

7. LJUBLJANA FORUM



WWW.LJUBLJANAFORUM.ORG

FUTURE OF **CITIES**

SUSTAINABLE – SMART – INCLUSIVE

SMART CITY

CITY OF WELL-BEING

EUROPEAN STANDARD OF LIVING

Synthesis Report

Conference

September 28th, 29th, 2017 • Ljubljana Castle, Slovenia



Ljubljana, a city for the people

In the last decade, Ljubljana has experienced exceptional development, which completely changed the city's appearance, and even more influenced the lives of citizens.

With the adoption of the City Development Vision by 2025 in 2007, we stepped onto the path of sustainable, environmentally- and human-friendly development, in which the quality of life of all our citizens is in the first place. Our main goal is to ensure a healthy and satisfied life in a clean, orderly, secure, and above all a solidarity city, in which we respect the diversity and are able to live in mutual respect.

In the last ten years, we have carried out more than 1,800 investment projects. Each of them was implemented according to sustainability principles and with the aim of ensuring a quality urban life in an orderly environment in which everyday life interweaves with care for our nature. The title European Green Capital 2016, which we received for the extraordinary

progress of the city in the right direction in the shortest time, obliges us also for the future, because it has a strong solidarity meaning that obliges us to leave our environment to our descendants in at least as good the condition as we have it in.

The city can only be developed successfully in cooperation with the citizens, since they are the ones who give Ljubljana a daily pace, and the quality of their lives and their satisfaction with living in the city condition the successful development of the city in the future.

We are pleased that citizens are closely monitoring our work, in the vast majority they positively accept implemented projects and actively participate in the decision-making process. Their responses are extremely important for us, because they give us confirmation of the good work we have done so far and help us with further decisions. For this reason we also encourage their active participation in the development of our city.

Our success with the integration of citizens was also recognized within the framework of the European URBACT program, which included our Citizens' Initiatives program amongst this year's good practice cases. Citizens' Initiatives is a program within which the City of Ljubljana encourages the direct communication of citizens with the Mayor and the City Administration through various communication channels, i.e. in person, by telephone, fax, regular and e-mail, on the Facebook page of MOL and through the Citizens' Initiatives internet portal. The mayor Zoran Janković dedicates a part of his time to personal conversations with citizens every month and so far more than 25 thousand citizens have visited him through his 'open door' initiative. Starting from 2016, Info Point 65+ and for people with disabilities provides comprehensive information about services and activities for elderly citizens and people with disabilities in one place.

According to the mayor Zoran Janković, Ljubljana is the most beautiful city in the world - also because we lead it in mutual respect and cooperation with our citizens.



To learn more about Slovenia as a Green Destination and Green Scheme of Slovenian tourism, please visit:

<https://www.slovenia.info/en/business/green-scheme-of-slovenian-tourism>

Conference



Synthesis report on
FUTURE OF **CITIES**
SUSTAINABLE – SMART – INCLUSIVE
SMART CITY
CITY OF WELL-BEING
EUROPEAN STANDARD OF LIVING

Content

6	City of the Future is the City of Well-Being
8	About Ljubljana Forum 2017
10	City Leaders and Representatives
11	Speakers
13	Moderators
14	About the agenda
16	Official Opening of Ljubljana Forum 2017
18	Key note address
20	Session I: City of well-being & Partnerships for smart, sustainable, and inclusive growth
22	Session II: Round Table of City Leaders
24	Session III: Industry solutions for Cities of the Future
28	Ljubljana Forum 2017 Workshops for the City of Well-being
30	Ljubljana Forum Reception & Award Ceremony
32	Session IV: Knowledge, Business models, & Financial instruments for Cities
34	Session V: Projects & project initiatives
36	Session VI: Round table on fostering entrepreneurship in cities
38	Conclusions of Ljubljana Forum 2017
40	About the People
44	About the GoForeSight Institute

Empowering Cities & People through Smart governance



City of the Future is the City of Well-Being

At the 7th forum on future of cities we touched the bottom line of the city. In the process of modernization, digital transformation of society, economy and cities we evaluated the basic concept of the city of well-being throughout the lances of being smart, sustainable, green, and circular.

The city of well-being means that we combine traditional old with new, it means that we can feel, hear, smell, and have a connection to the natural materials such as water and wood. Any transformation in the society depends on citizens' willingness to change, and if they change for well-being, it's a winning formula for all stakeholders involved.

Cities need good leadership with vision, mayors' good teams and willingness to co-operate with industry, young start-ups, financial institutions, and centers of knowledge. Good city projects should provide added value services for citizens and at the same time long term monetization for business partners.

7th Ljubljana Forum highlighted new champions, like the City of Maribor, Ljubljana Forum Award winner, provided a platform for sharing knowledge with good practice cases and helped initiate new projects. With repositioning of the global forces, in the light of current and next economic development, we extended our Eastern co-operation with Silk road initiatives including Istanbul, Kazakhstan, and Russian- European Business Association.

With the commitment of the City of Ljubljana, supporting partners Petrol and BTC City for the seventh year, other business and knowledge supporters and great organizing team, we designed Ljubljana Forum international platform for moving ahead.

Blaž Golob

Chairman of Ljubljana Forum





Mr Zoran Janković,
Mayor of the City of
Ljubljana, Slovenia



Mr Miro Cerar, Prime
Minister of the Republic of
Slovenia, Slovenia



**Ms Stephanie E.
Trpkov,** Strategic
Competitiveness Consultant
at the World Bank Group,
Croatia



Mr Blaž Golob,
Chairman of Ljubljana
Forum, Slovenia



Ms Eva Kovač,
Psychologist, Vice President
at 24alife, Mikropis Holding,
Slovenia



Mr Miran Gajšek,
Co-Chairman of Ljubljana
Forum, Slovenia



Mr Agnis Stibe, Prof. Dr.
at ESLSCA Business School
Paris / MIT Media Lab,
France/USA

About Ljubljana Forum 2017

Ljubljana Forum 2017

Future of cities conference, held on 28th and 29th of September 2017 at Ljubljana castle, Ljubljana, Slovenia, gathered over 200 participants, which exchanged knowledge and discussed the issues, opportunities, and ideas on **the city of well-being**. The participants had the opportunity to network and build new alliances to co-operate on innovative projects and initiatives.

47 speakers and moderators from the government, cities and municipalities, business, institutes, and universities shared their insights on the key urban development challenges, future development opportunities, and the best smart city development projects with the aim to build cities of well-being with an improved European standard of living. City leaders exchanged good and bad city practice cases and formed new ideas for the future green and smart projects.

Objectives of Ljubljana Forum 2017

- Objective 1:** To present the concept of a city of well-being.
- Objective 2:** To present challenges for development of smart – sustainable – inclusive cities with empowered citizens.
- Objective 3:** To present financial mechanisms and new business models.
- Objective 4:** To present industry solutions for cities.
- Objective 5:** To connect people, identify new projects, and move forward with entrepreneurship.

Organizers and partners of Ljubljana Forum 2017

- GFS Institute
- City of Ljubljana
- Ljubljana, European Green Capital 2016
- ERBA, European-Russian Business Association
- Circular Change
- KSBC, Kazakh-Slovenian Business Club
- Elsa
- Development Agency Zagreb
- The Events
- BTC City
- Telekom Slovenije
- Petrol
- Energetika Ljubljana
- Snaga
- 24alife
- Bigbelly

- SmartIS City
- IBM
- Libelium
- SiSWA

Participating cities

- City of Ljubljana
- City of Almaty
- City of Banja Luka
- City of Belgrade
- City of Bijeljina
- City of Budapest
- City of Čačak
- City of Dubrovnik
- City of Idrija
- City of Kotovsk
- City of Podgorica
- City of Rijeka
- City of Sarajevo
- City of Tbilisi
- City of Tirana
- City of Vienna
- City of Zagreb



Mr Dejan Štancer, President of the Kazakh–Slovenian Business Club, **Mr Vladislav Kudryavtsev**, General Manager at European–Russian Business Association, **Ms Tjaša Ficko**, Vice Mayor of the City of Ljubljana, **Mr Zoran Jankovič**, Mayor of the City of Ljubljana, **Mr Miro Cerar**, Prime Minister of the Republic of Slovenia, **Mr Boris Podrecca**, Prof. Dr., Architect (Vienna – Ljubljana – Trieste – Belgrade)

Ljubljana Forum is an annual gathering that combines knowledge and experience of city governance and defines key areas, visions and strategies of the future development of cities.

The aim of Ljubljana Forum is to promote opportunities for future development of cities and metropolitan areas of the South-East European region.

The objective of Ljubljana Forum is to offer a framework for cooperation, networking and learning among various stakeholders: political decision-makers, city leaders and city administration, investors, businesses, civil society, researchers, academics and students.

The objective of Ljubljana Forum is to empower this network of stakeholders to create prosperous future of cities through researching, developing and implementing the best practices of urban development.

