

TOMORROW.FOCUS SESSIONS

We offer partners a yearly calendar with a series of specialized events that focus on one or two strategic topics. During 2021, Tomorrow.City will organize four Focus Sessions concentrated in Governance & Economy, Energy & Infrastructure, Mobility and Empowering Technologies.

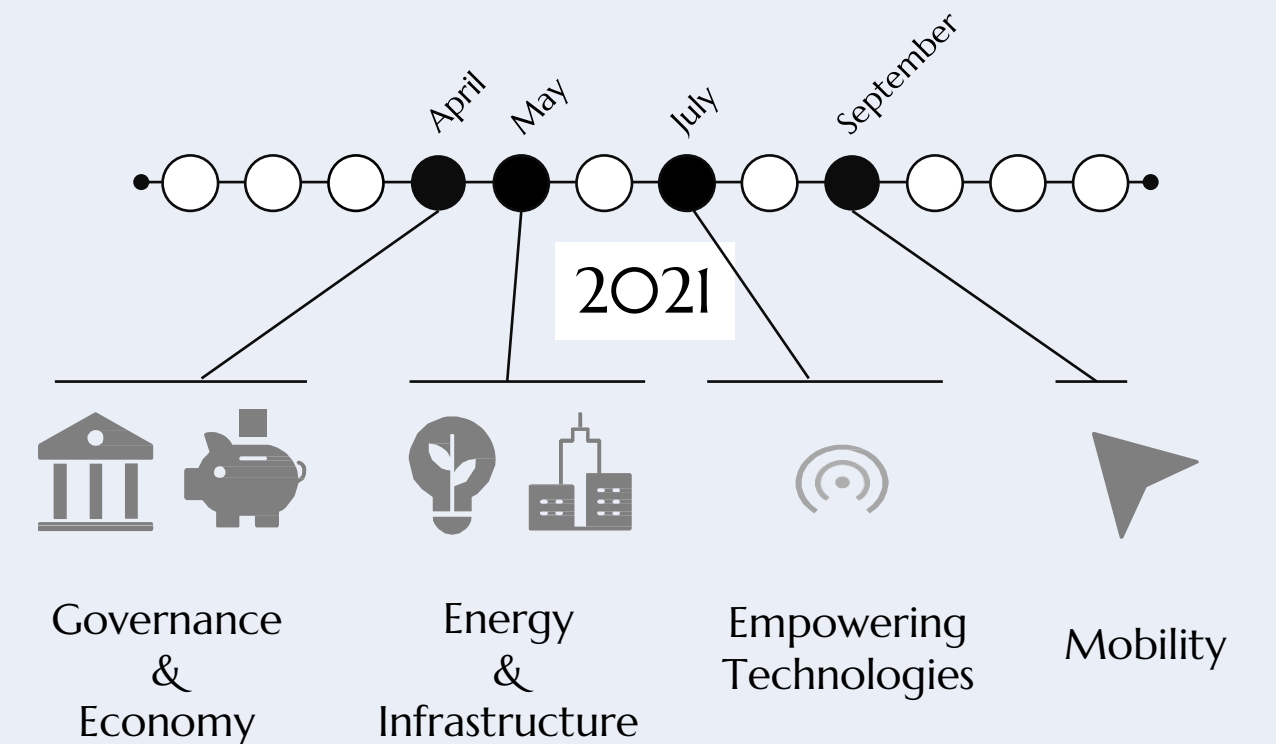
Each Focus Sessions will offer participants a virtual space to explore the topic selected for that date, a place to share knowledge, facilitate dialogue and inspire action. A draft structure would be as shown on the right of this text.

Focus Sessions include two **Expert Panels**, which consist of one-hour digital sessions with four speakers zooming in on the most critical issues cities are facing, aimed at discussing and presenting the latest innovations or developments for specific challenges associated with the industry. After each **Expert Panel**, we offer partners the possibility to organize their own virtual event (we name this format **Digital Side Event**) leveraging on our new interactive platform and inviting our community.

So, we offer partners two possible formulas of participation:

- Participate in an Expert Panel.
- Organize a Digital Side Event.

