



## MEDIA RELEASE

June 20, 2013

**FOR IMMEDIATE RELEASE**

### **A City of the Future**

#### *The City of Brantford Takes Next Steps in Building a Community of the 21st Century*

**Brantford, Ontario CANADA** – *“The world as we have created it is a process of our thinking. It cannot be changed without changing our thinking.”* Albert Einstein.

Today Mayor Chris Friel officially announced the City’s commitment toward becoming a Smart City - Intelligent Community.

Louis Zacharilla, co-founder of the Intelligent Community Forum (ICF), spoke to key community builders and stakeholders at a Mayor’s luncheon held at the Brantford Gold and Country Club. Attendees learned about the rise of intelligent communities worldwide and what it means to Brantford to be a part of it. Mr. Zacharilla identified what an intelligent community is and is not.

*“Cities that have strategies to include talent generation and retention have the most success in attracting investment and new jobs,”* said. Mr. Zacharilla. His presentation outlined the steps Brantford would need to take moving forward to ensure the community’s future and longevity in a broadband based economy.

*“Brantford continues to reinvent itself from the old industrial economy and embracing the Smart City - Intelligent Community philosophy is the next step along that path,”* stated Mayor Friel. *“A more diversified economy will create more stability and make us better able to adapt to global market fluctuations.”*

This luncheon is the first step in engaging community partners to embrace and champion the community wide success of this initiative. Council has asked the City’s Economic Development Advisory Committee to lead the initiative in concert with community partners including local Post-Secondary Institutions, Brantford-Brant Chamber of Commerce, and the Grand Erie Workforce Planning Board.

In addition to the keynote speaker, Colleen Miller of Colleen E. Miller Enterprises Inc., led the group in an exciting and engaging interactive session to determine just how ready our community is to pursue the Smart City – Intelligent Community designation.

By pursuing the Smart City – Intelligent Community designation, Brantford aims to create prosperity, stability and cultural meaning in a global economy where jobs, investment and progress increasingly depend on a broadband economy.

The ultimate goal of the initiative, similar to “Communities in Bloom”, is to make application to be recognized by the ICF as an Intelligent Community. To date, 119 cities across the world have received this designation, including 18 in Canada.

Brantford aims to become the next.



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**Additional Resources:**

City of Brantford – [www.brantford.ca](http://www.brantford.ca)

Intelligent Community Forum - [www.intelligentcommunity.org](http://www.intelligentcommunity.org)

**Attachments:**

City Council Resolution from the March 25, 2013 Meeting, 26. Smart Cities

Key Indicators of an Intelligent Community

About Louis Zacharilla - Biography



**City Council Resolution from the March 25, 2013 Meeting**  
**26. Smart Cities**

WHEREAS the world has undertaken a dramatic shift toward knowledge based and environmental (or green) sector economy; and

WHEREAS the traditional sectors of manufacturing, service and, even agriculture, have moved toward Innovation and a knowledge based structure; and

WHEREAS the change in global economy has required a greater understanding of a knowledge based workforce to attract and retain companies; and

WHEREAS communities are no longer competing with other communities "just down the road", but instead are competing on a local, regional and global level; and

WHEREAS there is an international movement called Intelligent Community Forum that has a world-wide movement of auditing and ranking communities as a Smart City; and

WHEREAS the City of Stratford has been involved in the Smart City initiative and Mayor Dan Mathieson spoke to a large crowd at the Mayor's Champions Luncheon, where Mayor Mathieson highlighted the benefits of the initiative for Stratford and answered many questions; and

WHEREAS Brantford's Economic Development Advisory Committee has endorsed the following resolution presented at the February 20, 2013 meeting:

WHEREAS the Mayor has indicated that numerous recommendations identified in the Brantford Economic Development Strategy are similar to or in keeping with the Smart Cities Intelligent Community Indicators;

AND WHEREAS those top 5 Intelligent Community Indicators are identified as:

- 1- Knowledge Workforce
- 2- Innovation
- 3- Marketing and Advocacy
- 4- Digital Inclusion
- 5- Broadband Connection

AND WHEREAS the Economic Development Advisory Committee (EDC) ad-hoc committee has identified Knowledge Workforce as a number 1 Priority;

BE IT RESOLVED that the Economic Development Advisory Committee (EDAC) as part of its 2013-14 goals and objectives, develop a plan to move the recommendations in the Economic Development Strategy forward as they relate to the intelligent Community Indicators, in concert with Community Partners such as (but not limited to) local Post-Secondary Institutions, Brantford-Brant Chamber of Commerce, and the Grand Erie Workforce Planning Board.