City Leaders and Representatives at Ljubljana Forum 2017



Ms Tjaša Ficko,
Vice Mayor of the
City of Ljubljana,
Slovenia

Mr Slavko Kojić,
Special Advisor to the
Mayor for Investments
at City of Zagreb,
Croatia



**Mr Marko
Filipović,**
Deputy Mayor of
the City of Rijeka,
Croatia

Ms Tatiana Metreveli,
Chief Specialist at Local and
International Organizations
Relations Department at the
City of Tbilisi, Georgia



Mr Milutin Folić,
Director of Urban
Planning at City of
Belgrade, Serbia

**Mr Alexey
Plakhotnikov,**
Mayor of the City of
Kotovsk, Russia



Mr Miran Gajšek,
Co-Chairman of
Ljubljana Forum,
Slovenia

Mr Igor Radojičić,
Mayor of the City of
Banja Luka, Bosnia
and Herzegovina



**Ms Zsófia
Hassay,** Mayor of
6th district of the City
of Budapest, Hungary

**Ms Zdenka
Šimonovič,** Head
of Development
Project Section at City
of Ljubljana, Slovenia



**Mr Zoran
Jankovič,** Mayor of
the City of Ljubljana,
Slovenia

Mr Erion Veliaj,
Mayor of Tirana,
Albania



Mr Željko Jurić,
Head of Information
Technology Department
at City of Rijeka, Croatia

Speakers of Ljubljana Forum 2017



Mr Miro Cerar, Prime Minister of the Republic of Slovenia

Mr Furkan Tanriverdi, CEO of Benefit Software Ltd., Istanbul



Mr Miguel Morgado, Director of the Adriatic Sea Department at European Investment Bank

Ms Eva Kovač, Psychologist, Vice President at 24alife, Mikropis Holding



Mr Vladislav Kudryavtsev, General Manager at European-Russian Business Association

Mr Julij Božič, Chief Innovation and Digital Officer at BTC, d. d.



Mr Dejan Štancer, President of the Kazakh-Slovenian Business Club

Mr Primož Kučič, Head of ICT business solutions at Telekom Slovenije



Mr Blaž Golob, Chairman of Ljubljana Forum, CEO SmartIS City Ltd.

Mr Miha Rihtar, Innovative business models and digitalization at Petrol, d. d.



Mr Boris Podrecca, Prof. Dr., Architect (Vienna - Ljubljana - Trieste - Belgrade)

Mr Dejan Podgoršek, Manager for Business Development & ISVs, SEE at IBM Slovenija Ltd.



Mr Agnis Stibe, Prof. Dr. at ESLSA Business School Paris / MIT Media Lab

Mr Alex Mateo, Senior Key Account Manager for Smart Cities at Libelium Ltd.





Ms Maja Graml, Director at Graml Ltd. & Representative of Bigbelly Smart City Solution

Mr Miha Murn, Artist & CEO at AAMI Foundation



Mr Mojmir Mrak, Prof. Dr. at University of Ljubljana

Mr Tihomir Divjak, Consultant at GFS Institute



Mr Peter Jacobs, Director at European Investment Bank Slovenia

Mr Blaž Peternel, Head of Research and Development at SmartIS Ltd.



Mr Jose Jacob Kalayil, Founder & CEO at INTEGRO Infotech & Consulting

Mr Ibrahim Noum, Director of African Forum



Mr Michael Gebert, Chairman of European Crowd Dialogue Network, Munich

Mr Dejan Roljić, Founder & CEO at ABC Accelerator



Mr Ramesh Kumar Biswas, Prof. Dr., Architect, Urban Ecologist

Mr Iztok Lesjak, CEO at Technology Park Ljubljana



Moderators of Ljubljana Forum 2017



Ms Stephanie E. Trpkov, Strategic Competitiveness Consultant at the World Bank

Mr Wojciech Deska, Senior Urban Development Specialist at European Investment Bank



Ms Ladeja Godina Košir, Leader & Executive Director at Circular Change

Mr Agnis Stibe, Prof. Dr. at ESLSA Business School Paris / MIT Media Lab



Mr An Krumberger, Cofounder at Council One

Ms Vida Petrovčič, Journalist and Personal & Business Coach



Mr Jan Künne, Consultant and Network Partner EDG/ABC Enterprise Accelerator Palo Alto/ Ljubljana

Mr Frane Šesnić, CEO of Razvojna agencija Zagreb



Ms Maja Zupančič Pintar, Consultant at GFS Institute

Mr Blaž Golob, Chairman of Ljubljana Forum



About the agenda

Pre-events: Wednesday, September 27th, 2017

ADRIATIC CLEAN CITY FORUM – Our practical way to Circular Economy

KAZAKHSTAN 3.0 – Invest in Global future, organized by Kazakh-Slovenian Business Club

Thursday, September 28th, 2017

Place of venue: **Ljubljana Castle**

Time	Session	Speaker
9.00 – 9.30	Official Opening of Ljubljana Forum 2016 Introduction & Welcome address	Mr Zoran Janković, Mayor of the City of Ljubljana Mr Miro Cerar, Prime Minister of the Republic of Slovenia Mr Miguel Morgado, Director of the Adriatic Sea Department at European Investment Bank Mr Vladislav Kudryavtsev, General Manager at European-Russian Business Association Mr Dejan Stancer, President of the Kazakh-Slovenian Business Club Mr Blaž Golob, Chairman of Ljubljana Forum
9:30 – 10:00	Key note address: The European City of the Future	Mr Boris Podrecca, Prof. Dr., Architect (Vienna – Ljubljana – Trieste – Belgrade)

Session I: **City of well-being & Partnerships for smart, sustainable, and inclusive growth**

Moderator: Ms Stephanie E. Trpkov, Strategic Competitiveness Consultant at the World Bank Group

10:00 – 11:00	Transformational Sociotech Design for Sustainable Wellbeing	Mr Agnis Stibe, Prof. Dr. at ESLSA Business School Paris / MIT Media Lab
	FROM BREXIT TO TURCOM, The cohesive role of EUropean cities in the forthcoming years	Mr Miran Gajšek, Co-Chairman of Ljubljana Forum
	The city of challenging dimensions: connecting horizons, uniting two continents, serving 20 millions with wellbeing	Mr Furkan Tanriverdi, CEO of Benefit Software Ltd., Istanbul
	Smart city needs smart lifestyle. Why should cities pay attention on citizen's wellbeing.	Ms Eva Kovač, Psychologist, Vice President at 24alife, Mikropis Holding

Session II: **Round Table of City Leaders: How to eliminate emissions to reach sustainable development goals – to become the CITY OF WELL-BEING**

Moderator: Ms Ladeja Godina Košir, Leader & Executive Director at Circular Change

11:30 – 13:00	Mr Zoran Janković, Mayor of the City of Ljubljana; Mr Marko Filipović, Deputy Mayor of the City of Rijeka; Ms Zsófia Hassay, Mayor of 6 th district of the City of Budapest; Mr Igor Radojičić, Mayor of the City of Banja Luka; Ms Tatiana Metreveli, Chief Specialist at Local and International Organizations Relations Department at the City of Tbilisi; Mr Alexey Plakhotnikov, Mayor of the City of Kotovsk; Mr Milutin Folić, Director of Urban Planning at City of Belgrade; Mr Slavko Kojić, Special Advisor to the Mayor for Investments at City of Zagreb	
---------------	--	--

Session IIIa: **Industry solutions for Cities of the future**

Moderator: Mr An Krumberger, Cofounder at Council One

14:30 – 15:30	BTC as Business Transformation Center	Mr Julij Božič, Chief Innovation and Digital Officer at BTC, d. d.
	Why Smart City?	Mr Primož Kučič, Head of ICT business solutions at Telekom Slovenije
	One goal, endless solutions. Worldwide practice on preventive health and happiness approach.	Ms Eva Kovač, Psychologist, Vice President at 24alife, Mikropis Holding
	Petrol solutions for Smart City development	Mr Miha Rihar, Innovative business models and digitalization at Petrol, d. d.

Session IIIb: **Industry solutions for Cities of the future**

Moderator: Mr Jan Künne, Consultant and Network Partner EDG/ ABC Enterprise Accelerator Palo Alto/ Ljubljana

15:30 – 16:30	Advancing Smarter Cities with the Cognitive Technology	Mr Dejan Podgoršek, Manager for Business Development & ISVs, SEE at IBM Slovenija Ltd.
	How Smart City solutions impact on Quality of Life	Mr Alex Mateo, Senior Key Account Manager for Smart Cities at Libelium Ltd.
	Bigbelly Smart City Solution transforms waste management and enables Recycling on public places.	Ms Maja Graml, Director at Graml Ltd. & Representative of Bigbelly Smart City Solution
	Smart City Platform enabling City of Wellbeing	Mr Blaž Golob, CEO at SmartIS City Ltd.

