

ROAD TRIP FROM AMSTERDAM TO
TOKYO, VISITING 36 SMART CITIES

SMART CITIES EXPEDITION

Arthur Lankester, a storyteller by profession, is going to visit more than 36 smart cities during a grand tour around the world. His goal? To inspire one million people worldwide to build sustainable cities. Along the way, he will create cinematic videos, podcasts and blogs about inspiring projects that have changed people's lives.



Smart Cities Expedition
Connect people and cities



STORYTELLING BY MOTORBIKE

Travelling from city to city around the world by motorbike is an adventurous journey. The same is for smart cities and their citizens today as they are on a journey, too. They have to consider why and how new technologies become an integrated part of their daily lives.

Storytelling as handshake

The aim of this expedition is to bridge the gap between citizens, policy makers, entrepreneurs and knowledge institutions. Storytelling is a tool that facilitates this first 'handshake' between people and cities.

Stories inspire, build trust, connect people and overcome barriers and uncertainty. When people understand each other and feel collective responsibility for making the world a better place to live, they will overcome today's challenges.

*"I BELIEVE IN THE POWER OF
MEANINGFUL SOCIAL CONNECTIONS".*



'Smart cities' are about inclusiveness: creating a good place to live for everybody. I want to connect people and change people's lives. Success-stories about smart city projects will inspire and empower citizens and bring them together with municipalities and companies to develop the best solutions possible.



ITINERARY OF THE SMART CITIES EXPEDITION

The itinerary (roughly planned) depicts the cities that will be visited. However, the itinerary can deviate, depending on the opportunities and offerinas from other cities.

Stage 1 – March/April 2018 (4.500 km)

Amsterdam – Berlin – Frankfurt am Main – Brussels – Antwerp – Edinburgh – Dublin – Manchester – London – Paris – Bordeaux



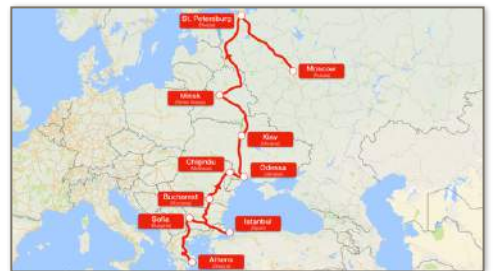
Stage 2 -May/June/July 2018 (7.000 km)

Bilbao – Porto – Lisbon – Seville – Madrid – Valencia – Barcelona – Milan – Roma – Athenes



Stage 3 – August/September 2018 (6.000 km)

Istanbul – Sofia – Bucharest – Chişinău – Odessa – Kiev – Minsk – St Petersburg – Moscow

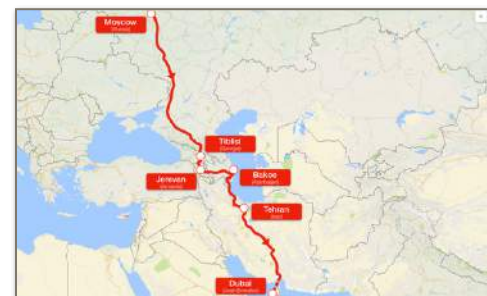


Stage 4 – October 2018 (6.500 km)

Tbilisi – Jerevan – Bakoe – Teheran – Dubai

Stage 5: India + Nepal – November/December 2018 (3.500 km)

Mumbai – Delhi – Kathmandu



Stage 6: South East Asia – January/February 2019 (8.500 km)

Dhaka – Naypyidaw – Bangkok – Kuala Lumpur – Singapore – Phnom Penh – Hanoi



Stage 7: China + Taiwan – March/April 2019 (5.000 km)

Hongkong – Taipei – Shanghai – Beijing

Stage 8: South Korea + Japan – May/June 2019 (2.500 km)

Seoul – Tokyo

When a city has great stories to tell but is not 'on the route', it still can be visited as a sidetrack of the expedition. By flying-in and -out, the stories are recorded and shared, as they are part of the expedition. Alternatively, a videoconference call with citizens, municipalities or a tech company is also possible.



