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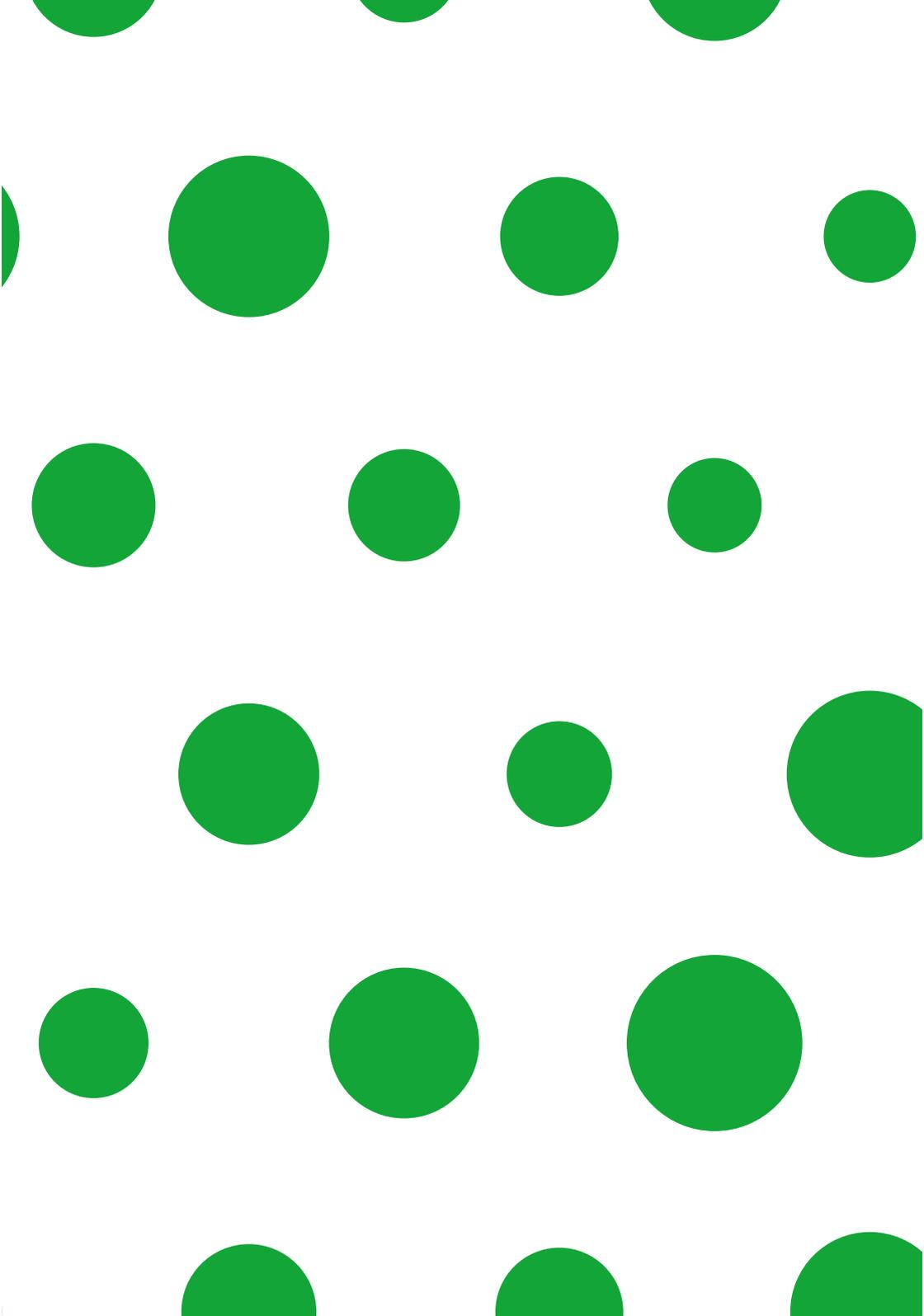


A Smarter City  
Helsingborg

# Partnership in making a **smarter city**



HELSINGBORG



We need to think and act differently in order to successfully plan, build and manage the cities of tomorrow. Cities where both the people and planet can thrive.

H22 – A smarter city is a city expo that will be held in Helsingborg, Sweden in 2022 that aims to explore and lead the way to a smarter and more sustainable urban planning. An expo that will provide an international platform for the most exciting development work, the sharpest questions, the smartest urban designs and the best innovations for improving quality of life in the city.

Now we are looking for you – the companies and organizations that shape life in the city by leading your industries forward – **to join our journey.**

# The city expos **content** areas

As a partner to H22 you can contribute in several ways, both before and during the city expo. Regardless of which area a contribution belongs to, the content should constitute a reason to visit and be of international and/or national interest.

## **Showcase — See and experience**

Hosting a showcase, you will get to share and exhibit your work and contribution to a smarter and more sustainable future. What you choose to exhibit should be something new and innovative in its field. H22 is where you reveal or launch your concept to the public.

The framing of your showcase can be a pavilion together with several others, or a separate place in the urban environment of Helsingborg where your particular contribution is provided with suitable framing and exposure.

## **Site visits — Visit and understand**

The city expo will provide the chance to make different types of site visits to learn how local sites or businesses are run and developed to meet the future. Hosting a site visit during the city expo means making your existing location accessible to the crowd and adapting it to make an impression.

## **Conferences & congresses — Listen, share and learn**

H22 is a platform where cities, businesses, academia, organizations and residents meet and learn from each other. The city expo will hold an extensive program of congresses and conferences that are either recruited or arranged by H22 partners.

