

TITLE

Citizen Centric Governance for Smart Territories

SPEAKER

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People Centered Smart Territories

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WHO'S WHO

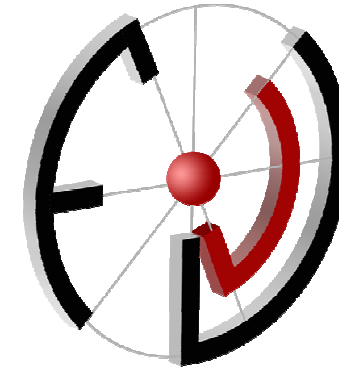
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Our time to talk about...



The main idea and trends



Our concept of user-centricity



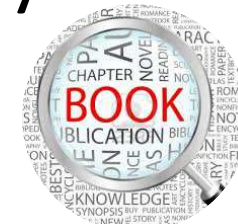
A preliminary proposal

Alignment with main initiatives



Some ideas for future analysis

Some references





The main idea: scale-up the user-centricity

Starting from the experiences of a 3-years European activity for the analysis of user-centric services

- 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 the **number of users** (towards smart cities, smart territories, towards policies)
- by scaling-up the **concept of user** (from citizens, to policy makers, to territories)



The adopted user-centricity paradigm

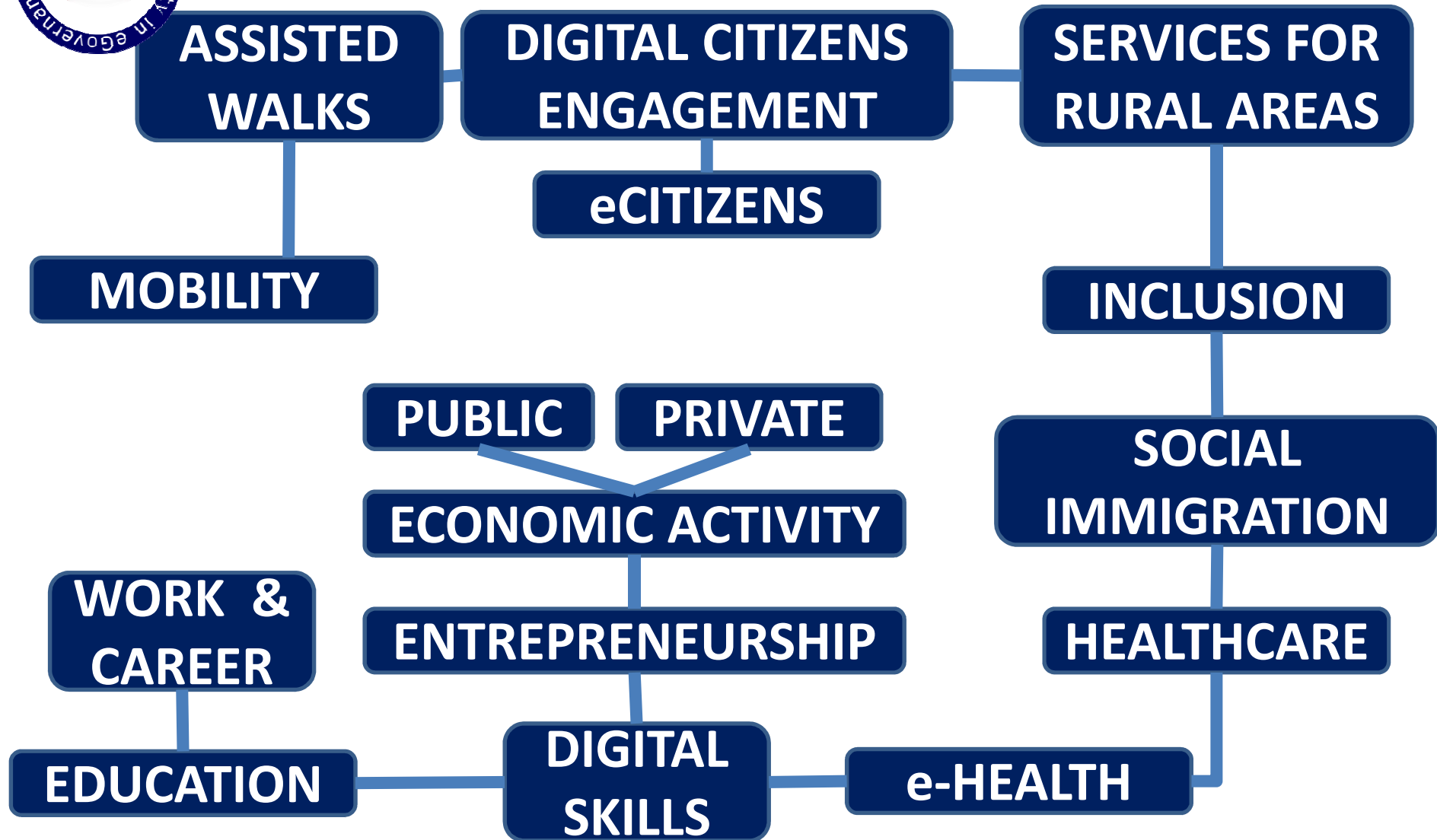
www.net-eucen.org

An user-centered services involve users/citizens in:

- Co-design stage **eGovernment Action Plan 2011-2015**. Public services can gain in efficiency and users in satisfaction [...] being designed [...] in collaboration with them whenever possible.
- Development and implementation stages **eGovernment Action Plan 2011-2015**. Collaborative Production of Services: The involvement of third parties needs to be explored [...] engage businesses, civil society and individual citizens
- Deployment and running stages **The Malmö Declaration** Improve eGovernment services to cater for the different needs of users and deliver them in the most effective way

