UMEÅ ENERGI

# Building the Smart City of Umeå

SweDS2018 2018-11-20

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# SweDS 2018  2018-11-20

**Title-**
Building the Smart City of Umeå  *pic: 1*

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0. Corporate  *pic: 3-6*

*1. How do we define the Energy business of the Smart City- today and tomorrow*?
- Value creation in Sharing economies  *pics: 7-9 The SC, 3H, matris H1 H2 H3*
- Value proposition of future business models- Climate impact mitigation  *pic: 10  Redefine VP*
- Societal drivers  *pic: 11  'Scenariokorset'*

*2. Cooperation makes greater impact*
- The Smart City Construction of Umeå in progress
  - RUGGEDISED  *pic:  U1BMI (U2)*
  - TOMTEBOSTRAND  *pic:  Målbild  TS*
  - KLUSTRET  *pic:  Klustret+ P2U*

*3. Together we will succeed*  *pic: Tillsammans blir vi starkare (UE)*


UMEÅ ENERGI

# We have helped develop Umeå for more than 125 years

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# We provide power, heat and communication with the rest of the world

Locally produced & sustainable

## HEAT

Future-proof and simple

## BROADBAND

100 % re-newable

## ELECTRICITY

Reliable and one of the country's best value

## ELECTRICAL GRID

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Rent solution for solar cells

Electrical car charge solutions

Energy audits

Smart start -
connected home solution

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# THE ’SMART CITY’

- A city which enables Machine-Human- Systems for digital happiness
- What will the future business landscapes look like?
- What demands will have to be met in this ’Smart City’?
- What talents will be required?

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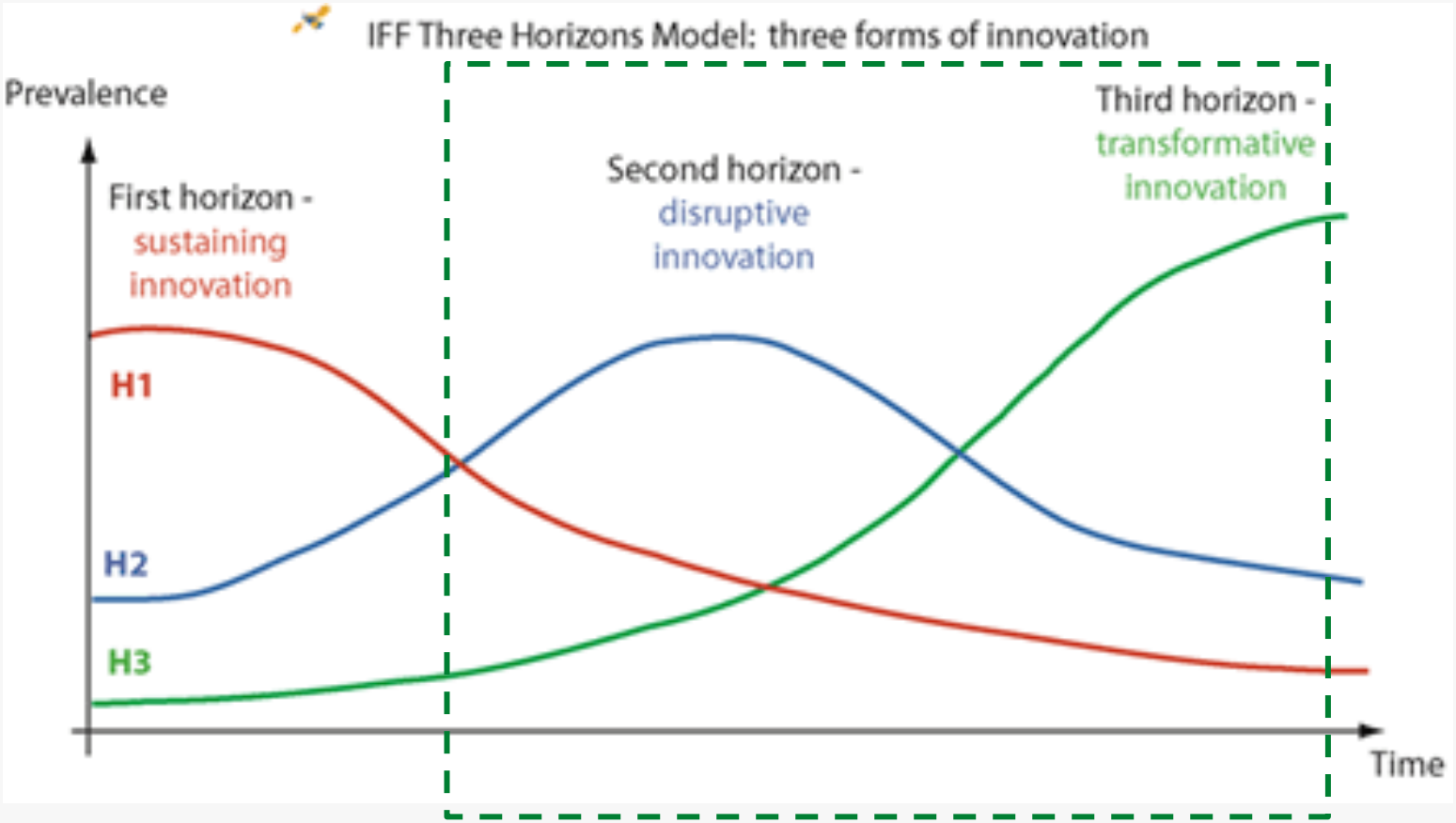
# PERSPECTIVE
## *- 3 Horizons*