17:00 - 18:00	Workshop 1: 7 steps for successful Smart City Strategy development Moderator: Ms Maja Zupančič Pintar, Consultant at GFS Institute
	Workshop 2: Successful financing of City projects Moderator: Mr Wojciech Deska, Senior Urban Development Specialist at European Investment Bank
	Workshop 3: Methodology for creation of the City of Well-Being Moderator: Mr Agnis Stibe, Prof. Dr. at ESLSA Business School Paris / MIT Media Lab

20:00 **Dinner Reception & Ljubljana Forum 2017 Award Ceremony** in cooperation with European-Russian Business Association and Kazakh-Slovenian Business Club

Friday, September 29th, 2017

Place of venue: **Ljubljana Castle**

Session IV: **Knowledge, Business models, & Financial instruments for Cities**

Moderator: Ms Vida Petrovčič, Journalist and Personal & Business Coach

Time	Session	Speaker
9:00 - 10:00	Changing features of urban development financing	Mr Mojmir Mrak, Prof. Dr. at University of Ljubljana
	EIB funds for Municipalities and Regions	Mr Peter Jacobs, Director at European Investment Bank Slovenia
	Smart Cities co-operational platform between India & European Union	Mr Jose Jacob Kalayil, Founder & CEO at INTEGRO Infotech & Consulting
	Beyond prediction: How to use the Crowd for solving policy problems	Mr Michael Gebert, Chairman of European Crowd Dialogue Network, Munich

Session V: **Projects & project initiatives**

Moderator: Mr Frane Šesnić, CEO of Razvojna agencija Zagreb

10:00 - 11:00	URBAN-E mobility project (Ljubljana - Zagreb - Bratislava)	Ms Zdenka Šimonovič, Head of Development Project Section at City of Ljubljana
	Smart Danube Region project - Cross-border, Multisectoral	Mr Ramesh Kumar Biswas, Prof. Dr., Architect, Urban Ecologist
	Center of Competence for Smart Cities - "Smart RI"	Mr Željko Jurić, Head of Information Technology Department at City of Rijeka
	ART & CULTURE creating EXTRAVAGANT World in Ljubljana - Prague - Hong Kong	Mr Miha Murn, Artist & CEO at AAMI Foundation
	Use of Copernicus satellite system - from smart city to smart and sustainable region	Mr Tihomir Divjak, Consultant at GFS Institute
	Romantische Weg: Smart benches for the City of Wellbeing	Mr Blaž Peternel, Head of Research and Development at SmartIS Ltd., and Mr Ibrahim Noun, Director of African Forum

Session VI: **Round table on fostering entrepreneurship in cities: How could innovative & prosperous cities provide opportunities for entrepreneurship development?**

Moderator: Mr Blaž Golob, Chairman of Ljubljana Forum

11:30 - 12:30	Ms Tjaša Ficko, Vice Mayor of the City of Ljubljana Mr Erion Velaj, Mayor of Tirana Mr Dejan Roljić, Founder & CEO at ABC Accelerator Mr Iztok Lesjak, CEO at Technology Park Ljubljana
---------------	--

12:30 - 12:45 Closure
Conclusions and workshops reports, Farewell apple, & Group photo



Mr Blaž Golob, CEO at SmartIS City Ltd. and **Mr Zoran Janković**, Mayor of the City of Ljubljana

Official Opening of Ljubljana Forum 2017

Mr Zoran Janković, Mayor of the City of Ljubljana, **Mr Miro Cerar**, Prime Minister of the Republic of Slovenia, **Mr Miguel Morgado**, Director of the Adriatic Sea Department at European Investment Bank, **Mr Vladislav Kudryavtsev**, General Manager at European-Russian Business Association, **Mr Dejan Štancer**, President of the Kazakh-Slovenian Business Club, and **Mr Blaž Golob**, Chairman of Ljubljana Forum, welcomed all participants of 7th Ljubljana Forum and invited them to actively participate in the discussion on the city of well-being and European standard of living.

5 Highlights of Ljubljana Forum 2017 – City of Well-being, European Standard of Living

- 1.** A “public space trip” from Danube to Adria, delivered by a brilliant Slovenian architect, Mr Boris Podrecca
- 2.** An insight into contemporary city opportunities, challenges, and projects in a round-table conversation with City Leaders and Influencers
- 3.** Presentation of innovative industry solutions for the City of Well-being, which will support the new European Standard of Living
- 4.** Interactive workshops on successful city financing, strategy development, and methodology for the City of Well-being, led by top European experts
- 5.** Recognizing and rewarding best innovative practices in developing future of cities with Ljubljana Forum Award 2017



"It is my pleasure to see Ljubljana Forum invite more and more influential guests to our beautiful capital each year, as we also tackle more and more important topics. The Quality of life in the city is a vital topic that makes the mayor think like a citizen in trying to create a city he himself wants to live in."

Mr Zoran Janković, Mayor of the City of Ljubljana

"After seven years at the 7th Ljubljana forum we bring about the concept of the city of wellbeing. We invite relevant stakeholders from cities, academia, government officials, financial institutions, NGO's, and business sector. At the end of the day what really matters are good networking, concrete projects as follow up and to have a good time."

Mr Blaž Golob, Chairman of Ljubljana Forum

"Slovenian government is committed to green, sustainable, and inclusive development and with accordance to this we are looking for the new concepts within Industrial revolution 4.0, so that our individuals, cities, and country will prosper. We have to follow a digital transformation with a human face in front towards stability, democratic values, and security."

Mr Miro Cerar, Prime Minister of the Republic of Slovenia

"Cities have been growing; however, cities have also been victims of their own success. Migration, social exclusion, concentration of the population, overflow, lower environmental quality. VII. Ljubljana Forum 2017 proves there is a growing demand in awareness of this issues and at EIB we will continue to support city projects in different areas to help cities with their smart transformation."

Mr Miguel Morgado, Director of the Adriatic Sea Department at European Investment Bank



Mr Boris Podrecca, VII. Ljubljana Forum's
Key-note speaker

Key note address:

The European City of the Future / A public space trip from Danube to Adria

Mr Boris Podrecca, Prof. Dr., Architect (Vienna – Ljubljana – Trieste – Belgrade)

Europe is an entity that permanently questions its unity. The term of collective is extremely fragile and consequently highly sensitive to differences. This paradox parallels of difference and tolerance frequently lead to a dissonance between the fundamental values and polyphone identity that shapes our present urban life.

Despite the differences through the process of restructure of the European context, **we still form one community identity.** Political background handles the modernization without the escalation. Older generations have problems with Europe, while young population is mostly pro-Europe, but has not yet consolidated its position in the market. That is why there is a strong need for secure social market economy.



Piazza Tartini,
Piran, former &
present situation

Era of digitalization is moving to the forefront. **There is a need for the change in our life patterns, but no adequate answers towards smart cities dimensions are offered.** That is where architectural quality comes to play a vital role. **What we need is the ecology of spirit above and beyond technology that will create smart and unique urban space.**

The purpose of today's architectural projects is not only to design and build infrastructure, but **to educate citizens with public architecture.** Multiple projects and designs of public spaces, from Danube region in Austria through Italy and Slovenia to the cities in Adria region, include various elements that represent the need to come together with nature, to touch the elements, such as water or wood, to hear the sound, to enjoy the visual effects. This helps us move to intensive from defensive and finally to offensive smart city.

“The main philosophical view of my architecture profession is to put together old and new in the cities and in the dialog with nature. Designing smart city is not only a question of functionality, but opens up a much wider topic of architecture in the urban culture.”

Mr Boris Podrecca, Prof. Dr., Architect

About the highlights

Session I.

City of well-being & Partnerships for smart, sustainable, and inclusive growth



Ms Eva Kovač, Psychologist, Vice President at 24alife, Mikropis Holding, **Mr Furkan Tanriverdi**, CEO of Benefit Software Ltd., Istanbul, **Ms Stephanie E. Trpkov**, Strategic Competitiveness Consultant at the World Bank Group, **Mr Miran Gajšek**, Co-Chairman of Ljubljana Forum, **Mr Agnis Stibe**, Prof. Dr. at ESLSA Business School Paris / MIT Media Lab

Faced by modern challenges, smart cities today are battling on several fronts: introducing new smart solutions to increase the quality of life, maintaining their cohesiveness in the era of diversity to preserve their identity, and involving citizens into their smart design.

In 2017 European Union has reached a turbulent state in the expectation of the first (Br)exit, however closing on to at least 6 new entrances in the following years. As the balance and equilibrium on the European level are of crucial importance for further development of this area, Europe has to come and work together on the city level. Many cities in Europe are still facing challenges that require the introduction of smart city solutions. It is important that cities accept their local specifics, unique to their geographical area, and use them in forming new smart city solutions that can increase their citizens' well-being. However, sole introduction of new technical solutions might not be enough – cities still need to consider the social component. They need to use transformational sociotech design to influence citizens' attitudes and persuade them into using introduced technical solutions and in that way playing an active role in their new smart city community. Furthermore, cities should place higher emphasis on their citizens altogether, especially in the area of their lifestyle. Nevertheless, Smart city and Smart lifestyle are two interconnected concepts, leading to the citizens' well-being and happiness through introduction of smart solutions but also through encouragement of a healthy and active lifestyle that makes people live longer and better.

Representatives and guests of Kazakh-Slovenian Business Club at VII. Ljubljana Forum



»A city is not a fixed brick ... it is rather a very dynamic architecture that you can use to achieve your goal.«

Mr Agnis Stibe, Prof. Dr. at ESLSCA Business School Paris / MIT Media Lab



»As the cohesive role of European cities will play a vital role in the forthcoming years, our ideal should be Jerusalem: divided in four parts, but in the same time united in the common identity.«

Mr Miran Gajšek, Co-Chairman of Ljubljana Forum



»Well-being and smart cities go hand and hand. More and more initiatives go in a way of improving well-being of the people, so let's invest into our citizens and create opportunities for their growth.«

Ms Eva Kovač, Psychologist, Vice President at 24alife, Mikropis Holding



»Istanbul is the city of challenging dimensions: connecting horizons, uniting two continents, and serving 20 millions with wellbeing. Our destiny in the future is full of challenges that we are ready to fight and conquer with introduction of new smart city services, such as iTAKSI.«

Mr Furkan Tanriverdi, CEO of Benefit Software Ltd., Istanbul



Session II.

