

Cognitive Cities


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Cognitive Cities are more than Smart Cities :

- The most important is the **Connection with their Citizens**
 - **Deeper and New Relationships** with Citizens
 - A **link based on** collaboration, interaction, the sharing of information, transparency and skills
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- 2 examples of Cognitive Cities
 - **Amiens**, European Capital of Youth in 2020
 - **Cannes** Agglomeration, the ICC firms Cluster

Amiens : European Capital for Youth in 2020



- **Youth is a key subject matter for Cognitive Cities**
- What is the “**European Capital for Youth**” about?
- **Amiens** : a city with a population of 50.000 under 28, in the **Youngest French Region**, the Hauts-de-France
- **A collaborative day about the Empowerment for Young People** :
 - ✓ Self –esteem, life skills, network
 - ✓ Involvement in association helps to develop employability
 - ✓ Develop Information in new Professions
 - ✓ Develop Networking with Digital Platforms and Physical Encounters
 - ✓ Digital and Virtual Reality in each action
 - « The Compas »
 - VR to stimulate Job Interviews
 - Discovering new professions



Cannes: a Cluster for the Cultural and Creative Industries



ICC is a crucial subject matter for Cognitive Cities

- **Transform skills into** entrepreneurial projects and into jobs
- Cannes is **building an ICC cluster** that includes **the University of Côte d'Azur, a business incubator and a business hotel** in a 1500 m2 building
- Promote "**cross-fertilization**" between the incubator, the Entreprise Hotel and the university
- Create events
- **Always Digital Tools**