

URBAN FUTURE

global
conference

NOVEMBER 18–19, 2014
GRAZ, AUSTRIA

[Detailed Program Schedule](#)

OiER
Organization for International
Economic Relations
est. 1947



The smart city conference for sustainable cities



**Smart
Mobility**



**Smart
Energy**



**Smart
Communications**



**Smart Living &
City Planning**



Connecting with key decision makers from around the world

The conference

The *URBAN FUTURE Global Conference* is the premier worldwide event that focuses entirely on sustainable development of urban areas.

With its 4 core topics of mobility, resources & energy, living & city planning as well as communications, the *URBAN FUTURE Global Conference* provides mayors, urban decision makers and policy makers with all the necessary input for developing cities in a significantly more sustainable way and connects them with technology partners worldwide.

The conference will be among the largest showcase of innovations and solutions that have already been implemented around the globe to create more sustainable cities. It will provide practical answers to the two key questions urban decision makers face today:

How can I make my city more sustainable?

Who can support us?

Who will attend?

In close cooperation with the United Nations and OiER, the *URBAN FUTURE Global Conference* will host up to 1.400 delegates from around the world:

- ___ Hundreds of decision makers from regions, cities and municipalities
- ___ Business leaders
- ___ Mayors & city planners
- ___ Urban infrastructure managers
- ___ City developers
- ___ Top government representatives in the field of smart city from more than 60 nations
- ___ Senior level representatives from companies in the green-tech sector
- ___ Scientific leaders
- ___ Key journalists

The *URBAN FUTURE Global Conference* is one of the world's most influential events for sustainable city development and will help to shape a better future for cities.



What makes the URBAN FUTURE Global Conference stand out?

Countless conferences worldwide address issues relating to smart city: Some are international, many regional and most of them cover only one particular aspect of smart city.

In contrast, the *URBAN FUTURE Global Conference* is a truly international event that draws decision makers from all over the world and connects all areas of sustainable city development in a single location. It provides urban decision makers with all the required know-how and offers a networking platform for potential partners to start making sustainable decisions.

Do business

The setup of the conference will make it a unique opportunity to do business. Its various formats are ideal to showcase your solutions and the high-level attendees from cities, governments and corporations ensure you have the right people present to meet with and discuss business.

Networking platform

The conference offers unparalleled networking opportunities, which begin months before the actual conference. **Opportunities for networking include**

- A conference APP that lets people connect with fellow attendees before, during and after the conference
- Speed-dating sessions
- Gala reception with all attendees
- Several side events before and after the conference
- Designated meeting areas
- Media centre with designated interview areas
- Presentation of some of the most innovative ideas in the start-up competition
- The Start-up competition will present some of the most innovative ideas

Global Conference

1400 delegates from all over the world come together for a single purpose: to make cities more sustainable. The partnership with the United Nations and the European Commission ensures the participation of government officials from more than 60 nations, making the *URBAN FUTURE Global Conference* a truly global event.

The conference features more than 100 speakers from 5 continents, including some of today's most prominent, controversial and forward-thinking personalities.

Showcase driven

One of the conference's main emphases is on the presentation of showcases, demonstrating to urban decision makers that sustainable cities are not just some utopian idea. At least two streams of back-to-back showcase presentations provide attendees with an excellent overview of solutions that have already been successfully and effectively implemented today.



Program

The *URBAN FUTURE Global Conference* has an international programme structured around 4 core topics. It will be presented in a total of 14 parallel session rooms, including 4 larger plenary rooms. Most sessions will be highly interactive, encouraging participants to share their insight: there will be an exciting mix of brief keynote presentations, case studies, panel discussions, workshops and Q&A sessions.

The conference offers vast networking opportunities and several dedicated networking events are integrated into the program.

The *URBAN FUTURE Global Conference* also features a vast EXPO area throughout the entire duration of the conference, exhibiting companies and solutions from around the world.