Source :3Horizons' IFF 2018 -http://www.iffpraxis.com/three-horizons

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# BUSINESS OPPORTUNITIES OF THE SMART CITY

| | H1 | H2 | H3 |
|---|---|---|---|
| SCOPE | Add value in current solutions | Gear up present assets in new contexts | Expand into new areas, Blue Ocean<br>Gear up capabilities |
| FOCUS | Optimizations | Partnerships | Value propositions |
| GOALS | Max Revenue streams | Secure Cashflow | New value creation |
| EXAMPLE INITIATIVES | Peak Load Shaving<br>Power quality services<br>Sensor tech etc. | Climate Partnerships<br>City Hubs | Prosumer Realtions<br>Mutual Power controls<br>Block Chain<br>AI |

Source: 'The Smart City Opportunity for Utilities' (Scotmadden 2017) - *a free interpretation*

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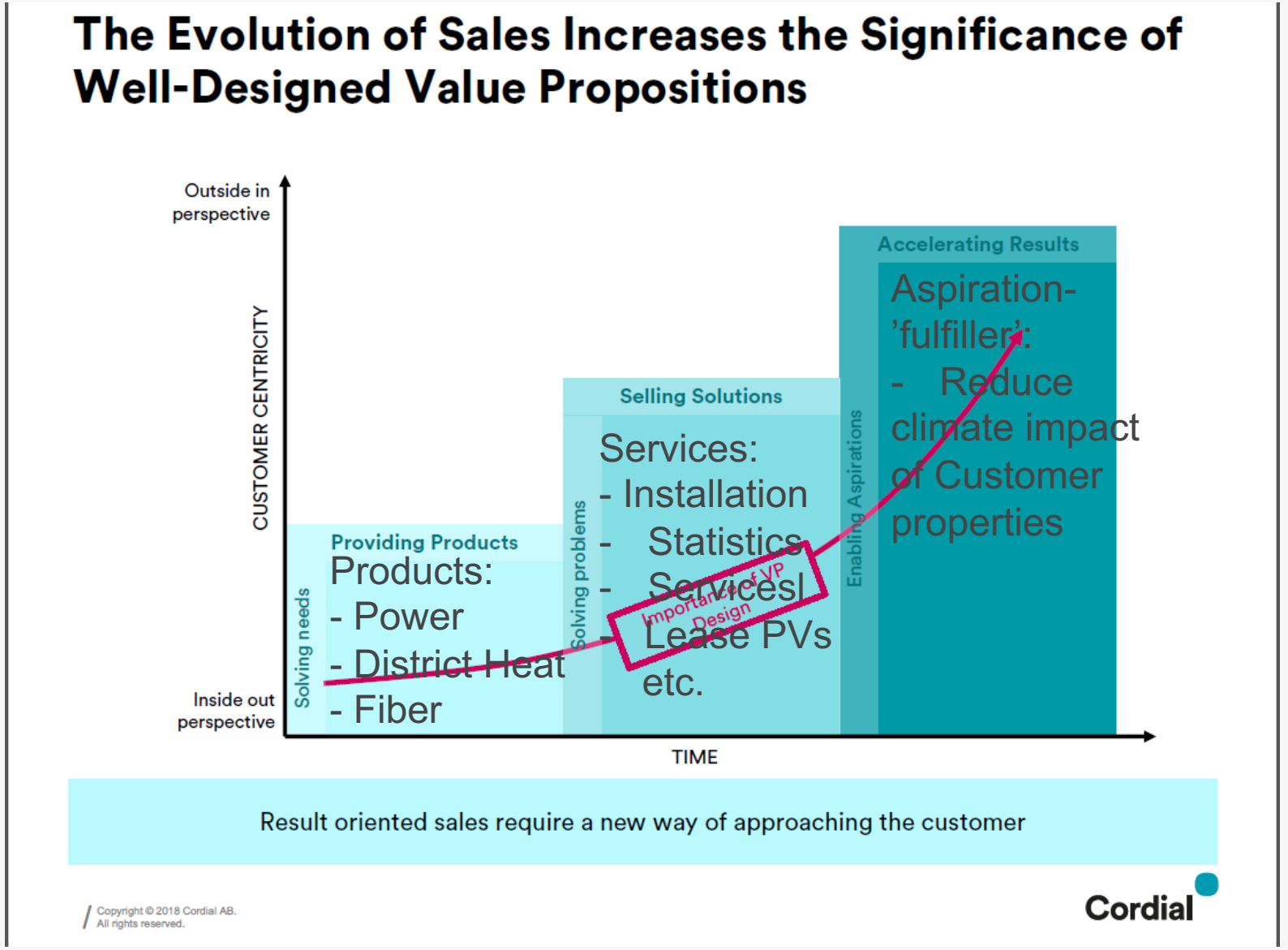
# REDEFINE VALUE PROPOSITION OF B2B

