



Smarter Cities Challenge

Dortmund, Germany

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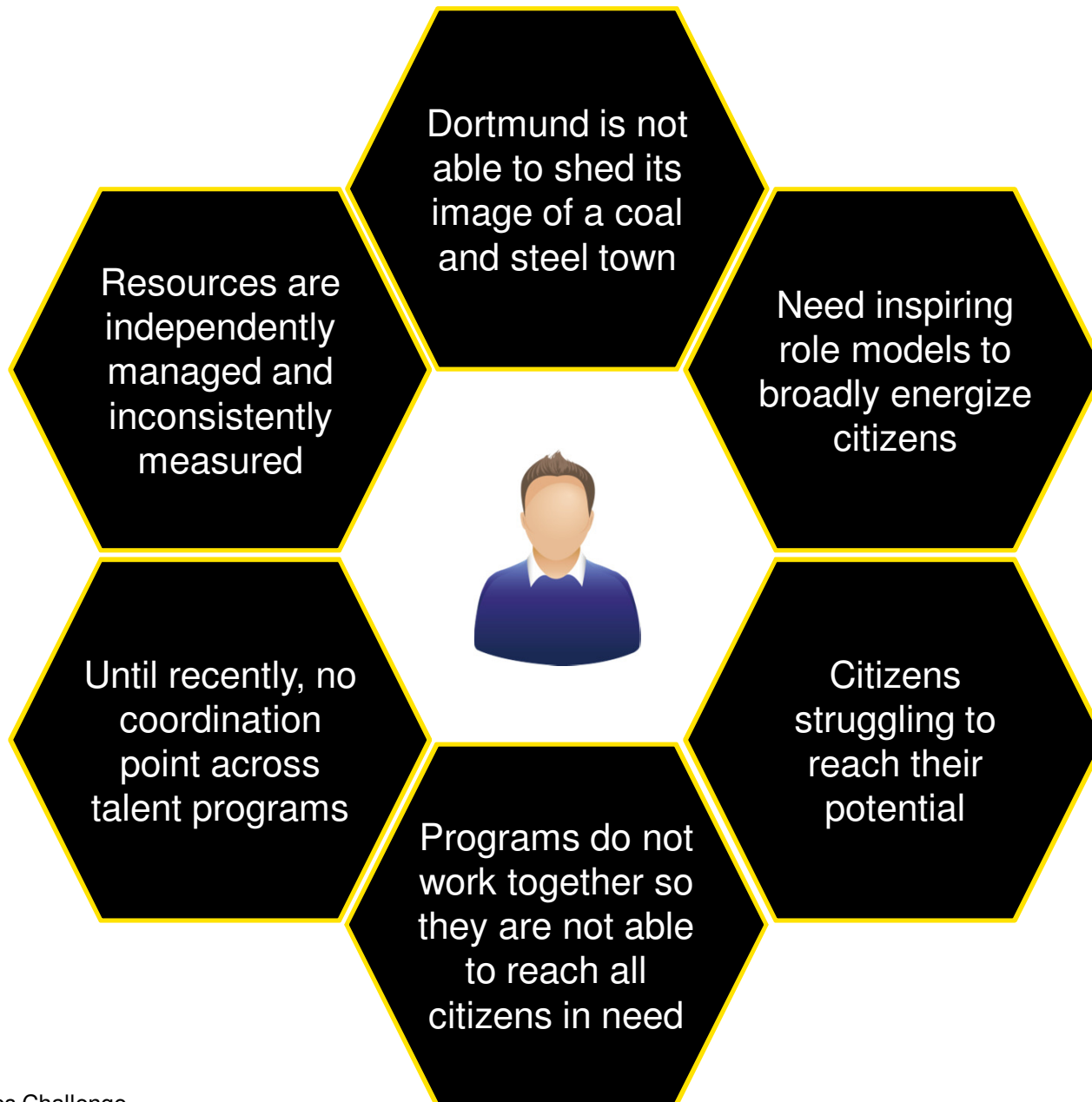
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**How can we help Dortmunders
to live, learn, and work together
for the prosperity of their city?**

Challenges that we heard and observed ...



Now imagine a Dortmund where...