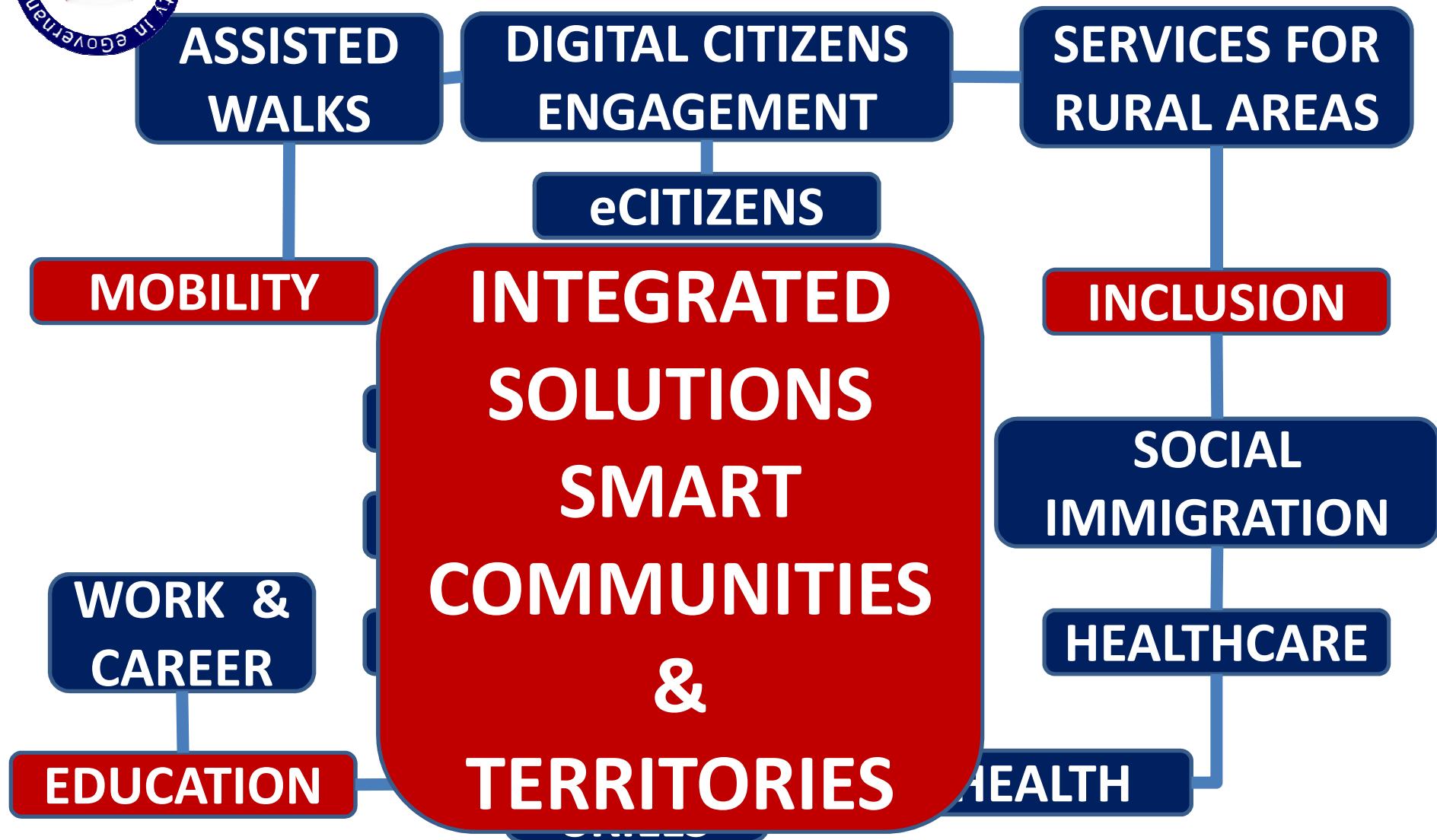


NET-EUCEN: Mapping of cases





NET-EUCEN: Mapping of cases





A sample of EC trends

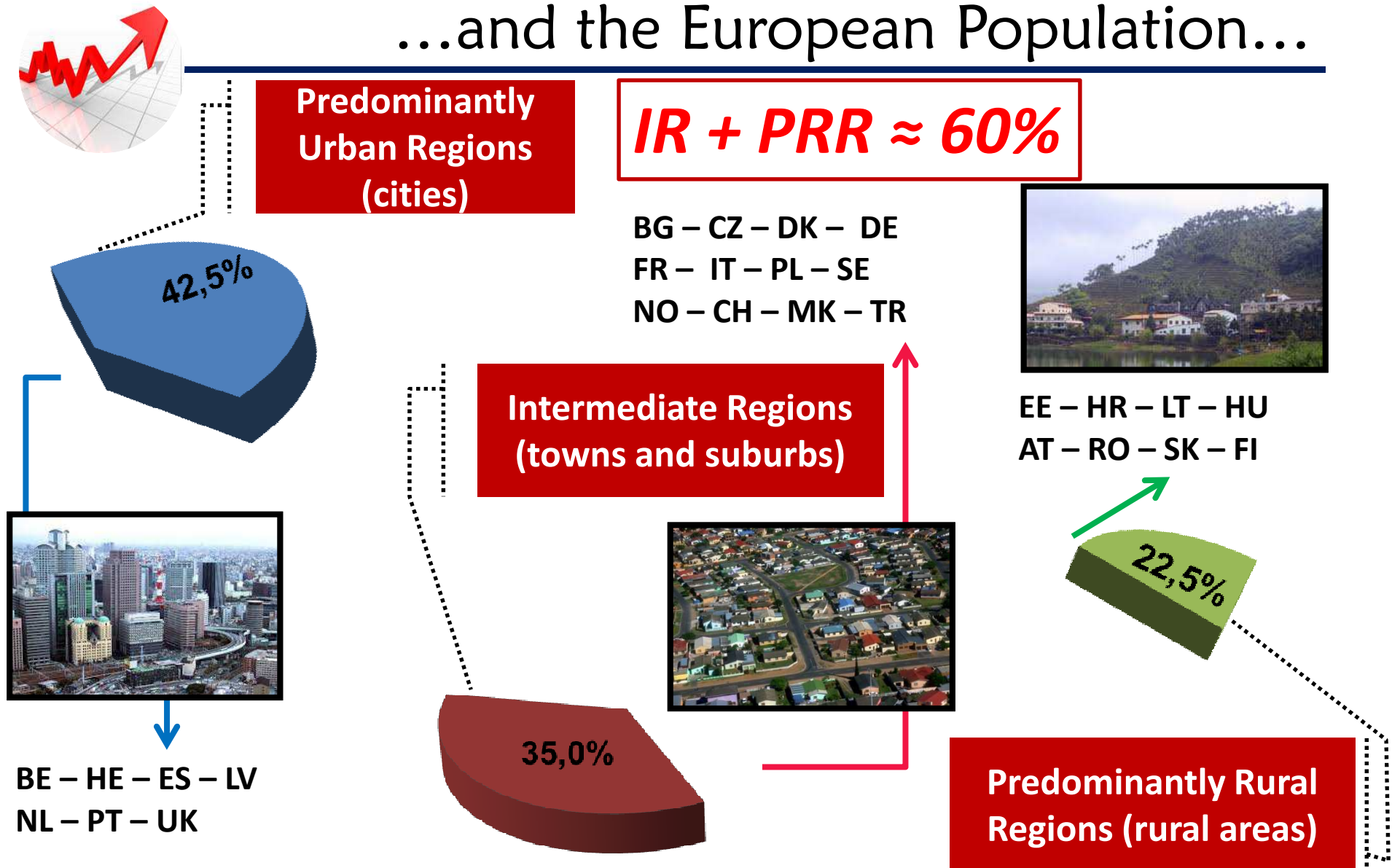
VP Neelie Kroes