Tentative calendar



DRAFT FOCUS SESSIONS' STRUCTURE	
SLOT 1	Expert Panel
SLOT 2	Digital Side Event
SLOT 3	Digital Side Event
SLOT 4	Expert Panel
SLOT 5	Digital Side Event
SLOT 6	Digital Side Event

2021 TENTATIVE CALENDAR

EVENTS



TOMORROW.
FOCUS
SESSIONS
#1

Governance
&
Economy

TOMORROW.
FOCUS
SESSIONS
#2

Energy
&
Infrastructure

TOMORROW.
FOCUS
SESSIONS
#3

Empowering
Technologies

TOMORROW.
FOCUS
SESSIONS
#4

Mobility



SMARTCITY
EXPO WORLD CONGRESS



TOMORROW.FOCUS SESSIONS



Expert Panel

In the 1-hour session (panel + Q&A) partners may select and invite a speaker on a panel made up of 1 chair and 3 more speakers relevant to the industry and provided by the organization.

Speaker proposed by the partner and approved by the organization. Session title and content defined by the organization. This product is not exclusive to one partner.

Price: €20,000

This proposal includes:

- Project management.
- Speakers' technical secretary
- Content curation specialist.
- Speakers and Networking coaching.
- Promotion and outreach:
 - 1 email to our general database.
 - 3 emails to our segmented database.
 - Posts on social media.
- Community activation actions
- Branding in all communications about the specific Expert Panel.
- Registration management.
- Attendee support.
- Tech platform, recording (all sessions will remain available online on our platform).

Brand awareness	★★★★
Network and business	★★★★
Marketing leads	★★★★
Talent acquisition	-

TOMORROW. FOCUS SESSIONS

Digital Side Event

Partners choose the content, title and speakers that will participate, as well as whether the session will be private or open to the participants of the Focus Sessions.

We provide a virtual space and platform for you to organize the activity that you need, with freedom of content and format according to the organization criteria.

This is a 45-minutes virtual room in our platform, in order to impact your strategic stakeholders with your own message.



Brand awareness	★★
Network and business	★★
Marketing leads	★★
Talent acquisition	-

This proposal includes:

- Tech platform.
- Visibility in the Focus Sessions' official program.
- Reaching out to our community with a communication action.
- Possibility of converting qualified marketing leads.
- Branding in all communication about the specific Side Event.
- Registration management.
- Attendee support.
- Tech platform, recording (all sessions will remain available online on our platform).