Round Table of City Leaders- How to eliminate emissions to reach sustainable development goals – to become the CITY OF WELL-BEING



Mr Alexey Plakhotnikov, Mayor of the City of Kotovsk, **Mr Milutin Folić**, Director of Urban Planning at City of Belgrade, **Ms Tatiana Metreveli**, Chief Specialist at Local and International Organizations Relations Department at the City of Tbilisi, **Mr Igor Radojičić**, Mayor of the City of Banja Luka, **Ms Ladeja Godina Košir**, Leader & Executive Director at Circular Change, **Mr Zoran Janković**, Mayor of the City of Ljubljana, **Ms Zsófia Hassay**, Mayor of 6th district of the City of Budapest, **Mr Marko Filipović**, Deputy Mayor of the City of Rijeka, **Mr Miran Gajšek**, Co-Chairman of Ljubljana Forum, **Mr Slavko Kojić**, Special Advisor to the Mayor for Investments at City of Zagreb

Mayors and city leaders discussed their key city development challenges and opportunities to increase their citizens' quality of life.

City leaders shared their views, achievements, and challenges on the way to becoming the City of well-being. Standard of living in the city does not only play a crucial role in retaining the citizens and gaining their support but also contributes to the development of local tourism, which can become a profitable revenue source. Round-table discussion showed cities are still facing many challenges, but are becoming more and more successful in overcoming them by introducing new smart solutions. City leaders agreed on the importance of sharing good and bad practice cases and expressed bright expectations for the future of European cities.



The City of Rijeka reached important progress on the way to becoming the city of well-being by renovating its utility companies. Their future projects include making the city coast more accessible to their citizens and utilizing many new technological platforms, such as Uber, to increase the access to local islands. Environmental changes and traffic jams encouraged Tbilisi to establish Smart City Initiative in cooperation with the European Investment Bank and other stakeholders. The initiative has already provided positive outcomes in the field of renewable energy, safety, green spaces, and activities for citizens and tourists. City of Belgrade is in the process of designing its program to become a City of Well-being. While there are still setting up the exact standards and initiatives, some projects have already been successfully executed, among those a mobile citizen-government communication tool and a bike sharing platform with a GPS tracking system. Two biggest challenges City of Kotovsk is currently facing are a lack of job opportunities for citizens and low ecological awareness among them. Their long-term goal is to increase the number of investments into the city and move into the direction of social-economic development. City of Budapest is actively increasing the well-being of its citizens by undergoing a major reconstruction project of several infrastructural city objects, including its metro. While this is currently causing a minor public transportation crisis, Budapest is focusing on a long-term vision of becoming a greener city, also by planting 10,000 trees in the next 2 years. After transforming from a heavy industrial city to a cultural center in merely 25 years, City of Banja Luka is planning to apply for the Capital of Culture 2024. Their vision is to become an ecologically aware, open, and friendly city for citizens and tourists alike. “Extreme beauty, extreme wildness, and extreme hospitality” is a slogan they bet on. Another city, introducing new smart city solutions to improve the city experience for locals and visitors, is the City of Zagreb, which has in the recent years become the main tourist location in Croatia. Touristic visit is especially strong in the winter season, when Zagreb becomes a prime touristic region not only in Croatia, but on the European level. Citizens’ wellbeing has been made a priority in the City of Ljubljana with their 2025 development strategy. The municipality is performing and actively supporting new smart projects, also by increasing Ljubljana’s international visibility to attract foreign investors.

Session III:

Industry solutions for Cities of the Future



Mr Julij Božič, Chief Innovation and Digital Officer at BTC, d. d., **Mr Primož Kučič**, Head of ICT business solutions at Telekom Slovenije, **Mr An Krumberger**, Cofounder at Council One, **Ms Eva Kovač**, Psychologist, Vice President at 24alife, Mikropis Holding, **Mr Miha Rihar**, Innovative business models and digitalization at Petrol, d. d.

Industry solutions help cities transform into Smart Cities of the Future, where citizens are granted with high European standard of living and empowered in their quest for a smart lifestyle.

Smart City Solutions have already helped with the smart transformation of cities in Europe and on a global level and continue to support city leaders in adapting to the rapid social, economic, and environmental changes of the new era. Smart digital and other technological solutions can however help with another vital city area that is often overlooked – citizens' wellbeing. Cities have an obligation to constantly improve the quality of service and standards of living for their citizens, whose needs are constantly changing and increasing due to demographic changes and rapid modern lifestyle. VII. Ljubljana Forum presented industry solution providers that address different city challenges, such as safety of vulnerable demographic groups, care for citizens' lifestyle, cleanliness of public city areas, and city data.

Petrol Ltd. as a traditional partner of Ljubljana Forum from its start in 2011



»At BTC City we built ABC Accelerator as our engine of innovation that allows us to produce our own smart city solutions, adapted to our specific needs. We are successfully transforming into a smart city within a city, while also helping other cities and organizations with their transformation.«

Mr Julij Božič, Chief Innovation and Digital Officer at BTC, d. d.



»E-care is a social health care service offering a remote care for elderly, chronically ill, people suffering from dementia and other difficult health conditions. It offers citizens and the state a more effective use of social-care and health care resources.«

Mr Primož Kučič, Head of ICT business solutions at Telekom Slovenije



»At 24alife we created a personal assistant that can guide you towards health and happiness. Smart cities can only flourish when being supported by a community of smart people, who are active, healthy, and beyond all – happy.«

Ms Eva Kovač, Psychologist, Vice President at 24alife, Mikropis Holding



Mr Jan Künne, Consultant and Network Partner EDG/ ABC Enterprise Accelerator Palo Alto/ Ljubljana, **Mr Blaž Golob**, CEO at SmartIS City Ltd., **Ms Maja Graml**, Director at Graml Ltd. & Representative of Bigbelly Smart City Solution, **Mr Alex Mateo**, Senior Key Account Manager for Smart Cities at Libelium Ltd., **Mr Dejan Podgoršek**, Manager for Business Development & ISVs, SEE at IBM Slovenija Ltd.



"Being the leading company in its region for providing energy and electrical mobility, Petrol's business model supports the development of smart cities by increasingly focusing on optimizing energy consumption and enhancing the transportation system by exploring green alternatives."

Mr Miha Rihar, Innovative business models and digitalization at Petrol, d. d.



"IBM Smarter Cities Challenge provides cities around the world with grants of IBM expertise and technology to address their top strategic challenges. Leveraging our technological solutions, we provide deep, data driven insights that help improve policy development and decision-making in cities."

Mr Dejan Podgoršek, Manager for Business Development & ISVs, SEE at IBM Slovenija Ltd.

Mr Marko Filipović, Deputy Mayor of the City of Rijeka, **Mr Günther Graml**, Graml Ltd. /Bigbelly Smart City Solution, **Ms Maja Graml**, Director at Graml Ltd. & Representative of Bigbelly Smart City Solution, **Mr Hrvoje Filipović**, Head of Project Management at Graml Ltd./ Bigbelly, **Mr Željko Jurić**, Head of Information Technology Department at City of Rijeka



"Bigbelly is a smart dustbin with high capacity that communicates with city administration. Our vision is to transform the public space by educating people and changing their mindset about public space management, which makes Bigbelly a real multi-purpose platform."

Ms Maja Graml, Director at Graml Ltd. & Representative of Bigbelly Smart City Solution



»Our technology helps extract the value from the data to support better decision making and therefore improve the quality of life for citizens. Enhancing the lives of citizens in more than 120 countries in the world, Libelium's technology is changing the world for the better by powering the IoT revolution."

Mr Alex Mateo, Senior Key Account Manager for Smart Cities at Libelium Ltd.



»Smart City Platform is supporting and enabling a City of well-being by bringing power to the people. With citizens' well-being on our minds, we created a tool for enhanced city management that makes use of the city data and transforms people into active decision-makers in their city's development."

Mr Blaž Golob, CEO at SmartIS City Ltd.



Workshops



Workshop 1:

7 steps for successful Smart City Strategy development

Moderator: **Ms Maja Zupančič Pintar**, Consultant at GFS Institute

The workshop introduced an efficient approach to the development of a Smart City Strategy through 7 key steps that represent the basis of a smart transformation.

- 1. step:** (Strong) Leadership Commitment: Choose what is connected with the city. Prioritize and stick with it.
- 2. step:** Knowledge & Awareness: Define what needs to be done, plan employees' tasks, and address the crucial question: What kind of smart city do we need?
- 3. step:** Stockholders' & Citizens' participation: Raise knowledge and awareness and actively include different stakeholders into the strategy design.
- 4. step:** Strategy design: Identify vision and its indicators, goals, and mission.
- 5. step:** Finance & Legal: Create the framework.
- 6. step:** Smart City – Platform: Integrate the plan by using supporting smart technology.
- 7. step:** Project Implementation: Implement, evaluate, and improve.

Workshop 2:

Successful financing of City projects

Moderator: **Mr Wojciech Deska**, Senior Urban Development Specialist at European Investment Bank

When it comes to successful financing of city projects, certain elements should be taken into account. The steps begin with proper planning and development of a Smart City Strategy, in line with the priorities of the particular city. Careful planning enables the right projects with distinct benefits to be chosen. Essential aspects of consideration include: estimate of expected costs, repayment period, security of the loan, terms and conditions, etc. Instances of successful projects are known to often rely on long-term strategic plans, with integrated quick wins.

for the City of Well-being

Furthermore, skilled people with developed competencies to support project implementation will ensure that citizens get a truly beneficial project. In accessing advanced knowledge about public projects and financing, multilateral organizations can be approached to offer assistance in developing technical expertise and information. While decision makers should be wary of off-the-shelf solutions while hiring advisors, a modular approach to projects would contribute to objectives being met.

