

The research commercialisation office of the University of Oxford, previously called **Isis Innovation**, has been renamed **Oxford University Innovation** 

All documents and other materials will be updated accordingly. In the meantime the remaining content of this Isis Innovation document is still valid.

URLs beginning <u>www.isis-innovation.com/</u>... are automatically redirected to our new domain, <u>www.innovation.ox.ac.uk/</u>...

Phone numbers and email addresses for individual members of staff are unchanged

Email : enquiries@innovation.ox.ac.uk

## Smart Oxford

Oxford has unique characteristics, including a strong research base and its location within an area of global excellence in terms of research facilities.

The city and the county of Oxfordshire, are very well placed to become the top 'smart city'; a city that develops and deploys technologies to manage itself better than any other city in the world.

The Smart Oxford project will bring to the city of Oxford and to the county of Oxfordshire an enhanced service delivery, a more sustainable environment, enhanced wellness, better security and, critically, a rapidly evolving 'cluster' of companies developing and delivering smart city solutions to the world. addressing them and for managing the services that underpin the city's quality of life and its attractiveness.

As a brand, Smart Oxford, will aim to attract global investment into Oxfordshire. It is envisaged that not only will jobs be created in Oxford, but also in the surrounding communities. Increased connectivity and enhanced mobility will increase peoples' options regarding where they live and how they work. Similarly, through the collection of better environmental data and its integration into enhanced planning processes it will be possible to enhance the quality



Oxford has already been working on Smart initiatives over the last few years and there are projects already underway that address the city's challenges. However, Oxford is not alone in realising that its economic future will be dependent upon Smart systems. The competition is on and Oxford needs to act now in order to reap the benefits of becoming a global leader in a £200bn market.

Smart Oxford will focus on real issues facing the city; challenges that will be precisely defined by those responsible on a day-to-day and year-to-year basis for of life for all of those in Oxfordshire and not just the city of Oxford.



## Mr Llewelyn Morgan

Service Manager, Localities Policies and 1 ° 1 0 1 0 1 Programmes Oxfordshire County Council 0 1 0 1 0 1 0 Llewelyn.Morgan@Oxfordshire.gov.uk 1 0 1 0 1 0 1