- *"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."* - Creating tomorrow's Internet, SPEECH/13/671, 3rd September 2013.

...and more ...

- *"The information from open public administrations is a rich fuel for innovation. The benefits are there for all to see: as citizens can enjoy new creative apps and services."* -Smarter cities in a connected continent, SPEECH/13/ 680, 5th Sept. 2013

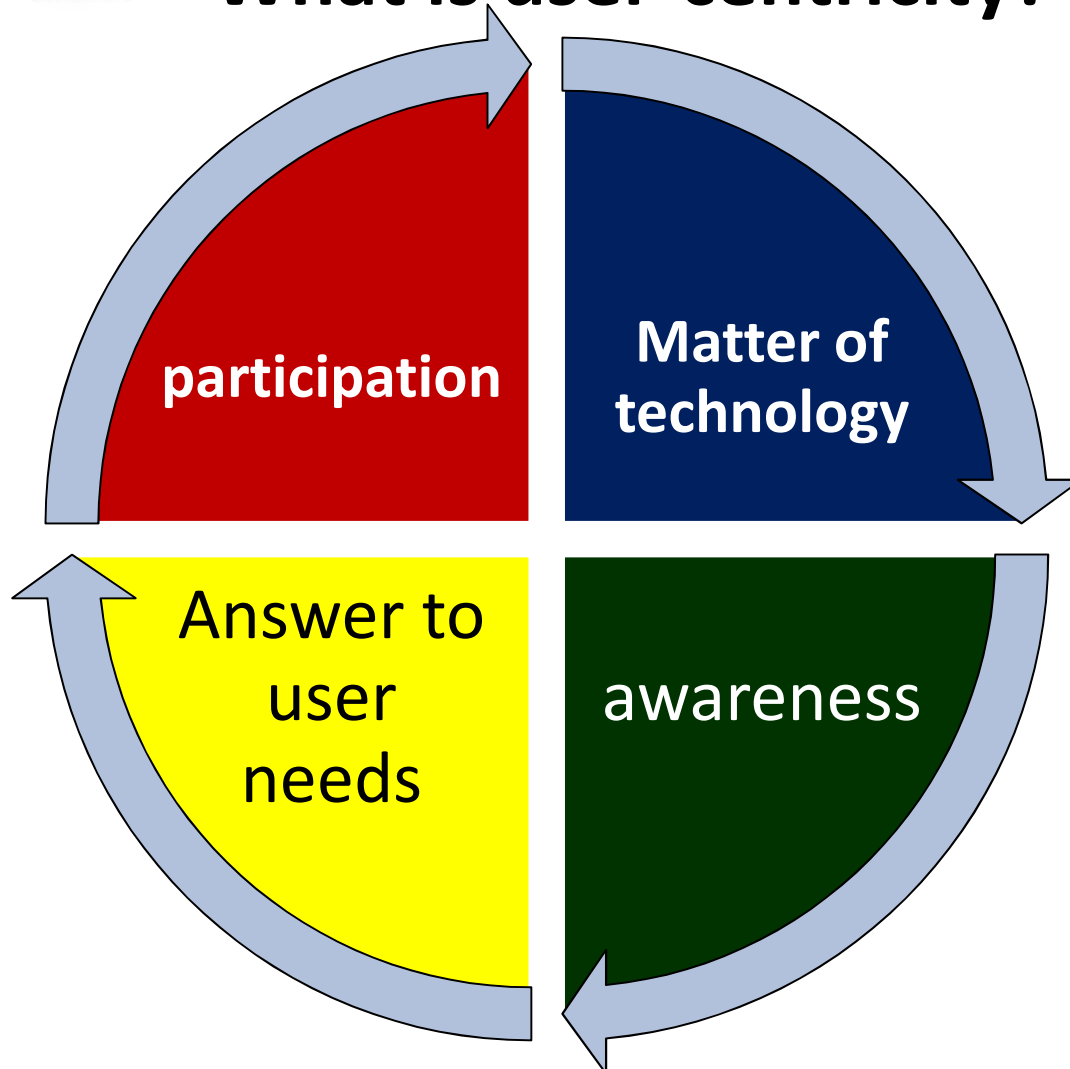
...and the European Population...