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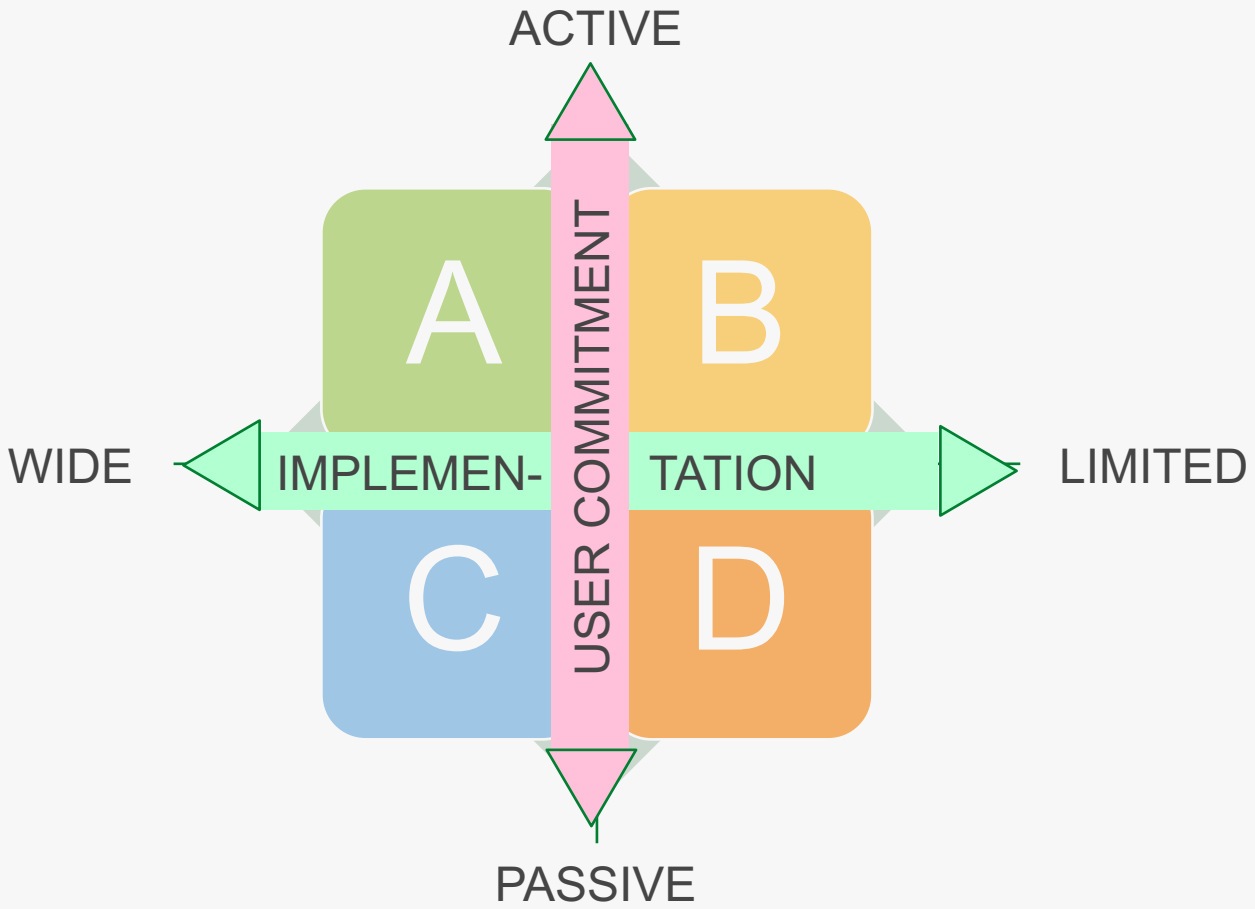
# WHAT WILL USERS OF FUTURE SMART(?) ENERGY SERVICES LOOK LIKE?




