**FOCAL POINTS IN SMART CITY DISCOURSE IN...**

**PRIVATE SECTOR**

The private sector sees cities as the engines of national, regional, and global development. It is that sector that is likely to engage in finesse competition with each other for the attraction of investments, thus and that is why the discourse in the private sector is often focused on creating a vision of the future city. The private sector is often considered strategic in coping with and challenging global change and urban environmental problems (Neirotti, 2014). The private sector uses the smart city concept to drive for technological progression that will prepare cities for the future come. In that way, they strive for the public sector to change, which is actually the problem, the smart city concept is used by the private sector to control the public sector. It may be possible for our problems, without fundamentally changing our society through and challenging the social structure which enforces these problems (Granath, 2014). So addressing these problems with technology, cities will remain attractive for people, business and investments which will have a positive impact on the creation of jobs and thus an active and growing city. Also, by constant technological innovation, these private enterprises are convinced that the total complexity of urban ecosystems can be reduced to a bunch of data that can be monitored and controlled (Neirotti, 2014). This data creates a mirror world in which an insight view is replaced for a top sight view. This way the advantage works on several sides, looking at the city by a smart city discourse the view is not only advanced technology but also making governance processes more transparent, but as well making management and resources use more efficient.

**PUBLIC SECTOR**

The presence of the smart city concept in the public sector is largely influenced by the private sector. Since private enterprises have stressed the importance of investment in technological innovations to get ready for the future, this has translated itself in the smart city concept. Though the public sector has created interest for this issue, the private sector realizes the discourse in the public sectorAround the world the smart city concept can push for innovation as well as governmental bodies but do very little for the individual inhabitant. The disconnection of the virtual and spatial and the focus on governmental bodies have been discussed by Granath (2016). By addressing these changes that are necessary for urban the smart city concept, these changes that are necessary for urban the smart city concept, have a focus on the social side of the city. With smart city technology participation of inhabitants can be strengthened, which will have both an impact on the quality of life as on the attractiveness of the city. This way the advantage works on several sides, looking at the city by a smart city discourse the view is not only advanced technology but also making governance processes more transparent, but as well making management and resources use more efficient.

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In the current discourse about the smart city, it appears that there is a disconnection between the physical city and the virtual Spanish applications, looking at the different digital eco systems and the e-virtual side, it is clear that current the smart city concept involves around ungraspable elements. When a put out there, the physical side of the city is situated in the city, and the focus turns exactly in urban management and environmental issues. This can do good for all these aspects. But because the application of the smart city concept keeps coming back to data driven solutions, it devalues the essential of a city: the physical. A city is inherently spatial, so applying the smart city concept should mean it corrects its physical side of the city. In the private sector, this is more relevant as the corporations push for work mainly for governmental bodies but do very little for the individual inhabitant.

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**THE BIG PLAYERS**

**ACADEMIA**

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**DISCONNECTED VIRTUAL AND PHYSICAL**

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