**Smart
Mobility**



**Smart
Energy**



**Smart
Communications**



**Smart Living &
City Planning**



Mobility Topics

Public Transport

- ___ Making public transport more sustainable
- ___ Planning public transport in fast growing cities
- ___ Making multi-modality truly work
- ___ Strategies to win more passengers for public transport
- ___ Public transport pricing
- ___ Financing public transport
- ___ Public transport managers' roundtable with Q&A

Latest technology trends in mobility

- ___ New power and vehicle concepts
- ___ Effects of new technologies in mobility on city management
- ___ Autonomous driving systems

Improving existing mobility in cities

- ___ Optimising traffic flow
- ___ Encouraging new mobility patterns
- ___ Electro mobility

Reducing individual traffic in cities

- ___ Strategies to reduce individual car use
- ___ Lessons learned from city toll schemes around the world
- ___ Economics of making cities less attractive for cars

Speakers

The *URBAN FUTURE Global Conference* will feature more than 120 high-level speakers and experts from around the world. Speakers within the mobility section include:



Doris Bures

Federal Minister for Transport, Innovation and Technology, Austria



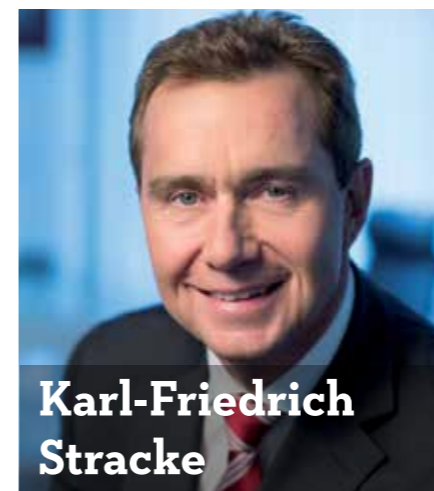
Jeremy Rifkin

President of the Foundation on Economic Trends & best-selling author, USA



Alain Flausch*

Secretary General of UITP, Belgium



Karl-Friedrich Stracke

President Magna Steyr Fahrzeugtechnik, Austria



Annelie Hulthén

Executive Mayor, City of Gothenburg, Sweden



Ian Robertson*

Member of the board at BMW Group, Germany

*requested



09.00 - 10.30

Official opening of MOBILITY stream

The future of mobility in cities	KN
The death of public transport (as we know it)	KN

11.00 - 12.30

Autonomous driving systems

Session 1	WS
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Making public transport more sustainable

How sustainable can public transport really be?	PRE
Today's most sustainable public transport systems	CS
Visionary roundtable: public transport managers' Q&A	Q&A

14.00 - 15.45

Autonomous driving systems

Session 2	WS
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Winning more passengers for public transport

So you have a public transport system: but how to get more passengers?	PRE
How user segmentation helps to win new passengers	PRE
The world's best public transport campaigns	CS
Marketing edge: public transport marketing managers Q&A	Q&A

Planning public transport in fast growing cities

Mobility challenges in fast growing cities	PRE
A city planner's challenge: city growth & public transport	PRE
Mobility solutions in fast growing cities	CS
Challenge accepted: public transport managers in fast growing cities	Q&A

16.15 - 18.00

Autonomous driving systems

Session 3	WS
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Financing public transport investments

The new finances of public transport	PRE
New financing instruments for cities	PRE
The future of financing public transport	Q&A
Better governance as a tool to finance investments	PRE

Public transport pricing

Overview of strategic pricing models for public transport	PRE
How pricing can influence the use of public transport	PRE
Free public transport: does it pay off?	CS
Pricing experts discussion	Q&A

09.00 - 10.30

Technology update: new power and vehicle concepts

Overview of latest technological innovations

Optimizing traffic flow

Today and tomorrow: ways to improve how cars are used in cities	PRE
How traffic optimization can help cities	PRE
Optimizing traffic flow live: examples from around the world	CS
Traffic flow and city planning	PRE

11.00 - 12.30

Technology update: new power and vehicle concepts

Private & light commercial vehicles

Encouraging new mobility patterns

Not so new: how car sharing mirrors new mobility patterns	PRE
How to become a bike-city (Copenhagen / S-America)	CS
Walking: the most underestimated mode of transportation	PRE
The human factor: how to change existing mobility patterns	PRE