Source: Pm 'Användarscenarier smarta energitjänster och –produkter för hemmet' författare: Anna Wallsten, PhD LiU 2018-09-28

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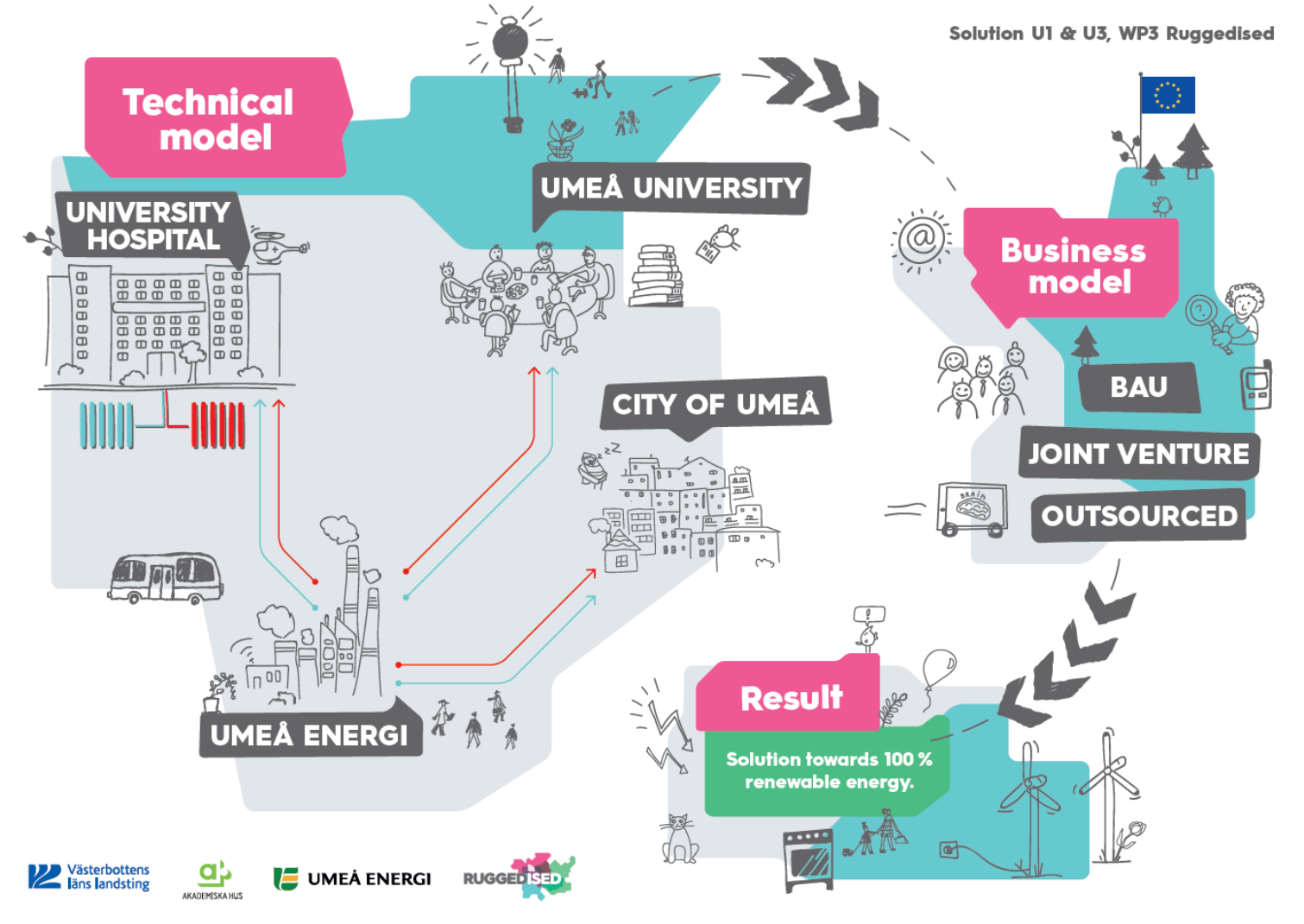
# RUGGEDISED- BUSINESS MODEL INNOVATION

