Smarter Cities Challenge - Program Overview

Background
Cities are home to more than half the world's population, and wield more economic power, greater political influence and more advanced technological capabilities than ever before. Simultaneously, cities are struggling with a wide range of financial and service delivery challenges, in areas as diverse as transportation, energy, clean water, education, social services, public safety and economic development.

What is it?
The Smarter Cities Challenge is a 3-year IBM Corporate Citizenship initiative to enable 100 cities around the world to become smarter by enhancing their capacity to collect, analyze and act upon information across multiple core systems; to apply data-driven *system of systems* analysis to the key problems facing cities; to create a global network through which cities can measure progress and share best practices; and to foster cross-sector partnerships that address critical challenges, enabling cities around the world to become more vibrant and livable places for all their citizens.

Each city participating in the Challenge will receive a donation of IBM services and/or technology valued at USD 250,000-400,000 to address a specific problem or opportunity selected by the city in collaboration with IBM. The donation will be primarily in the form of talent – the time and expertise of top performing IBMers from different functions and locations, who will work closely with city leaders to deliver recommendations on the selected issue.

> ### Case Study: Baltimore, Maryland
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> A team of IBMers from the United States and Canada worked in Baltimore, Maryland for three weeks to analyze the disconnect between citizens, especially youth, and city services in the City of Baltimore and develop short and long-term recommendations to address it.
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> The team's recommendations in public safety focused on making better use of information and technology, and improving community perceptions of public safety. Recommendations in youth services centered on improving the integration and coordination of services across agencies.
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> They went on to lay out a proposal for a Mayor's Information Initiative and concluded with a discussion of innovative funding models to support the adoption of recommended actions, which aim to accelerate the City's efforts to harness the power of information to bring its citizens and their government closer together.

Cities will also have access to a wide array of IBM resources, potentially including: technological skills and expertise, assistance with strategic planning, insight into case studies and best practices, social networking tools, and City Forward, a powerful new tool which allows cities to analyze, compare and visualize data across systems. City Forward applies IBM's expertise in data analysis and visualization to public data sets, enabling citizens and policymakers to reveal new insights and relationships in city systems. As part of the grants, cities may receive assistance in preparing and analyzing data sets with City Forward.

For more information, please refer to the Smarter Cities Challenge website at www.smartercitieschallenge.org , which will be available following the November program launch.

Applying for the Smarter Cities Challenge
Cities around the world are invited to apply for the Smarter Cities Challenge. As we look to maximize the impact of these grants, cities with pressing concerns and clear commitments to the implementation of new technologies will be strong candidates to receive the grants. We anticipate that the grant will have the greatest impact on cities with populations of 100,000 to 700,000, but cities of any size that are well positioned to utilize the resources offered in the Smarter Cities Challenge are welcome to apply.

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The application for the Smarter Cities Challenge must come from an executive officer of a municipality or local government, whose title varies by location – for example, s/he may be the mayor, city manager, chief administrative officer, county manager, county executive, etc. The most successful proposals will:

- Describe 1-3 potential problems or opportunities to address with the grant
- Provide clear, compelling evidence that the city is well positioned to utilize the resources offered in the Smarter Cities Challenge
- Outline how a grant of IBM talent and technology has the potential to substantially enhance the city's capacity to act on key issues
- Highlight recent efforts to develop innovative solutions to public problems, including any initiatives to implement new technologies or open data policies
- Demonstrate the city is ready to match IBM's investment with its own commitment of time and talent, including access to the city agencies and personnel relevant to the project

Applications may be submitted through the Smarter Cities Challenge website. While contact information must be submitted in English, documents from local government leaders may be submitted in the language of business in each country.

Following the November 2010 program launch, applications will be accepted annually, with the first cycle closing on December 31, 2010. Applications will be reviewed by IBM Corporate Citizenship in January 2011, and cities with promising proposals may be contacted for further information or meetings to help inform the review and selection process. IBM talent will be deployed to selected cities throughout 2011, scheduled in coordination with the cities.