The key to success is in understanding the customer and investor, in having relevant information, paying attention to timing, and in establishing robust implementation measures. With the prevalence of buzzwords, care should be taken to define projects in a way that its benefits are clear. All these elements provide a structure that assures the viability of investment for the benefit of citizens.



Workshop 3:

Methodology for creation of the City of Well-Being

Moderator: **Mr Agnis Stibe**, Prof. Dr. at ESLSA Business School Paris / MIT Media Lab

The group focused on solving a real-life case of changing the undesired behavior of citizens in a way that contributes to the establishment of a smart city/community. Selecting among various unsatisfactory attitudes of modern citizens, the group chose to focus on people's negative attitude towards riding bikes as an alternative to driving cars. The path towards a solution starts with defining a target group and describing the attitudinal barriers that separate them from the desired behavior (in this case riding bikes). After defining the desired change, the group decided on a suitable measurement metric and defined its value today and expected value in the future.



The workshop highlighted an important cognition: while smart city development many times focuses on developing the infrastructure, the success relies on citizens' attitudes towards the change. Will citizens actually use our new, green solutions? And if the not, how to influence their behavior? The group identified social facilitation as one of the most efficient methods to influence people's attitudes, since it relies on presenting the desired change through influential individuals, whose behavior is often imitated by the crowds. In that way when people see exposed individuals, such as CEOs, celebrities, or even a mayor, ride a bike to work, they will more like follow and accept the green trend.



Ljubljana Forum Reception & Award Ceremony



Mr Miran Gajšek, Co-Chairman of Ljubljana Forum, **Mr Igor Kos**, Project Leader at the City of Maribor, **Mr Zoran Janković**, Mayor of the City of Ljubljana, Slovenia, **Mr Blaž Golob**, Chairman of Ljubljana Forum



Ljubljana Forum
award by Oskar
Kogoj

Ljubljana Forum Future of Cities Award is granted annually to the most outstanding smart city development project. This year the three finalists, selected by Ljubljana Forum Selection Committee, were the City of Almaty, Kazakhstan, for their "Open Almaty" project, the City of Zagreb, Croatia, for their "Start-up Factory" project, and the City of Maribor, Slovenia, for the project "Wcycle".

We are proud to announce that Ljubljana Forum Future of Cities Award 2017 was granted to the City of Maribor's **"Wcycle"** project.



Maribor and Almaty
First & Second
position at
Ljubljana Forum
Award competition





Participants of the VII. Ljubljana Forum at the Evening Reception & Award Ceremony

The project Wcycle is the strategic developmental model of the City of Maribor as an urban center in the field of integrated management of all generated waste, surplus energy, and wastewater based on the policy of circular economy as material, energy, and water strategy of using processed waste, energy, and treated water as new sources. IWM is a long-term project, providing development-oriented management of flows of resources in the local and regional area and operates mainly on research and development level. The purpose is based on cross sector resource recovery, which will be done through the urban metabolism approach addressing a circular economy in selected sectors. Expected consequences of these activities will be the emergence of new business opportunities for MOM, citizens and industry creating of high-quality, predominantly green jobs, new added value, and new economic momentum. The project embodies innovative system, which to date does not exist anywhere else and is complemented by collaborative economy principles.

City of Maribor, Ljubljana Forum Future of Cities Award 2017 winner, with Ljubljana Forum's Chairmen and representatives of Kazakh-Slovenian Business Club



Mr Erazem Pintar, Entrepreneur, **Mr Blaž Golob**, Chairman of Ljubljana Forum, CEO SmartIS City Ltd., **Mr Alexey Plakhotnikov**, Mayor of the City of Kotovsk, Russia, **Mr Vladislav Kudryavtsev**, General Manager at European-Russian Business Association, **Ms Ladeja Godina Košir**, Leader & Executive Director at Circular Change



Session IV:

Knowledge, Business models, & Financial instruments for Cities



Mr Michael Gebert, Chairman of European Crowd Dialogue Network, Munich, **Mr Jose Jacob Kalayil**, Founder & CEO at INTEGRO Infotech & Consulting, **Ms Vida Petrovčič**, Journalist and Personal & Business Coach, **Mr Peter Jacobs**, Director at European Investment Bank Slovenia, **Mr Mojmir Mrak**, Prof. Dr. at University of Ljubljana

In today's modern society, urbanization is one of the key global mega trends and as a result, investments in urban infrastructure represent as much as 80% of global investments.

However, the availability of traditional funds, such as cohesion money, development aids, and EU grants, is steadily decreasing. As cities will increasingly need to rely on alternative sources to finance their future smart projects, Session IV. introduced a discussion on the alternative sources of city financing. Participants learned that European Investment Bank implemented the schemes set by the European Commission and plans to continue supporting city projects that are carefully planned, precise, and aimed for improving the citizens' quality of life. But the future of cities relies also on others, less conventional sources of financing. One of the still emerging, but increasingly used and powerful ways of financing is crowd-funding, a transparent and affordable tool for supporting individual city projects by cooperating with the citizens. The session concluded with a thought that in order to secure the smart future of our cities while traditional financing sources are decreasing, we need to connect and create beneficial partnerships between cities, start-ups, and businesses from different parts of our world, forming co-operational platforms for sharing our practice cases, knowledge, and smart ideas.

Extraordinary relaxed people at Ljubljana Forum



"The future of city financing lies in the new forms of funding sources, such as land-based financing, private partnerships, and complex financial products, e.g. pooled financing and less expensive loans from commercial banks."

Mr Mojmir Mrak, Prof. Dr. at University of Ljubljana



"EIB's investment plan for Europe relies on putting our money back to work for the benefit of all Europeans. Our purpose is to invest into education, research, and development to inspire future generations and find solutions to improve lives in an innovative way."

Mr Peter Jacobs, Director at European Investment Bank Slovenia



"In its seven years of existence, Ljubljana Forum grew from an event into an educational platform that allows us to share our knowledge and learn from each other. Cities shouldn't be afraid of learning from each other's practice cases – when adapted to local specifics, sharing ideas can create benefits for cities all around the globe."

Mr Jose Jacob Kalayil, Founder & CEO at INTEGRO Infotech & Consulting



"Crowdfunding is not just about funding, it is about participation. It's about making your citizens a part of your policy, consulting them on where to invest, and transforming your city in cooperation with its community."

Mr Michael Gebert, Chairman of European Crowd Dialogue Network, Munich



Session V:

Projects & project initiatives



Mr Frane Šesnić, CEO of Razvojna agencija Zagreb, **Mr Tihomir Divjak**, Consultant at GFS Institute, **Mr Ramesh Kumar Biswas**, Prof. Dr., Architect, Urban Ecologist, **Mr Željko Jurić**, Head of Information Technology Department at City of Rijeka, **Mr Miha Murn**, Artist & CEO at AAMI Foundation, **Ms Zdenka Šimonovič**, Head of Development Project Section at City of Ljubljana, **Mr Blaž Peternel**, Head of Research and Development at SmartIS Ltd., and **Mr Ibrahim Noum**, Director of African Forum

Presentation of 6 exceptional Smart City projects offered an overview of the latest trends and developments in the fields of smart cities, standard of living, and overall care for the citizens' wellbeing.

Ms Zdenka Šimonovič, Head of Development Project Section at City of Ljubljana, presented URBAN-E mobility project and shared an insight into its achievements in Zagreb, current developments in Ljubljana, and future plans for Bratislava. Mr Ramesh Kumar Biswas, Prof. Dr., Architect, and Urban Ecologist, delivered a presentation of Smart Danube Region project, enlightening its cross-border and multi-sectoral nature that contributes to the strengthening of regional cooperation. Center of Competence (CoC) for Smart Cities in Rijeka was introduced by Mr Željko Jurić, Head of Information Technology Department at City of Rijeka, who emphasised the project's contribution to the city's development of a competitive economy based on the society of knowledge and new technology. Mr Miha Murn, an Artist and CEO at AAMI Foundation, presented a platform for filling empty commercial properties in the city with cultural content, by creating a bridge between city's business and cultural spheres. A crossing from a smart city to a smart and sustainable region was presented by Mr Tihomir Divjak, Consultant at GFS Institute, who shared an insight into the Use of Copernicus satellite system. Mr Blaž Peternel, Head of Research and Development at SmartIS Ltd., and Mr Ibrahim Noum, Director of African Forum, shared a project initiative Romantische Weg that supports the citizens' wellbeing by introducing smart benches.

"The core of our project is intermodality, since this is concept, best fitting to our way of life. Our project will conveniently connect different modes of transport, enabling customer-friendly and green end-to-end traveling."

Ms Zdenka Šimonovič, Head of Development Project Section at City of Ljubljana



»We need to form a connection between bureaucracy and practice to establish a holistic, integrated approach for the future development of our cities into smart communities.«

Mr Ramesh Kumar Biswas, Prof. Dr., Architect, Urban Ecologist



"Smart RI is an innovation cluster that transformed our city into our playground for the introduction of smart solutions."