... these are our recommendations on how to get there 





Brand Image

Unifying and differentiated brand and marketing strategy

Example: Rio de Janeiro



- *Motivate and inspire*
- *Attract new businesses and people*
- *Align talent to sustain brand*
- *Actively engage citizens*

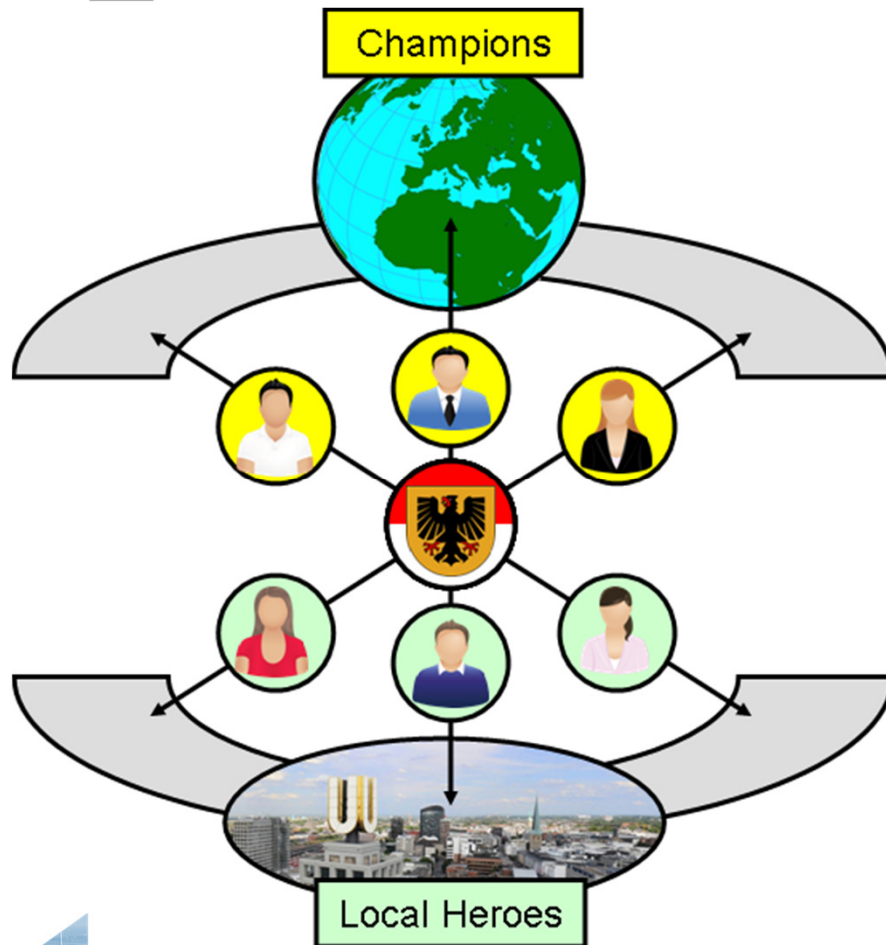
Take Action:

1. Identify strategic partners
2. Engage in community dialog to create the brand identity
3. Publish the brand elements – e.g., logo, slogan, the “story”
4. Align investments to the brand
5. Measure effectiveness over time



What is THE personality of Dortmund?

