

## REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2441

### Title: Sharing Cities (H2020) – Development of video promotion material

#### Executive Summary:

MD1574 approved the GLA's acceptance of a grant award of €24,988,759 (€2.4m of funding was awarded for specific GLA activities) from the European Commission and approved expenditure at a high-level for the period January 2016 to January 2020 for the coordination and delivery of the 'Sharing Cities' programme.

To support the programme's strategic aim of replicating and scaling up the programme's technology from a demonstrator level to city wide adoption, this ADD seeks approval for expenditure of up to £18,000 to procure the development of a series of promotional videos to showcase the programme's achievements.

The series of videos to be commissioned will include a programme level video, a trailer, and three short city videos, specifically highlighting the implementation of the Sharing Cities measures in three of the 'Lighthouse Cities' (London, Lisbon and Milan).

#### Decision:

The Assistant Director of Strategy, Intelligence and Analysis approves:

Expenditure of up to £18,000 to commission a video production company to develop a series of promotional videos that will promote the Sharing Cities programme's objectives and showcase the measures that have been successfully trialled and implemented in the three lighthouse cities of London, Lisbon and Milan.

#### AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT

I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

**Name:** Jeremy Skinner

**Position:** Assistant Director – Strategy, Intelligence and Analysis

#### Signature:

Approval received via email from Jeremy Skinner, Assistant Director – Strategy, Intelligence and Analysis, to Felicity Harris on 18 March 2020.

#### Date:

18 March 2020

## **PART I - NON-CONFIDENTIAL FACTS AND ADVICE**

### **Decision required – supporting report**

#### **1. Introduction and background**

- 1.1 In September 2015, the European Commission (EC) awarded the GLA and a consortium of 34 European partners a grant award to deliver the Horizon 2020 (H2020) Smart Cities and Communities “Lighthouse Project” programme. This five-year programme supports the implementation and integration of very near-to-market smart city technologies and systems, to maximise their benefit in demonstrator areas and prove their replicability across wider city environments.
- 1.2 The project aims to develop, deploy and integrate replicable solutions in the energy, transport, data and ICT sectors in each of the three lead cities of London, Milan, and Lisbon. A further three ‘follower’ cities – Burgas, Bordeaux and Warsaw are actively involved with the three lead cities to validate city service designs and implement a number of specific solutions.
- 1.3 A total of €24,988,759 (approx. £21.7m) has been awarded by the European Commission to the consortium with €2.4m (£2.08m) of funding awarded for specific GLA activities, €2.7m (£2.3m) to the Royal Borough of Greenwich (RBG) and €1.3m (£1.1m) to other London partners.
- 1.4 The programme aims to implement a number of measures in each of the ‘lighthouse’ cities. These include:
  - Smart Lampposts – integrated smart lighting with other smart service infrastructures (eV charge; smart parking; traffic sensing; flow data; WiFi etc);
  - Shared eMobility – a portfolio of inter-connected initiatives supporting the shift to low carbon shared mobility solutions, specifically: eV Car-Sharing; e-Bikes; eV Charging; Smart Parking; eLogistics;
  - Integrated Energy Management System – system to integrate and optimise energy from all sources in districts (and interface with city-wide system); including demand response measures; and
  - Urban Sharing Platform (USP) – a data platform to manage data from a wide range of sources including sensors as well as traditional statistics; built using common principles, open technologies and standards.
- 1.5 Alongside implementation in the programme’s demonstration areas, the programme is aiming to scale up and replicate such measures to other boroughs and cities. Communication and marketing will be key to achieve this programme objective.
- 1.6 Responsibility for the programme’s communications and marketing activity was transferred to the GLA in January 2020 from the original communications lead, Eurocities. The focus of the communication and marketing strategy needed to change to better exploit the opportunities of scaling up the technology that the programme has trialled. Eurocities were judged to have insufficient experience or expertise to carry out this role at this critical period so the GLA assumed responsibility for this function and recruited a dedicated specialist communications professional by establishing a new fixed term post.
- 1.7 The GLA is responsible for the communication and marketing of the programme which includes the development of a series of videos which is a programme deliverable (contractual requirement).
- 1.8 To fulfil this objective, the programme seeks approval to commission a video production company to develop a series of promotional videos that will assist in promoting the Sharing Cities programme’s

objectives and showcase the measures that have been successfully trialled and implemented in the three lighthouse cities of London, Lisbon and Milan. The measures to be promoted include:

- Citizen engagement:
  - Digital social market, Milan
  - Co-designing building retrofit with residents, Milan
- Mobility:
  - E-bike sharing scheme, Lisbon
  - Mobility Islands, Milan
- Energy efficiency:
  - Digital twin, London
  - City Hall retrofit, Lisbon
- Data integration:
  - Demand side response/London Datastore, London
  - Public services integration, Lisbon
- Smart Street infrastructure:
  - Smart lamp posts, Milan
  - Smart parking sensors, London

1.9 The programme will commission one showcase film of up to two minutes with English voice-over and three sets of subtitles in English, Italian and Portuguese, a trailer of up to 60 seconds and three capsule videos which will specifically highlight the measures implemented in the 'Lighthouse' cities of London, Lisbon and Milan. The main showcase video will be used to promote the programme to a wide range of stakeholders and cities and will form part of a series of digital communication assets that will be used to generate interest from other cities and local municipalities/boroughs.