14.00 - 15.45

Technology update: new power and vehicle concepts

Public vehicles

Technology update: new power and vehicle concepts

Rail-bound mobility solutions

Electro mobility

Electro mobility today: the facts without the glamour /what it can do for your city	PRE
The human factor: getting people started with electro mobility	PRE
Oslo: what we can learn from Europe's electro mobility capital	CS
The future of electro mobility in cities	Q&A

16.00 - 18.00

No entry: keeping individual traffic out of cities

Life in a city with less cars	PRE
Are city tolls a way to reduce car use in cities?	PRE
Lessons learned from city toll schemes around the world	PRE
Politics Q&A: how to introduce city tolls	Q&A

KN - Keynote Presentation
 PRE - Presentation
 WS - Workshop
 CS - Case Study
 Q&A - Panel



Resources: Energy Topics

Energy generation

- ___ Why cities must care about energy: all the time
- ___ Sustainable energy generation for cities
- ___ What role can micro-generation truly play for cities
- ___ Energy challenges for fast growing cities

Energy efficiency

- ___ How smart energy consumption guides smart cities
- ___ Most successful urban saving initiatives
- ___ What can technology do to support cities in saving energy
- ___ CEO panel on technology solutions
- ___ Transforming existing structure into smart ones
- ___ Increasing energy efficiency in economies in transition
- ___ How to become a smart energy city
- ___ Energy live: the best case-studies from around the world

Energy Strategy

- ___ Strategic energy options for cities
- ___ Energy visions in cities across the globe
- ___ Smart cities require smart governance: roundtable discussion with Q&A
- ___ Grill the experts: the world's prominent energy consultants in a Q&A

Speakers

The *URBAN FUTURE Global Conference* will feature more than 120 high-level speakers and experts from around the world. Speakers within the resources section include:



Luis Gomez-Echeverri

Senior Advisor at Sustainable Energy for all - SE4ALL, UN



Michael Braungart

Cradle-to-cradle expert, Germany



Alex Steffen

Sustainability expert, USA



Andreas Umbach

CEO of Landis+Gyr, Switzerland



Florian Haslauer

Head of European Energy team at A.T.Kearney



Thomas Rau

Architect & sustainability expert, CEO of turntoo, Netherlands



Resources: Energy Program

Tue / 18th

09.00 - 10.30

Official opening of RESSOURCES stream

World energy consumption & energy outlook	KN
Putting into perspective: Energy & Cities	KN
Key energy challenges for cities / strategic options for cities	KN

11.00 - 12.30

Energy strategy

Energy visions for cities	PRE
Smart governance required for smart energy cities	PRE
Grill the experts: strategy experts on urban options	Q&A

14.00 - 15.45

Sustainable energy generation

How sustainable can energy generation in cities be?	PRE
Switching from fossil to renewables	PRE
Micro-generation in cities: is this the answer?	PRE
Renewables & Cities	Q&A

Energy & fast growing cities

Energy challenges for fast growing cities	PRE
How sustainable can fast growing cities be?	PRE
City roundtable: challenges accepted	Q&A

16.15 - 18.00

Saving energy

How smart energy consumption guide smart cities	PRE
The human factor in saving energy	PRE
Most successful saving initiatives	CS
What cities can do to promote saving energy	Q&A

Wed / 19th

09.00 - 10.30

Smart Metering

How smart metering can change our (energy) life	PRE
Smart metering live: what it already does for cities	PRE
The future of smart metering in cities	Q&A

11.00 - 12.30

Transforming existing structures into smart ones

The biggest challenge: transforming existing structures	PRE
Transformation live: cities and their solutions	CS
No simple solution: upgrading existing structures	Q&A

Increasing energy efficiency in transition economies

Challenges for fast growing cities	PRE
Challenge accepted: examples from around the world	CS
How fast growing cities can tackle energy efficiency	Q&A

14.00 - 16.00

Transformation: how to become smart energy cities

Embarking on a journey: 6 cities to become energy smart	PRE
Involving stakeholders in the transformation	PRE
Lessons learned: mistakes you should avoid	Q&A