Champions & Local Heroes



Network of prominent Dortmunders who advise and promote the city

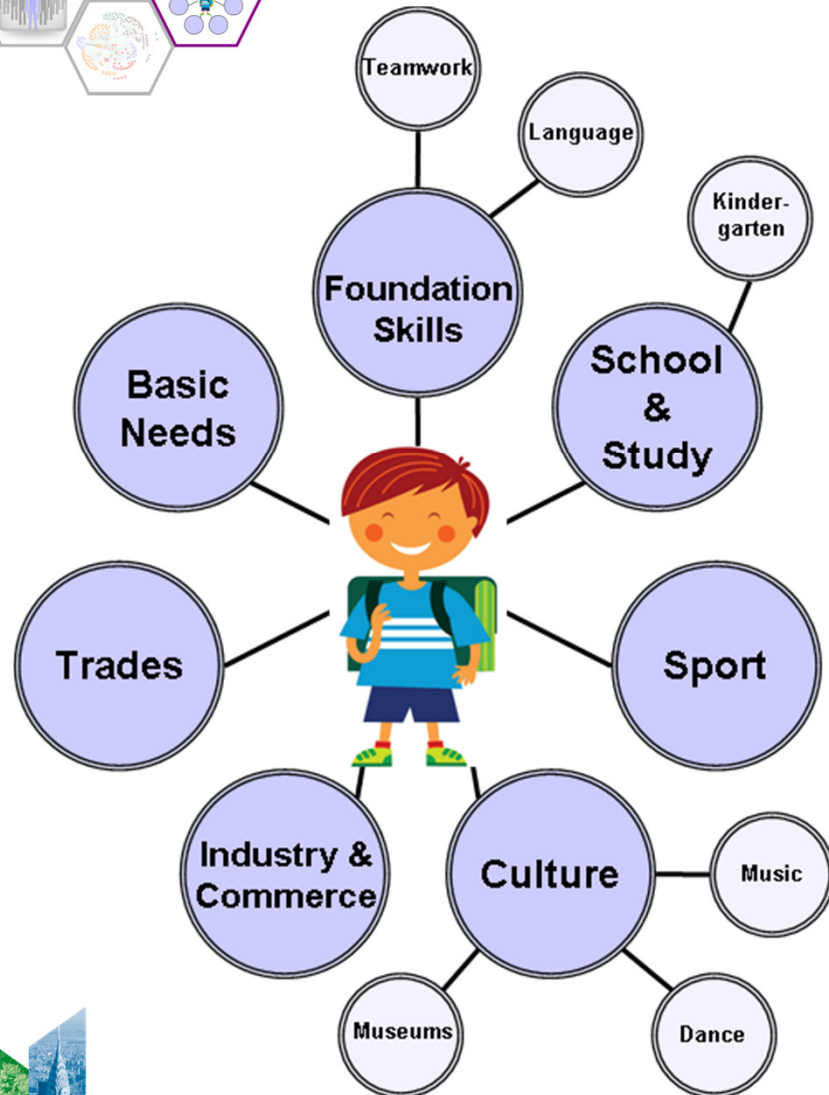
- *Raise the international profile*
- *Build community inspiration*
- *Represent the dimensions of talent*

Take Action:

1. Confirm role and purpose
2. Identify and invite Champions and Local Heroes
3. Create opportunities to engage
4. Publicly recognize contributions
5. Act on feedback
6. Add new Champions and Local Heroes



Talent Framework



A holistic structure encompassing multiple dimensions of talent

- ***Provide a framework for citizens to explore and develop talent***
- ***Develop understanding of programs that support talent***
- ***Identify gaps and overlaps***

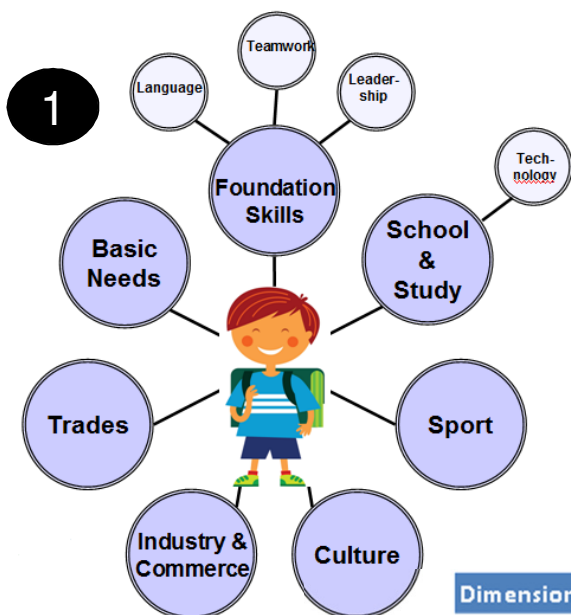
Take Action:

- 1. Validate and add detail**
- 2. Pilot and follow up**
- 3. Map organizations and programs to develop an initial Heat Map**
- 4. Assess program coverage and identify new program areas**
- 5. Publish catalog of programs linked to dimensions**



Example: Develop a Strategy

Objective: Develop talent to prepare a workforce for the IT industry



Step 1: For each age group, identify capabilities in each talent dimension necessary to achieve the objective. For example:

- Age 0-3, Foundations Skills: German Language
- Age 7-9, School & Study: Technology proficiency

Step 2: Complete a Heat Map to map existing programs along these dimensions.

