

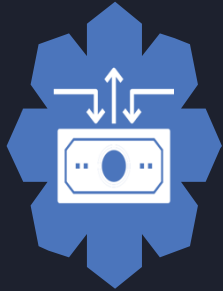


# BLOOMBERG PHILANTHROPIES

## OUR ROLE

Bloomberg Philanthropies is the  
official Knowledge Partner for  
the India Smart Cities Challenge

# THE INDIA SMART CITIES CHALLENGE: WHAT'S DIFFERENT?



Distributing  
funds through  
a competitive process



Deepening support  
as cities progress



Supports and  
incentives are  
aligned around  
guidelines and  
core values



A fresh, different,  
creative process that  
will surprise you

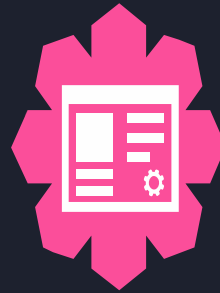
# AN OVERVIEW OF OPPORTUNITIES



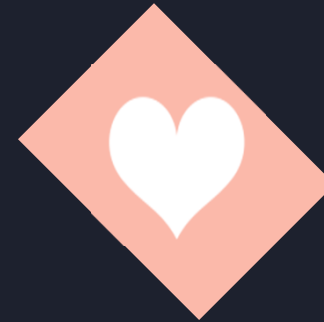
Weekly Webinars  
with leading experts  
and practitioners



Newsletters featuring  
Best Practices and  
What's Next



Website with  
exciting tools and info  
on the Challenge



An vibrant Social  
Media Campaign that  
encourages citizens to  
support your cause



Capacity Building

# WEBINARS



Weekly Webinars  
with leading  
experts and  
practitioners

City teams get access to leading experts and insights on visioning, citizen engagement, area-based developments and smart solutions.

- **Innovation Fridays** - Inspiring sessions with urban experts on great solutions, best practices, and lessons learned
- **Practitioner Connects** - Interactive sessions with real practitioners on tactics, tricks and advice in designing solutions and helping your city become 'smart'.

India Smart Cities Challenge ONLINE LEARNING

Tweets

#smartcityplanning

Madanish Kanna @madanish 1m  
Selected Cities and Towns for the #smartcities mission - #India-hamara-ya-portspace/... #smartcityplanning

Madanish Kanna @madanish 12m  
Municipal teams will now need to get their act together: Citizens will expect them to bring the Smart City bonanza home. #smartcityplanning

Madanish Kanna @madanish 1h  
#smartcityplanning

Tweet #smartcityplanning

India Smart Cities Challenge  
Presented by Bloomberg Philanthropies  
www.in

Innovation Friday Sessions | ©2015 Innovation Authority | Powered by DILDO-VEDIA

## Slide 5

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- 3 add icon to the left (same as the others are on page6,7,8)  
Sharon, 9/1/2015

# NEWSLETTERS

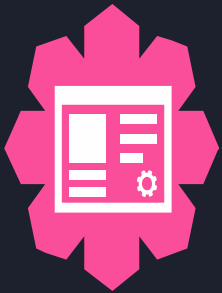


Newsletters  
featuring  
Best Practices  
and What's Next

See what events are happening each week and resources you can use to support your team with your Smart City Proposal

- See each week's calendar of events and sign up in advance to reserve your spot
- Read new case studies to draw inspiration from for your city's proposal
- Learn what other cities are up to and how they're mobilizing citizens in their communities

# WEBSITE



Website with  
exciting tools  
and info on the  
Challenge

The Smart Cities Challenge website will showcase your city's participation and provide additional tools and resources to look back to as you develop your application.

- **City pages** - We're excited to share your participation and showcase your city's activities with citizens.
- **Smart Solutions** - Inspiring, yet practical solutions to draw inspiration from will be updated on the website on a frequent basis.
- **Tools and Modules** - Weekly webinars, accompanying tools, and resources will be posted each week to support your teams with your application.

[www.SmartCitiesChallenge.in](http://www.SmartCitiesChallenge.in)





# IT'S TIME TO SPARK MEANINGFUL CHANGE

The India Smart Cities Challenge helps cities get smarter, faster.





