

# Smart City

## The Future Role of the Housing Sector Summer School for Young Professionals

15 – 18 July 2019 in Bochum, Germany



Co-Organizer

Partner

# Smart City – The Future Role of the Housing Sector

The digital transformation of cities is a major challenge – and it is already happening now, in Europe and all over the world. New technologies increasingly shape public space and find their way into our homes. They promise, for example, more sustainability through resource efficiency or cleaner mobility, and opportunities for new business models based on data. But is “Smart City” really the answer to all our questions? Will digitalisation make our cities more liveable and help us meet our climate goals? How can we ensure that the changes are for the benefit of the many and not of the few? How can the housing sector live up to its role as a forming force of urban neighbourhoods?

For the third time since 2017, we invite young housing professionals from all over Europe to Bochum/Germany, located in the very heart of Europe. Four exciting and instructional days are awaiting you!

Join the European exchange of best practices and innovative approaches, develop new ideas and concepts in interactive workshops, discuss risks related to the development of smart cities and smart homes, see real examples in field visits, meet fellow young housing professionals from other European countries, and build up your personal European network.

The European Summer School is co-organised by EBZ Business School – University of Applied Sciences, EFL – European Federation for Living, Housing Europe – the European Federation of Public, Cooperative and Social Housing and the Housing Initiative for Eastern Europe IWO.

Learn from each other, share your ideas, be part of Europe!



**Cédric  
Van Styvendael**

President Housing Europe



**Ben  
Pluijmers**

Chairman EFL – European Federation for Living



**Klaus  
Leuchtmann**

Managing Director EBZ Business School, Chairman EBZ – European Education Centre for Housing and Real Estate

## Benefits

### For participants

- New ideas and insights resulting from a European exchange in your professional field
- New contacts and an opportunity for networking in an international environment
- Extend your intercultural skills by interacting with people from various European countries
- Improve your business English skills through practice in an all-English programme

### For companies, housing providers & housing federations

- New ideas and impulses for your company/organisation
- Investment in personnel development of promising young professionals
- Increase of employee commitment and retention
- Consolidation of international networks beyond the upper and top management level

## Speakers



### Bart Gorynski

Bart Gorynski is co-founder and managing partner of bee smart city, a unique global smart city solutions platform with currently more than 10,800 users from 170 countries, featuring 570+ smart city solutions implemented in over 940 municipalities (as per 15.02.2019). The mission of bee smart city is to facilitate the global exchange of best practice solutions and lessons learned to accelerate the development of smart cities and intelligent communities.



### Chiara Rizzica

Chiara Rizzica is a PhD architect working as Project Manager at Fondazione Housing Sociale (FHS) in Milan, Italy, where she is responsible for coordinating International Partnership projects. She has an academic background in social and collaborative housing design and worked as a professor in Architectural Design at University of Catania, Architecture School in Syracuse, Italy. She leads her activity and research for FHS in different international networks, addressing diverse topics in the fields of urban design and collaborative housing. Recently, she coordinated the 2018 European Federation for Living Autumn Conference in Milan, with experts and organizations from eight EU countries discussing Future Housing Challenges for European Cities for Inclusive Transformation.



### Holger Wallbaum

Holger Wallbaum is Professor for Sustainable building in the Department Architecture and Civil Engineering in Chalmers since 2012. He was Assistant Professor in Sustainable Construction at ETH Zurich, Switzerland between 2006-2012. He studied safety engineering in Wuppertal, Germany, risk management in Mulhouse, France and received a PhD in Architecture by the University of Hannover, Germany. Besides his academic career, he has funded several start-up companies and worked as sustainability consultant with larger corporate companies, cities, municipalities and real estate owners for more than 20 years and has been engaged in ambitious research and building projects all around the world.



### Dr. Julia Girardi-Hoog

Julia Girardi-Hoog holds a PhD in Sociology of Architecture from the Technical University Vienna and has been working in the field of Urban Renewal since 2012. Julia Girardi-Hoog was a coordinator of the Urban Renewal

Offices in the City of Vienna and is now managing the largest smart city project in Vienna, the H2020 funded Smart City Lighthouse Project „Smarter Together“.