Step 3: Develop an action plan to address gaps

2

Dimensions of Talent	0-3	4-6	7-9	10-18	19-25	26-65	Above 65	Status	Criteria
Basic Needs	Green	Green	Green	Green	Green	Green	Green	Green	Sufficient programs meeting objectives
Foundation Skills	Red	Yellow	Green	Green	Green	Green	Green	Red	Lack of programs
School & Study	Yellow	Green	Green	Green	Green	Green	Green	Yellow	Insufficient programs or under-achieving objectives
Sport	Red	Yellow	Green	Green	Green	Green	Green	Red	Lack of programs
Culture	Red	Yellow	Green	Red	Red	Green	Green	Red	Lack of programs
Industry & Commerce	Green	Green	Green	Yellow	Yellow	Green	Green	Green	Sufficient programs meeting objectives
Trade	Green	Green	Green	Green	Green	Green	Green	Green	Sufficient programs meeting objectives

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Indicates a priority for discussion and focus

Represents area of strength

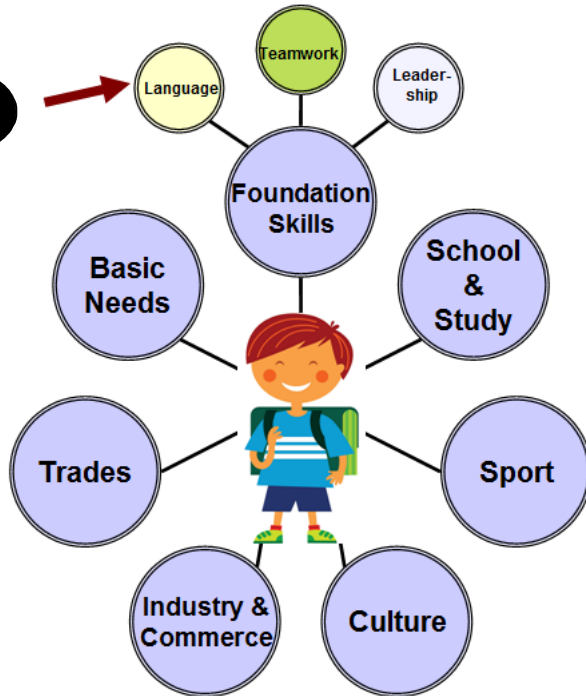


Example: Explore Individual Talents

Objective: Parent guiding a 2-year-old child to develop talent



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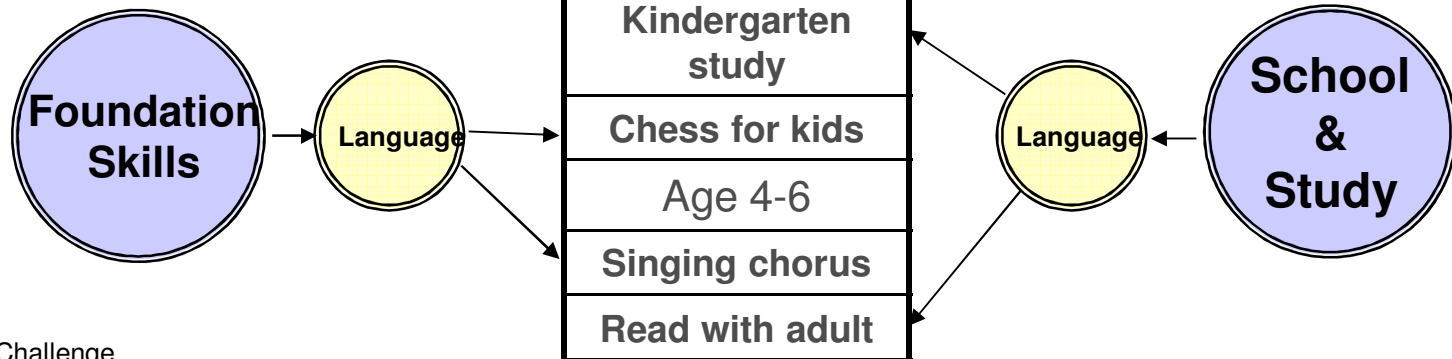
Step 1: Review the talent dimensions to determine existing strengths and identify development areas by age group

For example:

- Age 0-3, 4-6
- Language skills

Step 2: Explore activities associated with development area for age groups

2



Social Collaboration



Encourage networking across organizational boundaries to foster creativity and achieve better results



Take Action:

- 1. Select a focus area**
- 2. Engage with an initial set of participants across multiple organizations**
- 3. Plan and conduct events to start interaction and collaboration**
- 4. Follow up to include action items, feedback, and measuring value from the activities**
- 5. Identify and support new leaders within the network**
- 6. Develop a toolkit to support network growth**

