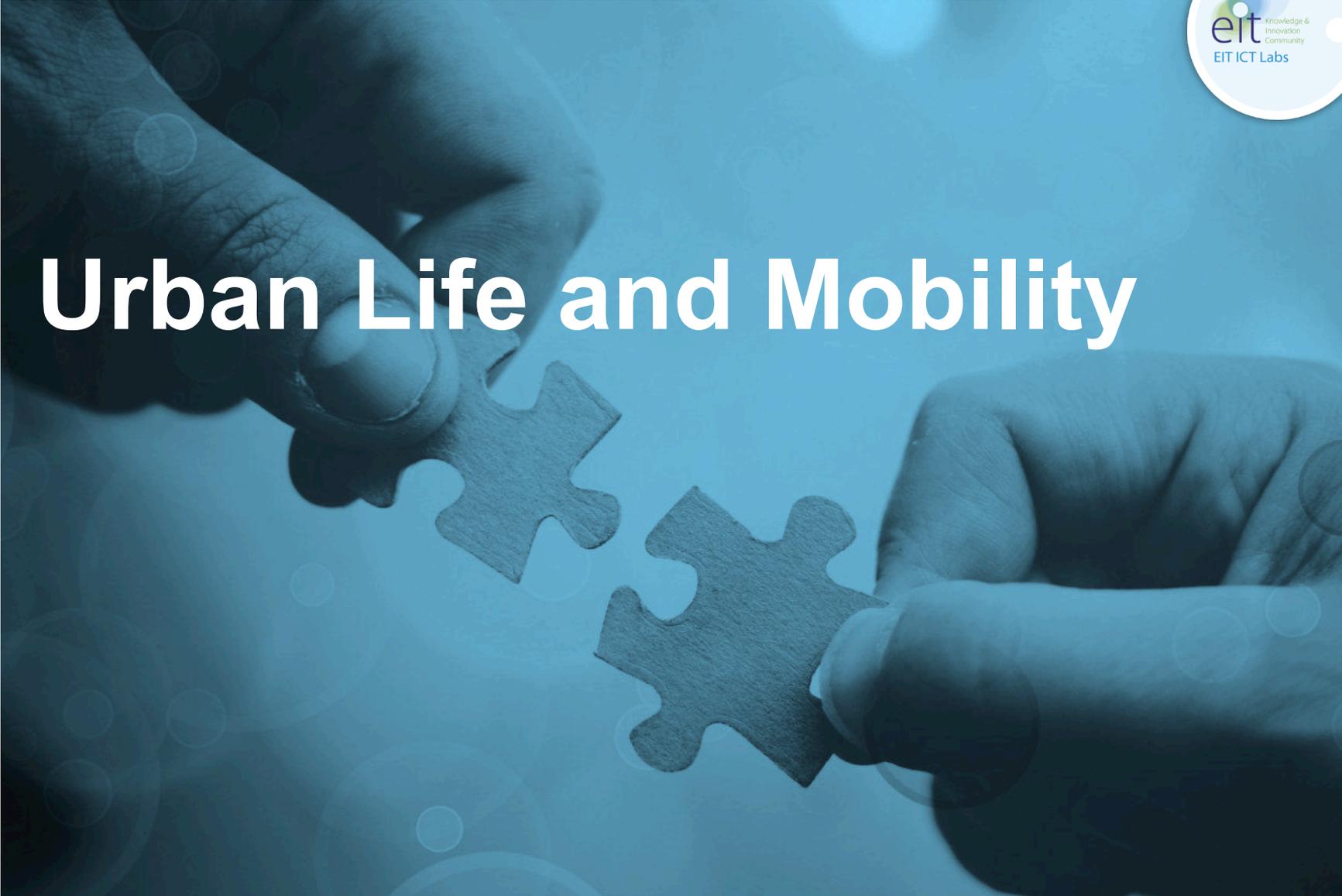




EIT ICT Labs

Urban Life and Mobility

November 2013 - Gilles BETIS – ULM Action Line Leader



Urban Life and Mobility

Smart Cities : Cardinal objectives



SMART ?

Attractive for
People & Business

Inclusive

Is it just a matter of
TECHNOLOGY ?

