting the JCI National Convention "Tomorrow Ghent", by committing itself into leading the Smart Energy track. Eandis developed their Regional Energy Management System (REMS). This system was introduced in 2 city neighborhoods, providing its citizens with the opportunity to participate in a gamification contest in order to look at how people can be stimulated to use

energy when it's actually available.

**Fifthplay** was a close partner with EANDIS in this project. They delivered the materials and technical assistance to read and interpreted the output and numbers of this project.

**TomTom** has developed a smart track planner application where the users can choose between the cheapest track, minimal traveling time or minimal ecological footprint. It also takes into account the availability of parking places. For each track, the user receives an overview of the traveling time, cost and ecological footprint. Fifthplay

## f) Long-term Impact of the Program

### 1) *What is the expected long-term impact of this project? (200)*

Our National Convention 2017 - JCI Belgium will offer today what TOMORROW GHENT could be! The most important goal of TOMORROW GHENT is to bring together citizens, academics, governance, companies and JCI members and to let them discover the added value of "smart cities". We believe that cities as they are organized today, are facing social, economic and ecological challenges for the future. We believe that innovation should accelerate in order to become reality more quickly. By bringing together people with different points of views, and showing them that by combining their vision, with mutual understanding and accomplishment, we can develop the smart city of people. We start with the city of Ghent, but the project "Tomorrow Ghent" provides opportunities to people on a much wider scale.

### 2) *What changes would you make to improve the results of this project? (300)*

Increase visibility and awareness in other cities and possibly other countries to stimulate them to also reflect on "smart cities".

Voor echt verklaard



Delphine COLLE  
Voorzitter JCI Gent Artevelde

g) Images





