

About atene KOM

atene KOM from Berlin accompanies the public sector in project development in the areas of digitalisation, energy, mobility and education. We bring municipalities, counties and companies together and jointly develop the infrastructure for the future. Strengthening rural areas is the focus of our work. We are a strong partner for our customers for subsidy consulting, regional development, the establishment of goal-oriented networks and organisational development. Together with German and European partners, we work on funding projects, for example for the digitalisation of rural areas, develop smart mobility concepts for local and regional transport or intelligent strategies to promote sustainable development.

We accompany projects with effective communication and efficient marketing, organise workshops for further training and, if required, also take over event management. We see ourselves as a neutral moderator between business and the public sector. We solve the changing tasks of our customers – fast, effectively and agile.

atene KOM employs more than 300 experts from different fields such as IT, law, economics, communication, administration or geography. In this way, we generate the necessary know-how to ensure finding the right solutions for our clients' numerous missions.

In addition to its Berlin headquarters, atene KOM has seven regional offices in Germany: Bonn, Leipzig, Munich, Osterholz-Scharmbeck near Bremen, Schwerin, Stuttgart and Wiesbaden. We also operate an office in Brussels and in Kyiv.

The adherence to the highest quality standards is one of atene KOM's key goals. That's why we're currently certified to the 9001:2008 standard.

atene KOM Regions go digital

Strategy consulting and development

A municipal digital strategy not only provides an orientation framework, it also represents the opportunity to establish a common understanding through a participatory process and to initiate a resilient, multidisciplinary network for the digital transformation. atene KOM supports cities and regions on this path – starting by assessing the current situation, then defining a personalised model for digitalisation and, finally, accompanying them in the implementation of the strategy, all the way to its evaluation.

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Strategy consulting and development

On the way to your future digital municipality – with the right strategy!

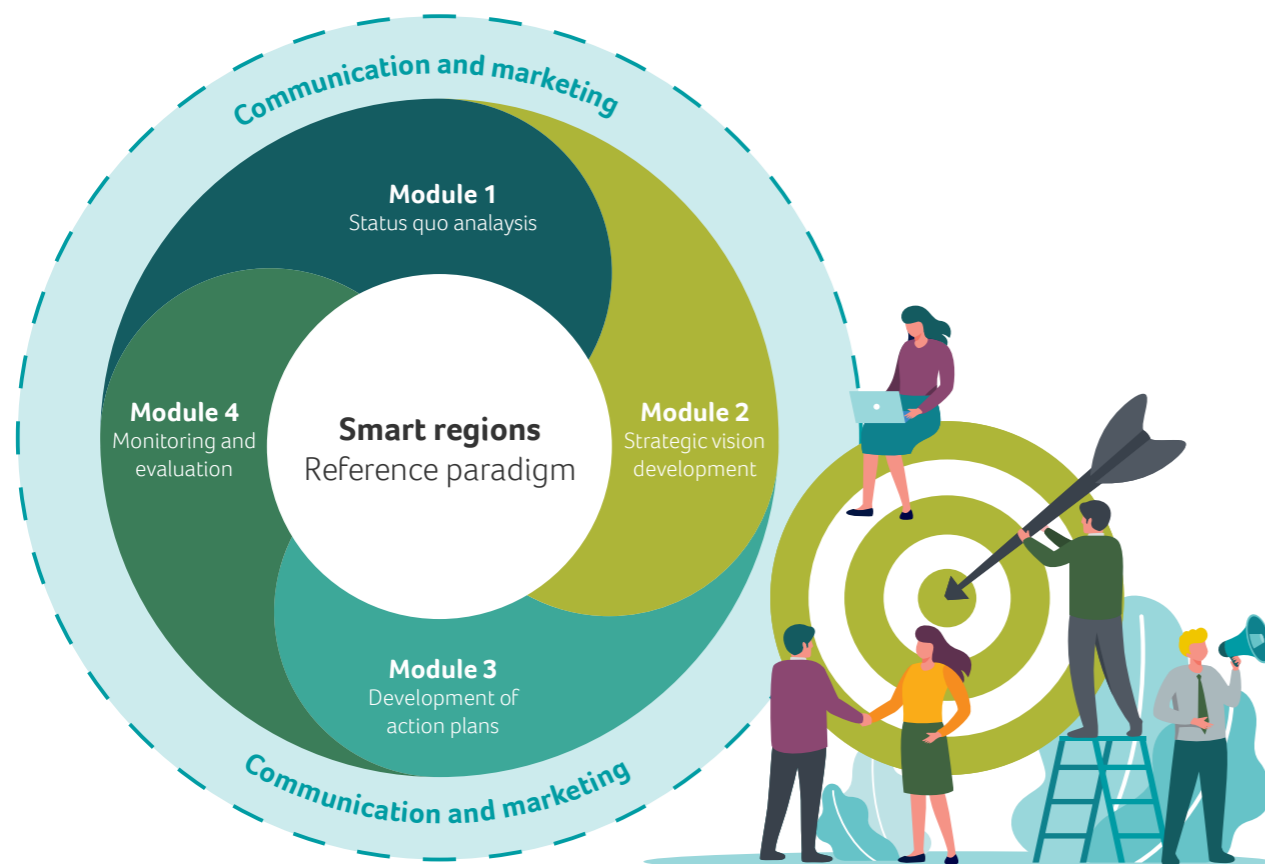
The digital transformation is taking place at a breathtaking pace in cities and regions. However, a clear vision of exactly how digitalisation can contribute to the future development of the municipality or the region is often missing. A suitable digital strategy helps to identify the specific needs and the fields of action. An integrated digital strategy has the potential to coordinate a wide range of individual measures and to integrate them into a structured roadmap for the digital transformation.