1.10 The capsule (city specific) videos will be used to convey the benefits of adopting smart city solutions to a more local audience, focusing on community wellbeing and inclusion. These videos will act as site-specific case studies for the programme.

1.11 The contract will be competitively tendered on the basis of three written quotes being obtained. The procurement methodology proposed is in accordance with the GLA's Contracts and Funding Code.

## **2. Objectives and expected outcomes**

2.1 The objectives of this work are to:

- demonstrate the benefits of scale for the technology developed in the Sharing Cities programme in order to promote collaboration on procurement;
- communicate the value of adopting smart city solutions to local communities by focusing on improved mobility, sustainability and wellbeing; and
- create a marketing tool for Sharing Cities to help drive uptake of smart solutions by city officers.

## **3. Equality comments**

3.1 The public-sector equality duty requires the identification and evaluation of the likely potential impacts, both Under Section 149 of the Equality Act 2010 (the "Equality Act") as public authorities,

the Mayor and the GLA must have due regard to the need to eliminate unlawful discrimination, harassment and victimisation, and to advance equality of opportunity and foster good relations between people who share a protected characteristic and those who do not. Protected characteristics under the Equality Act comprise age, disability, gender re-assignment, pregnancy and maternity, race, religion or belief, sex, sexual orientation, and marriage or civil partnership status. No particular effects of this proposed decision, positive or negative, are foreseen on persons with a protected characteristic under the Equality Act.

- 3.2 The programme's aims of introducing innovations in technology and improving the use of data are presenting new ways of meeting peoples' needs in urban landscapes. These technologies have the potential to transform the efficiency of city operations; city-level decision making; and the relationships with people and businesses to improve sustainability; while at the same time addressing resource pressures faced by communities and authorities.
- 3.3 An increased emphasis on technological solutions can have positive impacts on people with protected characteristics. Green buildings and improved infrastructure will cut carbon emissions, and alongside information about NOx emissions will improve health outcomes for Londoners. Smart-parking, self-driving cars and e-bike services can specifically support people with certain disabilities, while access to shared vehicles can increase mobility for those on low incomes.

#### **4. Other considerations**

- 4.1 The project directly contributes to the delivery of the Mayor's key strategic objectives of the Smarter London Together Roadmap which aims to deliver world class connectivity and smarter streets and to solve London's environment challenges by bringing together people, technology and data.
- 4.2 The development of promotional videos and is a key programme task and deliverable which the GLA is contractually required to deliver.
- 4.3 TfL procurement have been consulted on this proposal and the procurement methodology proposed is in accordance with the GLA's Contracts and Funding Code.
- 4.4 GLA Officers are not aware of any conflicts of interest in the drafting of this form nor any others that may undermine the award of this work.

#### **5. Financial comments**

- 5.1 Assistant Director's approval is sought for expenditure of up to £18,000 to commission a video production company to develop a series of promotional videos that will promote the Sharing Cities programme's objectives and showcase the measures that have been successfully trialed and implemented in the three lighthouse cities of London, Lisbon and Milan.
- 5.2 The expenditure of up to £18,000 in 2020-21 will be funded from income claimed via the H2020 Programme within the Intelligence Unit, where a full reimbursement of costs will be submitted and reclaimed from the European Commission (EC).

#### **6. Planned delivery approach and next steps**

Deadline for bidders to respond to the ITT	26 March 2020
Commencement of works	April 2020
Final videos to be produced	July 2020

#### **Appendices and supporting papers:**

None.

### Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FoIA) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary. **Note:** This form (Part 1) will either be published within one working day after it has been approved or on the defer date.

### Part 1 - Deferral

#### Is the publication of Part 1 of this approval to be deferred? YES

Yes – Publication of Part 1 should be deferred until the contract with the supplier has been executed.

Until what date: 01 April 2020.

### Part 2 – Sensitive information

Only the facts or advice that would be exempt from disclosure under FoIA should be included in the separate Part 2 form, together with the legal rationale for non-publication.

#### Is there a part 2 form – NO

### ORIGINATING OFFICER DECLARATION:

Drafting officer to  
confirm the  
following (✓)

#### Drafting officer:

Sandeep Duggal has drafted this report in accordance with GLA procedures.

✓

#### Corporate Investment Board

This decision was agreed by the Corporate Investment Board on 16 March 2020.

### ASSISTANT DIRECTOR OF FINANCE AND GOVERNANCE:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

**Signature**



**Date**

18 March 2020