

# Smart Eco City

## Kutaisi, Georgia

Partners of Connective Cities



Commissioned by



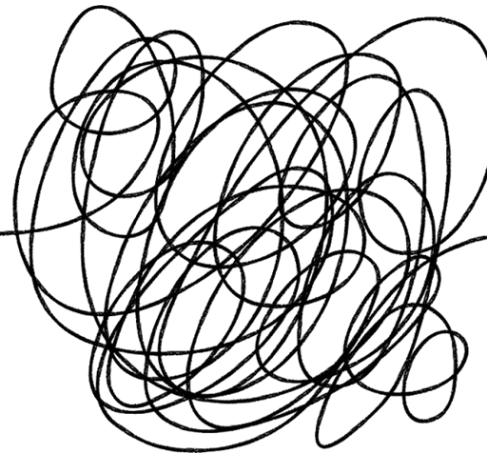
# Challenges

In recent years Kutaisi has faced a number of challenges – a declining economic importance leading to brain drain and decreased opportunities for talented youth, combined with a tourist industry struggling to recover from the COVID Pandemic have contributed to a strained economic system and population decrease due to migration. The local climate and previous industrial importance contribute to air pollution and other climate related issues.



## Problem

Sustainable and responsible use of resources in the city - such as energy and waste, supported with data driven technological solutions



## Portfolio

Kutaisi - Smart Eco City



## Solution

Seed portfolio with 5 options across Waste, Mobility and Energy to:

- Engage citizens, inform and raise awareness around energy use and waste management
- Educate and create new talent of urban innovators
- Proof of concept smart waste solutions
- Incentivise green mobility

# Statement of Intent

*As a convener, facilitator and trusted party that initiates, guides and brings together other stakeholders*

*Where data informs and guides choices and decisions*

*Citizens| Tourists & Visitors | businesses & Investors*

*bl*

*Sustainability of all municipal and public level services*

**We, the municipality of Kutaisi, together with its citizens, local organisations, businesses and academia,**  
have the intent to leverage

**our distinct set of resources and capabilities, our collective will and self-governance**  
to design and dynamically manage  
an Urban Makeover Portfolio of Development Options,  
that attracts resources, informs policies and models actions,  
as a transformative intervention in  
**Kutaisi,**  
to help it realise its ambition of becoming  
**a Smart Eco city**

to produce the following **system-wide effects:**

- 1. Become an attractor for stakeholders with sustainable interest and agenda**
- 2. Engage actively Kutaisi's citizens, visitors and businesses in becoming stewards of the environment and urban natural ecosystems and resources**
- 2. Inform and lead an agenda for sustainable policies and incentives at a country level**
- 2. Enable sophisticated and responsible management practices at municipal level in order to lead by example.**

*Formal organisation of citizen engagement and participation in local governance issues*

*With respectful, sustainable and renewable use of its resources | providing a balanced coexistence of human and ecosystem needs*

*Be known as an example of a Smart Eco city | A place for green urban innovation | Green businesses and impact investing*

*Changing narratives | aligning individual choices with sustainability agenda*

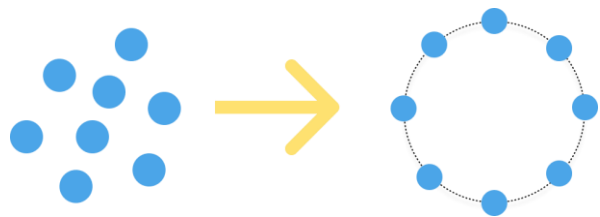
*Data driven use of resources*

# OUR APPROACH

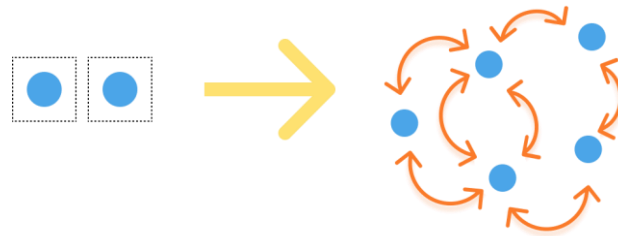
## PORTFOLIO APPROACH

Moving away from siloed single-point solutions into **adaptive portfolios of connected interventions** that learn from each other and lever change in socio-economic systems

Provide system lens into complex challenges



Design portfolios with connected interventions



Build framework and capabilities for adaptive management



# HOW DOES IT WORK?

Kutaisi municipality underwent an intensive design and co-creation process, incorporating capability building, to design and manage portfolios tailored to their local context for urban transformation.

