EVENT DESCRIPTION
Project Partner: Santander Municipality

Title of the event: Entrepreneurs breakfast: Business opportunities in the Santander Smart City context

Date & location: 15th January 2016. Centre for Demonstration of the Smart City, Enclave Pronillo, Santander
Organiser(s): Santander Municipality
Number of Participants: 55

Summary

Santander City Council, through its Local Development Agency, organises periodical meetings with local entrepreneurs called 'Entrepreneur Breakfast'. On the 15th January 2016, a new edition titled 'Business opportunities in the Santander Smart City context' was held.

This event was introduced by Noelia Espinosa, Employment and Business Development city councilwoman, and José Antonio Teixeira, Innovation General Director. Several technicians of Santander Municipality carried out a presentation of the Santander Smart City context, including the set of innovation projects that the city of Santander participates in. Finally, a fruitful discussion was held about the current resources and the Smart City environment.

Objectives & main programme points

The main objective of this kind of events is to foster the entrepreneurs' involvement by presenting the current tools, freely available, that may be used as business opportunities in Santander city.

As aforementioned, this event consisted of a presentation and an open discussion. The presentation was structured in six sections:
- Introduction to Smart Cities, presenting different actors that should be taken into account and also which are the main benefits of becoming a Smart City
- Innovation director Plan which includes the Smart City Strategy of Santander Municipality
- Innovation projects that the municipality is participating in
- Business opportunities, explaining current tools such as Santander City Brain, The

Pace of the City and Santander Open Data Platform
- Open discussion
- Café – Networking

Speakers included the city councilwoman for employment and business development, the general director of the new technologies department and technicians from Santander Municipality. Attendees included, among others, entrepreneurs, students, researchers and SMEs.

Conclusions & lessons learnt

- The city strategy - as the first step to becoming a real Smart City - was presented.
- Several attendees provided their feedback after using some of the tools presented during this event. For example, one entrepreneur talked about a mobile app that has been developed using specific catalogues from Santander Open Data Platform.
- The pace of the city application was considered a useful communication channel between citizens and the municipality in order to fix incidences, such as malfunctioning city services, damaged city furniture or traffic incidents within the city.
- Municipal projects (water, waste and streetlight management) attracted the audience's attention.
- Regarding the innovation projects, one of the most interesting ones was the Smart City platform, which is known as the brain of the city. This platform will integrate all the data (current and future), together with an IT office which will be in charge of analysing, extracting conclusions, improving the service provision and generating new applications/services.
- Although the municipality tries to advertise all the innovative initiatives, part of the attendees were not aware that Santander is so active in the Smart City paradigm. Therefore, communication channels should be improved to ensure that citizens get to know about the work done by the municipality.