Eurostat - 2011(online data codes: urt_gind3 and demo_r_gind3)



What is user-centricity?



Some key issues

~~*In order to have smart cities we need smart citizens"*~~

- It's thinking about new solutions with the user
- **It's adaptation.**
- **a multi-level user/citizen empowerment**



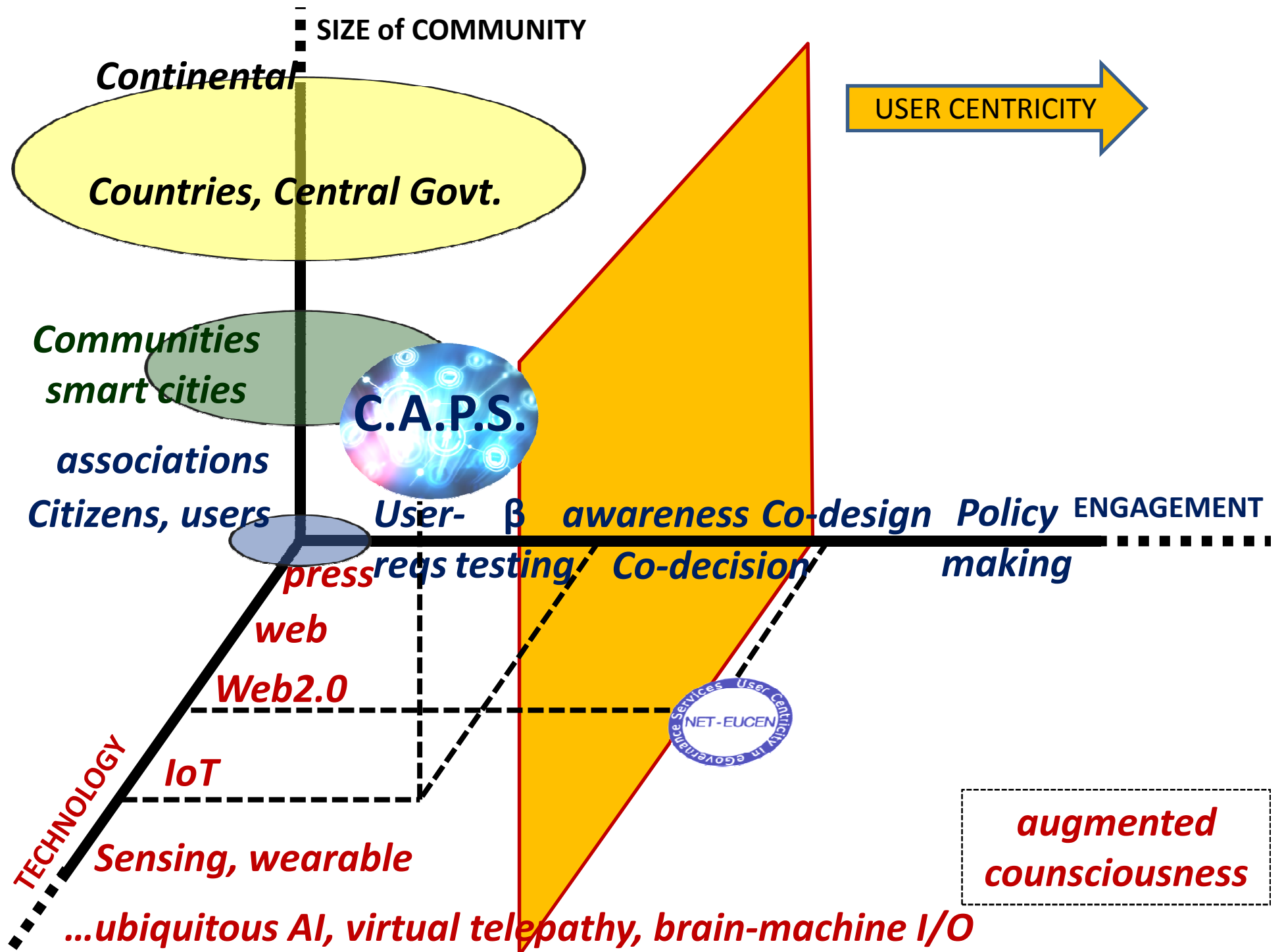
Scaling the paradigm

...OK for user-centricity for citizens...

- *Further initiative might improve mapping more areas, refining methodologies for engagement*

What about scaling the paradigm?

- *Scale – up number of users: towards smart cities, smart territories, towards policies*
- *Scale towards the concept of users: from citizens, to policy makers, to territories...*





Scaling towards users

SUBJECTS	TARGET	NEED OF
CITIZENS	SERVICES	SMART CITY / TERRITORY
POLICY MAKERS	P.MAKING 2.0	INTEGRATED P.A.
GOVERNMENT	WELFARE BALANCE STABILITY...	PUBLIC OPINION OPEN DATA



Scaling up the approach

SUBJECTS	TARGET	ACTUATOR
CITIZENS	SERVICES	LOCAL P.A.
COMMUNITIES <i>SMART CITIES</i>	BUSINESS INTEGRATED SERVICES	+ PRIVATE SECTOR
COUNTRIES <i>SMART TERRITORY</i>	SUSTAINABILITY	+ CENTRAL GOVERNMENT



Our proposal: citizens engagement

- User-engagement and involvement in on-line surveys and face-to-face meetings
- Definition of common territorial problematic
- Creating an hook by clear exposing the rights to
 - Participate in the co-creation process
 - not be excluded from forthcoming Big Data services
 - not share every personal information on public DB
- ✓ A network of policy makers, sharing target of optimization, strategies and continuous monitoring.



Our proposal: manage territorial hubs

A smart territory defines a number of shared issues

- Define a minimum QoS for each inhabitant cluster in the whole territory
- Define sustainability as re-group of issues and needs of people
- Multi-cycle validation of services

...and broadband, integrated multimodal mobility..

✓ Integrated Public Administrations. Not only linked open data.