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## Deep social listening of communities

Collective listening of citizens, community stakeholders, CSOs, etc. to understand and reflect narratives in urban system

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## Co-creation of urban portfolio

Develop a strategic urban portfolio with diverse groups of innovators, investors and stakeholders

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## Dynamic management of portfolios

Activation of portfolios at urban system and their dynamic management through iterative sensemaking and community dialogues

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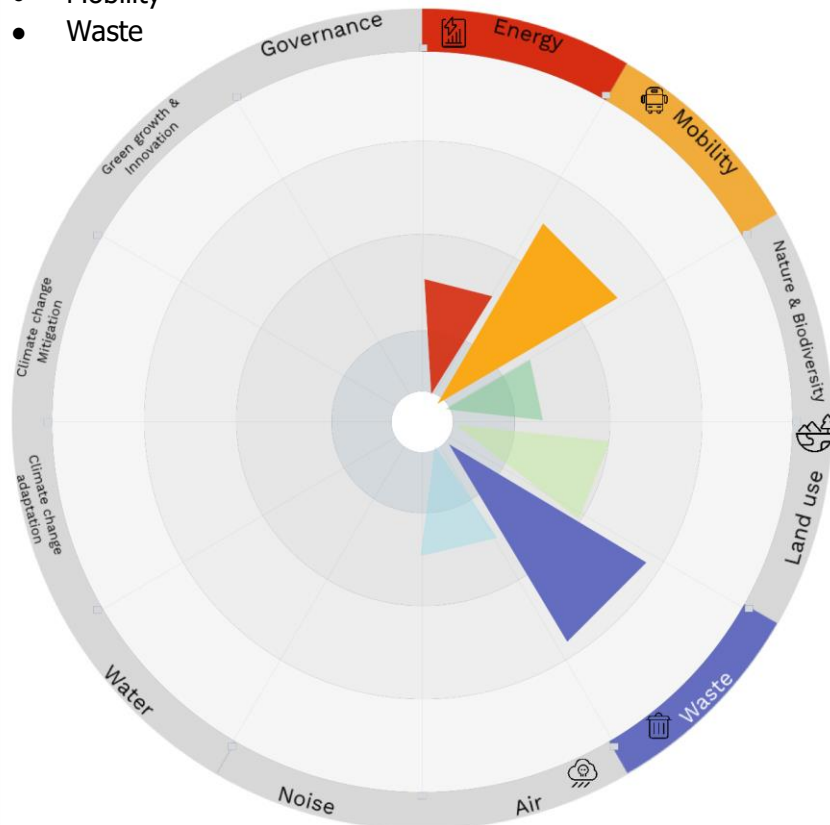
## Portfolio Financing and seed funding

Actively explore and design interventions to attract resources and other forms of financing mechanisms

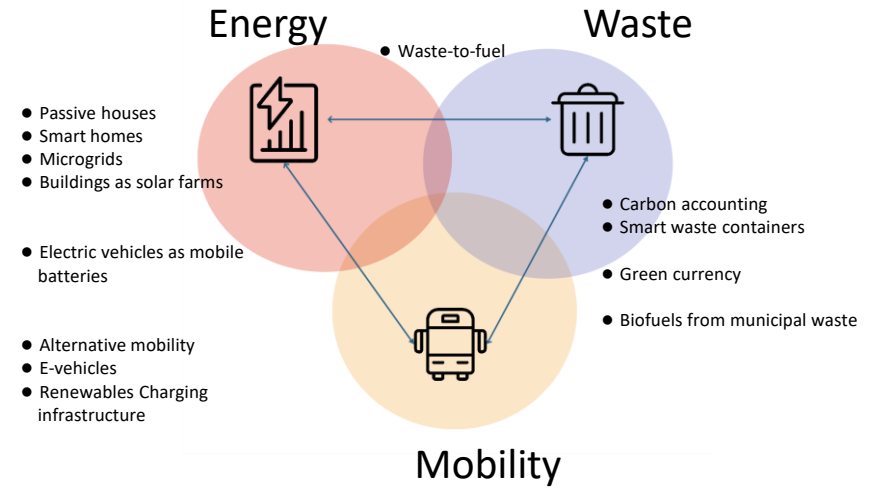
# Focus Areas

The Seed Portfolio, in particular, will focus on 3 areas with the **objective of achieving Sustainable/Responsible Energy Use and Zero Waste** by applying innovation and smart technologies

- Energy
- Mobility
- Waste



It will also explore innovative ideas that sit at the intersections of these 3 areas and help achieve the above goals



# Kutaisi Portfolio

## Eco Smart City

Portfolio Position 1 **Shared Identity**

- **Citizens 4 Green Kutaisi**

Portfolio Position 2 **Information Rich Stories**

- **Kutaisi Eco bot and app**

Portfolio Position 3 **Living Labs**

- **Smart Waste - Street demonstrator**
- **Green mobility - Behavioural nudging Proof of concept**
- **Energy Efficient Building - Open air lab**