Price: €15,000

TOMORROW.**FOCUS SESSIONS**

Tentative Schedule

EXPERT PANEL 1

DIGITAL SIDE EVENT #1

DIGITAL SIDE EVENT #2

EXPERT PANEL 2

DIGITAL SIDE EVENT #3

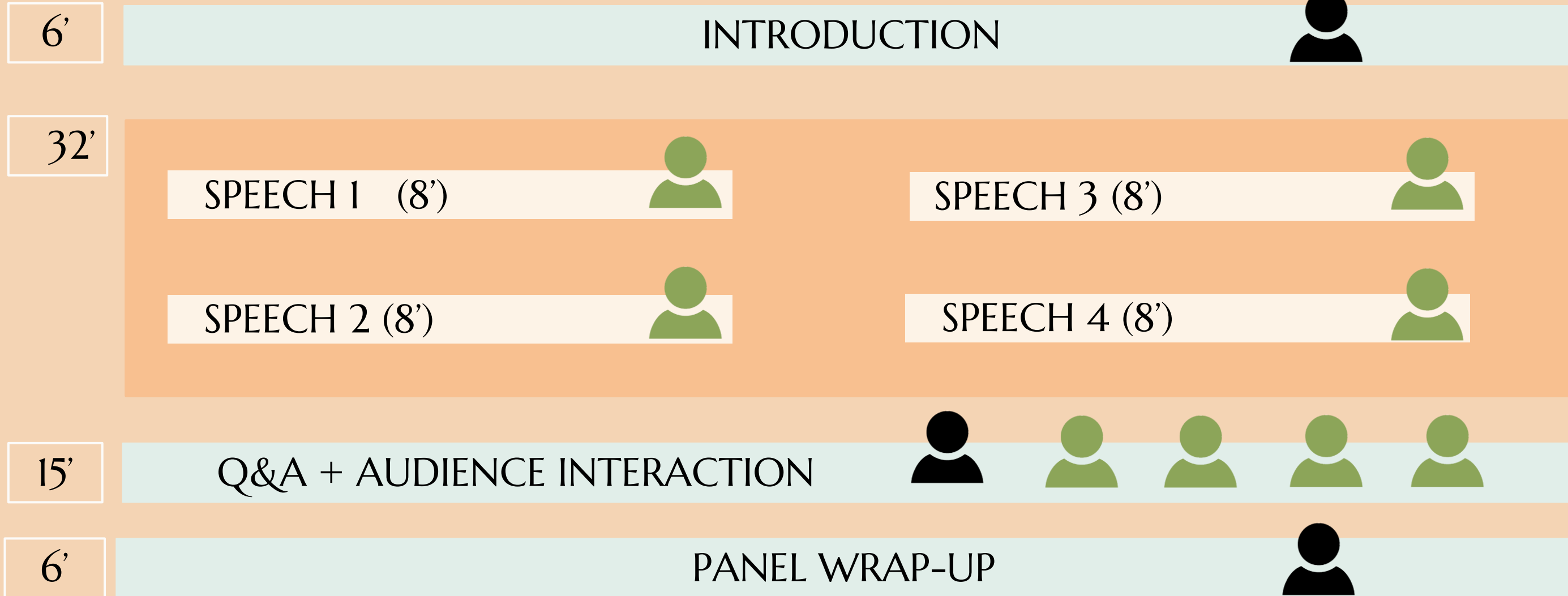
DIGITAL SIDE EVENT #4

TOMORROW.FOCUS SESSIONS

Expert Panel Format

EXPERT PANEL

60 MIN



EVENTS

TOMORROW.FOCUS SESSIONS

Focus Sessions #1

LOCAL ACTIONS TACKLING GLOBAL CHALLENGES

TENTATIVE DATE

APRIL 22ND, 2021

CONNECTIVITY | DIGITAL GAP | LOCAL ECONOMIC DEVELOPMENT | METROPOLITAN GOVERNANCE
DIGITAL INFRASTRUCTURES | FUTURE OF WORK | FUTURE OF EDUCATION | ALLIANCES
MULTI-STAKEHOLDER | FUTURE SKILLS | LOCAL-GLOBAL | GLOBAL CITIES

EVEN AS DIFFERENT INCREASINGLY PRESSING WORLDWIDE ISSUES SUCH AS CONNECTIVITY, CLIMATE CHANGE OR THE DIGITAL DIVIDE ARE GLOBAL CHALLENGES, LOCAL AND REGIONAL INVOLVEMENT IS REQUIRED TO STIMULATE AN EFFECTIVE BOTTOM-UP TRANSFORMATION. THESE FIRST FOCUS SESSIONS WILL DRAW OUT KEY APPROACHES ON HOW LOCAL AUTHORITIES, FROM A SPECIFIC TERRITORIAL VISION, CAN START CHANGING THINGS ON A SMALL SCALE, WITH THE GOAL TO BE REPLICATED ON A BIGGER SCALE. ON THE ONE HAND, WE WILL EXPLORE LOCAL GOVERNMENTS' ROLE IN ENABLING AN INNOVATION ECOSYSTEM AND BUILDING THE RIGHT INFRASTRUCTURES TO PREPARE FOR A CHANGING AND VERY DIFFERENT WORLD OF WORK IN THE NEAR FUTURE. ADDITIONALLY, WE WILL SHARE INSIGHTS INTO THE ENHANCEMENT OF PHYSICAL AND DIGITAL CONNECTIVITY, AND HOW LOCAL GOVERNMENTS CAN TACKLE THE EXISTING CHALLENGES IN THIS AREA.



TOMORROW.FOCUS SESSIONS

Focus Sessions #1:

LOCAL ACTIONS TACKLING GLOBAL CHALLENGES

EXPERT PANEL I: How to stay physical in an ever-growing digital world.

CONNECTIVITY

DIGITAL GAP

CRITICAL
INFRASTRUCTURE

METROPOLITAN GOVERNANCE

POLICIE

URBAN MOBILITY

CONNECTIVITY IS BECOMING A NEW HUMAN RIGHT. ACCESS TO MEDICAL SERVICES, EDUCATION, TRAINING AND WORK OPPORTUNITIES INCREASINGLY DEPENDS ON CONNECTIVITY IN TODAY'S WORLD. IN THIS CONTEXT, HOW CAN LOCAL GOVERNMENTS TACKLE THE EXISTING AND WIDENING INEQUALITIES IN THE FORM OF ACCESS TO CONNECTIVITY AND THE EXISTING DIGITAL GAP? HAS DIGITAL INFRASTRUCTURE AND CONNECTIVITY SURPASSED PHYSICAL INFRASTRUCTURE IN TERMS OF ITS IMPORTANCE FOR LOCAL DEVELOPMENT? AS METROPOLITAN AREAS BECOME EVEN MORE POPULATED, URBAN AND CONNECTIVITY CHALLENGES GROW BROADER IN SCOPE AND OFTEN CALL FOR POLICIES AND INITIATIVES THAT EXTEND BEYOND LOCAL BOUNDARIES. HOW SHOULD THESE CHALLENGES BE ADDRESSED AT THE METROPOLITAN LEVEL? WHAT GOOD PRACTICES AND SOLUTIONS CAN BE IMPLEMENTED AT THE LEVEL OF DIGITAL AND PHYSICAL CONNECTIVITY, INFRASTRUCTURE AND BASIC SERVICES?