**IN THE FIRST YEAR, 100 CITIES WILL  
COMPETE FOR FUNDING**

As a first step, all states will use standardized criteria to pick their cities for the competition. Every state is guaranteed at least one city in the competition. All total, 100 cities will compete.

Cities judged to have the best proposals will receive funding. The remaining cities will have the chance to compete again next year.

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THE CHALLENGE WILL RUN THREE TIMES



### **Bangkok: Improving neighborhoods through citizen-led planning**

In the early 2000s, many of Thailand's poorest citizens were living in slums that lacked basic infrastructure and services. The Central and local government called on citizens and communities to co-generated solutions, improving thousands of households in cities across the country.



### **Barcelona: Promoting solar energy to increase sustainability**

Barcelona was heavily dependent on costly and environmentally damaging fossil fuels with emitted many pollutants. The city government of Barcelona issued a Solar Thermal Ordinance, which reduced energy consumption and benefited the environment.



### **Curitiba: Increasing recycling through citizen incentives**

In the early 1990s, Curitiba lacked the capacity for effective trash collection, leaving piles of garbage on the streets. The city pioneered a series of environmental protection efforts that engaged the majority of its households and diverted thousands of tons of waste from ending up in landfills.



### **Hangzhou: Bike sharing to improve public mobility**

Traffic congestion in Hangzhou made public mobility a challenge. To address it, the city



### **Hyderabad: Soliciting citizen feedback to improve service delivery**

To better address citizen complaints, the Greater



### **Istanbul: Pedestrianizing streets to improve public mobility**

Istanbul's car-dominated roads were dangerous



FILTER BY: ALL | ▾ STATES

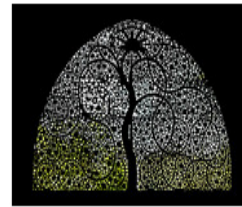
A



Agartala  
TRIPURA



Agra  
UTTAR PRADESH



Ahmedabad  
GUJARAT



Aizawl  
MIZORAM



Ajmer  
RAJASTHAN



Aligarh  
UTTAR PRADESH



Allahabad  
UTTAR PRADESH



Amravati  
MAHARASHTRA



Amritsar  
PUNJAB





[← Back to Cities](#)

# SATNA

MADHYA PRADESH

The India Smart Cities Challenge is a competition for

# SOCIAL MEDIA



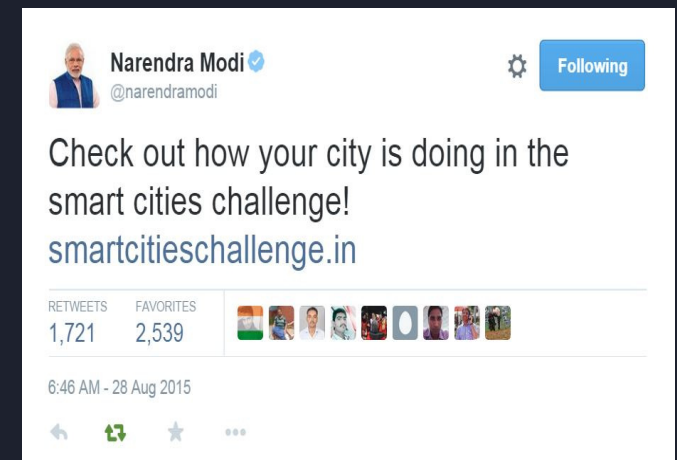
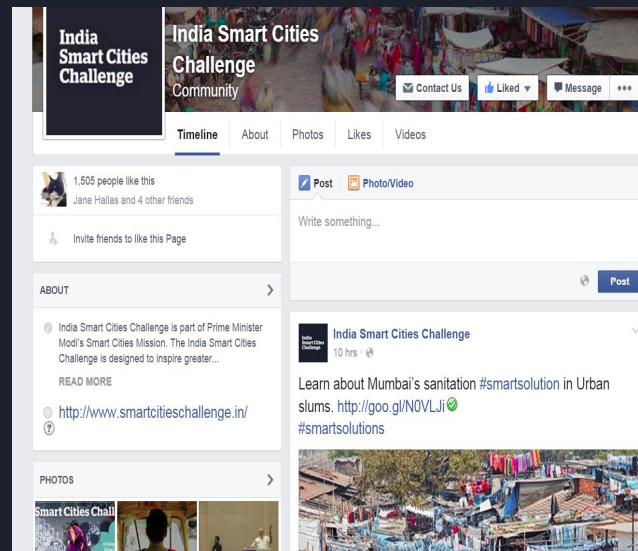
An vibrant social media campaign that encourages citizens to support your cause

