

# HUMBLE LAMPPOST

*An open affordable component-based city lamppost solution*

Upgrade 10 million of the 60-90 million lampposts across Europe (~14% of total)

## WHAT?

A Humble Lamppost enables lighting (LED) upgrades and other smart city services (public Wi-Fi, environmental monitoring, public engagement, mobility, etc.)

## WHY?

- Energy and operational **budget savings**;
- **More control** over, and better, lighting – that means increased safety and less frustrated residents;
- Deliver additional **value-added services**;
- A great **low-risk fast-start** into 'smart cities'.

## WHO?

- **Role of Demand Side:** cities should ensure that 'smart' lighting is considered when evaluating smart action plans (+3 city clusters involved)
- **Role of Supply Side:** industry should collaborate to form ecosystems that bring a coherent affordable proposition to the market.

## HOW?

- delivering a **readiness toolkit** to help guide cities through the analysis and decision making process;
- publishing **technical standards** that align demand and supply around a common component-based design;
- engaging investors to develop **business models** that helps speed the transition, structure and provide access to finance;
- aligning **demand needs and aggregate demand**, in order to reap scale advantage;
- **Convening supply, demand, and investors** to help speed pre-procurement and build market confidence.



## ROADMAP

### MOBILISE FINANCES

with the above, attract investment and better deal terms;

1

2

3

### AGGREGATE DEMAND

get cities to agree to collaborate on common approaches; common specifications and designs; potentially joint procurements; and operational bench-learning;

### ENGAGE INDUSTRY ECOSYSTEMS

having delivered a more conditioned financed scale demand; develop component-based ("Lego") flexible solutions with groupings of industry actors.



## MANAGEMENT TEAM

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**EIP-SCC**

European Innovation Partnership on Smart Cities and Communities