Centre for *intelligent* Places

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Our research is structured into five research themes:

- Environment
- Food
- Health
- Heritage & Creativity
- Prosperity & Resilience

Our five research themes are completely open-ended and overlapping. They identify core areas of research strength at Reading. The distinct approach we use crosses traditional boundaries, enabling us to grow innovation and deliver both impactful and curiosity-driven research. It also enables our academics to address those global challenges facing society, business and the environment that require knowledge and skills from across the Arts, Humanities, Social, Physical and Natural Sciences to be drawn together.
The University of Reading Malaysia is situated in one of the most popular student destinations in the world. Johor Bahru has a wonderfully diverse culture and is also the fastest developing city in Malaysia.

It is located in the rapidly growing development region of Iskandar Malaysia, in the state of Johor in the southern part of Peninsular Malaysia. By 2025, the aim is for Iskandar to be an ultramodern ‘smart’ metropolis of three million people, offering green energy, vibrant neighbourhoods and first-class transportation systems. The University of Reading Malaysia is committed to playing a key role in this visionary project.
Henley Business School
Whiteknights
Henley Business School

Business Divisions

- Business Informatics, Systems and Accounting
- ICMA Centre
- International Business and Strategy
- Leadership, Organisations and Behaviour
- Marketing and Reputation
- Real Estate and Planning

Programmes

- Undergraduate (BA, BSc)
- Pre-Experience Postgraduate (MSc)
- Post-Experience Postgraduate (MBA, MSc)
- Research Degrees (PhD, DBA)
- Executive Education

Professional Support

- Marketing, Recruitment & Communication
- Programme Administration
- Henley Careers
- Alumni Relations and Development
- HR and Finance
Business School Research
How is research organised?

**Schools (Research Divisions)**

- Business Informatics & Accounting
- ICMA Centre
- International Business & Strategy
- Leadership, Organisations & Behaviour
- Marketing & Reputation
- Real Estate & Planning

**Research Centres**

- Informatics Research Centre
- Governance Accountability & Responsible Investment
- ICMA Centre
- John Dunning Centre for International Business
- Centre for International Business History
- Centre for Social and Organisational Studies
- Henley Centre for Entrepreneurship
- Henley Centre for Engaging Leadership
- Henley Forum for Organisational Learning & Knowledge
- Henley Centre for Customer Management
- John Madejski Centre for Reputation
- Real Estate & Planning
The Centre for intelligent Places is a Henley Business School inter-disciplinary research centre. A key focus of the Centre is to engage in research-led collaborative works with industry partners and commercialisation of innovative solutions to tackle today’s and future challenges for society and economy.

Our Vision is to create dynamic global thought-leadership on the role of digical (i.e. ‘digital-physical’) environments, to secure equality and sustainability in economic prosperity, resource use and societal progress. And, our Mission is to explore, examine and envisage sustainable ways of creating digically enhanced living environments, responsible businesses and resilient communities by co-producing data-led solutions to ever changing cross-territorial challenges.

The Centre is committed to addressing “real world” issues related to the virtual and the physical environments that shape economic and social activities at different scales.

The Centre's value proposition lies in a wide range of academic offerings that effectively engage people, corporates and place-shapers. Enabling co-creation and co-use of knowledge, it will provide a unique evidence and resource base to shape more sustainable, prosperous and equitable places to live and work.

Our ethos revolves around empowering people as data users to apply information intelligently. Our research framework actively promotes engaged citizenship and the co-generation of intellectual assets to benefit businesses and other actors in the long-term.
CiP - Video

Welcome to The Centre for Intelligent Places

https://youtu.be/H7w83AMbLtU?t=4
CiP – Henley Business School
Whiteknights
Centre for *intelligent* Places

“\[\text{It is the relationship between the digital and physical (i.e. digital) worlds that particularly interests us}\]”
What is an intelligent Place?

An ‘intelligent Place’ uses smart technologies intelligently by promoting sustainable, optimal and people-focused uses, and by humanising data-led solutions to enhance the quality of living experiences of its citizens.