KN - Keynote Presentation
 PRE - Presentation
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 CS - Case Study
 Q&A - Panel



Communication Topics

Urban decision-making

- ___ Changing the game: How people and groups make decisions today
- ___ Implications of today's decision making on city management
- ___ How cities communicate with their citizens

Communicating change

- ___ Leadership as prerequisite of a smart city transition
- ___ Smart city requires a new way of city governance
- ___ Workshop: Communicating urban infrastructure projects

How citizens get involved

- ___ Getting involved: how the new urbanists change politics as we know it
- ___ How to connect with people who don't want to get involved
- ___ Understanding the new dynamics of urban activism

Enabling the communication of the future

- ___ How technology will continue to change the way cities must communicate
- ___ The world's most communicative cities
- ___ Communications technology outlook

Speakers

The *URBAN FUTURE Global Conference* will feature more than 120 high-level speakers and experts from around the world. Speakers within the communications section include:



Ken Livingstone

Former Mayor of London, UK



Franz J. Radermacher

Globalisation expert, Germany



Christian Gärtner

CEO of Stylepark, Germany



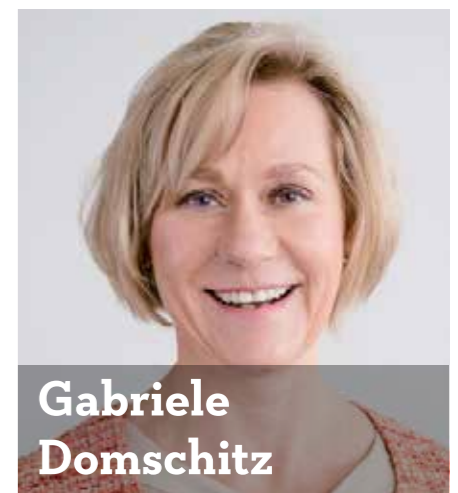
Martin Walker

Senior Director of the Global Business Policy Council, USA



Jeroen van der Heijden

Professor at Department of Politics, University of Amsterdam, Netherlands



Gabriele Domschitz

Member of the board at Wiener Linien, Austria

*requested



Communication Program

Tue / 18th

09.00 - 10.30

Official opening

The role of leadership in urban change processes
The future of communication

KN
KN

11.00 - 12.30

Urban decision making & communications

The basics: how people make decisions
The upgrade: how groups make decisions
How decisions are made in cities
How cities communicate with their citizens

PRE
PRE
PRE
PRE

14.00 - 15.45

Urban decision making & communications

The impact of information: what really matters in decision-making
Chat with the pros: What makes good communication?
The world's best urban communication campaigns

PRE
Q&A
CS

16.15 - 18.00

Change & Leadership

PRE / Q&A

Wed / 19th

09.00 - 10.30

Modern ways of getting involved

How important is it to get urban citizens involved?
Getting involved: how a new type of urbanists change politics
How can city leaders benefit from the new social movements?

PRE
PRE
Q&A

11.00 - 12.30

Citizen opposition

Types of citizen opposition - and how to deal with it
Understanding the dynamics of urban activist groups
Examples of integrating citizen opposition

PRE
PRE
Q&A

14.00 - 16.00

Communications technology outlook

Technologies which support smart cities of the future

WS

Republic of „No“: people who don't want to get involved

No worries: why an increasing number of people doesn't care to get involved
How to connect with non-voters
Ideas at work: motivating citizens to participate

PRE
PRE
Q&A

Workshop: Communicating infrastructure projects

Infrastructure projects live: Challenges and their solution
Challenges in communicating infrastructure projects
Challenging the pros

CS
PRE
Q&A

16.00 - 18.00

How technology will continue to change the way we communicate

Implications of new technology on decision-making

WS

Workshop: Communicating infrastructure projects

The learning experience (live case)

WS

KN - Keynote Presentation
PRE - Presentation
WS - Workshop
CS - Case Study
Q&A - Panel



