The global demand for Smart City solutions will drastically increase due to urbanization and digitalization creating a $1.5 trillion market towards 2020.

Global urbanization

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of people living in cities (Billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oceania</td>
<td>0.04</td>
</tr>
<tr>
<td>North America</td>
<td>0.38</td>
</tr>
<tr>
<td>Europe</td>
<td>0.58</td>
</tr>
<tr>
<td>Latin America</td>
<td>0.70</td>
</tr>
<tr>
<td>Africa</td>
<td>0.47</td>
</tr>
<tr>
<td>Asia</td>
<td>3.30</td>
</tr>
</tbody>
</table>

Digitalization

Number of connected devices in cities globally (Billions of Units)

- Source: Gartner, March 2015
- Source: Frost & Sullivan, 2014

$1.5 trillion Smart City solution market
The Global Smart City and Community Coalition is an alliance of global cities dedicated to sharing interoperable, scalable and replicable Smart City solutions

**Founding**
The Global Smart City and Community Coalition (GSC3) has been founded in June 2015 by eight cities: Amsterdam, Austin, Bandung, Charlotte, Chicago, Den Haag, Eindhoven, and Genoa

**Vision**
The vision of the GSC3 is a world where cities and communities collaborate and learn to improve urban life.

**Goal**
The goals of the GSC3 are:
- To make long term sustainable and resilient communities around the world
- Accelerate the opening up of a strong global city market for urban solutions, and with that, create sustainable industry jobs, welfare and well-being
- To facilitate the knowledge- & experience exchange between coalition cities
- To use the power of the combined cities to effectively tender and develop interoperable, scalable and replicable Smart City solutions
GSC3 advances the adoption of Smart City solutions by connecting stakeholders and increasing the visibility, replicability & exchange of piloted solutions globally.

**GSC3’s Mission:**

“GSC3 increases the adoption of Smart City solutions by connecting stakeholders in the Smart City ecosystem, increasing visibility of the best Smart City solutions and enabling global replicability of solutions.”

**GSC3’s Business Principles:**

- Not-for-profit organization
- Open to everyone
- Enable sustainable development
- Entrepreneurial excellence
- Continuous improvement
- Maximize use of Open Source
- Work with local resources

**GSC3’s Core Values:**

- Respect and obey the law
- Respect human rights
- Respect the environment
- Respect each other and appointments
- Be honest, transparent and accountable
- Share knowledge and networks
- No conflicts of interest

**GSC3 strives for triple bottom line for the environment, society and the economy:**

- GSC3 pursues **sustainable business**
- GSC3 is **pro-actively enabling international cooperation**
- GSC3 develops **circular business models** and triple bottom line **business cases** with its partners
GSC3 creates value by enabling the exchange of solutions between Cities, increasing visibility of solutions, connecting stakeholders and creating a Smart City ecosystem

GSC3 creates exchange of best practices and common demand for Smart City solutions
- Exchange of best practices between cities
- Defining of cities’ needs and challenges
- Determining common Smart City solution demand
- Collaborative approach towards solution development
- Act as a ‘coalition of coalitions’

GSC3 increases visibility and connects the demand and supply of Smart City solutions
- Resolving trust issues between cities & businesses
- Interoperability of Smart City solutions
- Visibility of proven Smart City solutions
- Best-value procurement and tendering
- Lock-in prevention

GSC3 creates an ecosystem of Businesses, Start-ups, Investors & Living Labs
- Connecting large Solution Providers to Start-ups & SMEs
- Connecting Start-ups to financing/investors
- Testing & validation of solutions in Living Labs
- Rapid global replication of the best Smart City solutions
In Amsterdam, this collaborative approach has already resulted in a standardized, interoperable and brand-independent charging infrastructure for electric vehicles throughout the Netherlands.

**Activity:**
City & PSP Round Table with cities and utilities to discuss EV challenges

**Outcome:** Specified demand for a uniform charging infrastructure for electric vehicles

**Activity:**
Development Group with cities, utilities, car manufacturers, contractors and EV SMEs.

**Outcome:** Commitment to collaborate on developing and piloting a uniform charging infrastructure

**Activity:**
Piloting of developed solutions in Living Labs. Test beds were made available by cities and utilities.

**Outcome:** Commitment to collaborate on developing and piloting a uniform charging infrastructure

**Result:**
Uniform plugs & sockets and payment method were developed, compatible with all brands of electric vehicles. The Netherlands now has brand-independent charging stations with a single payment system nationwide.
GSC3 connects the relevant Governments, Solution and Service Providers, Research & Testing institutes and financial stakeholders in the Smart City Ecosystem.