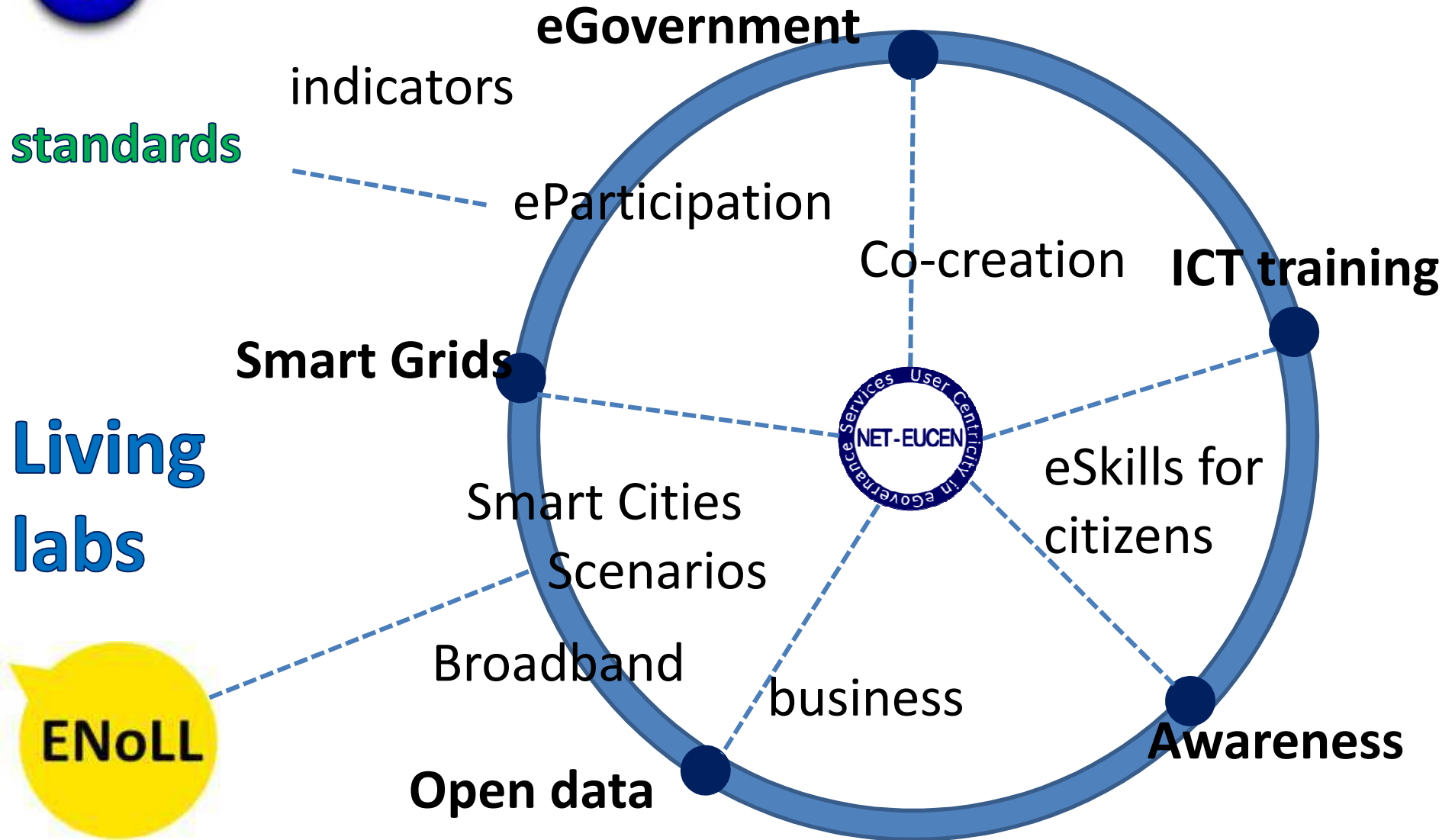
Our proposal: testing the model

A smart territory manages smart integrated services
(i.e.) multimodal mobility for impaired people +
public services + energy efficiency