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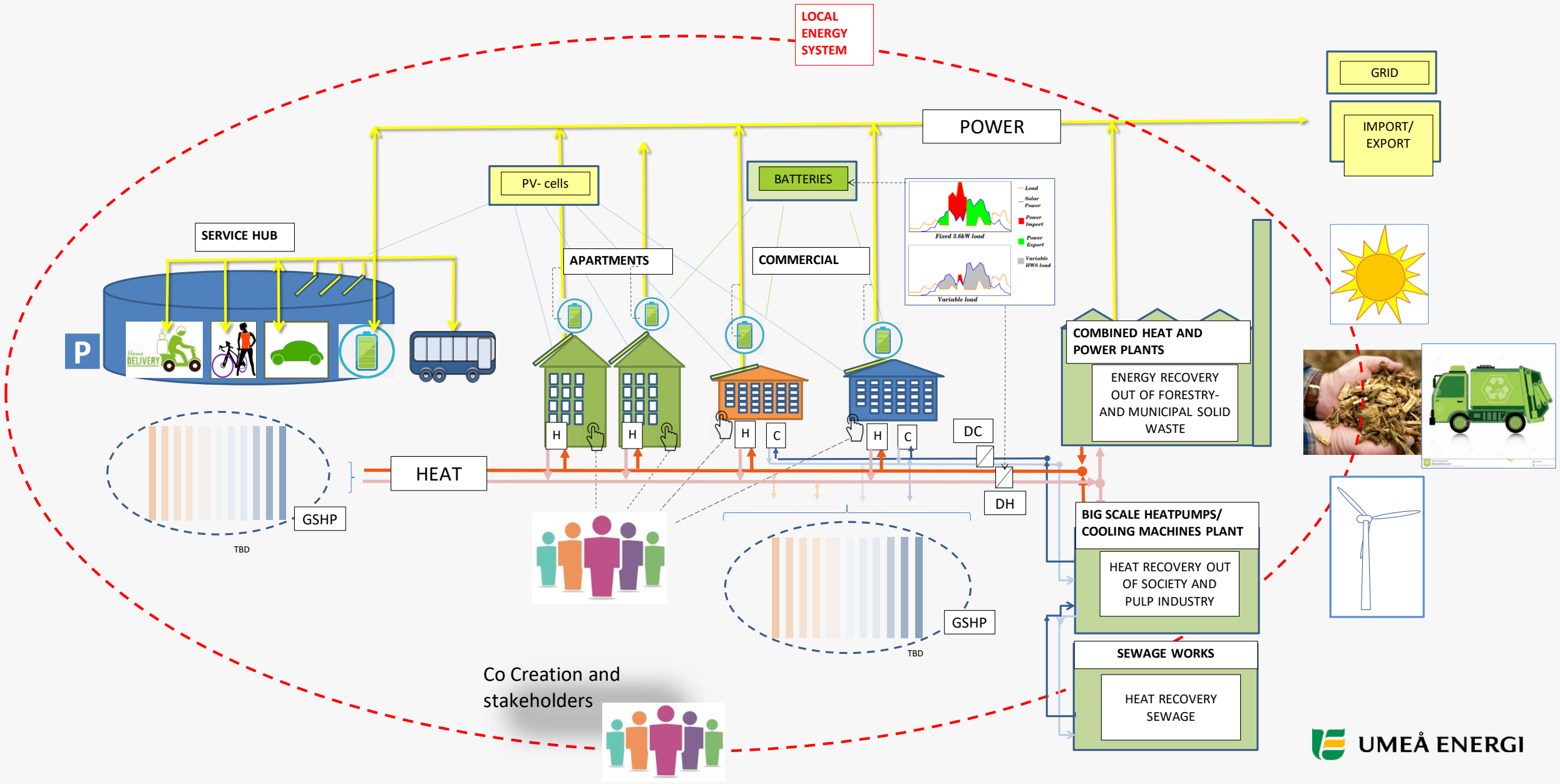
# TOMTEBO STRAND- SMART SYSTEMS