In terms of size, it can range from a single building or a rural area or a large city region.
CiP Project Fit

• Issues and challenges in Digital-Physical (*Digical*) across the full environment spectrum
• **Interdisciplinary** cross-faculty utilising Henley, UoR expertise
• Industry collaboration with business model linked into commercialisation/productisation
• Topic areas e.g. Big Data/IoT/Smart City/Digitalisation
• Pervasive End User Engagement.
• Multiple funding streams & **cross-platform** revenue opportunities
• With an **international** remit
CiP Governance, Network, Structure, & Operations

Key:
Centre for intelligent Places - Management Committee (CiP CMC)
Centre for intelligent Places - Advisory Committee (CiP CAC)
The Henley Knowledge Hub provides access to a wealth of information, data, and specialist resource expertise spanning across a wide spectrum of disciplines within Henley Business School. By working directly with Centre for Intelligent Places you can gain access to our various knowledge hubs.
CiP – Innovation Networks

The CiP Innovation Hub provides access to a wealth of information, data, and specialist resource expertise spanning a wide spectrum of disciplines within Henley Business School. By working directly with Centre for intelligent Places you can gain access to our various Innovation hubs.
How CiP – Can add Value

Real tangibles Items:
- Conduct Research on your behalf
- Provide Consultancy services
- Jointly bid for funding
- Connect you to consortium partners
- Help you to connect with our wider knowledge networks
- Help you to develop products & services or commercialise P&S
- Provide insight regarding intelligent Places, place making, place shaping & place branding
- Add value to your end user environments providing intelligence around place development
- Provide access to research and knowledge around the world in the form of:
  - Journals
  - Papers
  - White papers
- Provide Exec. Edu. training/leadership training
- Formulation of studentships, placements, MBA’s, projects for MBA’s
- Provide access to a wealth of information and expertise incorporating expertise across University of Reading, Henley business School, and CiP infrastructure
The Centre for Intelligent Places is a newly launched Henley Business School inter-disciplinary research centre. A key focus of the Centre is to engage in research-led collaborative works with industry partners and commercialisation of innovative solutions to tackle today’s and future challenges for society and economy.

Our Vision is to create dynamic global thought-leadership on the role of digital (i.e. ‘digital-physical’) environments, to secure equality and sustainability in economic prosperity, resource use and societal progress. And, our Mission is to explore, examine and envisage sustainable ways of creating digitally enhanced living environments, responsible businesses and resilient communities by co-producing data-led solutions to ever changing cross-territorial challenges.

The Centre is committed to addressing “real world” issues related to the virtual and the physical environments that shape economic and social activities at different scales. The Centre’s value proposition lies in a wide range of academic offerings that effectively engage people, corporates and place-shapers. Enabling co-creation and co-use of knowledge, it will provide a unique evidence and resource base to shape more sustainable, prosperous and equitable places to live and work. Our ethos
CiP Funding Landscape

Public Sector Funding Calls

EPSRC

Other RCUK

InnovateUK

EU/H2020

Funding Pots

Catapults

Other Uni’s

LEPs

LA’s

Other Govt/Public

Sandpits

Industry

SME

Other

Funding Vehicles

Internal

External

Funding Streams

CiP Seed Fund

Alumni

Sponsorship programmes

Others

Food4 future

Agrimetrics

IEA

Other UoR Funding

Masterclasses

LABs/Facilities

HBS

Industry

SME

Other
Centre for Intelligent places engages across Vision2020 network. We manage the Prosperity & Resilience Cluster.

Centre for intelligent Places is a full member of the Vision2020: The Horizon Network. The network offers help and support for organisations seeking to build consortium and or partnerships in order to respond to Horizon 2020 EU related funding calls. By partnering with Centre for intelligent Places we can assist you with enhanced Vision 2020 membership. If you select optional partnership services we will arrange direct access onto the Vision2020 network and also connect you through our core Prosperity and Resiliency research cluster. Once connected to our cluster we will provide extra membership benefits this includes the possibility of working with us on any University of Reading related EU bids in the future.
Vision 2020 Clusters - CiP Cluster

Climate Helix
• Lead: Emilie Bannier
• Member: Instituto de Tecnología Cerámica

Digital Helix
• Contact: Pauline Chetail
• Member: UCL

Energy Helix
• Lead: Eevi Laukkanen
• Member: Cardiff University

Health Helix
• Lead: Frauke Christ
• Member: KU Leuven

Manufacturing Helix
• Lead: Katja Haferburg
• Member: Fraunhofer IWU

Materials Helix
• Lead: Vincent Jamier
• Member: LEITAT

Prosperity & Resilience Helix
• Lead: Anupam Nanda
• Member: University of Reading

Security Helix
• Lead: Andrew Burton
• Member: Institute for Security Science & Technology, Imperial College London
Thank you for your attention

For questions on this presentation, please contact:
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