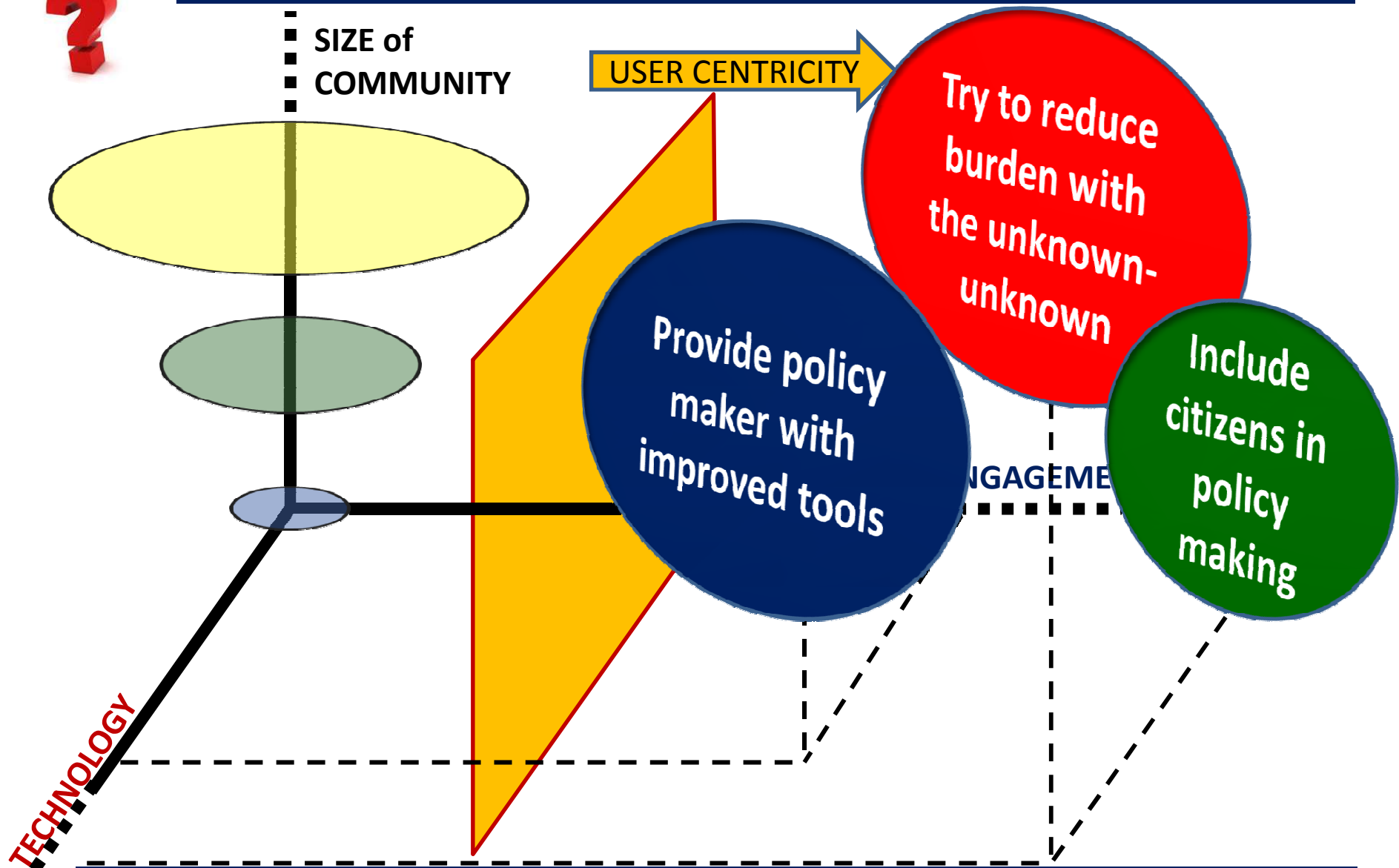
- Single technologies / innovation could be pre-tested in defined areas such smart cities
 - Full integration with living labs method.
- ✓ A task-force of smart-cities for the geographic definition of a smart territory boundaries (*even distributed*) sharing innovation targets.



Alignment with the Digital Agenda for EU



Suggested explorative area





Next steps?

- An already running study: "The role of the user centricity in the definition of future strategies for growth and innovation in the policy modelling domain". (Niglia, al.)
- Focus on the role and needs of policy makers
 - Involving citizens in policy making
 - Providing interoperable and measurable tools
 - A study on the needs of policy makers

Happy to discuss!

Any question?

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