Living & City Planning Topics

Lifestyles and Cities

- How the aging society will change our cities
- The world of working will never be the same: new reality affecting cities
- Where will the jobs in growing cities come from
- Cities in competition: What really matters to businesses

Zoning & Regulations

- How building regulations shape city development: smart or not
- Writing the optimal building code for smart cities

Lifestyles and Cities

- Urban concepts revisited: what we should learn from the past 20 years
- Defining key success factors for sustainable re-developments
- The world's most innovative eco-buildings & technology
- Case study: Smart buildings & Smart grids - how we made it work
- Smart City & environment and disaster risk reduction

Technology update

- The next big thing: how the Internet of Things will change cities
- How innovations in home technology help cities to become more energy efficient
- Technology vs. people: what makes biggest impact to save energy

Speakers

The *URBAN FUTURE Global Conference* will feature more than 120 high-level speakers and experts from around the world. Speakers within the living & city planning section include:



Victor Callister

Assistant Director, Department of Built Environment, City of London, UK



Benjamin R. Barber

Political theorist & best-selling author, USA



Eckhart Hertzsch

Deputy leader of Morgenstadt-Initiative at Fraunhofer, Germany



Ian Short

CEO of the Institute for Sustainability, UK



Jürgen Bruns-Berentelg

CEO of HafenCity Hamburg, Germany



Kent Larson

Director of the MIT Living Labs, USA



Living & City Planning Program

Tue / 18th

09.00 - 10.30

Official opening of LIVING & CITY PLANNING stream

Liveable cities		KN
Cities in a life-cycle		KN
The new world of living: how megatrends change the way we live		KN

11.00 - 12.30

Living & aging in cities

Understanding the challenge: how the aging society will change our cities	PRE	Everybody talks about it: but what exactly should a Smart City be?	PRE
Ideas at work: how cities already tackle the issue	CS	The human factor: a city is formed by people	PRE
Ministers' roundtable: adapting housing strategies for an ageing population	Q&A	Innovative approaches to city planning	PRE
		How leadership is shaping a city's future	PRE

Urban planning: setting the stage

14.00 - 15.45

New working cities

Forget everything you know: the world of working will never be the same	PRE	The compact city	PRE
How the new working reality affects cities	PRE	Effects on businesses: example food retailing	CS
New city concepts: ideas from around the world	CS	The future of the compact city concept	Q&A

City concepts revisited

16.15 - 18.00

Business in cities

As cities grow, more jobs are needed: where will they come from?	PRE	The walkable city	PRE
Re-industrialization of cities	PRE	The future of the walkable city concept	Q&A
Changing places: what's really important to companies	Q&A		

City concepts revisited

Wed / 19th

09.00 - 10.30

Planning new cities from scratch

Can a complete smart city really be planned?	PRE	Developing Smart Cities: what are integrated solutions	PRE
Lessons learned from planning and building new cities	PRE	Lessons learned from developing smart cities	CS
Challenges in developing new cities: defining key success factors	Q&A	Defining key success factors for sustainable re-developments in cities	Q&A

Existing cities: change for sustainability

11.00 - 12.30

Smart City & Environment and disaster risk reduction

At the intersection of risk reduction & urban planning	PRE	Welcome in the present: how sustainable buildings can already be	PRE
How we did it: urban case study of a city	CS	The world's most innovative eco-buildings	CS
Risk reduction live: discussion with city planners	Q&A	Smart grids	PRE
		Innovation at work: how Salzburg integrates smart buildings in a smart grid	CS

Buildings & infrastructure for sustainability

14.00 - 16.00

Latest housing technologies for efficient cities

How housing technologies help cities to become more energy efficient	PRE		PRE / CS
Technology live: the hottest technological innovations	CS		
Biggest impact: technology vs. people	Q&A		

The world's greenest buildings

16.00 - 18.00

Connected living

The next big thing: internet of things	PRE		
Merging home technology and eco buildings	PRE		
How new technology will impact the way cities work	Q&A		

KN - Keynote Presentation
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Speakers

At the *URBAN FUTURE Global Conference* more than 120 speakers will share their insight, including some of the most renowned experts on sustainability, international political leaders, corporate CEOs, Mayors from key cities around the world, environmental forerunners, as well as innovative thinkers and high-profile scientists.