In collaboration in the Ministry of Urban Development and MyGov, we are developing a buzz-building social media campaign. This will engage local citizens in the Smart Cities Challenge – helping you gain valuable insight and even more valuable support.

[www.facebook.com/SmartCitiesChallenge](http://www.facebook.com/SmartCitiesChallenge)



@IndiaCities



India Smart Cities Challenge

Bloomberg  
Philanthropies

# CAPACITY BUILDING



## Capacity Building

A series of exciting training engagements to help your city learn about the Challenge process, engage with world-leading experts, and get inspired for their work ahead.

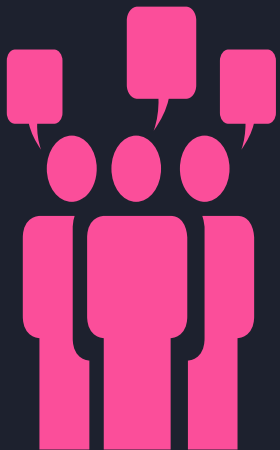
- Interact with and hear from leading urban experts and practitioners
- Build valuable skills that will help your city move forward with your application
- Network and Learn from other cities

# CAPACITY BUILDING: CITIZEN ENGAGEMENT

Citizen engagement is critical for the success of your Smart City plan. Engaging citizens effectively in the process of developing your city vision and proposals will help your city to:

- Receive public support for projects and ensure that projects meet the most urgent needs for communities.
- Reduce risk and potential for conflict for stakeholders, including promoters and investors
- Provide the opportunity to co-create the smart city by identifying creative and innovative solutions to common urban challenges

Using various methods of engagement will facilitate better service delivery, accountability and transparency in governance from your city authorities





# CITIZEN ENGAGEMENT ACTIVITIES



## 1 NOTIFY AND INFORM

Increase Public awareness about the Smart City Challenge and notify citizens that you want to hear from them. Learn how to best employ the following methods:

- Local Press Outreach
- Print Advertising
- Print Materials (Brochures, Banners, Bulletin Boards)
- Mobile Technologies (SMS)



## 2 LISTEN AND CONSULT

Obtain public feedback to inform city visions and proposals. Learn how to best conduct:

- Face to face consultations with stakeholders in zones, wards, and specific institutions
- Open house consultation at municipal office
- Telephone and mobile surveys and polls
- Creative events with the public and institutions



## 3 CONSOLIDATE AND PRIORITIZE

Assimilate and prioritise feedback from consultations to inform city goals and the best way forward. Learn how to best conduct:

- SWOT Analysis on feedback
- Mapping exercises to identify trends
- Workshops and roundtables with experts



## 4 REPORT OUT AND SHARE NEXT STEPS

Share out what citizens voiced, and solicit additional feedback. Learn methods to:

- Offset the risks of raising expectations of input automatically becoming vision and plan.
- Ensure communication incorporates multiple perspectives while representing the one voice of the city
- Document and evaluate citizen engagement activities and processes, required for the application

# BENEFITS OF CITIZEN ENGAGEMENT



Develop new and creative ideas and innovative solutions for your city



Inform understanding of ground realities and citizen priorities



Strengthen the support and trust of citizens in the city development process



Design and deliver better services.



Help you achieve Smart City Status

# FOR MORE INFORMATION ON THE COMPETITION:

[www.SmartCitiesChallenge.in](http://www.SmartCitiesChallenge.in)



[www.facebook.com/SmartCitiesChallenge](http://www.facebook.com/SmartCitiesChallenge)



[twitter.com/IndiaCities](https://twitter.com/IndiaCities)