MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

BRANDING, GREEN ECONOMY, AND SMART CITY SOLUTIONS

""Integrating Sustainability, Innovation, and Urban Identity in the Cities of Tomorrow""

Schedule

Date	Venue	Fees (Face-to-Face)
19 – 23 Apr 2026	Cairo, Egypt	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Cities around the world are rapidly evolving into smarter, greener, and more sustainable urban ecosystems. With rising environmental concerns and technological advancements, governments and developers are rethinking how urban identity, economic sustainability, and smart solutions intersect. Branding plays a critical role in attracting investment, driving innovation, and shaping the future of cities.

This 5-day training program explores how integrated branding strategies, green economic planning, and smart city technologies can transform urban environments into resilient, efficient, and globally competitive spaces. The course highlights cross-sector collaboration and provides tools for real-world implementation.

Objectives

By the end of this course, participants will be able to:

- Understand the core principles of smart city development and green economy frameworks
- Design city branding strategies that reflect sustainability and innovation values
- Evaluate smart technologies for infrastructure, mobility, and urban services
- Align local development initiatives with ESG, circular economy, and carbon-neutral goals
- Develop actionable plans to implement smart and green solutions in urban projects

MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

Why Attend

- Explore real-world examples of sustainable and smart urban development
- Learn how to balance economic growth, innovation, and environmental responsibility
- Strengthen your ability to lead multi-stakeholder city transformation programs
- Gain practical tools for smart infrastructure and brand positioning
- Understand policy, funding, and partnership models for green-smart cities

Target Audience

This program is designed for:

- Urban planners, architects, and infrastructure developers
- Municipal leaders, smart city officers, and policy makers
- Economic development and sustainability strategists
- Marketing, branding, and public engagement professionals
- Project developers and public-private partnership (PPP) coordinators

Individual Benefits

Key competencies that will be developed include:

- Smart city design thinking and digital transformation awareness
- Branding and communication for urban identity
- Environmental and energy efficiency planning
- Policy development for green growth and circular economies
- Cross-sector collaboration and stakeholder engagement

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Greater ability to design and implement future-proof city strategies
- Stronger urban branding and investor engagement platforms
- Improved urban resilience and sustainability metrics
- Integrated project development aligned with global smart city standards
- Enhanced capacity to manage innovation and climate-driven transitions

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Smart city frameworks, urban branding, and green economy policies
- Case Studies – Successful projects from Europe, Asia, and the MENA region
- Workshops – Smart city roadmap design, branding campaigns, and eco-strategy plans
- Peer Exchange – Sharing national experiences and regional sustainability challenges
- Tools – Branding toolkits, KPI dashboards, and carbon footprint calculators

MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

Course Outline

Training Hours: 07:30 AM – 03:30 PM Daily Format: 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Break: 01:00 – 02:00

Day 1: Smart Cities & Global Trends

- Module 1: Evolution and Vision of Smart Cities (07:30 – 09:30) • Smart city definitions, elements, and development stages • International benchmarks and transformation drivers
- Module 2: Technologies Enabling Smart Infrastructure (09:45 – 11:15) • IoT, AI, mobility, and data platforms in city systems • Urban safety, e-services, and digital twin models
- Module 3: Workshop – Assessing Smart City Readiness (11:30 – 01:00) • Conduct a readiness evaluation for your locality

Day 2: Green Economy & Sustainability Frameworks

- Module 4: Circular Economy and Low-Carbon Planning (07:30 – 09:30) • Climate-neutral strategies and carbon budgeting • Sustainable urban mobility and energy efficiency
- Module 5: Green Financing and ESG Integration (09:45 – 11:15) • Green bonds, climate funds, and private investment • Policy design for sustainability adoption
- Module 6: Workshop – Green Project Evaluation (11:30 – 01:00) • Apply KPIs and lifecycle tools to a project

Day 3: Branding the Future City

- Module 7: Principles of City Branding (07:30 – 09:30) • Urban identity, visioning, and storytelling • Positioning cities for investment and tourism
- Module 8: Digital Engagement and Place Marketing (09:45 – 11:15) • Social media, influencers, and civic tech campaigns • Crisis management and reputation strategy
- Module 9: Workshop – Branding Canvas Creation (11:30 – 01:00) • Design a brand identity for your city or district

Day 4: Cross-Sector Planning & Innovation Ecosystems

- Module 10: Stakeholder Alignment and Public-Private Models (07:30 – 09:30) • Policy, planning, and community participation • PPPs and smart service co-creation
- Module 11: Innovation Zones and Resilience Planning (09:45 – 11:15) • Tech hubs, free zones, and knowledge districts • Urban resilience frameworks and emergency design
- Module 12: Workshop – Innovation Map and Engagement Plan (11:30 – 01:00) • Create an ecosystem blueprint for your region

Day 5: Implementation Planning and Future Outlook

- Module 13: Roadmap Design and Project Execution (07:30 – 09:30) • Phasing, KPIs, and stakeholder roles • Pilots, prototypes, and scaling strategies
- Module 14: Future Cities and AI Integration (09:45 – 11:15) • Ethics, governance, and smart citizenship • AI, robotics, and future urban behaviors
- Module 15: Final Workshop – Smart & Green City Action Plan (11:30 – 01:00) • Present a full development concept combining all course elements

Certification

Participants will receive a Certificate of Completion in Branding, Green Economy, and Smart City Solutions, confirming their ability to lead sustainable, innovative, and strategically branded urban transformation initiatives.

MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

Follow us: **Facebook** **Twitter** **YouTube** **LinkedIn** **Instagram**

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.