THEREFORE BE IT RESOLVED THAT the Council of the Corporation of the City of Brantford endorse the Economic Development Advisory Committee's resolution, identify and commit the necessary resources, endorse the philosophical shift in economic development for the community, and engage community partners to embrace and then champion the community-wide success of the initiative.



## Key Indicators of an Intelligent Community

The Intelligent Community Indicators provide communities with a framework for assessment, planning and development, as they work to build prosperous local economies in the Broadband Economy. The Indicators also reveal the interactions that can create a "virtuous cycle" of positive change. Broadband connectivity feeds the development of a knowledge workforce as well as creating the foundation of digital inclusion programs. Both contribute to a rising level of innovation in the community as well as increasing demand for connectivity. And Intelligent Communities make this wave of change the core "value proposition" in economic development marketing.

### 1. Broadband Connectivity

Broadband is the new essential utility, as vital to economic growth as clean water and good roads. Intelligent Communities express a clear vision of their broadband future and craft policies to encourage deployment and adoption.

### 2. Knowledge Workforce

A knowledge workforce is a labor force that creates economic value through the acquisition, processing and use of information. Intelligent Communities exhibit the determination and demonstrated ability to develop a workforce qualified to perform knowledge work from the factory floor to the research lab and from the construction site to the call center or Web design studio.

### 3. Innovation

For business, broadband has become to innovation what fertilizer is to crops. Intelligent Communities work to build the local innovation capacity of new companies, because these produce all of the job growth in modern economies, and invest in e-government programs that reduce their costs while delivering services on the anywhere-anytime basis that digitally savvy citizens expect.

### 4. Digital Inclusion

As broadband deploys widely through a community, there is serious risk that it will worsen the exclusion of people who already play a peripheral role in the economy and society, whether due to poverty, lack of skills, prejudice or geography. Intelligent Communities promote digital inclusion by creating policies and funding programs that provide "have-nots" with access to digital technology and broadband, by providing skills training and by promoting a compelling vision of the benefits that the broadband economy can bring to their lives.

### 5. Marketing and Advocacy

Like businesses facing greater global competition, communities must work harder than ever to communicate their advantages and explain how they are maintaining or improving their position as wonderful places to live, work and build a growth business. Effective marketing shares this story with the world, while advocacy builds a new vision of the community from within.





### **About Louis Zacharilla**

Louis Zacharilla helped found the Intelligent Community movement. He is the developer of the Top Seven and Intelligent Community of the Year Awards programs. He helps the New York-based think tank communicate the importance of developing viable and innovative communities and cities audiences worldwide and oversees the new Institutes of the Intelligent Community Forum around the world. He is a frequent keynote speaker and a moderator at conferences and events. He appears regularly in the media to discuss the impact of broadband and access technologies on the rebirth of the world's communities.

He co-authored *Broadband Economies: Building the Community for the 21st Century and Seizing Our Destiny*, and is working on a new book: *A New Tribalism*. His articles, opinion pieces and blogs appear in publications in Canada, Sweden, the United States, and Australia. His work for ICF is currently the subject of multi-part series in Taiwan's *Ideas Magazine*. He authors a blog on the ICF website and writes a regular column for *Satellite Executive Briefing*.

Mr. Zacharilla served as an adjunct professor at Fordham University in New York and is a guest lecturer at New York University's Polytechnic Institute's School of Innovation Technology & Enterprise. He was named a judge for the French-based World E-Democracy Awards program. He is a member of the Board of Directors of Walsh University (USA) and is an advisory board member to the Intelligent Senior Independent Living Spaces project (Canada).