Citizen Centric Governance for Smart Territories

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Abstract. This study highlights the needs of a strategy for the application of the user-centricity paradigm to a smart territory as result of an extensive international campaign engaging around one thousand of citizens and four hundred organisations. A simple scheme for defining the role and the governance of a territory in the achievement of targets of sustainability and improved acceptance of public services is defined in terms of trends outlined by white papers, targets and methods of citizens' engagement.

Keywords: user-centricity, QoL, sustainability, acceptance, growth, scaling

1 Scaling-up- the paradigm of the user-centricity

The user-centricity methodology has been defined, extensively evaluated and applied by over 400 organisations and 1.000 of citizens during the activities of the NET-EUCEN network of European Stakeholders for enhance User Centricity in eGovernance, an international initiative ended in 2013 after a 3-years period.

An extensive campaign of user-needs gathering and services scenario building [1], highlighted the increasing pressing of citizens in benefit up-to-date services, even ICT based, increasing the quality of life and integrating technologies and methods not invasive in the life of a person.

The key leverage has been the adoption of a methodology of user-needs elicitation and scenario building, the light IDON method, enabling: a) the direct involvement of users/citizens in a cooperative event, b) their freely expressions of needs, ideas and concepts during the session, c) the development of ex-novo usability scenarios avoiding any technological constraints, d) a scenario thinking process enabling seeing things in a different perspectives. This method can be easily scaled and adopted to elicit requirements and needs of an even geographically widen population.

As first – notably – result, the engagement of citizens brought at the definition of scenarios of integrated services in enlarged territories for smart communities, without

any territorial constraint, with a specific requirement to 'live' the public services in each small town or village, without being forced to move into a 'smart-city'.

Other studies and initiatives [2],[3],[4] suggest to extend the role of smart cities towards the smart territories, that shall be the ones for the implementation of services and technologies, so to provide a reliable answer for sustainability, quality of life, user-centricity and acceptability by the citizens since they include almost the whole European overall population.

The challenge faced by the authors is to scale-up the paradigm of application of the user-centricity from a small community to a wider one i.e. a smart territory, by scaling-up both the number of users (towards smart cities, smart territories, towards policies) and the concept of user (from citizens, to policy makers, to territories) [4].

The starting point is to understand the most suitable interface for users/citizens and the approach to followed, so to create the basis for real engagement framework.

Each user-level, thus, shall be approached with a selected and specific target, as follow: smart cities and smart territories require, respectively, business integrated services and long-term sustainability and policy makers and government require 2.0 making tools and balance stability, respectively. As consequence, the needs elicitation shall be focused on four main pillars: 1) building up for Integrated Public Administrations, not only linked open data. "*Smart cities are a great example. They create platforms, and use them, making open data and applications available – to citizens, to developers, to innovators, to come up with yet more ideas.*" [5]; 2) A network of policy makers, sharing target of optimization, strategies and continuous monitoring; 3) A task-force of smart-cities for the definition of a smart territory (even distributed) sharing innovation targets, as a platform for cross-sector solutions as well as illustrated the huge potential of Big Data in urban contexts through open-data repositories and ICT (mobile) applications [6]; 4) Full integration with living labs method for pre-testing technologies.

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