



MAJOR CITIES OF EUROPE
IT USERS GROUP



FUTURE POLICY MODELLING (FUPOL)

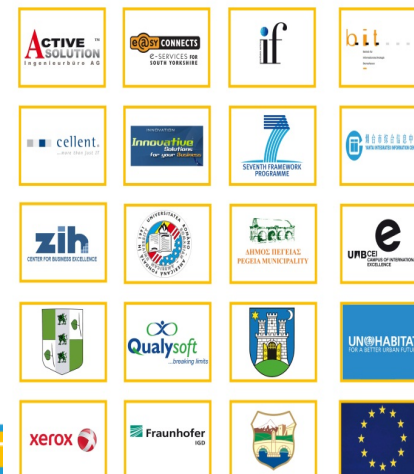
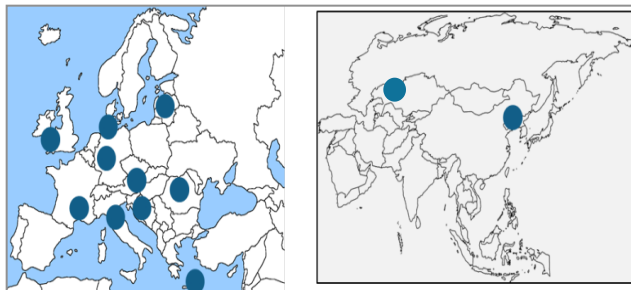
"People Centered Smart Territories:
Design, Learning and Analytics"
Bologna - 16 October 2013



FUPOL: Facts and Figures

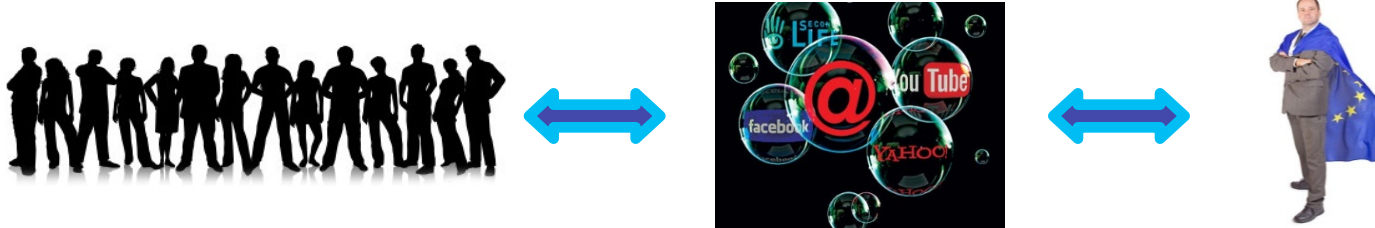


- FP7 Research Project 2011 – 2015 with a budget of 9,0 Mio EUR
- Objective: An **integrated governance model** for **cities** based on **social media policy simulation** and related **IT tools**
- Balance of international ICT companies, universities and political institutions
- 18 Partners from Austria, Croatia, China, Cyprus, France, Republic of Macedonia, Germany, Kenya, Latvia, Romania, Spain, UK



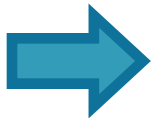
FUPOL – STARTING POINT

- Governments using advanced ICT in designing policies and communicating through social webs



- FUPOL provides innovative tools to shape the wealth of information coming from the Internet
- Politicians, which use this new technology, will have better means to serve public interests

FUPOL provides a comprehensive new technological approach to shape future politics



POLICY DESIGN PROCESS



Automatically collect, analyze and interpret opinions expressed on a large scale from the Internet

„Hot“ Topic sensing



Involve Stakeholders through Multichannel social computing and crowd sourcing to change the way politicians communicate with citizens

Stakeholder Involvement



Simulate the effects of policies and laws and to assist governments in the whole policy design process

Scenarios, Simulation

Focus: Urban Policy Domains

Land Use



Housing



Transport



Tourism



Economic Development



Government Services



Energy



Environment

Understand the citizens' needs

Multi Channel Reading – Access Social Media in One Place



- Read posts from various sources – all in one place
- Get summaries and relevant topics – all automatically

Search results

 Start highlighting

 2013-05-30 12:16:47	no topics available
Bandić nema hrabrosti izaći na sučeljevanje sa Ostojećem jer bi ispio jedno sa svojim praznim populističkim frazama.	
 2013-05-30 10:45:42	no topics available
Zivio Milan Bandić !	
 2013-05-30 10:39:01	no topics available
 2013-05-30 11:10:36	no topics available
...nisam purger...hehe ...ali se pridružujem čestitkama ..evo navijam za Milana ...mada je pobjeda izvjesnasretno	
 2013-05-30 16:44:23	no topics available
I LIKE YOU, BANDIĆU!!!	
 2013-05-30 10:37:58	no topics available
Drage Zagrepčanke i Zagrepčani, dragi sugrađani! Čestitam vam od srca Dan našega Zagreba i blagdan njegove zaštitnice – Majke Božje od Kamenitih vrata. Slaveći s ponosom ovaj dan, sa zahvalnošću se prisjećamo svih naših sugrađana koji su kroz stoljeća zagrebačke povijesti stvarali i gradili naš grad, dajući mu identitet, šarm i ono nešto posebno, neuhvatljivo a ipak naše i tako blisko – duh koji grad čini onakvim kakav jest – grad ljepote, kulture, tolerancije i ljudske topline, grad u kojem je ugodno živjeti i kojem se, ma gdje bili, uvijek vraćamo. S posebnim pijetletom sjećamo se naših branitelja koji su za ovu zemlju i njen glavni grad, boreći	


Milan Bandić's FB/Blog

All content from Milan Bandić's Facebook wall and from his blog.

