

SMART CITY STRATEGIC GROWTH MAP

The three elements of a Smart City strategy



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1

Clear vision and targets

A Smart City strategy defines a city's intent and its vision including goals and strengths, while addressing its most pressing challenges. Without a clear vision in place there is a significant chance of wasting valuable time in resources to achieve only partial successes.

A Smart City strategy has measurable outcomes that can be widely articulated. To achieve this the city leader needs extensive detail about the socio-economic development of the city with strategic actions that improve the existing infrastructure while managing urban growth.

A Smart City strategy needs to be flexible enough to be reviewed and adjusted regularly in light of changing environments while maintaining the stability and momentum to keep all stakeholders engaged with the long-term vision.

2

Understanding the specific challenges

Taking some time-out to really analyze your city's strengths and weaknesses will provide useful direction on how you'll allocate efforts and resources to create the most value.

It may be useful for the city leader to conduct a horizon scanning exercise including a PEST analysis a SWOT analysis. These activities will alert city leaders to a variety of changes that operations and outcomes.



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3

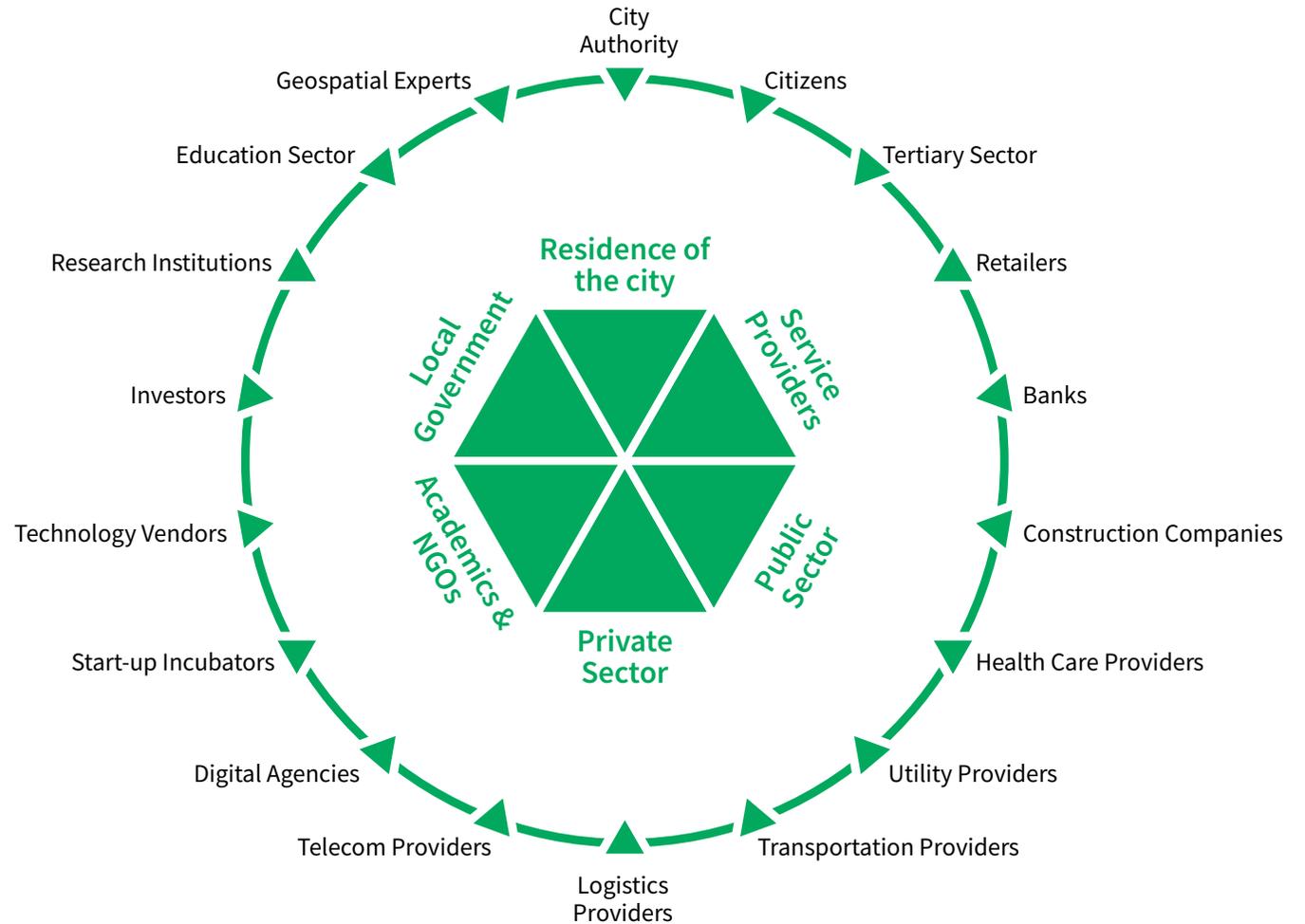
Engaging with city stakeholders

The functioning of any city is shaped by a diverse range of city actors. Successful changes to the operating model of the municipality needs the buy-in from the stakeholder community. Without acceptance from this group it will be nearly impossible to turn your vision into a reality.

Acknowledging concerns and comments from the stakeholder community will provide you with a collectively agreed plan to take forward.

Mapping out, and understanding, the new responsibilities expected of the city authority can put you at a strategic advantage when interacting with the various city stakeholders.

Don't forget that learning from other cities and working with neighbouring cities to develop common solutions can decrease some of the risk attached to trying new processes. Every city may have its own unique history, but there are common interest and issues that unite cities globally.



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What to do now?