At atene KOM, we do not see a digital strategy as a rigid construct, but rather as the basis for a larger planning and implementation process, which is flexible, dynamic and uni-

quely fits to the local situation. atene KOM understands that a successful digital strategy should connect and integrate all relevant municipal and regional strategies, such as pre-existing strategies on urban or regional development. While developing your strategy, atene KOM accompanies the interdepartmental exchange of information within the municipality administration while including a wide range of stakeholders – from local institutions, associations and organisations to private companies. We believe that this integrated, multidisciplinary and participatory systematic process is the right approach to deal with the complex challenges of digitalisation.

Let's develop your digital strategy together

Working hand in hand with you, atene KOM will help you turn your city into a smart city. We will support you in establishing a regional stakeholder network, facilitating participatory events and developing high-quality editorial content for your municipal digital strategy. At every step, atene KOM's multidisciplinary team builds on the results of the previous phase, using integrative formats and interactive methods.



Module 1 Status quo analysis

➤ Stakeholder Analysis

atene KOM's stakeholder analysis provides valuable insight on the relevant local actors in and around your municipality, such as their specific interests and their potential for digitalisation.

➤ Identifying the needs for digitalization

SWOT (strengths, weaknesses, opportunities, threats) analyses help to identify the needs and the potentials for digitalisation in your municipality. Additionally, semi-formal interviews with key stakeholders and online surveys can provide clues to pinpoint where local digitalisation efforts are particularly needed.

➤ Capturing your digital status quo

Combining qualitative and quantitative survey methods, atene KOM will assess the current situation and identify key areas to accelerate your digital transformation.

Module 2 Strategic vision development

➤ Formulating a mission statement for digitalization

Based on previous analyses and the global policy orientations of your municipality, atene KOM will help develop a mission statement for digitalisation. The aim is to determine what your overall digital strategy should achieve and more importantly a vision of the future for your city.

➤ Defining fields of actions

The facilitation of public dialogue formats, based on the newly established mission statement for digitalization, can help to identify the priority fields of action. In this way, an overall picture emerges from the previous analyses, the mission statement and the fields of action, which can be incorporated into a comprehensive strategy.

Module 3 Development of action plans

➤ Developing an implementation plan

The implementation plan is a crucial tool to bring your municipal digital strategy to life. It maps out the links between the overall strategy, the different fields of action and the specific measures you want to implement. At this moment, relevant stakeholders need to be involved to develop substantial measures for the municipality.

Module 4 Evaluation and monitoring

➤ Evaluation and monitoring

During and after the implementation of concrete measures, it is useful to evaluate their performance and thus the degree of completion of the digital strategy. New technologies or legal developments can impact its framework conditions. Therefore, the digital strategy and the implementation plan should be sufficiently flexible to quickly recognise these changes and adapt accordingly.

Smart Regions Team

atene KOM's multidisciplinary smart region team supports your region in its digital transformation. Our core team of city and regional planners, technicians, lawyers and various experts in fields such as mobility, energy, education and sustainability enables the systematic processing of diverse challenges. We are on the spot to support you in eight locations in Germany as well as in Brussels and Kyiv.