

FRAUNHOFER INSTITUTE FOR INDUSTRIAL
ENGINEERING IAO

CONFERENCE

THE FUTURE OF PUBLIC SPACE

Morgenstadt Conference

Stuttgart, September 16th, 2019



SEPTEMBER
17th – 19th, 2019
Morgenstadt at the
INTERGEO»SMART
CITY SOLUTIONS«
exhibition

INTRODUCTION

Morgenstadt: City Insights

The Fraunhofer-Gesellschaft had discerned the role of cities as drivers of ecological, social and economic innovation years ago. Then, in 2011, Fraunhofer experts from various fields joined forces to support cities in their quest for more innovation. Eleven Fraunhofer Institutes are joined by another 36 partners from cities, municipalities and industry to pool together their skill-sets in a joint project called Morgenstadt: City Insights (m:ci). This initiative underpins cities' efforts toward sustainable urban development in several ways.

Our mission at Morgenstadt is to future-proof cities. We see urban communities as complex adaptive systems, and are working with municipal governments, businesses and research institutes to define local paths to innovation and urban development. Tying together technological innovation, urban development, and the social and ecological prerequisites for sustainable and integrative urban communities, Morgenstadt is helping to create cities that are ready for the future.

Why “The Future of Public Space”?

The advance of innovative information and communication technologies has a momentous impact on our daily lives, and it is changing public space around the world. Mobility-on-demand systems and autonomous vehicles have entered the start-up phase and will soon facilitate transportation in congested inner cities.

Once these systems are in place, parking spaces may be converted to other uses, creating new public space for people. Entitled “The Future of Public Space”, the upcoming Morgenstadt Conference intends to examine the impact of such systems on urban development and the lives of city dwellers.

These major changes will certainly transform urban mobility, but utilities such as water and energy will also have to adapt and improve for tomorrow’s cities. All these changes require new forms of governance that factor urbanites’ needs into the equation and afford the public more opportunities for participation. And finally, advancing digitalization is going to put its stamp on the communication channels in tomorrow’s public space.

In many cases, these transformations tie in with the development of innovative technologies and evolving municipal management practices. With companies seeking to change these spaces to commercial ends, citizen-activists are putting up stiffer resistance to the trend toward privatization. With all this in mind, the Morgenstadt Conference seeks to answer the questions of how these interrelated processes will shape city dwellers' habits and, conversely, how city dwellers will be afforded the opportunity to actively shape these processes.

AGENDA, SEPTEMBER 16th, 2019

8:30 a.m. **Registration**

9:0 a.m. **Introduction:**

The role of technological innovation in the transformation of tomorrow's public space

9:15 a.m. **Keynote 1:**

What will our cities look like in the future? A look at the challenges facing urban planners with the emergence of smart technical systems

9:45 a.m. **Keynote 2:**

Connections and interactions between smart supply systems – including logistics, water and energy systems – and the public

10:15 a.m. **Keynote 3:**

How are digitalization and new technologies implemented in the public space and what influence do they have on decision-making processes and people's behavior?

10:45 a.m. Keynote 4:

Innovative approaches to managing and steering smart cities

11:15 a.m. Keynote 5:

The role of autonomous vehicles in clearing and creating public spaces for tomorrow's cities

11:45 a.m. Keynote 6:

The role of communication and advertising in the transformation of tomorrow's public space

12:15 p.m. Lunch

1:30 p.m. Workshop 1:

Tackling urban challenges with innovative solutions

- **Urban design:** How smart urban development can positively affect city dwellers' behavior
- **Future urban supply systems:** The connections and interactions between smart supply systems – including logistics, water and energy systems – and the public
- **Data & digital public space:** A closer look at how to manage (large) data flows and set up use cases for a digital public space

3:30 p.m. Coffee break

4:00 p.m.

Workshop 2:

- **Smart governance:** Smart governance: New governance systems and citizen participation in – and acceptance of – smart city projects. How can data help improve decision-making processes?
- **Mobility:** How less personalized means of transport can help create more public space in a city: The role of autonomous vehicles, intelligent car parks and intermodal mobility
- **Communication in public space:** Examining the role of media and advertising in public space

5:30 p.m.