Campaign **Milan Bandić's hot topics**

 edit  delete




Start search **Save result**

 Collected social media data

Social Media Target List

 Add new target

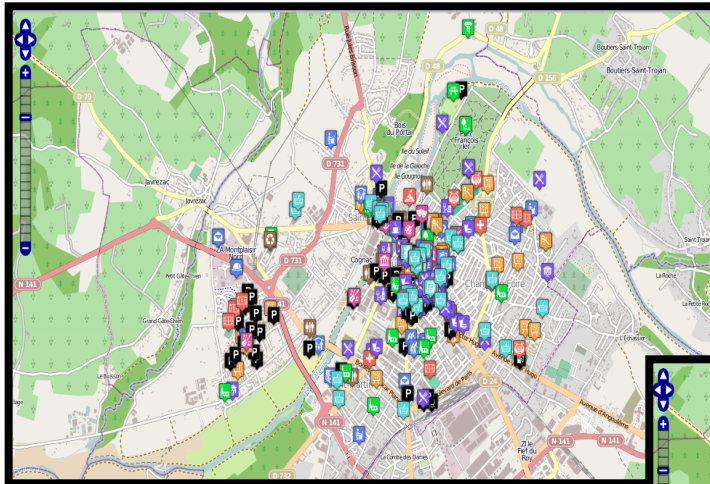
 milan.bandic.hrvatska  

 Zagrebu s Ljubavju, Mila...  

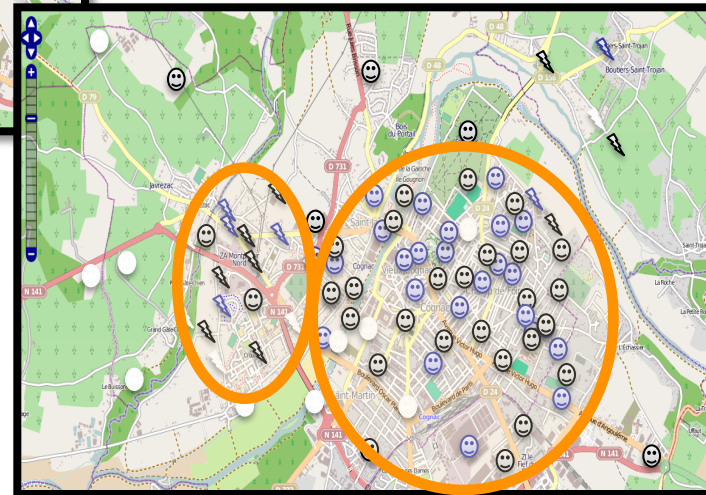
Save targets

Move the mouse over the social media target icon to get more info.

Geospatial Analysis – Where are the Hot Spots ?



Geo-located social media
content from mobile
devices

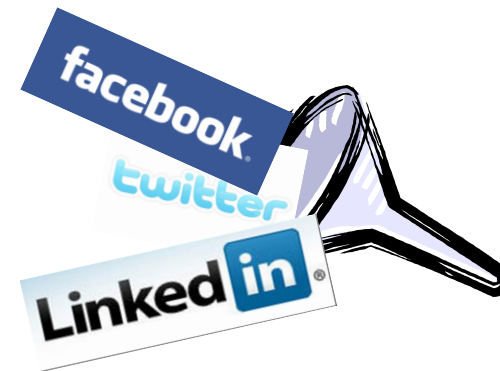


Communicate effectively

Extract opinions

Automatically collect and analyze opinions from social media

- Early warning system
- What is the current concern of citizens „**Hot Topics**“
- Social Media offer new opportunities complementing „traditional“ channels such as surveys, face to face meetings



Pollution Crane
Industrial Area
Malibu Square
Crisis

Simulation

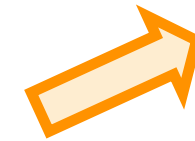
What will happen if?

Simulation example: Optimize Industrial Zones

Impact
Simulation



Which industry to
optimize...



Employment



GDP per capita



Local know-how

The on going pilots

Strong Involvement of Users

Pilot Cities

Barnsley (UK) Zagreb (Croatia) Skopje
(Macedonia)



Yantai (China) Pegeia (Cyprus) Mtwapa (Kenya)
with UN-Habitat

Dissemination



UN HABITAT
FOR A BETTER URBAN FUTURE

Example: Skopje (Macedonia)



?



- Topic: Recreational activities at Mount Vodno
- Various existing facilities and services offered by the city (hiking tracks, cable car ...)
- Which new rules and laws should be introduced to optimize the zone usage and the perceived utility for citizens ?