Portfolio Position 4 **Talent 4 Urban Innovation**

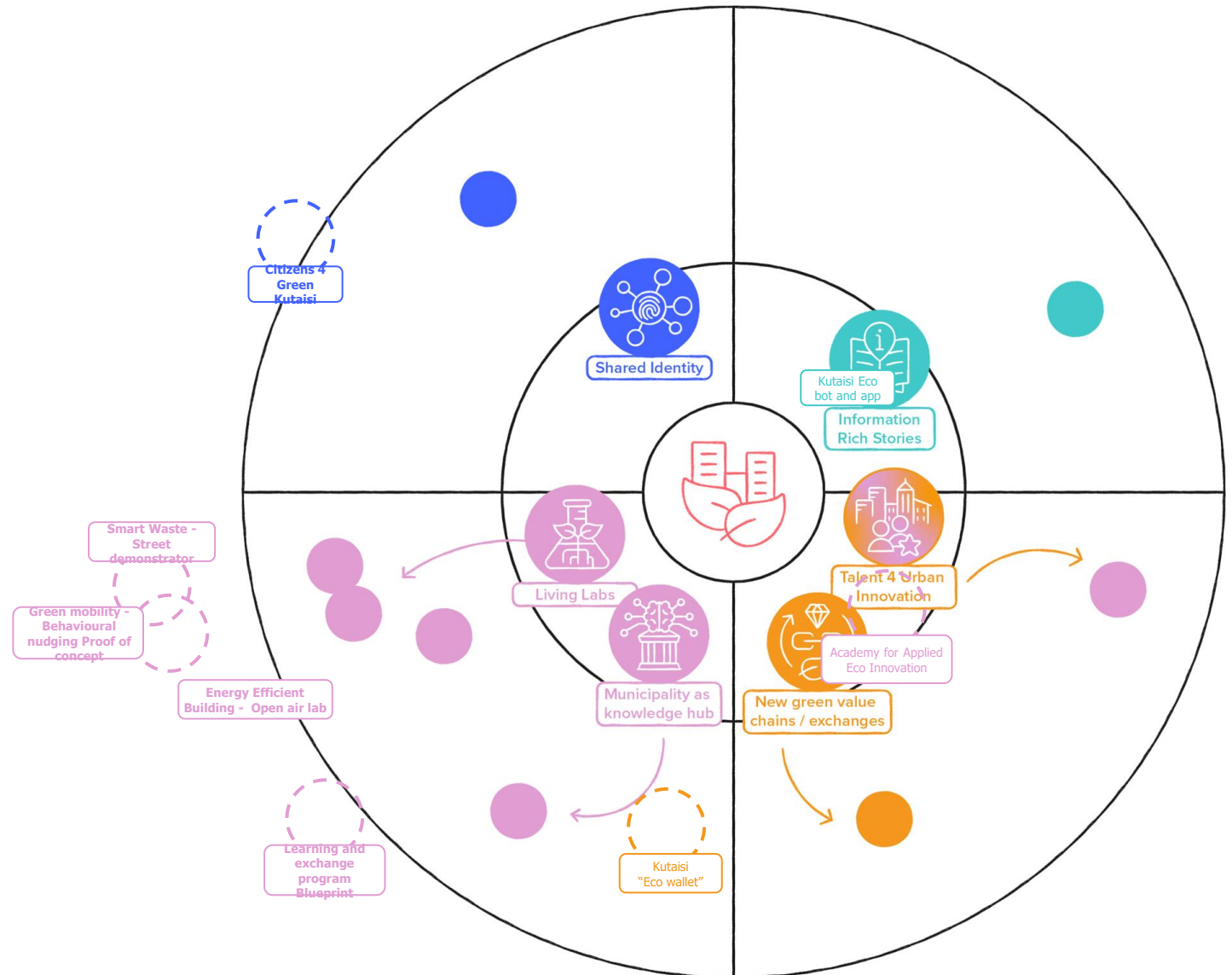
- **Academy for Applied Eco Innovation - Proof of concept**

Portfolio Position 5 **Municipality as knowledge hub**

- **Learning and exchange program Blueprint**

Portfolio Position 6 **New green value chains/ exchanges**

- **Kutaisi "Eco wallet"**



# What have we learned so far

- Context matters: opportunities and limitations for the portfolio journey
  - Framing linked with the local context: complexity framing difficult to relate with
  - How do you embed a portfolio capability in the changing context?
- Design team composition: deep engagement
  - Diversity and capacity
  - Decision-making flexibility
  - Enabling connection and alignment with other departments and programmes
- Splitting the process into milestones: sense of progress
  - design/activation iterations
- Managing expectations and motivation is the key
  - Keep the team motivated: clear process with milestones, mindset shift from solution-focused work