Results of the day

6:00 p.m.

Meet & greet and business dinner

AGENDA, SEPTEMBER 17th – 19th, 2019

Morgenstadt at the INTERGEO Smart City Solutions exhibition I Stuttgart Messe

The Morgenstadt Conference in Stuttgart will offer the opportunity to visit the Smart City Solutions exhibition at the INTERGEO Conference. Participation is free for Morgenstadt Conference attendees. Three slots are available for Morgenstadt partners' presentations during the conference. See "Participation fees" on the next page for the costs of this option.

A full description of the agenda will follow in the weeks ahead.

Tuesday, September 17th

Energy and mobility (German)

3:10–3:20 p.m.

3:20–3:30 p.m.

3:30–3:40 p.m.

4:00–4:30 p.m. Panel discussion

Wednesday, September 18th

Sensors and Management (German)

2:30–3:15 p.m. Meetup Slot: Morgenstadt:

Urban Data Partnership

3:25–3:35 p.m. Morgenstadt: FutureCity innovation program

Thursday, September 19th

Inspiration Day (English)

GENERAL INFORMATION

PARTICIPATION FEES | Participation is free for Morgenstadt partners and city representatives, including access to the INTERGEO Smart City Solutions exhibition. Each Morgenstadt partner will receive a ticket code in the weeks ahead.

The fee for all other participants on September 16th is €450 per company.

This fee includes the participation in lectures and the evening event, conference documents, lunch and refreshments during the breaks.

WORKSHOP FEES |

- | The conceptual design and organization of workshops is arranged free of charge for Morgenstadt partners.
- | Participation in the workshops is included in the participation fee for Morgenstadt Partners.
- | The fee for external participants is €5 000.

BOOKING DEADLINE | August 15th, 2019

CHANGES TO REGISTRATION | A Change of registration to another participant is possible at any time and free of charge. This should be confirmed per e-mail.

CANCELLATION | The charge for cancellations made before August 20th, 2019, is €75. The full participation fee is due for later cancellations.

VENUE | Fraunhofer Institute for Industrial Engineering and Organization IAO, Center for Virtual Engineering (ZVE), Nobelstrasse 12, 70569 Stuttgart, Germany

INTERGEO, Landesmesse Stuttgart, Messeplazza 1, 70629 Stuttgart, Germany

INFORMATION

Eliana Uribe, Phone +49 711 970-2204
eliana.uribe@iao.fraunhofer.de

REGISTRATION | Register online at
www.iao.fraunhofer.de/vk617.html

RECOMMENDED HOTELS

Römerhof Hotelbetriebs GmbH

Robert-Leicht-Straße 93

70563 Stuttgart-Vaihingen

Germany

Phone +49 (0)711 - 6878 - 80

info@roemerhof-kulinarium.de

<https://roemerhof-kulinarium.de/>

Steigenberger Graf Zeppelin, Stuttgart

Arnulf-Klett-Platz 7

70173 Stuttgart

Germany

Phone +49 (0)711 - 2048 - 0

reservations@stuttgart.steigenberger.de

<https://www.steigenberger.com/hotels/alle-hotels/deutschland/stuttgart/steigenberger-graf-zeppelin>

Hotel Wartburg

Lange Straße 49

70174 Stuttgart

Germany

Phone +49 (0)711 - 2045 - 0

info@hotel-wartburg-stuttgart.de

<https://hotel-wartburg-stuttgart.de/>

FEES FOR PRESENTATIONS IN THE INTERGEO SMART CITY SOLUTIONS EXHIBITION AREA

FORMAT | SPOT TALKS: 20-minute presentation
EXPLORE SESSION: 10-minute presentation followed by a
30-minute discussion

COSTS | €450 per presentation

Presentations by Morgenstadt partners and other presentations with no promotional content are free.

Meetups may be arranged as you see fit.

A presentation wall, six bar tables and 24 barstools are provided.

Promotional sessions cost €300 per session, per company.

To learn more, visit <https://smartcitysolutions.eu/de/>