Example: Mtwapa (Kenya)



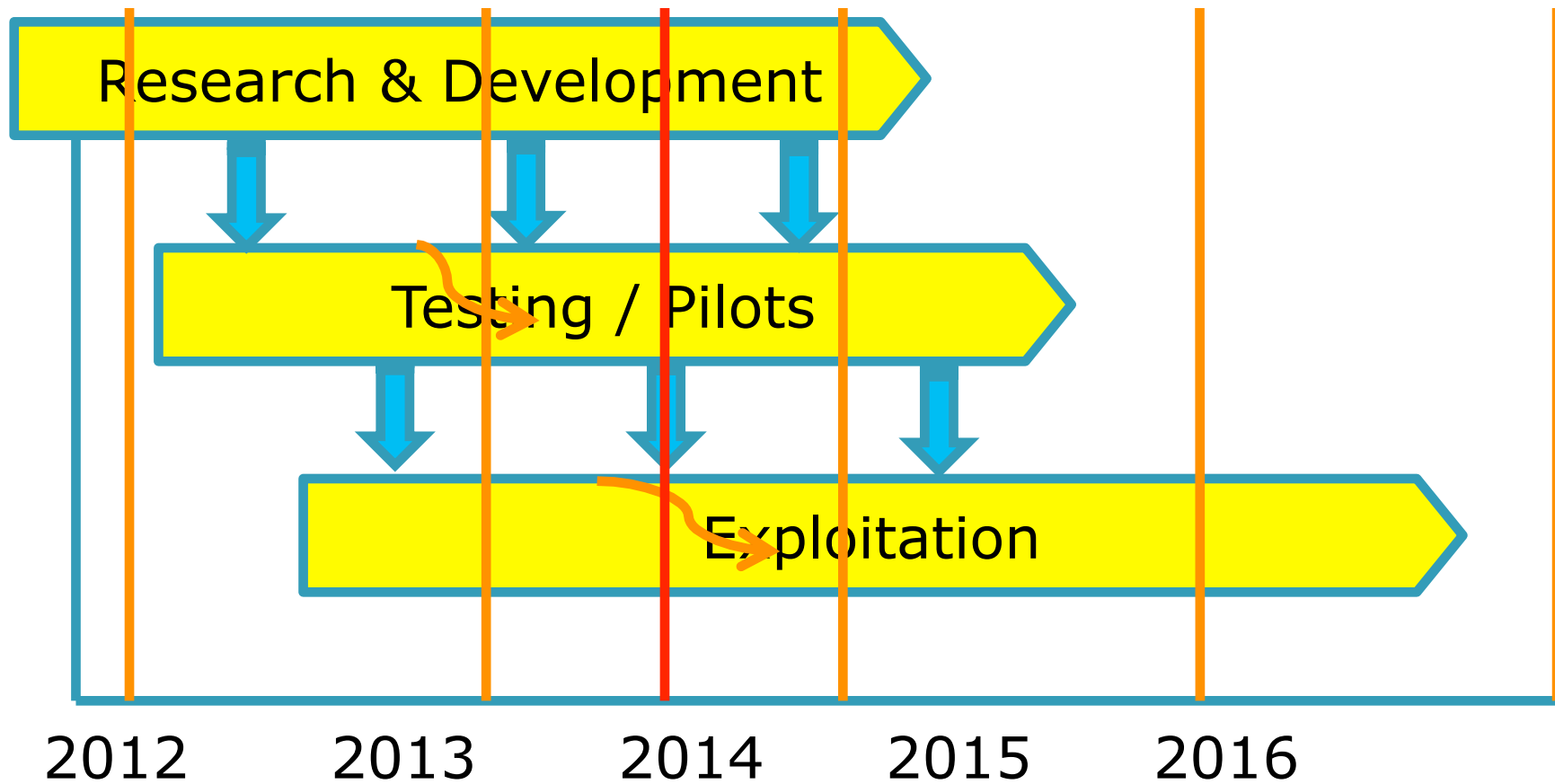
- Objective is to improve the living conditions of people living in informal settlements in Mtwapa town
- What should be done and where ?
- What are the priorities ?
- What can be improved during the rehabilitation process ?

The other pilots

- Zagreb (Croatia)
 - Social infrastructure for youngsters (sports and culture ...)
 - Center for autism
- Barnsley (UK)
 - Areas of economic development
 - Transports
- Pegeia (Cyprus)
 - Paphos EU Capital of Culture 2017
 - Seasonal Tourism
 - Archeological area of Yeronissos
- Yantai (Cina)
 - Economic development – strategic planning
 - New parking areas

The FUPOL delivery plan

Continuous release of results



Take Part !

- Follow us:
 - **Website (www.fupol.eu)**
 - **LinkedIn FUPOL Group**
 - Facebook (www.facebook.com/fupol)
 - You Tube (www.youtube.com/user/FUPOLTV)
- Take part: test and evaluate the FUPOL results
- Establish relations to exchange views



MAJOR CITIES OF EUROPE
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THANK YOU
FOR YOUR ATTENTION

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