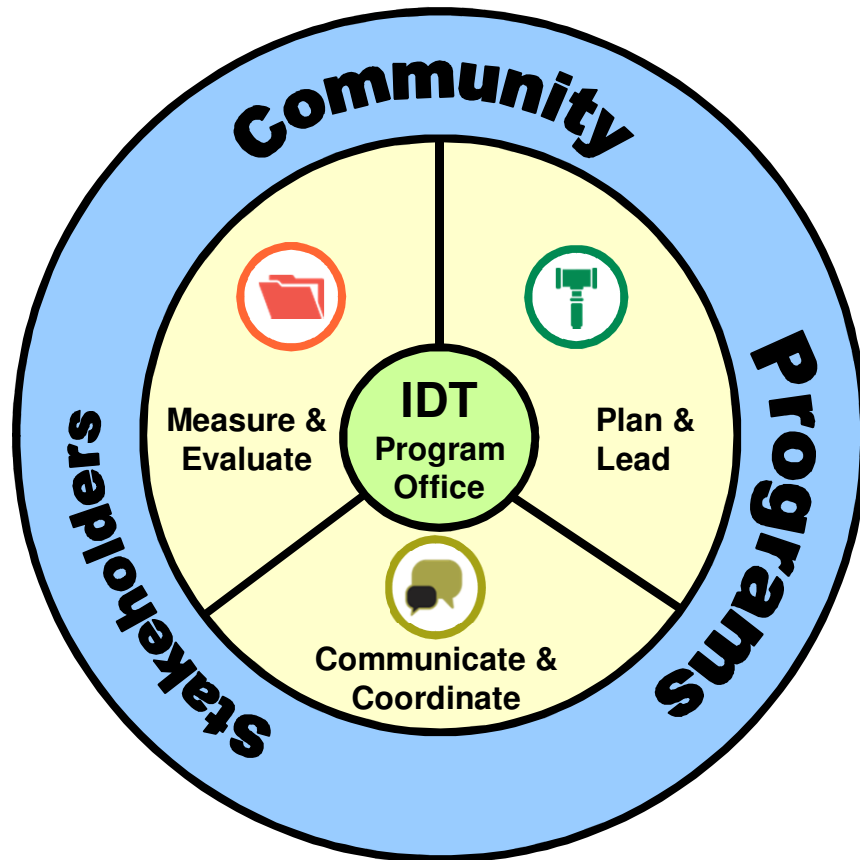




Initiative Dortmund Talent (IDT) Program Office



Establish a formal and comprehensive IDT program office to effectively coordinate, measure and communicate contents and progress regularly



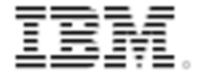
Take Action:

1. Clarify mission, role, responsibilities
2. Establish tracking and reporting mechanisms
3. Develop program plan
4. Execute program plan
5. Develop technology plan