TOMORROW.FOCUS SESSIONS

Focus Sessions #1:

LOCAL ACTIONS TACKLING GLOBAL CHALLENGES

EXPERT PANEL II: DIGITAL SKILLS: GETTING READY FOR THE FUTURE OF WORK

FUTURE OF WORK

CONNECTIVITY

DIGITAL GAP

FUTURE OF EDUCATION

LABOUR PLATFORMS

RAPID TECHNOLOGICAL ADVANCES ARE TRANSFORMING THE WORLD OF WORK, BRINGING BOTH OPPORTUNITIES AND CHALLENGES. AS THE WORLD IS TRANSFORMING TOWARDS A DIGITAL SOCIETY, THE SKILLS AND INFRASTRUCTURES NEEDED TO MEET THE FUTURE'S LABOUR DEMANDS NEED TO BE UPGRADED. WHAT DOES THE NEED FOR DIGITAL SKILLS MEAN? HOW CAN THESE NEW SKILLS HELP LOCAL BUSINESSES AND COMPANIES MOVE FORWARD? WHAT IS THE DIGITAL SKILLS GAP? HOW IS IT AFFECTING OUR LOCAL ECONOMIC DEVELOPMENT? WHAT ARE THE CHALLENGES AND OPPORTUNITIES IN THE CONTEXT OF A CHANGING WORLD OF WORK AND EDUCATION? ARE LABOUR MARKET POLICIES ADAPTING TO MEET THESE NEW CHALLENGES AND OPPORTUNITIES, ESPECIALLY FOR YOUTH? WHAT ARE THE EMERGING SKILLS NEEDED? HOW CAN LOCAL GOVERNMENTS ENSURE AND PROMOTE THE ACKNOWLEDGEMENT OF THESE SKILLS THROUGHOUT THEIR POPULATION?

TOMORROW.FOCUS SESSIONS

MAY 27th, 2021

Focus Sessions #2

SUSTAINABILITY, EFFICIENT INFRASTRUCTURES & URBAN MANAGEMENT

URBAN SERVICES

WASTE MANAGEMENT

GARBAGE

WATER MANAGEMENT

RAINWATER SYSTEMS

CLEAN ENERGY

EFFICIENCY

SUSTAINABILITY

NEW ENERGY MODELS

RENEWABLES

DECARBONISATION

RETROFITTING

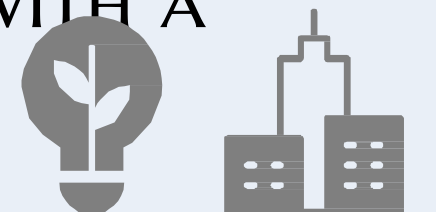
SMART INFRASTRUCTURES

SMART BUILDINGS

GREEN BUILDINGS

PROCESSING

AN INNOVATIVE APPROACH TO MANAGING URBAN SYSTEMS AND INFRASTRUCTURES IS A MUST FOR ANY CITY SEEKING A LEADERSHIP POSITION IN A MUCH-NEEDED SUSTAINABLE URBAN FUTURE. YET, WHAT STEPS ARE NEEDED FOR CITIES TO LOWER THEIR CARBON FOOTPRINT AND PROVIDE BETTER URBAN SERVICES TO THEIR CITIZENS? HOW CAN GREATER EFFICIENCY IN WATER AND WASTE MANAGEMENT BE ACHIEVED? WHAT INNOVATIVE SOLUTIONS ARE BEING DEPLOYED IN SMART BUILDINGS AND INFRASTRUCTURES TO ACHIEVE MORE SUSTAINABLE CITIES? WHAT ACTIONS SHOULD BE PRIORITIZED IN THE PATHWAY TO EFFECTIVELY BECOMING A RESOURCE-EFFICIENT AND ZERO-CARBON CITY? THESE FOCUS SESSIONS WILL BRING CLARITY TO THESE MATTERS, BY SHARING EXAMPLES AND SUCCESS STORIES BEING IMPLEMENTED WORLDWIDE, TOGETHER WITH A VISION OF WHAT IS YET TO COME IN THE FIELD OF EFFICIENT INFRASTRUCTURES AND URBAN SYSTEMS.