Mr Željko Jurić, Head of Information Technology Department at City of Rijeka



»Empty spaces mean empty story – the city of wellbeing should support its artists and create a enjoyable cultural environment for all of its citizens.«

Mr Miha Murn, Artist & CEO at AAMI Foundation



»Copernicus satellite system is a free and open public service that can be used for commercial and non-commercial purposes alike. Providing data to city planners, SMEs, and citizens, Copernicus contributes to increasing the standard of living in our cities.«

Mr Tihomir Divjak, Consultant at GFS Institute



"Smart benches are an environmentally friendly alternative to "love locks". They are designed to elevate the city community by encouraging a healthy lifestyle and creating a new social network for positive story-sharing."

Mr Blaž Peternel, Head of Research and Development at SmartIS Ltd.



"Romantische Weg is a smart way to share our love stories with the world in an environmentally friendly manner. The story I want to share is my love for Slovenia, the country that has warmly excepted me as an African immigrant and that I now call my home."

Mr Ibrahim Noum, Director of African Forum



Session VI:

Round table on fostering entrepreneurship in cities



Mr Iztok Lesjak, CEO at Technology Park Ljubljana, **Mr Blaž Golob**, Chairman of Ljubljana Forum, **Ms Tjaša Ficko**, Vice Mayor of the City of Ljubljana, **Mr Erion Veliaj**, Mayor of Tirana, **Mr Dejan Roljić**, Founder & CEO at ABC Accelerator

Participants of the round table discussed the ways for innovative & prosperous cities to provide opportunities for the development of entrepreneurship.

Supporting entrepreneurship in urban areas is an important issue cities should include into their long-term strategies. Many urban communities around the globe already support their entrepreneurs by awarding special funds to promising startups, however there's more to be done. Cities can support their entrepreneurs by investing into startup facilities, establishing startup accelerators, but also by building their city's brand to attract foreign investors. Besides offering financial reliefs in the early days, cities should simplify their administration procedures for young companies and offer consulting services. But more than everything, cities should provide their startups with a quality living environment. As pointed out by speakers, creativity and entrepreneurship can only flourish in a city with a lively pulse, i.e. a city of well-being that works to create equal opportunity for all citizens.

Ms Zdenka Šimonovič, Head of Development Project Section at City of Ljubljana, and **Mr Jose Jacob Kalayil**, Founder & CEO at INTEGRO Infotech & Consulting



"There are many good practice city cases, but we have to keep in mind that each city is its own island with its own story and its own challenges, so we have to really think through before copy-pasting."

Ms Tjaša Ficko, Vice Mayor of the City of Ljubljana



"Most important aspects of our life are moving into cities and so are the businesses."

Mr Erion Veliaj, Mayor of Tirana



"Cities are here first and foremost to provide us with a high quality living environment. City leaders should listen to entrepreneurs and learn from their knowledge, since it can help them understand what their people really need."

Mr Dejan Roljić, Founder & CEO at ABC Accelerator



"Our students do very good in scientific competitions, but most have a very poor knowledge of life-related issues. This creates an opportunity for various groups, as well as accelerators, to teach young individuals about different segments of working and living."

Mr Iztok Lesjak, CEO at Technology Park Ljubljana



Conclusions of Ljubljana Forum 2017



Mr Miran Gajšek, Co-Chairman of Ljubljana Forum, **Mr Jan Künne**, Consultant and Network Partner EDG/ ABC Enterprise Accelerator Palo Alto/ Ljubljana, **Mr Agnis Stibe**, Prof. Dr. at ESLSA Business School Paris / MIT Media Lab

City leaders, speakers, and participants of the VII. Ljubljana Forum gathered at Ljubljana Castle to discuss the concept of a City of well-being and European standard of living.

In the last century, we've been witnesses to enormous shifts in global society, including rapid urbanization. As more and more people are moving from rural to urban areas, cities are increasingly becoming aware of their changing reality and starting to plan their future according to the principles of sustainability. "Smart city" is becoming a trending concept on a global basis and many cities are already increasing the quality of life for their citizens by the support of new smart technology.

However, smart city is a never ending process. While introducing new smart solutions, cities are still battling on several fronts at the same time: improving environmental indicators, maintaining their cohesiveness and identity in the era of diversity, and involving citizens into their smart design. In this time, cities need more than ever to carefully plan their smart strategies in the light of their biggest responsibility: the wellbeing of their citizens.



Cities' first and most important role is to provide best services for their citizens. Cities should not only introduce new smart solutions that can increase the quality of life for their citizens, but also involve them into their city's transformation, empower them to contribute to city's development, and support them with chasing a healthy and happy lifestyle.

In its 7 years of existence, Ljubljana Forum has become a platform, community, and society for knowledge sharing, learning from good and bad practice cases, and idea creation. Cities should learn from each other and transfer the newly gained knowledge to their home territory, carefully adjusting it to the local specifics, such as demographics, location, and culture. With carefully shaping their vision and development strategy, cities can not only increase the living standards for their citizens, but also attract other stakeholders, such as entrepreneurs and tourists, who give life to our cities' pulse and help transform them into Cities of wellbeing.



About the People

City Leaders

Ms Tjaša FICKO, Vice Mayor of the City of Ljubljana
 Mr Marko FILIPOVIĆ, Deputy Mayor of the City of Rijeka, Croatia
 Mr Milutin FOLIĆ, Director of Urban Planning at City of Belgrade, Serbia
 Mr Miran GAJŠEK, Co-Chairman of Ljubljana Forum
 Ms Zsófia HASSAY, Mayor of 6th district of the City of Budapest, Hungary
 Mr Zoran JANKOVIĆ, Mayor of the City of Ljubljana, Slovenia
 Mr Željko JURIĆ, Head of Information Technology Department at City of Rijeka
 Mr Slavko KOJLIĆ, Special Advisor to the Mayor for Investments at City of Zagreb, Croatia
 Ms Tatiana METREVELI, Chief Specialist at Local and International Organizations Relations Department at the City of Tbilisi, Georgia
 Mr Alexey PLAKHOTNIKOV, Mayor of the City of Kotovsk, Russia
 Mr Igor RADOJČIĆ, Mayor of the City of Banja Luka, Bosnia and Herzegovina
 Ms Zdenka ŠIMONOVIC, Head of Development Project Section at City of Ljubljana
 Mr Erion VELIAJ, Mayor of Tirana

Speakers & Moderators

Mr Julij BOŽIĆ, Chief Innovation and Digital Officer at BTC, d. d.
 Mr Miro CERAR, Prime Minister of the Republic of Slovenia
 Mr Wojciech DESKA, Senior Urban Development Specialist at European Investment Bank
 Mr Tihomir DIVJAK, Consultant at GFS Institute
 Ms Stephanie E. TRPKOV, Strategic Competitiveness Consultant at the World Bank Group

Mr Michael GEBERT, Chairman of European Crowd Dialogue Network, Munich
 Ms Ladeja GODINA KOŠIR, Leader & Executive Director at Circular Change
 Mr Blaž GOLOB, Chairman of Ljubljana Forum
 Ms Maja GRAML, Director at Graml Ltd. & Representative of Bigbelly Smart City Solution
 Mr Jose JACOB KALAYIL, Founder & CEO at INTEGRO Infotech & Consulting
 Mr Peter JACOBS, Director at European Investment Bank Slovenia
 Ms Eva KOVAČ, Psychologist, Vice President at 24alife, Mikropis Holding
 Mr An KRUMBERGER, Cofounder at Council One
 Mr Primož KUČIĆ, Head of ICT business solutions at Telekom Slovenije
 Mr Vladislav KUDRYAVTSEV, General Manager at European-Russian Business Association
 Mr Ramesh KUMAR BISWAS, Prof. Dr., Architect, Urban Ecologist
 Mr Jan KÜNNE, Consultant and Network Partner EDG/ ABC Enterprise Accelerator Palo Alto/ Ljubljana
 Mr Iztok LESJAK, CEO at Technology Park Ljubljana
 Mr Alex MATEO, Senior Key Account Manager for Smart Cities at Libelium Ltd.
 Mr Miguel MORGADO, Director of the Adriatic Sea Department at European Investment Bank
 Mr Mojmir MRAK, Prof. Dr. at University of Ljubljana
 Mr Miha MURN, Artist & CEO at AAMI Foundation
 Mr Ibrahim NOUM, Director of African Forum
 Mr Blaž PETERNEL, Head of Research and Development at SmartIS Ltd.
 Ms Vida PETROVČIČ, Journalist and Personal & Business Coach

Mr Dejan PODGORŠEK, Manager for Business Development & ISVs, SEE at IBM Slovenija Ltd.
 Ms Boris PODRECCA, Prof. Dr., Architect (Vienna – Ljubljana – Trieste – Belgrade)
 Mr Miha RIHAR, Innovative business models and digitalization at Petrol, d. d.
 Mr Dejan ROLJIĆ, Founder & CEO at ABC Accelerator
 Mr Agnis STIBE, Prof. Dr. at ESLSCA Business School Paris / MIT Media Lab
 Mr Frane ŠESNIČ, CEO of Razvojna agencija Zagreb
 Mr Dejan ŠTANCER, President of the Kazakh–Slovenian Business Club
 Mr Furkan TANRIVERDI, CEO of Benefit Software Ltd., Istanbul
 Ms Maja ZUPANČIČ PINTAR, Consultant at GFS Institute