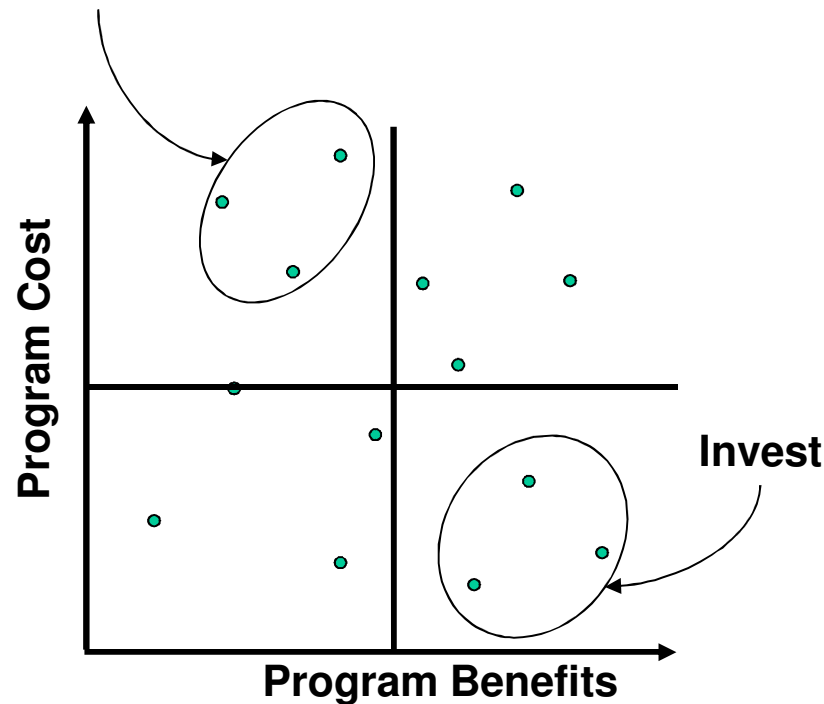


Portfolio Management



Optimize talent development programs

Evaluate



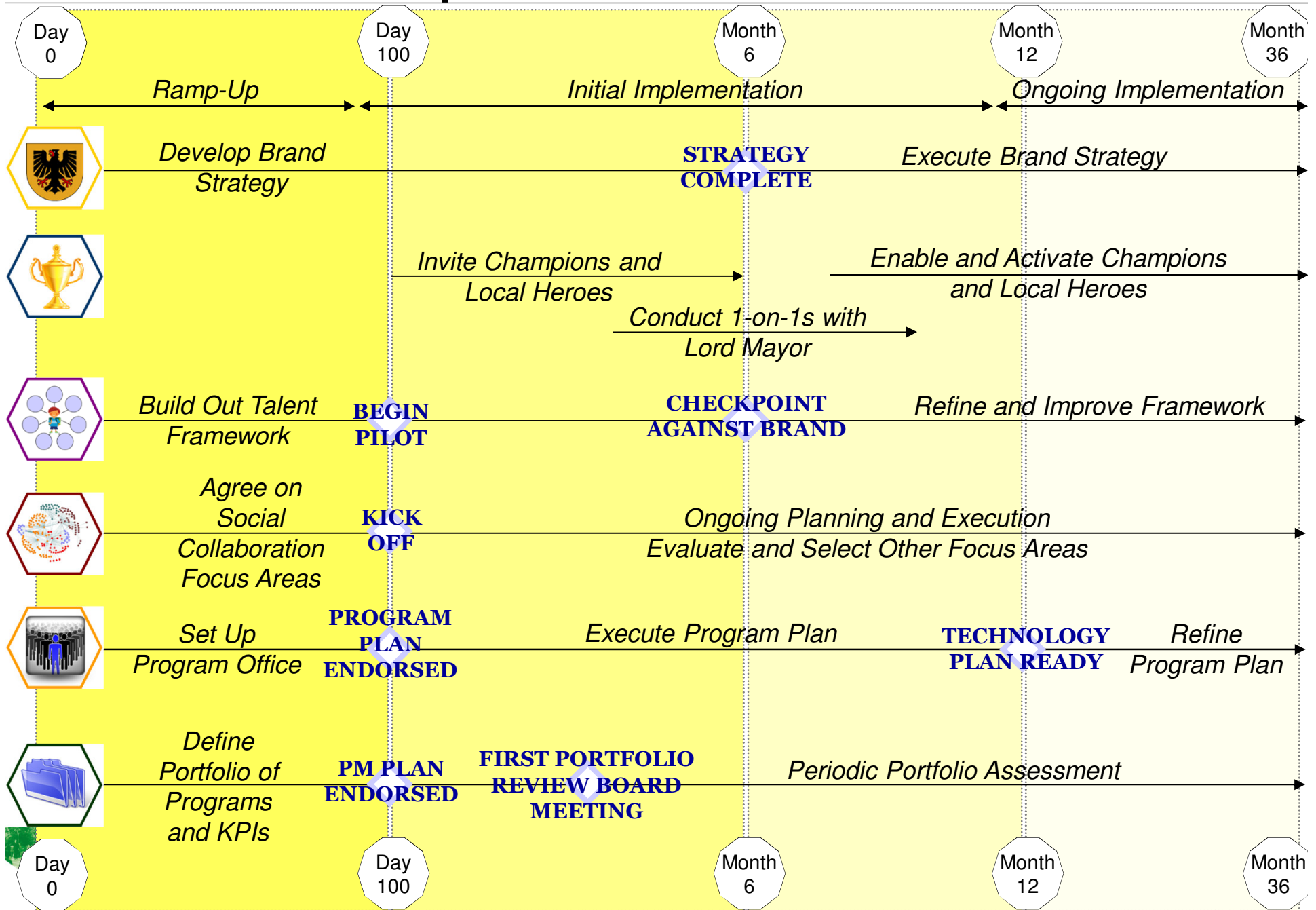
- *Evaluate effectiveness*
- *Prioritize investment*
- *Orchestrate decision process*
- *Increase transparency*

Take Action:

1. Define portfolio
2. Agree on key performance indicators
3. Collect performance data
4. Establish portfolio review board
5. Assess program performance and optimize portfolio
6. Leverage analytics

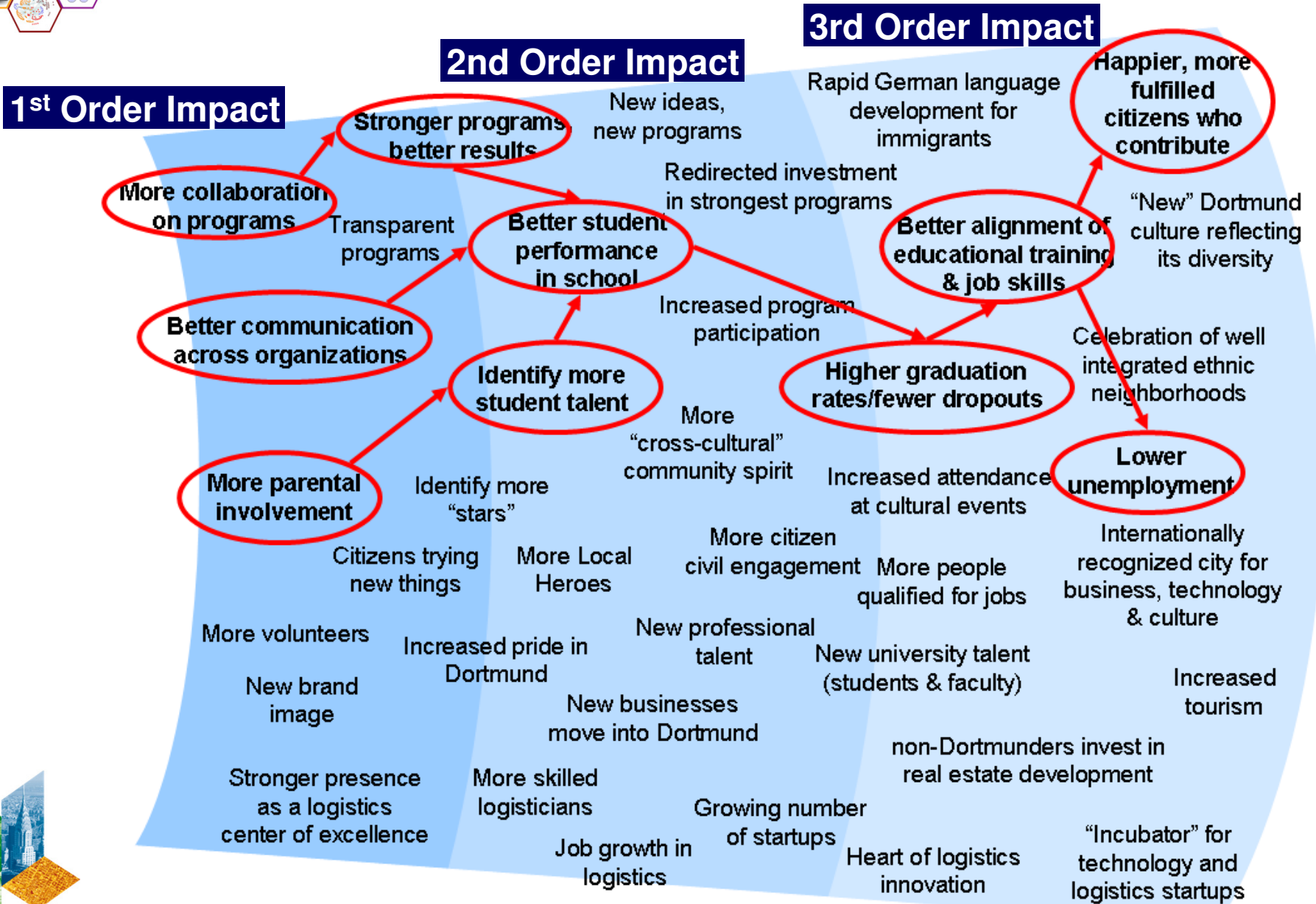


Roadmap





Seize the Opportunity to Lead



We learned from you...



**Simple ideas have
a big impact**

**We all wrestle
with the same
challenges**

**The closer you
are to people,
the better you
can help them**

**Concentrate
resources to deliver
the most value**

**Everyone should
have an opportunity
to find their talent**



...Glück auf!