



Smart Regeneration Digital Research Study Visits in Europe

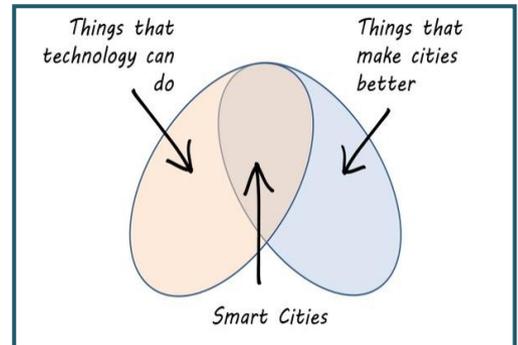
An exciting opportunity for business managers and researchers inside and outside the West Midlands to explore new ways to deliver their strategic priorities and lead growth across their area.

Promoting your project and learning

Experience yourself how Europe's making cities better. The Contented creative team will help you draw out and capture insights, creating powerful digital media and tools for you and your communication portfolio.

We'll help you plan your schedule for the international SmartCity Expo in Barcelona in November 2015, choosing projects to visit where you can interview people who are using technology to make their cities better. You'll download smart apps to experience for yourself a leading city on mainland Europe while learning how others around the world are making theirs smart.

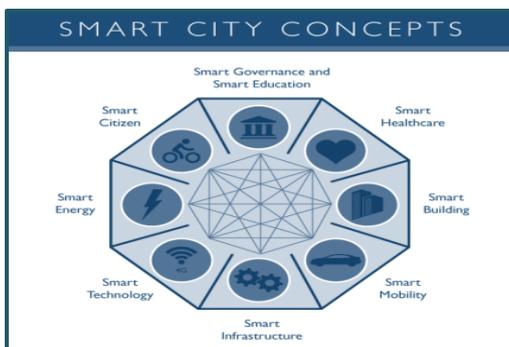
Along the way, we'll help you make sense of your learning, think how to apply it to your own strategic plan, and put together short messages for your team back home.



Programme Objectives

- Learn about a European approach to smart cities to apply knowledge within the university and locally;
- Use the experience to help shape and share new ideas with internal and external stakeholders;
- Develop stronger understandings of economic regeneration partners in relation to EU opportunities;
- Cultivate networks and innovation partners in support of local priorities within an international arena;
- Outline a concept that meets delegates' and their organisations' existing strategic requirements;
- Take time to look up, to see opportunities before they become challenges;
- Raise the European profile of West Midlands cities.

A Strategic Smart City Opportunity



The programme begins with a local strategic workshop in the UK and is followed by an optional five-day study visit to Barcelona, the European City of Innovation.

Each year, international Smart City specialists converge on the international expo here in Catalonia, Spain. Delegates will participate in group or individual excursions outside the conference and take time to share insights with each other and colleagues. Our participative build-your-own approach helps develop leadership thinking and digital capabilities.

Smart Regeneration Programme Partners

University of Wolverhampton is building a reputation across Europe for playing a significant and strategic role in the towns and cities it serves, helping regenerate local economies through the transfer of knowledge-informed learning. The University already presents its case studies at European Commission conferences, while staffing an office in Brussels to help develop research projects that catalyse innovation. Now it is offering a series of study visits to Smart Cities across the Continent, beginning with the Smart City Expo in Barcelona in November 2015.



Contented Ltd is a communications company focused on change and innovation, running experiential learning events and industry study tours alongside digital media production to promote projects, increase impact and disseminate results. The programme is supported by a creative professional content and education team, including an Editor of CleanTech Investor magazine. We will help you map your priorities to the study visit, draw out and capture insights, creating powerful digital media and tools for you and your communications team.

Programme Dates & Locations

Strategic workshop: First week in October, University of Wolverhampton (date by arrangement)

Barcelona Study Visit: Monday 16 to Friday 20 November 2015, Barcelona, Spain

Prices

Strategic workshop only: £250 + VAT

Workshop and Study Visit (excluding flights & accommodation): £1200 + VAT

Bursaries are available for University of Wolverhampton and its partners.

For further information, please contact Jenny Jardine by Monday 28 September 2015

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