Participants

Mr Mustafa Albayrak, Business Scout
 Mr Timurlan Altayev, Deputy Chairman, Union of Machine Builders of Kazakhstan
 Ms Željana Barišić, Project Manager
 Ms Tina Benda, Geological Survey of Slovenia for EIT Raw Materials
 Ms Tanja Bogataj, državna sekretarka
 Mr Branislav Bogojevič, Eso tron
 Mr Igor Bohorč, Telekom Slovenije
 Ms Maja Brusnjak Hrastar, Oddelek za urejanje prostora MOL
 Mr Simon But, SISWA
 Mr Marjan Dameski, MaSWA Macedonia
 Ms Suzana Demir, KSBC (Kazakh-Slovenian business club)
 Ms Jesús Domínguez Salmerón, Solutions Architecture Manager
 Ms Vesna Drogenik, Digital Marketing Manager
 Ms Simona Lucija Dvoršak, Predstavništvo mesta Dunaj
 Mr Sanjin Eterović, Strategic Sales & Business Development
 Mr Dmitry Fedortsov, Spetsavtokhozyastvo
 Ms Beno Fekonja, direktor
 Mr Jernej Fever, SNAGA
 Mr Hrvoje Filipović, Head of Project Management at Graml Ltd./ Bigbelly
 Mr Marko Filipović, Deputy Mayor of the City of Rijeka
 Mr Danko Fundurulja, HUGO HR
 Mr Ivica Gašparić, Chief Networking Technologies Officer (CNTO)
 Mr Radojica Gavrilovic, Head of Projects Department
 Mr Mario Gerenčir, CEO
 Mr Jurij Giacomelli, Circular Change
 Mr Vladimir Gojgić, Head of Law Department city of Čačak
 Mr Bojan Golić, Head of Division for HRM, PAR and EU Integration
 Mr Günther Graml, Graml Ltd. /Bigbelly Smart City Solution
 Mr Bojan Grebenar, City Of Banja Luka
 Mr Jože Gregorič, Snaga d.o.o.
 Ms Zsófia Hassay, Mayor of 6th district of the City of Budapest
 Mr Wolfgang Hierhold, Binder&Co
 Mr Jorg Hodalič, E-NET OKOLJE
 Ms Urša Hribernik, Head of projects at Pipi
 Ms Ulla Hudina Kmetič, Economic Analyst, European Semester
 Mr Aleksander Hudžar, General Secretary of KSBC
 Mr Samo Ivancic, Business Scout
 Mr Marko Iveković, Director of Cistoca Dubrovnik
 Ms Lilijana Janković Grobelšek, Oddelek za urejanje prostora MOL
 Ms Nataša Jazbinšek Seršen, City of Ljubljana
 Ms Lazarela Kalezić-Prišić, City of Podgorica
 Mr Siniša Kanižaj, Director of Photography
 Ms Margarita Kapustjanskaya, Managing Director - Kazakh Invest National Company JSC
 Mr Luka Klemen, Circular Change
 Mr Marko Komin, MABON d.o.o.
 Mr Athanasios Kouloutmpanis, Board Member
 Mr Vojislav Kovač, Honorary Consul of Montenegro in the Republic of Slovenia



Mr Janko Kramžar, Snaga
 Mr Shamil Kudashev, AgroEnergija d.o.o.
 Mr Jasmin Kukavica, Petrol
 Mr Niko Kumar, VALTEX & Co. d.o.o
 Mr Peter Kunštič, Direktor
 Mrs Lucija Kusalić, Head of Development and environmental protection at Cistoca Dubrovnik
 Mr Milan Lazarevič, CTO at ABC Accelerator
 Mr Dragan Lazić, Representative of BaSWA
 MrHE Vujica Lazović, Ambassador of Montenegro
 Ms Natalia Livinskaya, Head of Urban Studies Centre Almaty Developmnet Center JSC
 Mr Vladimir Loktionov, TorgKomRecours
 Mr Vedran Lončarec, Solution Manager
 Ms Lilijana Madjar, Director
 Mr Anastasios Manos, Board Member
 Mr Pavel Marđonović, Business Development Director at Macedonia, Albania, Kosovo at Saint-Gobain
 Mr Artur Massanchi, KSBC (Kazakh-Slovenian business club)
 Mr Jože Mermal, Chairman of the Board BTC d.d. and an honorary citizen of Ljubljana
 Mr Ante Milevoj, Chamber of Commerce and Industry of Slovenia
 Mr Carlo Minetti, AZA S.p.A
 Mr Arne Mislej, CEO
 Mr Sinisa Mitrovic, Director of the center of circular economy, Economic chamber of Serbia
 Mr Matej Mlakar, WWTP Domžale - Kamnik Sewage plant
 Mr Marko Morel, GFS Institute
 Ms Daniela Nelepa, MaSWA Macedonia
 Mr Krešimir Nemec, Strategic Sales & Business Development
 Ms Aigul Nuralina, Senior Manager - Kazakh Invest National Company JSC



Mr Azat Nurkenov, Second Secretary, Embassy of the Republic of Kazakhstan
 Mr Žiga Osterc, Direktor/CEO
 Mr Robert Ostreljč, Petrol
 Ms Alenka Pavlin, Termit d.d.
 Mr Martin Pečar, Vodja Centra za pametna mesta in skupnosti
 Ms Tamara Perko, Snaga
 Mr Goran Petrović, City of Podgorica
 Mr Dimitrij Piciga, Honorary Consul of Republic of Kazakhstan in Slovenia
 Mr Damjan Pintar, Chief Operating Officer, COO
 Mr Erazem Benjamin Pintar, CEO
 Ms Suzana Pirtovsek, Direktorica
 Mr Miran Potočnik, Telekom Slovenije
 Mr Antonio Priščan, Strategic Sales & Business Development
 Ms Lyubov Pugachevskaya, ERBA

Mr Bostjan Rakovec, GARDA d.o.o.
 Mr Ivan Rašković, City Of Banja Luka
 Mr Matej Rauh, CEO
 Mr Kristian Ravič, Expert Consultant
 Mr Črtomir Remec, Director
 Mr Roman Renner, Adviser of Director
 Mr Sašo Rink, Director
 Mr Matjaž Rojc, RIKO
 Mr Ilia Romeikov, Binder&Co
 Mr Alexander Sandić, BIOEN d.o.o.
 Ms Nina Sankovic, Snaga
 H.E. Mr Kairat Sarybay, Ambassador of the Republic of Kazakhstan to Slovenia and to Austria
 Mr Michael Schöffel, Rotreat
 Mr Oleg Sek, City of Almaty & Managing Director Almaty Development Center JSC
 Ms Nataliya Sever, KSBC (Kazakh-Slovenian business club)
 Mr Vadim Shklier, Spetsavtokhozyastvo
 Mr Jernej Skok Kosmač, SISWA
 Mr Branko Sladojević, City Of Banja Luka
 Ms Dr.Sabine Stadler, free lance social scientist
 Mr Ivan Stanič, Oddelek za urejanje prostora MOL
 Ms Renata Stergar, Metis d.d.
 Mr Edvard Sternad
 Mr Drazen Stilinovic, A2A S.p.A.
 Mr Dragan Stojaković, City Of Banja Luka
 Ms Eva Strmljan Kreslin, direktorica
 Mag Petra Stušek, Visit LJ, Zelene nabavne verige
 Ms Urša Šolc, Geological Survey of Slovenia for EIT Raw Materials
 Ms Kuralay Temirgaliyeva, Project Manager - Zerde National Infocommunication Holding JSC
 Mr David Garcia Ternero, CEO
 Ms Ankica Todorović, Head of Section for Local Economic Development and European Integrations
 Mr Jože Torkar, Petrol
 Mr Milan Trivić, Deputy Mayor of the City of Sarajevo
 Ms Zhanna Tulegenova, City of Almaty & Chairman of the board Almaty Development Center JSC
 Mr Miha Ulčar, Petrol
 Mr Miha Urek, CEO
 Mr Aljaž Urh, Komunala Nova Gorica d.d.
 Mr Ondřej Valenta, policy analyst
 Ms Mireille van Bremen, Empathic Pathway
 Mr Miha Vecko, AgroEnergija d.o.o.
 Ms Lili Venta, KSBC (Kazakh-Slovenian business club)
 Mr Msc. Grega Verk, Head of project management in field of ecology of RIKO
 Mr Aleksander Katulus, Vidmar CEO
 Ms Darja Virjent, Snaga d.o.o.
 Dr. Marinka Vovk, Network Reuse Center
 Ms Zdravka Zalar, General manager at SmartIS d.o.o.
 Mr Alytmbek Zhapisev, Embassy of the Republic of Kazakhstan
 Mr Matjaz Zigon, ECOMONDO
 Mr Otmar Zorn, Slovene businessman and investor
 Mr Jure Zugman, ERBA-SISWA coordinator
 Mr Velislav Žvipelj, Slovenski regionalno razvojni sklad

Team

Mr Leon Bernot, Elsa
 Mr Peter Irman, Photographer
 Ms Maša Kovač, GFS Institute
 Ms Marija Mardonović, TheEvents
 Mr Tadej Petejan, Elsa
 Ms Andrea Plavljanić, Designer
 Mr Miha Sever, GFS Institute
 Ms Neža Vončina, Elsa

Our platform provides **key information** about your city anywhere and anytime, **one click away.**

