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Independent Smart City Advice and Analysis



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Heard all the talk about Smart Cities, but not sure what to believe?
Want to get started, but not sure where to begin?
Think smart means spending lots of money, but don't have budget?
Confused by all the jargon and hype?

Our specialist team at 21c can help...

info@21cConsultancy.com

www.21cConsultancy.com



21c is an independent technology trend consultancy that specializes in helping local government cut through all the jargon and hype surrounding Smart Cities and focus on the areas that really matter to them.

Unlike many other firms, we don't have pre-packaged products and solutions. And, we don't believe that being Smart requires spending lots of money, replacing what you already have or installing the latest high tech gizmo or gadget. What we do believe is that being Smart is all about maximizing the resources and assets that a city already has – starting with its single greatest asset – its citizens, businesses and community organisations.

21c's step-by-step approach to Smart City working offers an efficient and cost-



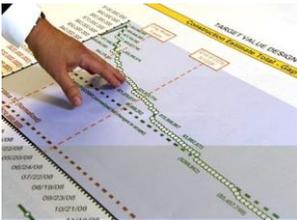
21c Smart City Scan:

From assessing your Smart City Assets to identifying where best to get started and which stakeholders to involve, the 21c Smart City Scan provides a strong empirical base for your Smart City working.



21c Smart City Workshops:

Pioneers in citizen engagement, 21c's facilitated workshop methodology ensures that your Smart City concepts and plans reflect the very best insights from your stakeholders.



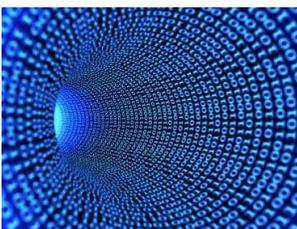
21c Smart City Delivery:

Our PRINCE2 qualified practitioners combine pragmatic project delivery with trend setting thought leadership to make sure that your Smart City projects deliver success.



21c Smart City Funding:

We don't just know how to deliver success Smart City project's, we know how to help you fund them. 21c is one of the UK's top SMEs for securing EU funding, and boasts an unparalleled track record helping clients pull together and write successful bids.



21c Smart City Open Data Guidelines & Tools:

Data holds the key to Smart City Working. As leaders in some of Europe's most innovative Open Data smart city projects, we bring detailed 'how to' guidelines and state-of-the-art free of charge tools to all our projects.