The conference team is currently in contact with more than 200 potential speakers from around the world and the list of speakers is growing on a daily basis. Please refer to the next page for an overview of already confirmed speakers:

- Sahin Albayrak**
Director of the DAI-Laboratory at the TU Berlin, Germany
- Mahmoud AlBurai**
Director of the Dubai Real Estate Institute DREI, UAE
- Nadja Alexander**
Mediation expert, Hong Kong
- Alan AtKisson**
Sustainability expert, UK
- Benjamin R. Barber**
Political theorist & best-selling author, USA
- Ramesh Biswas**
Architect, Malaysia
- Stephanie Bock**
Project leader at the German Institute of Urbanism (DIFU), Germany
- Michael Bordt**
Professor of philosophy & management consultant, Germany
- Michael Braungart**
Cradle-to-cradle expert, Germany
- Han Brezet**
Expert on sustainable design, TU Delft, Netherlands
- Eric Britton**
Mobility expert, CEO of EcoPlan, France
- Jürgen Bruns-Berentelg**
CEO of Hafencity Hamburg, Germany
- Raoul Bunschoten**
Technical University of Berlin, Germany
- Doris Bures**
Federal Minister for Transport, Innovation and Technology, Austria
- Victor Callister**
Assistant Director, Department of Built Environment, City of London, UK
- Christoph Chorherr**
Member of the Vienna City Council, Austria
- Wulf Daseking**
City planning expert, University of Freiburg, Germany
- Gabriele Domschitz**
Member of the board at Wiener Linien, Austria
- Ulrich Eberl**
Head of innovation publications at Siemens, Germany
- Martin Fellendorf**
Mobility expert, TU Graz, Austria
- Sascha Ferz**
Mediation expert, University of Graz, Austria
- Harald Frey**
Mobility expert, TU Vienna, Austria
- Christian Gärtner**
CEO of Stylepark, Germany
- Luis Gomez-Echeverri**
Senior Advisor at Sustainable Energy for all - SE4ALL, Germany
- Joachim Hahn**
Head of the Department of City development, City of Heidelberg, Germany

- Stephen A. Hammer**
Lead Urban Specialist, The World Bank, USA
- Sascha Haselmayer**
CEO of Citymart.com, Spain
- Florian Haslauer**
Head of European Energy team at A.T.Kearney
- Manfred Hegger**
CEO of HHS Architects, Germany
- Uli Hellweg**
CEO of IBA Hamburg, Germany
- Eckhart Hertzsch**
Deputy leader of Morgenstadt-Initiative at Fraunhofer, Germany
- Dan Hill**
Urbanist, CEO of Fabrica, Italy
- Andreas Hofer**
Partner at Archipel architects Zurich, Switzerland
- Christian Holter**
CEO of solid, Austria
- Anneli Hulthén**
Executive Mayor, City of Gothenburg, Sweden
- Nils Jonas**
Office for citizen participation, City of Potsdam, Germany
- Frank Junker**
CEO of ABG Frankfurt Holding, Germany
- Kay Uwe Kärsten**
mitmachen, office of citizen participation, City of Potsdam, Germany
- Brad Kahn**
CEO of Groundwork Strategies, USA
- Rainer Kallenbach**
CEO of Bosch Software Innovations, Germany
- Christian Kern**
CEO, Austrian Railways (ÖBB), Austria
- Frank Kresin**
Director at waag society, Netherlands
- Monika Kunz**
City planning, City of Saarbrücken, Germany
- Kent Larson**
Director of the MIT Living Labs, USA
- Jim Lawless**
Motivator, UK
- Wolf Linder**
Politics expert, University of Bern, Switzerland
- Ken Livingstone**
Former Mayor of the City of London, UK
- Thomas Madreiter**
Director of Urban Planning, City of Vienna, Austria
- Riccardo Marini**
Gehl Architects, Denmark
- Andreas Pfeiffer**
CEO of Hsubject, Germany