### Paul Taylor

Paul Taylor is Innovation Coach at Bromford and leads the service design for their transformation programme as well as acting as an internal disruptor and challenger. Bromford is a 40,000-home organisation based in the UK. It plans to invest £1.5bn in 14,000 new homes over the next 10 years. In 2013 Paul established Bromford Lab as a new way for the organisation to embrace challenges and adopt a ‘fast fail’ approach to open innovation. Nearly everything the Lab works on is openly accessible at [www.bromfordlab.com](http://www.bromfordlab.com). Paul is a regular speaker and adviser on innovation and a frequent blogger and contributor to several publications. You can follow Paul on Twitter at @PaulBromford.



### Pauline Besnard

Pauline Besnard leads the emergent technologies policy (Data City, Artificial Intelligence, virtual reality, geolocation ) to create a “tenant digital path” and improve the rental policy at Paris Habitat. Pauline holds Masters degrees in modern languages (English-German) and marketing management from Paris –Sorbonne (FR) and Duisburg-Essen (GER) Universities. After 5 years of experience in marketing management she decided to enlarge her skills to new technologies. She was been appointed in 2017 as project manager digital innovation at Paris Habitat.



### Drs. Marjolein Bot

With 20 years of experience at global firms like Shell, Deloitte Consulting and PwC Consulting (in the Netherlands and other parts of the world), Marjolein started to work for the Amsterdam Smart City (part of Amsterdam Economic Board) in 2018. In her previous jobs, she led complex programs where strong alliances and partnerships were key success factors. Due to this experience, she recognized that the energy transition cannot only be realized by large organizations; sustainable change comes from innovations based on collaborations with private and public parties. In the European innovation program City-zen all of this comes together; technical, economic and social challenges, building partnerships, learning and creating movement to realize success and look to scale up clean energy solutions.

## Programme

Moderation: Joost Nieuwenhuijzen, Managing Director, EFL

### Monday, 15 July 2019

- 12.00 Arrival, Lunch Snack
- 13.00 Welcome to the Summer School  
**Prof. Dr.-Ing. Armin Just**, Prorector for Study and Teaching, Professorship for Constructional Engineering, EBZ Business School  
**Ben Pluijmers**, Chairman EFL  
**Alice Pittini**, Research Director, Housing Europe
- 14.00 Introductions and Get-to-knows
- 15.00 Social Housing and Digitization – What are the Challenges in Europe?  
**Alice Pittini**, Research Director, Housing Europe
- 15.30 Smart City meets Real Estate  
**Bart Gorynski**, Managing Partner, bee smart city GmbH, Germany
- 16.30 Not just Smart. The Collaborative Challenge to the Smart City  
**Dr. Chiara Rizzica**, Project Manager, Fondazione Housing Sociale, Italy
- 17.00 Teambuilding
- 19.00 Welcome Barbecue



### Tuesday, 16 July 2019

- 09.00 Smart and Sustainable Neighbourhoods  
**Prof. Dr. Holger Wallbaum**, Professor in Sustainable building, Chalmers University of Technology, Sweden
- 09.45 Creating Future Ready Organisations  
**Paul Taylor**, Innovation Coach, Bromford, UK
- 10.45 Why Implementing a Digital Policy? The Experience of Paris Habitat  
**Pauline Besnard**, Project manager Digital Innovation, Paris Habitat, France
- 11.00 Workshop in Hustadt, Bochum



Located in the southeast of Bochum, Hustadt is a large urban settlement from the 1960s and 70s, originally built to provide housing mainly for students and staff of the university close-by. In the course of a comprehensive urban development programme, the former “problem neighbourhood” has undergone many changes and gained much in living and housing quality. But – it is still lacking in smart technologies. On the one hand, the digital transformation poses a huge challenge, on the other hand it is a great opportunity to increase the liveability and sustainability of the neighbourhood.

During the workshop the participants will put their brains together and apply their own experience and what they have heard from experts and colleagues to this concrete case. This way, they will help to develop smart approaches and solutions for Hustadt together.