S

S Performance
City Management

S Budget
Budget Planning

S Projects
Optimisation of Key Development Projects Management

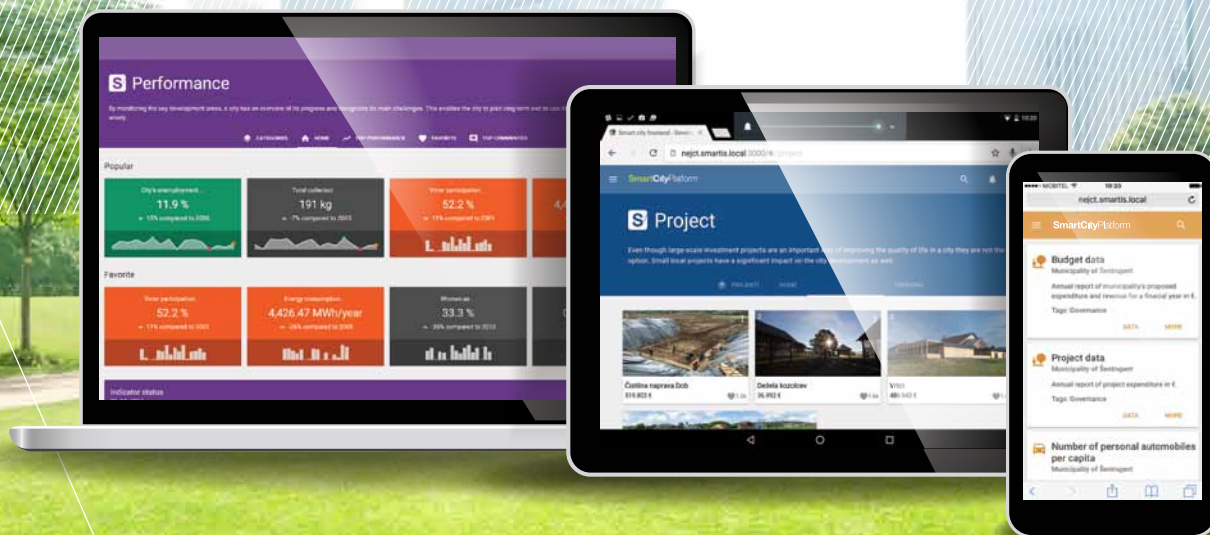
S Voice
Communication between the Administration and People

S Sense
Overview of the City's Pulse

S Data Bank
Integration of Data and their Innovative Use

SmartCity Packages:

SmartCity Governance, **SmartCity** Tourism, **SmartCity** Environment



www.smartiscity.eu

SmartIScity Ltd.

Ameriška 8
Ljubljana
Slovenia, EU

SmartCityPlatform
Power to the people

Russia and the Adriatic region:

A new partnership for a cleaner future

Niko Korpar, Circular Change



Zoran Janković, Mayor of Ljubljana; **Janko Kramžar**, Director, Snaga Ljubljana; **Ladeja Godina Košir**, Director, Circular Change

Insights from the 1st Adriatic Clean City Forum, 2017

Ana Grabnar, Rojs, Prelesnik, Peljhan & Partners; Representative of SISWA; **Janko Kramžar**, Director, Snaga Ljubljana, **Ulla Hudina Kmetič**, Economic Analyst at European Commission Representation in Slovenia



The first Adriatic Clean City Forum took place in Ljubljana on September 27-28, 2017. The goal was to connect cities, businesses, NGOs and other stakeholders in the process of creating circular business models that have the potential to increase the competitiveness of cities in the region.

The event was organised by a group of international partners, including the European Russian Business Association (ERBA), the City of Ljubljana, Snaga Ljubljana, the Slovenian Solid Waste Association (SiSWA) and Circular Change. The Mayor of Ljubljana, Zoran Janković, who expressed his support for the event, greeted around 100 attendees. In his speech, he highlighted several ways in which Ljubljana is leading the change in order to develop smart, clean, circular cities of the future.

Circular Change



Five key messages

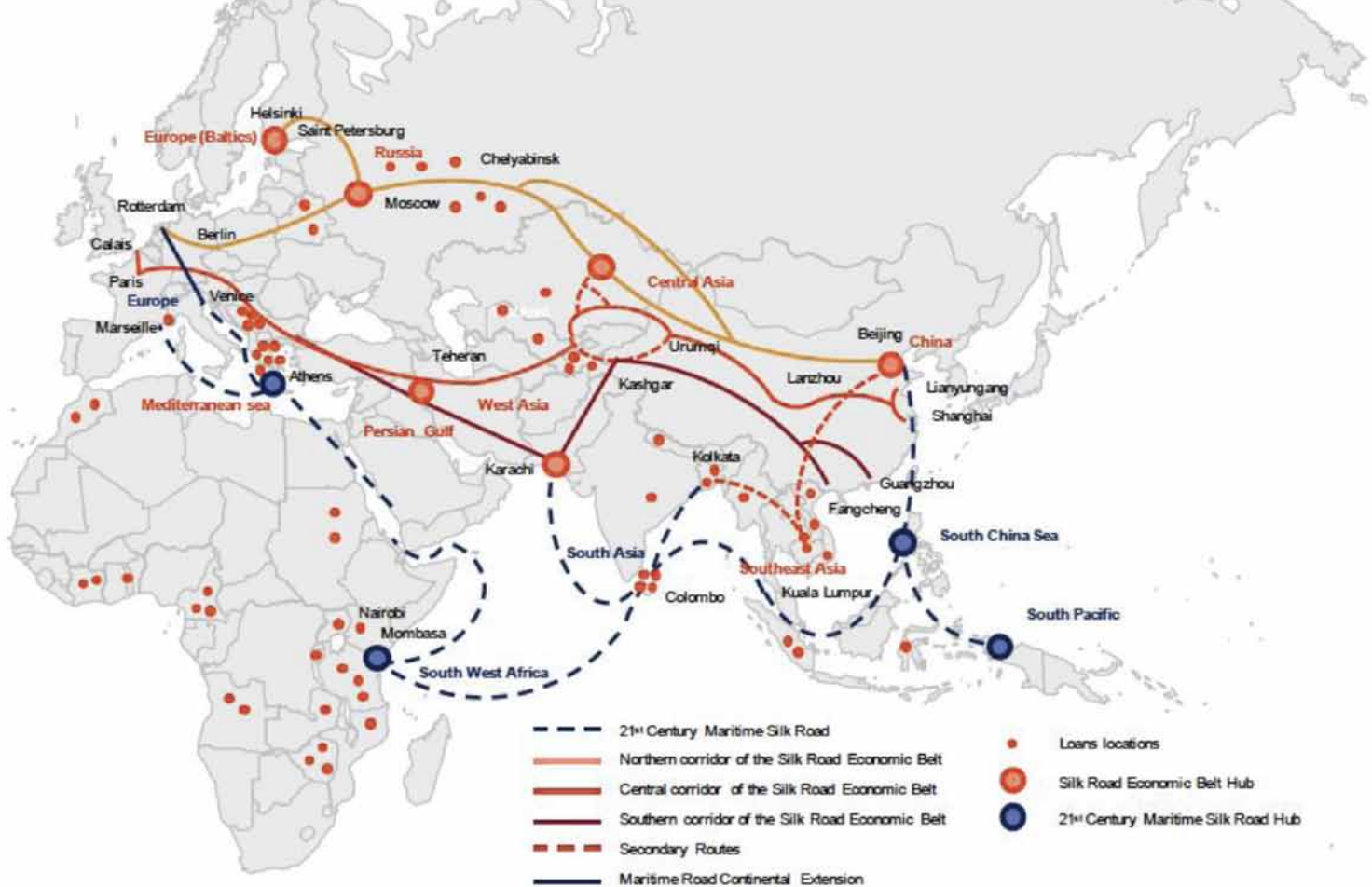
from ACCF 2017:

1. Russia and the Adriatic region should become partners for developing smart cities
2. The ACCF will continue to be part of the Ljubljana Forum
3. Slovenia can become the regional hub for smart and circular cities
4. International multi-stakeholder events can have a high impact
5. We need concrete and practical steps to develop circular cities

After a series of keynote speeches, presentations and panels, the moderator of the event and founder of Circular Change, Ladeja Godina Košir, encouraged the participants to think of five practical steps towards a Circular Economy. They were presented to the Mayors, who were also present at the roundtable at the Ljubljana Forum on the following day.



Five practical steps towards a Circular Economy – harvesting of the 1st ACCF in Ljubljana



Silk Road / One Belt

About GoForeSight Institute www.goforesight.eu

Mission

GoForeSight

Vision

Supporting stakeholders in achieving prosperity and promoting development towards just world.

Foresight

A systematic, participatory, and multi-disciplinary approach to explore mid-to long-term futures and drivers of change.
(Forward Thinking Platform)





GoForeSight Institute
www.goforesight.eu

Prepared by: Blaž Golob, GFS Institute, Maša Kovač, GFS Institute, Tadej Petejan, Elsa, Neža Vončina, Elsa, and Leon Bernot, Elsa
Graphic design by: Andrea Plavljanič
Photographs by: Peter Irman

All rights reserved. No part of this report may be reproduced in any form by any electronic or mechanical means (including photocopying, recording or information storage and retrieval) without permission in writing from the GoForeSight Institute.
©GFS

Published in 2017 by the GFS Institute, Cesta na Kurešček 46, 1292 Ig, Slovenia, EU.
www.goforesight.eu

ORGANISERS:



City of
Ljubljana



PARTNERS:



Circular Change



elsa

The European Law Students' Association



DEVELOPMENT AGENCY
ZAGREB

theevents
creating unique experiences

SPONSORS:



TelekomSlovenije



energetika ljubljana



snaga



SmartIScity
SMART SOLUTIONS FOR SMART CITIES



SiSWA
Slovenski Inženirski Zvezi