Sustainable

Resilient

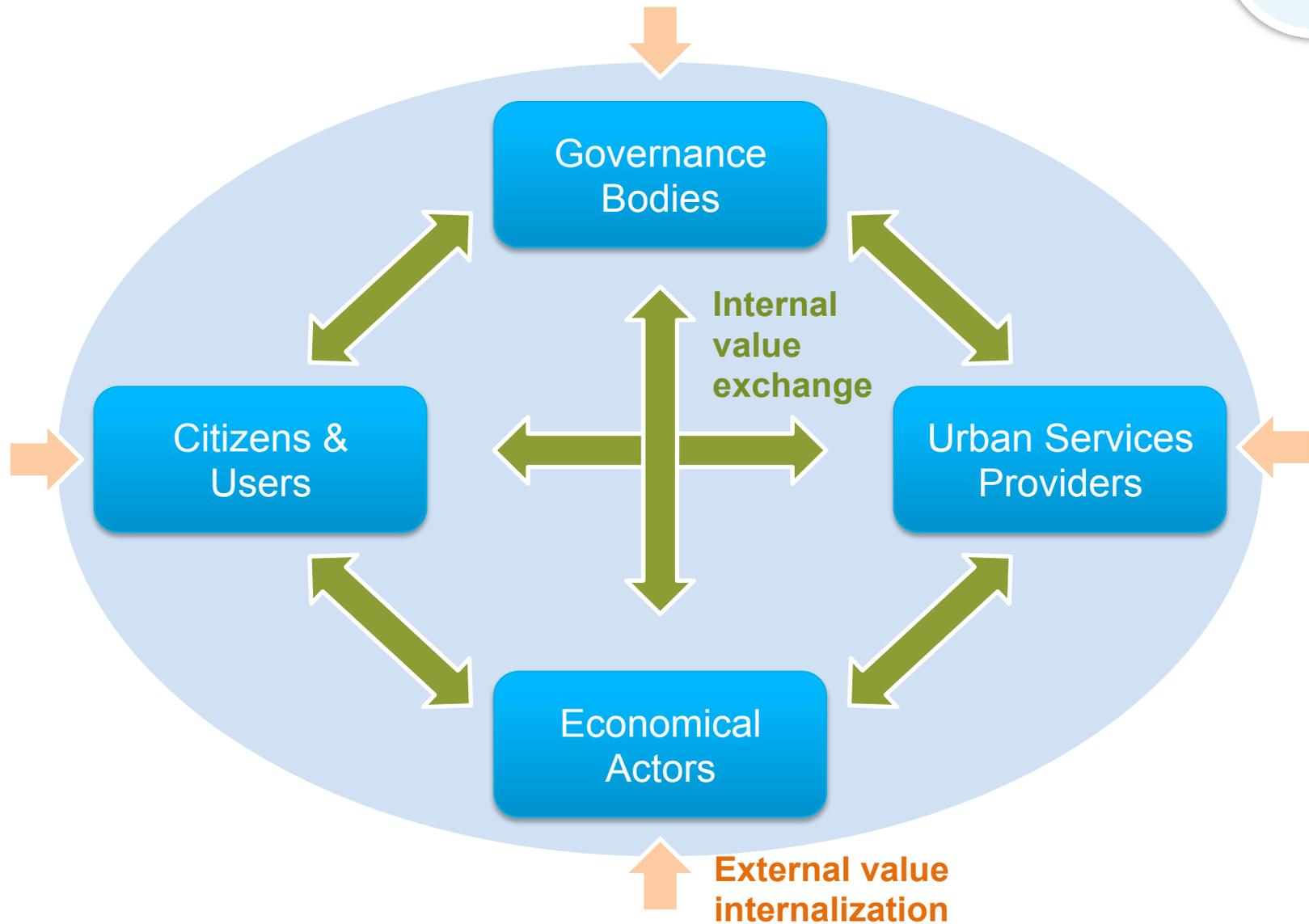
**Agile &
Adaptive**

**Support Stable &
Robust Process**

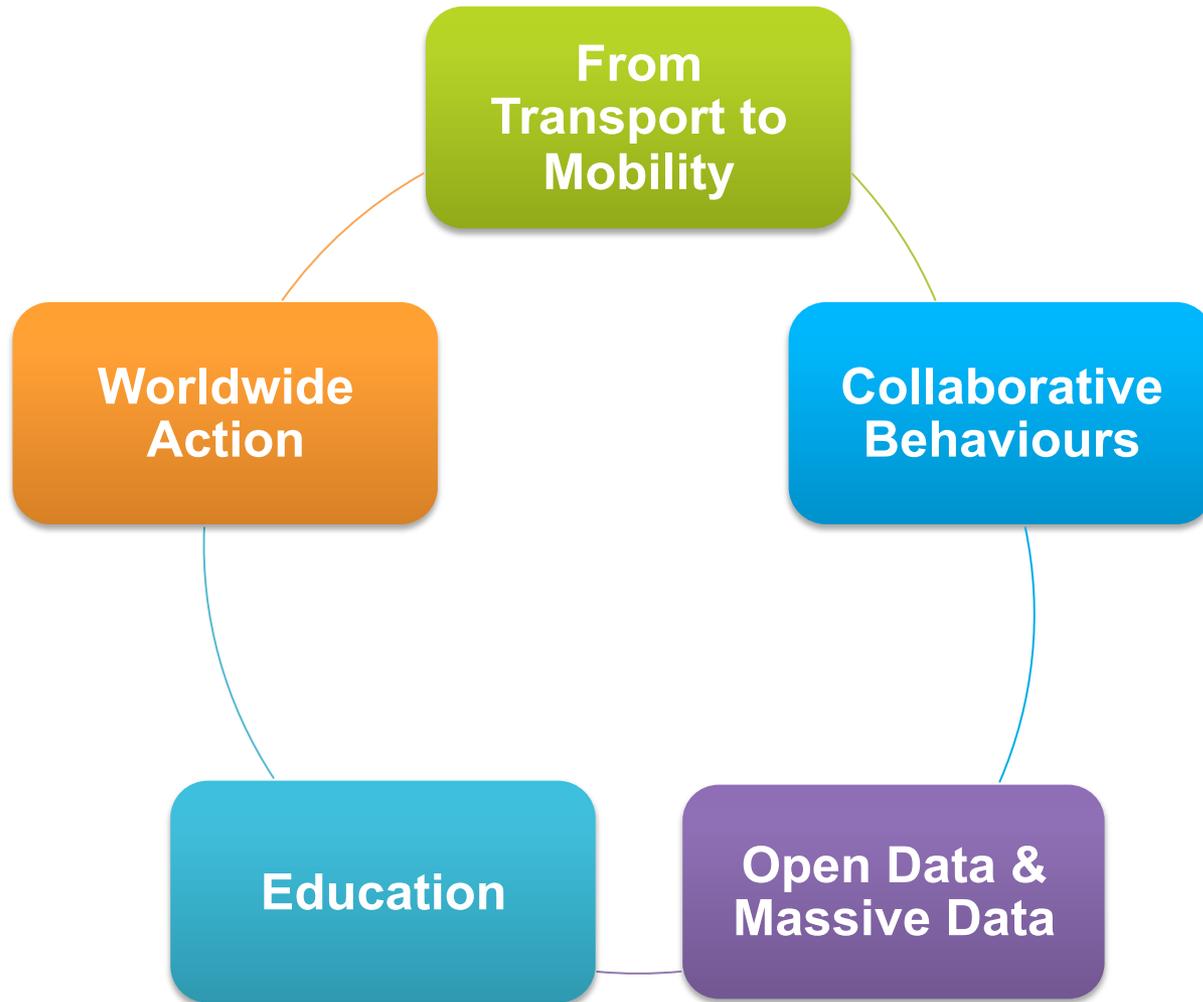


Creating societal value for the urban ecosystem

Value chains in the ecosystem



Urban Life & Mobility : The Missions



From Technology R&D to Systemic Deployment



2010 – 2014

- Launch activities
- Invest in breakthrough technologies
- Build a breeding ground of innovative actors



2015 – 2016

- When technology and entrepreneurs will meet cities & regions, users, governance bodies and economical stakeholders
- For the calibration of the business models, projects must be scaled up to meet critical mass
- Metrics are key to measure technology effect and societal impacts, and to allow agile and adaptive adjustment



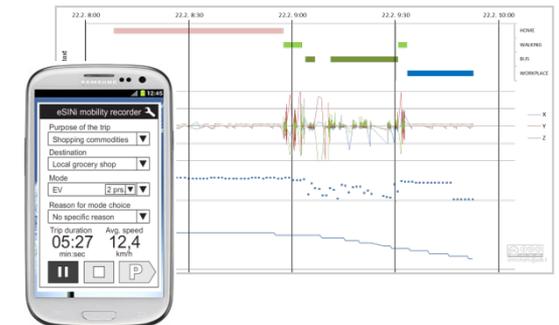
“No more pilots or demonstrators ! Scale up !”