**Dr. Dieter Kraemer**, Lecturer EBZ Business School  
**Matthias Köllman**, Culture Manager, Head of HUKultur, Förderverein Hustadt e.V.  
**N.N.**, VBW Bauen und Wohnen GmbH

- 13.00 Lunch Break
- 14.00 Workshop Continued
- 18.00 Return to EBZ
- 18.30 Dinner
- 19.30 Optional Visit to Bermuda Dreieck, Bochum



## Wednesday, 17 July 2019

09.00 Trip to Cologne

11.00 „Stegerwaldsiedlung“ in Cologne – a Best Practice Housing Estate in the 1950s and Today

The innovative combination of photovoltaics, air-heat pumps and an intelligent system for energy use and mobility leads to an exemplary use of energy. This approach prompted the federal state of North-Rhine Westphalia to give “Stegerwaldsiedlung” the award as the largest climate protection housing estate. “Stegerwaldsiedlung” is owned by Deutsche Wohnungsgesellschaft mbH, a 100% subsidiary company of Aachener Siedlungs- und Wohnungsgesellschaft mbH. The works are carried out in cooperation with the city of Cologne, RheinEnergie AG and other partners as part of the EU-supported project „GrowSmarter“.

**Christian Simon**, Authorized Officer,  
Deutsche Wohnungsgesellschaft mbH  
**Christian Remacy**, Project Manager  
Corporate Development, RheinEnergie AG  
N.N., City of Cologne

13.00 Lunch Break

14.00 New Forms of Living at Grüner Weg –  
Inner-City Neighbourhoods of the Future  
**Jochen Mael**, Director Real Estate Operations,  
GAG Immobilien AG

16.00 Cologne City Tour

17.00 Free Evening in Cologne

21.00 Return to EBZ



## Thursday, 18 July 2019

09.00 How to Make the Existing City Smart?

**Dr. Julia Girardi-Hoog**, Project Manager of H2020 Project „Smarter Together“ Vienna, Austria

09.30 Lessons Learned from Retrofitting Amsterdam Buildings

**Drs. Marjolein Bot**, Program Manager Energy Transition, Amsterdam Smart City, The Netherlands

10.00 Workshop Continued

13.00 Lunch Break

14.00 Presentation of Results

16.00 Feedback Round and Wrap-up

17.00 Departure





# Questions & Answers

## Who should register?

Young professionals (in general less than 10 years of working experience) from the housing sector.

## Are there any admission requirements?

A working knowledge of English is required to follow presentations and participate in the programme.

## What are the participation fees?

1,530 € per person; if employed by a company that is a member of EFL European Federation for Living or of the European Table for Housing Corporations (Europäischer Tisch), a reduced fee of 1,330 € applies.

## What is included in this price?

Participation in all programme activities, accommodation at EBZ hotel facilities on campus (2-bed rooms for single use, three nights), full board (as indicated in the programme), certificate of participation at the end of the course.

## How can I register?

Registration is open until **21 June 2019**. Please register online at [www.e-b-z.de/SUMMERSCHOOL](http://www.e-b-z.de/SUMMERSCHOOL).

## Which terms and conditions apply?

Your registration is binding. Cancellation is possible until **21 June 2019** at an extra charge of 75 €. Please send an e-mail to [s.juranek@e-b-z.de](mailto:s.juranek@e-b-z.de). After **21 June 2019** the full participation fee has to be paid. Your registration is transferable to another person; in that case, please send an e-mail to [s.juranek@e-b-z.de](mailto:s.juranek@e-b-z.de). The organizer reserves the right to cancel the event if the minimum number of participants is not reached. Full terms and conditions can be viewed under [www.e-b-z.de/terms-and-conditions](http://www.e-b-z.de/terms-and-conditions).

## Where is EBZ located and how do I get there?

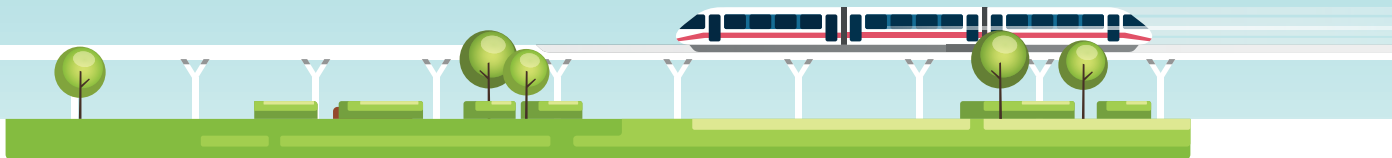
Address: EBZ, Springorumallee 20, 44795 Bochum

The closest airport is Düsseldorf Airport (DUS), which is connected to Bochum by regional train. Other airports in the vicinity are in Dortmund or Cologne. Bochum is well connected to the German railway and motorway network and can be easily reached by train or car. From Bochum Central Station, the buses 354, 394 and 388 will take you to EBZ.

## Where can I get more information?



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## Imprint

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