What is being Smarter?

Fundamentally, being "smarter" means making more effective use of resources, assets and opportunities. Being smarter involves realising the opportunities offered by the emerging and vibrant information/"sharing economy", driving its development and using the tools it provides to improve communications and manage resources and assets more productively. For the purposes of exploring how we do this with delegates at this year's conference, "becoming smarter" includes the following 5 key areas (the bullets are just some examples):

1. **reducing <u>unnecessary</u> effort and duplication**
    - Identifying others delivering similar things & sharing existing resources
    - Openly sharing information, research, data, ideas and best practice
    - Creating online platforms, networks and groups to link people together to discuss like minded themes and achieve collaborative goals
    - Collecting live data directly onto digital / web platforms

2. **using "smart" (clever) technology to <u>optimise</u> doing tasks**
    - Using interactive technology to engage and collaborate in events & meetings
    - Using smart payments (incl. contactless, pay on smartphone, e-billing systems)
    - Using smartphones and tablets
    - Using smart metering
    - Using smart, efficient vehicles

3. **maximising sharing use of available local infrastructure and assets**
    - Encouraging and enabling shared use of public premises
    - Sharing information on, and optimising use of, 'empty' public premises
    - Sharing of information on other local infrastructure available for use (incl empty shops and opportunities to share or lease parts of larger spaces)
    - Identifying and encouraging opportunities to share assets
    - Encouraging community involvement in management and use of certain public spaces and infrastructure
    - Public sector provision of digital platforms available for shared use

4. **looking at digital opportunities to do things <u>differently</u>**
    - Making use of the latest mobile and flexible working opportunities
    - Sharing information and feedback on the availability of digital platforms and apps and the opportunities these offer
    - Creating / designing apps and platforms for specific purposes
    - E-learning / distance learning
    - Using digital platforms to apply for and access local services and information

5. **using a range of <u>new tools</u> to help us communicate and share better**
    - Communicating, networking and sharing through social media
    - Networking, coordinating and managing tasks for specific purposes through online platforms, for example Taskrabbit, Trello etc...
    - Video conferencing / calls and conference calls
    - Collaborating and sharing using cloud-based operating systems
    - Online meeting organisation and event management
    - Web-based newsletters / mailing list applications e.g. Mailchimp