

RED PLUME



CONSULTANCY
TRAINING
RESEARCH

Digital Transformation



Getting
Ready
for the
Digital Age



SMART CITIES

Our vision on Digital Transformation

SMART CITIES = NEW OPPORTUNITIES

New digital technology offers cities worldwide the opportunity to improve the quality of living for their citizens. The impact will be unprecedented and reshaping current models in healthcare, education, housing, infrastructure, transport, waste, safety and economy. Also the new technology will be a main driver for change in current governance models.

SMART CITIES = UBIQUITOUS DATA

Technologies like internet of things, sensors, data analytics, robotics etc. enable collecting enormous amounts of data about social and physical events happening in the city. The ubiquity of data brings along new dilemmas, especially in the ethical domain. It also redefines the relationship between government and society.

SMART CITIES = SOCIAL + TECHNO INNOVATION

Smart Cities is about the digital transformation of Cities and their governments. This will mean a radical change in our current way of living and organizing in Cities. This change is not only about new technology. Social acceptance, public-private collaboration, new governance and organizational change are just as important.

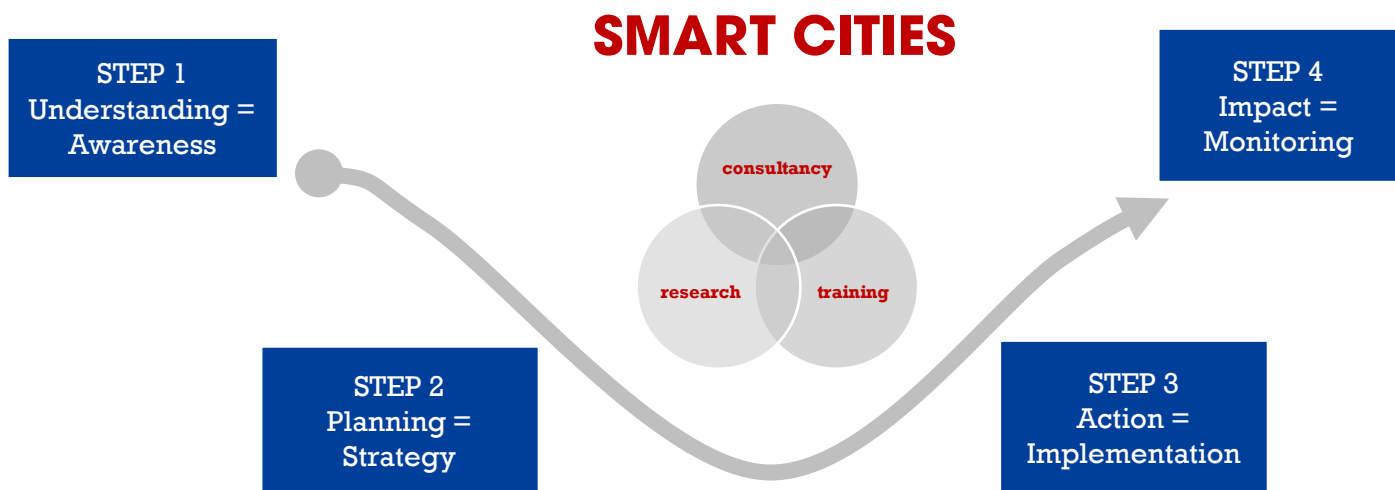
**“We are not facing an era with change,
but a change of era”**

Jan Rotmans, Dutch Transition Expert,
Erasmus University Rotterdam

A 4-step approach to Smart City

Government has a pivotal role in the Smart City. They are regulator, facilitator, coordinator, connector, investor and also user of the Smart City.

In our view 4 steps are crucial to fulfill the role of Government in Smart City: understanding, planning, implementing and monitoring the Smart City. Red Plume offers consultancy, training and research to support each step on the way to Smart City.



STEP 1

Awareness: Smart City Leadership Understanding the need for change

- Smart City part of 4th industrial revolution
- Technology trends and driving forces
- Impact on Society & Government
- It is not the future, it is already happening

STEP 2

Planning: Smart City Strategy Developing a strategy for change

- Defining priorities in specific domains
- Involving stakeholders
- Planning and financing infrastructure
- Different roles of City Government

STEP 3

Action: Smart City Implementation Models for governance & management

- Innovation Management Models
- Collaboration Models
- Datadriven Governance Models
- Future HR Management Models

STEP 4

Impact: Smart City Monitoring Safeguarding results and progress

- Framework for monitoring
- Including citizen feedback
- Internal and external benchmarking
- Organizing action on feed back

Red Plume Services

Consultancy

We offer consultancy helping City Government with their Smart City program.

Our services include:

- Strategy Building
- Roadmap Definition
- Program Management
- Feasibility Studies
- Impact Assessments
- Quality Assurance
- Risk Management

With our expertise gained in public and private sector projects we understand well the dynamics between different stakeholders in the Smart City and the different interests at stake.

Training

Our training stands out by three typical qualities:

- in depth learning, by including different interactive learning methods;
- context and situation oriented, by tailoring the program to specific needs of the participants;
- group and team-oriented, by facilitating the social learning process among the participants.

In this tradition we also offer international study visits to the Netherlands and the European Union, to learn from best-practices elsewhere.

Research

We offer research on various Smart City topics, such as:

- Digital leadership
- Data governance
- Standards & Interoperability
- Urban Platforms
- Business Models
- Program Organization
- Impact Human Resources
- Citizen Inclusion
- Digital Ethics
- Collaborative Partnerships

With our network we are able to accommodate (internationally) comparative studies. Our research is compliant with academic standards.



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Red Plume is an independent consultancy, training and research company based in the Netherlands.

Red Plume is structured as a network organization: a flexible collaboration of academic and practitioner partners, with backgrounds in public and private sector, and in governance and technology.

We focus on clients from cities and central government in the Netherlands, and international cities and governments.