Hosting a conference or congress during the city expo is a unique opportunity to invite your industry to Helsingborg and the international, innovation driven context that is H22.

## **Testbeds / Act and explore**

A testbed is a physical or virtual environment where different actors can collaborate in developing, testing and introducing new products, services or processes. The city's investment in H22 and new urban solutions is a unique opportunity to join the many existing testbeds in the city, or to create a new one. The tests can be initiated today and demonstrated during the city expo, or be conducted during the actual expo together with the crowd.

## **Events & experiences / Entertain and surprise**

H22 is framed by captivating entertainment and events around the city. The aim of the activity can be to entertain, surprise and / or to emphasize the city expo's content or purpose. A pulsating activation of the city space means there are always new reasons to visit H22 during the 35 days of the city expo.



## We create H22 together

As an H22 partner you are participating in shaping the future – for real. Your investment in H22 is primarily constituted by the changes and innovations that you're working on to develop your own organization.

**This is what we're offering all of our partners:**

- Access to a network of H22 partners. That is to say: every future-oriented organisation that is taking part in H22
- Your total contribution, economically and resource-wise, will directly correlate to your exposure
- The city expo's forum for networking, creating, sharing, testing and discussing the development of future solutions
- A unique international display for your business and investment during the 35 days of the city expo

# H22 co-creator

As an H22 co-creator you are one of our key partners and thus take on an important role in the work towards 2022 and the creation of the city expo. You are a leader in your field and can see the value in using H22 as a platform to share your work. Your H22 investment is directed at both individuals and businesses within several different areas, is interesting for an international audience and can be presented as an exciting attraction to H22's broad audience.

## Your investment

- You'll contribute to H22 within at least one area. It can be a showcase, a testbed, an experience, a site visit and/or a conference.
- Your work starts now and your contribution will live on long after 2022.
- Your investment will help both you and the city of Helsingborg stand out in an international context.
- Your contribution will drive development within your field by showing future solutions.
- You'll be active, to a varying degree, during the entire city expo (35 days).

## We're offering you

- As a co-creator you'll be given exposure both leading up to and during H22 in all channels where content and partner information is communicated.
- As a co-creator you'll be working closely with H22 and will have access to the network that the city expo will involve. Leading up to the city expo, we've planned a number of events where we'll present our co-creators in different ways.
- As an H22 co-creator you'll be invited to regular meet-ups and given the opportunity to host one of H22's network meetings.



# H22 content partner

As an H22 content partner you'll be a part of the program during the city expo and your primary contribution will be concentrated to 2022 and specific parts of the city expo. Your investment is directed at individuals and/or B2B. Whatever your target audience is, the content should be interesting at a national and/or international level.

## Your investment

- You contribute with specific content for H22. It can be a showcase, a test-bed, an experience, a site to visit and/or content for a conference.
- The contribution that you'll share at the city expo is probably something you're working on already.
- Your content for H22 comprises a clear reason to travel for your target audience.
- You'll be an active part of H22 during chosen parts of the city expo.

## We're offering you

- As a content partner you'll be given exposure leading up to H22, but your primary exposure will occur at the time of the city expo and will mostly be related to communication of H22's program.
- As a content partner you'll be working closely with H22 and will be a part of the network that the city expo will involve. Leading up to the city expo, we've planned a number of events where we'll present our content partners in different ways.



# Friends of H22

As Friends of H22 we'll be working hand in hand to create the sustainable and smart cities of the future. Your involvement may land in contributions to the city expo but doesn't necessarily have to. As good friends we cooperate in contexts that give us both a push forwards. Your target audience can be both B2B and individuals.

## Your investment

- You'll support and strengthen H22 through different types of cooperation, but you won't develop anything specifically for the city expo.
- As a business/organisation you won't be the sole host of any part of the program at H22, instead playing a part in a larger context. Perhaps you'll be one of several parties working together to host something.

## We're offering you

- As Friends of H22 you'll be a part of H22's network of partners and will be invited to regular meet-ups up until 2022.
- You will be mentioned as a Friend of H22 in our communications leading up to and during H22.



# H22 supplier

As a H22 supplier you deliver a product or a service that appeals to the purpose and visitors of the expo. You are a manufacturer or supplier of products of the future.

## Your investment

- As a supplier, you deliver a content that, for example, can be an experience, service or product to the city expo.

## We're offering you

- As a supplier your specific service or product will be a part of H22 and will be communicated in a suitable manner based on context.



# From today to 2022 - forward together

## **1. Letter of intent**

We agree that we'd like to collaborate but the extent and nature of the collaboration is not yet defined. After signing a letter of intent we'll start discussing your contribution to H22. When the letter of intent is signed both parties can go public with the collaboration.

## **2. Collaboration deal**

We've come to an agreement on how you can contribute to and shape H22. As a co-creator, content partner, Friend of H22 or a supplier. Your contribution is defined and we'll agree on the overarching terms of the collaboration, for example the nature of your contribution, it's extent, theme, target audience, preconditions, etc.

## **3. Delivery agreement**

We're approaching the end of the planning phase of your contribution and the city expo. In this agreement we'll clarify commitments and responsibilities in detail, the actual nature of the collaboration and how this will manifest during the city expo. We are now in agreement with regards to space, conference programs and congresses, contact information, marketing, etc. This document will answer all questions to create the expo's program.



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