ABOUT ARTHUR LANKESTER

Education: INSEAD, MSc. MBA, MSc. Organizational Psychology (with distinction)

Experience: Business intelligence, Innovation, Software development

Hobbies: authentic filmmaking, adventure motorcycles, discovering music on Spotify

As an IT manager and consultant I worked with new technologies and used models, data and analytics to create an understanding about end-users and their needs. However, I learnt that excluding personal stories of end-users regarding their motives and concerns hinders technology from reaching its full potential. Therefore, I believe that value derived from new technology can only be maximized if end-users are involved in its development and deployment from the beginning.

"LIFE IS ABOUT THE PEOPLE YOU MEET AND THE THINGS YOU CREATE WITH THEM".



WHAT VALUE DOES THE EXPEDITION CREATES?

The expedition brings stories from city to city, shows projects from other smart cities, creates inspiration and shares best practices. It shows the latest developments, common challenges and practical solutions for smart city projects. The expedition creates the following value for cities:

1. Visibility through authentic and unique motorcycle stories

The stories are authentic, personal and emotionally engaging, and shared by media partners and via online channels. This creates unique visibility for cities and projects and also helps to engage citizens, regardless of their age, technological background or interests. Personal stories from citizens are a great tool to convey the message. Additionally, the stories (videos, podcasts and blogs) may also be used for own communication purposes.

2. Outside-in perspective

The expedition collects lots of practical knowledge about what made smart city solutions successful and what are best practices to overcome challenges. For example, 'expert podcasts' cover knowledge, practical models and best practices shared from cities all around the world.

3. Connecting people

All visited projects get a profile in the online 'smart story catalogue'. It contains human-centered video stories, city and company profile and additional materials. Citizens, municipalities, tech companies and knowledge institutions can freely access the stories and background information and send a contact request to the involved parties.

WHAT ARE THE DELIVERABLES?

“The expedition collects common challenges, discovers trends and shares solutions”

With the expedition, cities around the world are visited and the latest developments within the themes concerning Mobility, Health and Water/Waste/Energy are discovered. Stories about challenges that citizens, municipalities and organizations are facing and the solutions they have applied are collected and shared.



1. Human stories: bridge the gap

The citizens are the central figures in the stories and clustered around specific topics, for example 'reduction of residential waste streams'. People telling the stories describe their challenges and how technology has helped to overcome them. Additionally, stories from policy makers, entrepreneurs and experts complete the perspectives of all actors involved. This compilation of stories and detailed background information will inspire and educate other cities while initiating similar projects

2. Online catalogue: connect smart projects

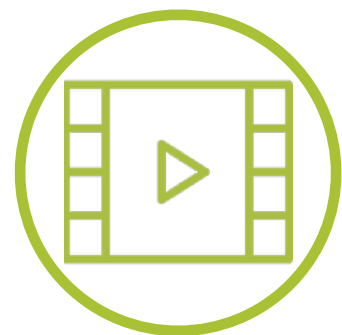
The stories are accessible via an online 'smart stories catalogue' together with background



information grouped by theme and region. Additionally, cities and citizens can send a contact request to each other via the online catalogue. In this way sharing of knowledge and ideas (cross-pollination) is stimulated.

3. Video podcasts: enhance knowledge

Video podcasts are created and shared to enhance knowhow about smart city projects. Interviews are held with subject-matter experts about best practices, frameworks and practical concepts. These podcasts give profound, empirical, and practical approaches and help citizens, policy makers and entrepreneurs to overcome common challenges.



4 ACTORS MODEL FOR SMART CITY DEVELOPMENT

Collaboration between citizens, municipality, tech companies and knowledge institutions



HOW AND WHERE ARE THE STORIES PUBLISHED?

The stories are shared by media partners: in newspapers, magazines and on social media.

The expedition focuses on stories around three themes: Health, Mobility and Waste/Water/Energy.

All content is shared and accessible via a story catalogue on the expedition website. The stories are also shared during

presentations and lectures at congresses and universities.

The stories are created in three formats: cinematic videos, podcasts and blogs.



GET IN CONTACT

SMART CITIES EXPEDITION

Arthur Lankester

www.smartcitiesexpedition.com

M: +31(0)6 10 50 80 40

E: arthur@smartcitiesexpedition.com

Skype: arthurlankester



Smart Cities Expedition
Connect people and cities