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# KLUSTRET- BUSINESS MODEL INNOVATION

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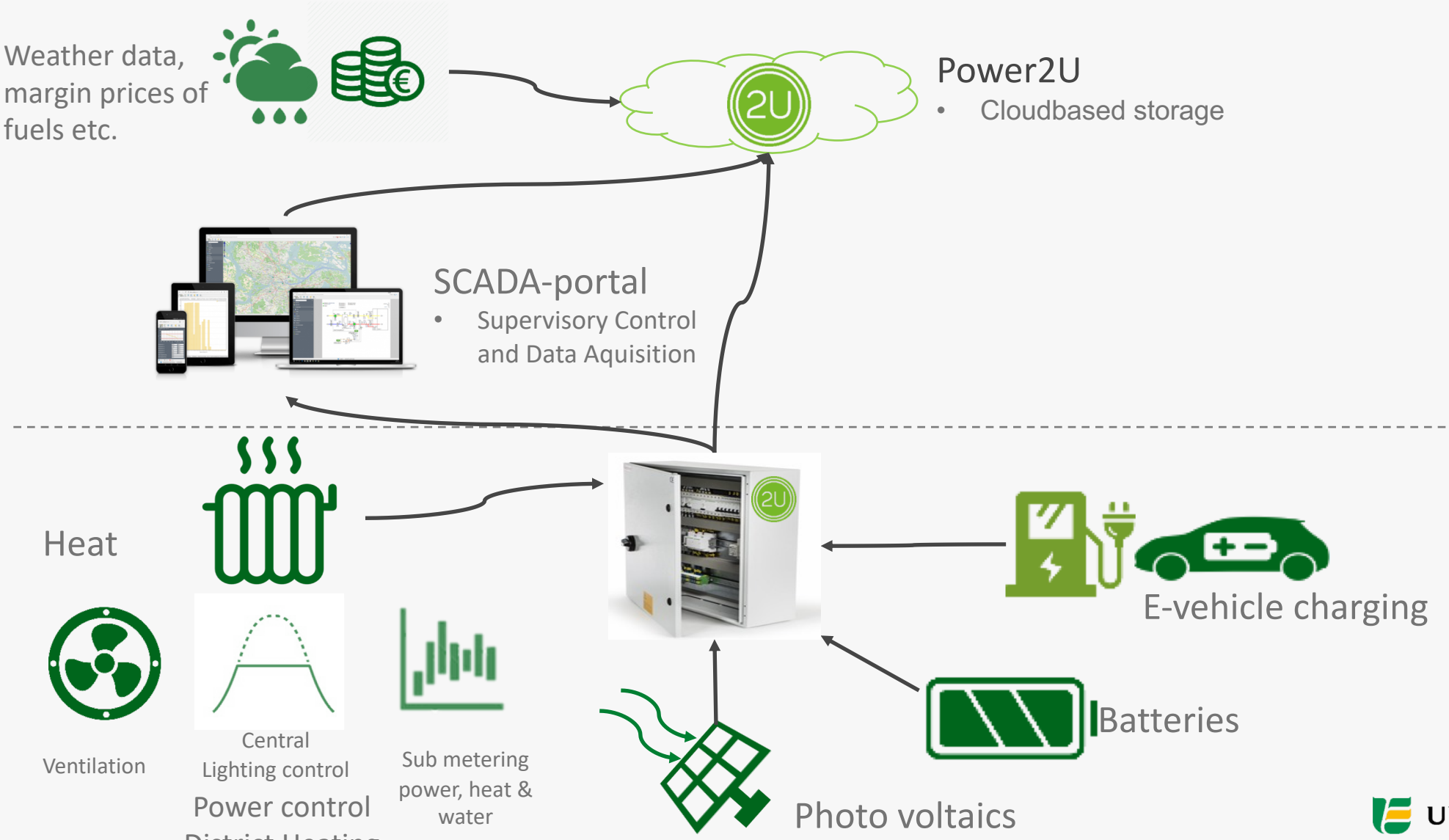
# KLUSTRET- P2U



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# THANK YOU !

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