ASCEND

Solution package 6:
Urban Orchestrator

Leveraging private stakeholders to coordinate and implement PCED solutions

Session Summary

The second session of ASCEND's SP6 Community of Practice was an online workshop focused on identifying the challenges to leverage private stakeholders towards PCED coordination and implementation in each city's PCED. Eduardo Blanco from Energy Cities facilitated the session using a pentagonal problem methodology allowing each city to dissect the different dimensions of the challenge and identify gaps for further implementation.

Common Challenges

- **Conflicting interests** among different private stakeholders can hinder the deployment of solutions that will strongly contribute to the PCED's performance. In these cases, usually there are no major technical challenges, but we lack alignment and willingness to work on a specific topic.
- **Each PCED has a very unique and diverse constellation of private stakeholders** that can be involved in the process: citizens, big private landowners, real estate developers, urban design companies, private utility companies, SMEs, etc. There is no "one-size-fits-all" solution, and we always need to understand the local stakeholder's realities and plan how to work and collaborate case by case.

Main Takeaways

- **Contractual and non-contractual relationships** exist when dealing with private stakeholders on the PCEDs and it's necessary to explore the potential of both. Only contractual relationships are not enough, and we need to create a space for proper collaboration in a non-contractual setting.
- Private stakeholders bring a new perspective to the PCED projects. Sometimes they propose solutions the public partner leading the implementation did not have even the chance to think about, improving and adding value to the project.

Quote

"The joint exchange once again showed the different challenges that each city must face. For the city of Munich, it is essential to reach out to private homeowners, while Lyon or Charleroi focus much more on business stakeholders. Sharing concepts on how to tackle social, technical, and legal challenges is crucial. In particular, the presentation of good practices and networking with the relevant stakeholders at municipal, state, and EU level help to promote the ASCEND subjects and ensure their implementation."
                                                        -*Andreas Bärnreuther, City of Munich*

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