

Press release
For immediate release

Smart city project to create 1,500 jobs

Freiburg, Germany, December 2014 - To meet the challenges of a changing climate, an economy vulnerable to shocks, and a citizenry that face outdated infrastructure and a lack of job security, Europe must take comprehensive action. The *GrowSmarter* project, funded by the Horizon 2020 programme of the European Union, aims to tackle these issues by integrating smart city solutions as part of the urban fabric, showcasing the environmental, economic and social benefits and making it easier for other cities to do the same.

Stockholm, Cologne and Barcelona will act as pioneer or 'lighthouse cities' within the project, implementing 12 Smart City solutions: from advanced information and communication technology and better connected urban mobility, to incorporating renewable energy sources directly into the city's supply network. The solutions will be rolled out in a number of city areas, including industrial areas, suburban and downtown districts, ensuring a sample base representative of many European cities.

The idea is to shorten the path towards a smarter and more sustainable Europe by showcasing real life scenarios from which other towns and cities can draw important lessons. As part of the project, five so-called 'follower cities' will closely monitor the 'lighthouse cities' to learn from their experiences and to identify measures suitable for their specific local context. These cities will provide a ready market for the demonstrated solutions, thereby meeting the project aims of creating both jobs and a better environment.

Spearheaded by a consortium of European partners, including ICLEI - Local Governments for Sustainability, environmental technology partners, and local authorities, the project has set some tough targets: to create 1,500 new jobs in Europe, reduce energy usage by 60 percent, and cut EU transport emissions at project level by 60 percent.

Project coordinator Gustaf Landahl, of the city of Stockholm says: *"This is a hugely exciting project, with an immense potential to shape urban environments which citizens can enjoy, where the air quality is good and quality of life enhanced.*

By introducing intelligent and integrated solutions as part of the urban fabric, we can make sure not only that Europe grows smarter in terms of energy, housing, and transport, but also push the market in this area by becoming the place where smart cities can grow and innovation can thrive.'

The project will kick off in January 2015 and runs for five years. The European Union is contributing 25 million euro.

Background

Contact:

Project Coordinator: Gustaf Landahl, City of Stockholm

Email: gustaf.landahl@stockholm.se

Tel: +46 8 508 28 916

ICLEI - Local Governments for Sustainability is the world's leading association of cities and local governments dedicated to sustainable development. ICLEI is a powerful movement of 12 mega-cities, 100 super-cities, 450 large cities and urban regions as well as 450 small and medium-sized cities and towns in 83 countries. ICLEI promotes local action for global sustainability and supports cities to become sustainable, resilient, resource-efficient, biodiverse, low-carbon; to build a smart infrastructure; and to develop an inclusive, green urban economy with the ultimate aim to achieve healthy and happy communities.

Further project contacts:

- **Press officer:**
Simon Clement
ICLEI European Secretariat
Tel: +49-761 / 3 68 92-0
E-mail: simon.clement@iclei.org