

ERTICO EXPLORES ITS

A series of innovative workshops

ERTICO ROOM | Ground floor, EVOLUON

TUESDAY
4th JUNE

Digital Marketplace Constructs in Smart Mobility and Smart Cities

🕒 9.00 - 12.30

As a place where goods are traded and social contacts built and reinforced, a marketplace forms the hub of daily life, but it is also defined by the size and value of the community behind it.

Smart Cities, where a number of technological factors play an important role in addressing mobility, environmental protection and quality of life, are an integral part of digital marketplaces. The internet of things has allowed modern cities, which are equipped with numerous sensors, to collect vast quantities of data potentially creating a Smart City that is an internet of everything, including services. But the true value of the data generated and collected can only be realised by pooling and sharing it with the diverse digital communities that exist in the Smart City and that provide services across sectors such as energy, mobility, health, etc.

Discussions in this workshop will centre on monetisation strategies based on unlocking the potential of different data sources in the Smart Cities context. These will be anchored on three types of challenges: creating new shared services in urban areas, supporting cross-sector services, and the socio-economic impacts of building communities around the marketplace. **Please note there will be two sessions with a coffee break.**