- Thomas Pucher**
Architect & City planner, Austria
- Franz J. Radermacher**
Globalisation expert, Germany
- Jørgen Randers**
Professor of climate strategy & best-selling author, Norway
- Carlo Ratti**
Architect & designer, Italy
- Thomas Rau**
Architect & sustainability expert, CEO of turntoo, Netherlands
- Martin Rein-Cano**
Architect at Topotek 1, Germany
- Ortwin Renn**
Risk researcher & sustainability expert, University of Stuttgart, Germany
- Hubert Rhomberg**
CEO & founder of Rhomberg Group, Austria
- Jeremy Rifkin**
President of the Foundation on Economic Trends & best-selling author, USA
- Ian Short**
CEO of the Institute for Sustainability, UK
- Benjamin Sovacool**
Director of the Danish Center for Energy Technology, Denmark
- Jeff Speck**
CEO of Speck & Associates LLC, USA
- Alex Steffen**
Sustainability expert, USA
- Karin Stieldorf**
Winner of the Solar Decathlon 2013, Austria
- Karl-Friedrich Stracke**
President, Magna Steyr Fahrzeugtechnik, Austria
- Andreas Umbach**
CEO of Landis+Gyr, Switzerland
- Peter Umundum**
Member of the board, Österreichische Post AG, Austria
- Jeroen van der Heijden**
Urban governance expert, Australian National University, Australia
- Ronald van Warmerdam**
City of Amsterdam, Netherlands
- Erich Visotschnig**
CEO of SK Prinzip, Austria
- Karl Wagner**
Club of Rome, Switzerland
- Martin Walker**
Senior Director of the Global Business Policy Council, USA
- Thomas Waltert**
City development North, City of Basel, Switzerland
- Bertram Werle**
Head of Building Authority, City of Graz, Austria
- Friedrich Zimmermann**
Sustainability expert, University of Graz, Austria



Exhibition

Expo

The Expo is an exclusive event for conference attendees and media representatives from all over the world. The *URBAN FUTURE Global Conference* features a prominent tech and showcase exposition directly at the conference venue. The latest in technological solutions, sustainable projects and research is presented in a space of up to 2000 sqm (21,500 sqft).

Who will exhibit?

Exhibiting companies and organisations from around the globe include:

- Technology leaders from the fields of mobility, energy, construction, home technology and communications
- Municipal partners
- Cities
- Universities
- Financing organisations
- Research facilities & think tanks
- Leaders from the green tech sector
- Sustainable project showcases



Europe's largest Smart City Lab. Graz is the place to be



With Smart City Graz currently being Europe's largest smart city project, the eyes are all on Graz.

Over the next few years a total area of around 477 hectares will be developed as a smart area in the Graz city boundary. Here the most radical, advanced and sustainable solutions and technologies will be utilised from amongst the construction, housing, employment, mobility, energy and related sectors. Some of these technologies have not yet been used and others still have to be developed along the way.

Within the framework of Smart City Graz (with some 300,000 inhabitants) sustainable and coordinated urban development will be implemented for the first time on this scale in a medium sized European city. The city of Graz will play an international leadership role and work on this project together with the UNECE and companies from all over the world, which are the leading innovators in their respective sectors.

Graz will evolve over the next 10 years to the most important international showcase for the Smart City sector. Hardly any other project will get such a high level of international attention as Smart City Graz.

Graz is also as one selected city actively taking part in the UNECE/OiER project: "Smart urban solutions for transition and developing countries in UNECE region, Middle East and Northern Africa".

The goal of this project is to demonstrate the conceptual and practical adaptability of "smart cities" to the socio-economic conditions of transition countries and promote technological and social cost-effective solutions.



**UNITED NATIONS
ECONOMIC COMMISSION
FOR EUROPE**



The Urban Future Team

Behind the *URBAN FUTURE Global Conference* is a team of more than 10 staff with years of experience in designing and implementing innovative conferences. For the first time in 2014, we will be further supported by a team of international communications experts who using the latest technologies and ideas will contribute to also making the *URBAN FUTURE Global Conference* technologically an absolute hotspot to be.



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