Energy &
Infrastructure

TOMORROW.FOCUS SESSIONS

Focus Sessions #3 EMPOWERING URBAN TECHNOLOGIES



TENTATIVE DATE
JULY 15TH, 2021

- ARTIFICIAL INTELLIGENCE
- CONNECTED DEVICES
- CLOUD COMPUTING
- CONNECTIVITY
- IOT
- ROBOTICS
- PRIVACY & DIGITAL RIGHTS
- PUBLIC SAFETY
- SURVEILLANCE
- CYBERSECURITY

ARTIFICIAL INTELLIGENCE, CLOUD COMPUTING, IOT, ROBOTICS, ARTIFICIAL INTELLIGENCE... YOU NAME IT. THE PANOPLY OF TECHNOLOGIES AVAILABLE TO EMPOWER A MORE INCLUSIVE & SAFE URBAN FUTURE IS NEVER-ENDING. YET, THEIR ROLL-OUT CONFRONTS US WITH SIGNIFICANT CHALLENGES. IN A TIME WHEN PRIVACY AND ETHICAL CONCERNS ARE ON THE RISE, WHAT PRINCIPLES SHOULD INSPIRE THE DEPLOYMENT OF SUCH TECHNOLOGIES TO IMPROVE PUBLIC SERVICES IN A MEANINGFUL AND SUSTAINABLE WAY? WHICH OF THEM HOLD THE GREATEST POTENTIAL TO IMPROVE THE QUALITY OF LIFE IN OUR CITIES? THESE FOCUS SESSIONS WILL BRING TOGETHER GOVERNMENTS AND INDUSTRY LEADERS TO DISCUSS HOW TO HARNESS THE FULL POTENTIAL OF TECHNOLOGY TO ADDRESS THE MOST PRESSING SOCIAL, ENVIRONMENTAL, ECONOMIC AND SECURITY URBAN CHALLENGES.

EVENTS

TOMORROW.FOCUS SESSIONS

Focus Sessions #4 MOBILITY OF TOMORROW

TENTATIVE DATE
SEPT 16TH, 2021

- ACTIVE MOBILITY
- AUTONOMOUS VEHICLES
- COVID-ADAPTED MOBILITY
- CYCLING LANES
- E-MOBILITY
- INTELLIGENT MOBILITY
- INTEGRATED MOBILITY PLANS
- INTELLIGENT TRANSPORT SYSTEMS
- MULTIMODAL
- ON-DEMAND MOBILITY
- SMART TRAFFIC
- LOW CARBON MOBILITY
- FOSSIL FUEL-FREE STREETS

THE CURRENT PANDEMIC HAS IMPACTED THE TRANSPORT SECTOR PROFOUNDLY, AND IN ADDITION TO SUCH RECENT EVENTS, THE LAST FEW YEARS HAVE WIDELY EXPANDED URBAN MOBILITY OPTIONS IN RESPONSE TO CITIZENS' GROWING NEED FOR MULTIPLE FORMS OF TRANSPORTATION IN THE URBAN SCENERY. DRAWING FROM THE CURRENT AND UPCOMING WIDE RANGE OF FORMS OF MOBILITY, WHAT CAN WE EXPECT FROM THE FUTURE OF TRANSPORTATION IN CITIES? HOW CAN MOBILITY PATTERNS ADAPT TO CITIZENS' NEEDS IN THE FACE OF SUCH CURRENT CHALLENGES MOVING FORWARD? IN THESE FOCUS SESSIONS, URBAN MOBILITY LEADERS AND EXPERTS WORKING AT THE FRONT LINE OF THE FUTURE OF MOBILITY WILL SHARE INSIGHTS ON THE BREAKTHROUGHS THAT WE CAN EXPECT IN THE NEAR FUTURE, AND HOW CITIES ARE ALREADY ADVANCING IN SUCH DIRECTIONS.

EVENTS

TOMORROW. CITY

REACH US AT:

<https://tomorrow.city>
tomorrow.city@firabarcelona.com

Imagined by **SMARTCITY**
EXPO WORLD CONGRESS


Fira Barcelona