Online Course on Entrepreneurship for Resilient, Smart and Sustainable Cities

A FREE online course offered in the framework of the project

"Building resilience through education for Sustainable, Collaborative and Smart Cities"

(RESICITIES)

Lecturers

This course was developed by a group of assigned lecturers from the Porto Business School, Porto, Portugal.

Course objectives

Cities are faced with multiple societal challenges: they need to deal with the climate urgency, foster social inclusion and pave the way towards a more resilient economy. Entrepreneurship is a fundamental piece of this puzzle, bringing in new ideas, solutions and imagining new private and public value propositions.

However, the logic of cities and municipal authorities is often unclear for entrepreneurs – and the other way around –, hampering the role of entrepreneurship in more resilient, smart and sustainable cities. In this course, participants will gain a new understanding and hands-on methodologies to deal with the following questions:

• (How) can startups solve urban problems?

• How can entrepreneurs develop business ventures with scalability potential that are attuned to urban challenges?

• How can cities foster entrepreneurial ecosystems that are instrumental to their missions while steering entrepreneurship and business growth?

To whom the course is recommended

This course is recommended for students who wish to pursue career paths as entrepreneurs, business leaders, policymakers, urban planners, and researchers interested in creating sustainable, smart, and resilient cities. The course is designed for individuals who want to learn about the opportunities and challenges in the emerging field of smart city entrepreneurship and to develop the skills necessary to innovate and create successful businesses and projects in this field. The course will provide insights into the latest trends and innovations in smart city entrepreneurship, with a particular focus on sustainable development and resilience. It will also provide practical tools and methodologies for creating and validating

new business models, identifying funding opportunities, and navigating public procurement and intellectual property regulations. Overall, the course is suitable for anyone interested in contributing to the development of smart, sustainable, and resilient cities through entrepreneurship and innovation.

Learning Outcomes

The learning outcomes of a course on entrepreneurship for sustainable, smart, and resilient cities with the above topics would be:

- Understanding the concept of smart cities and the opportunities for entrepreneurship and innovation in this field.
- Understanding the importance of sustainable and resilient urban development and its potential as an entrepreneurial opportunity.
- Understanding the role of the entrepreneurial ecosystem in smart city development and identifying key stakeholders and players in this ecosystem.
- Critically analyzing the challenges and opportunities of challenge-based innovation in smart cities and developing effective strategies for connecting city challenges with entrepreneurs and businesses.
- Developing a deep understanding of business model concepts and tools, including the Business Model Canvas and Value Proposition Design, and applying these tools to create and validate new business models for the public sector/smart and sustainable cities.
- Evaluating the financial, organizational, and social impact of business models on the public sector and smart cities.
- Developing an understanding of public procurement and intellectual property regulations, and their impact on entrepreneurship and innovation in smart and sustainable cities.
- Identifying funding opportunities and creating effective strategies for scaling up businesses in the smart city context, including living labs and free zones for testing new technologies.
- Understanding the role of institutional entrepreneurship, urban planning, and business development in smart city development, and the importance of entrepreneurship policies for promoting innovation and sustainable development.
- Applying foresight, futures, and collective intelligence techniques to develop innovative and sustainable urban development strategies, and exploring opportunities for regenerative urban development.

Overview of modules

Module 1: Smart Cities and Entrepreneurship

- Cities and entrepreneurship: situating the phenomena.
- Smart, sustainable and resilient cities as entrepreneurial opportunity.
- Smart Cities and Entrepreneurial Ecosystems.
- From solutionism to citizen-centric smart cities and beyond: implications for entrepreneurship.

Module 2: Challenge-based Innovation in Smart Cities

- Challenge-based innovation in cities: what is at stake?
- Initiatives connecting city and entrepreneurs.
- Advantages, limitations, and critical success factors.

Module 3: Business Models for the Public Sector

- The business model: definition, evolution, and importance for the creation of value by the organizations.
- Business Model Canvas: the importance of each of the nine blocks for value creation.
- Value Proposition Design: how to create unique and effective value propositions, focusing on the public sector / smart and sustainable cities.
- Methodologies for the creation and validation of new business models: a) Customer development model, b) Lean start-up methodology.
- Evaluate the impact (financial, organizational, and social) of the business model on the public sector / smart and sustainable cities.

Module 4: Public Procurement and Intellectual Property

- Introduction to Public Procurement.
- Introduction to Public Procurement for Innovation (PPI) in the context of smart and sustainable cities.
- Intellectual Property fundamentals.
- The importance and the impact of Intellectual Property in Public Procurement, in the context of Smart and Sustainable Cities.

Module 5: European Funding Programmes for Scaling-up

- Crossing the chasm: how to create effective strategies to scale-up businesses.
- Engines for Growth: the importance of appropriate strategies to prepare the scaling-up.
- From start-up to scale-up: how to create a growth strategy.

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Education for Resilient Cities

- Living Labs and "Free Zone for testing new Technologies": introduction to the concepts, in the context of smart and sustainable cities.
- European Programmes to support start-ups and scale-ups (focusing on those developing products/services for the public sector / smart and sustainable cities).

Module 6: Smart Cities and Entrepreneurial Ecosystems

- Institutional Entrepreneurship, Urban Planning and Business Development.
- Business & Innovation Ecosystems for Smart City development.
- Smart Cities and Entrepreneurship Policies.

Module 7: Urban Innovation Labs

- New frameworks and toolboxes for sustainable urban development and innovation.
- Foresight, futures and collective intelligence as collaborative processes for smart city development.
- From sustainable to regenerative urban Development: opportunities, transition processes and tools for entrepreneurial action.

Learning mode – how to access

This course is now offered on an ongoing basis entirely online through the innovative Pocket Learning app Ryze (https://ryze.org.uk/). Registered students can download the app FREE of charge and will receive the access code to claim all modules of this course in their Ryze library of courses. The modules of this course available through Ryze app are composed by nicely designed content with recorded lectures in embedded videos and self-assessment assignments.

Certificate of conclusion and ECTS credits

The graduate students who will accomplish the course successfully will be awarded with a digital certificate issued by the RESICITIES consortium. The amount of study hours required on students is equivalent to a course that usually awards 2 ECTS.