Antoni Vives, Deputy Mayor of Barcelona City

The Mobility Market Place



- The daily seamless mobility
 - The mobility market place : planning and driving mobility
 - Using a holistic approach integrating multiple transport means and integrated financial clearing
 - Crowd sourced information and services
 - Steady access to goods with smart logistics
- Mobility metrics
 - For the users, for governance, for service providers
 - To assess the value created by new practices
 - To measure other indicators (time spend, green-house gaz emission, traffic jam, use of mobility services...)
- Associate living areas : cities and regions
 - Up-scaling at territorial level to set-up and calibrate sustainable business models
 - In close cooperation with national nodes



Collaborative behaviours, what's at stake



- An opportunity for people to take an active part in the life of the city
 - Providing information, alerts, help or assistance, services, polling data, improving open data quality and rating data confidence, etc.
 - How to stimulate collaborative behaviour, how to turn passive and consumer-minded individuals in active and sharing-oriented citizen ?
 - Financial incentives, rewards, social distinction, gamification, other ?

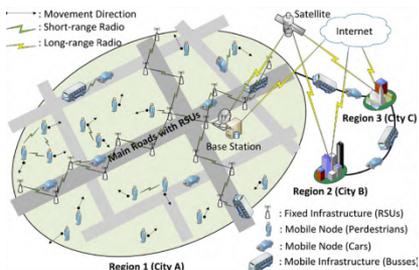


- Trust as a key enabler of crowd participation
 - Guarantee personal data confidentiality and control
 - How and with who sharing personal data & records
 - Sharing the added value on personal data
 - My data must be also useful for me (emergence of the self-quantified movement)

Collaborative behaviours : our approach



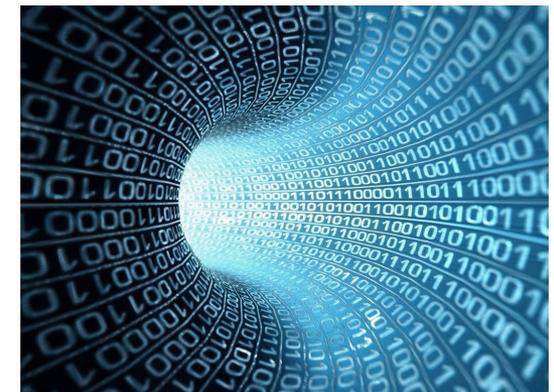
- Challenge innovative business models to boost collaborative behaviour, link with social networking, associate the necessary rewards when requested.
- Explore the impact on governance planning of simulation and gamification
- Include crowd-sensing and crowdsourcing in safety scenarios
- Crowd-based and hybrid communication networks
- Integrate crowd-sourced information on a city dash-board
- Up-scale deployments to reach critical mass for efficiency and business models profitability, as well as emergence of new actors
- Deployment are planned in many European cities between 2014 and 2016



Open and massive data



- Static or Dynamic Open Data
- Open API for Open Services
- Organize & structure massive unstructured information to turn it in useful, synthetic data allowing decision process
- Acquisition from various, heterogeneous, institutional, private or collaborative sources
- Improve Open Data reliability thanks to a massive crowd action ?
- Impact on private and public life : health & wellbeing, organization efficiency, governance models can be improved with big data processing ?
- Allow emergent business models ?

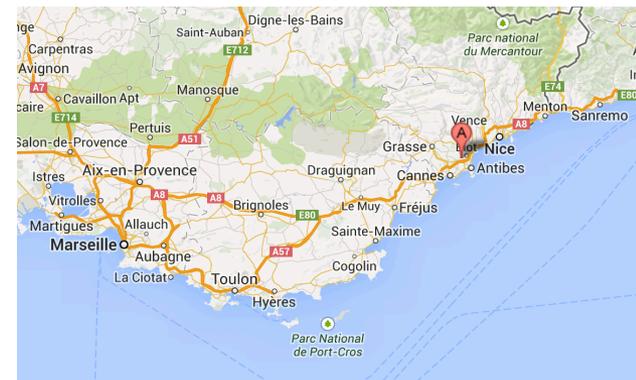


ULM Summer School

Preliminary information



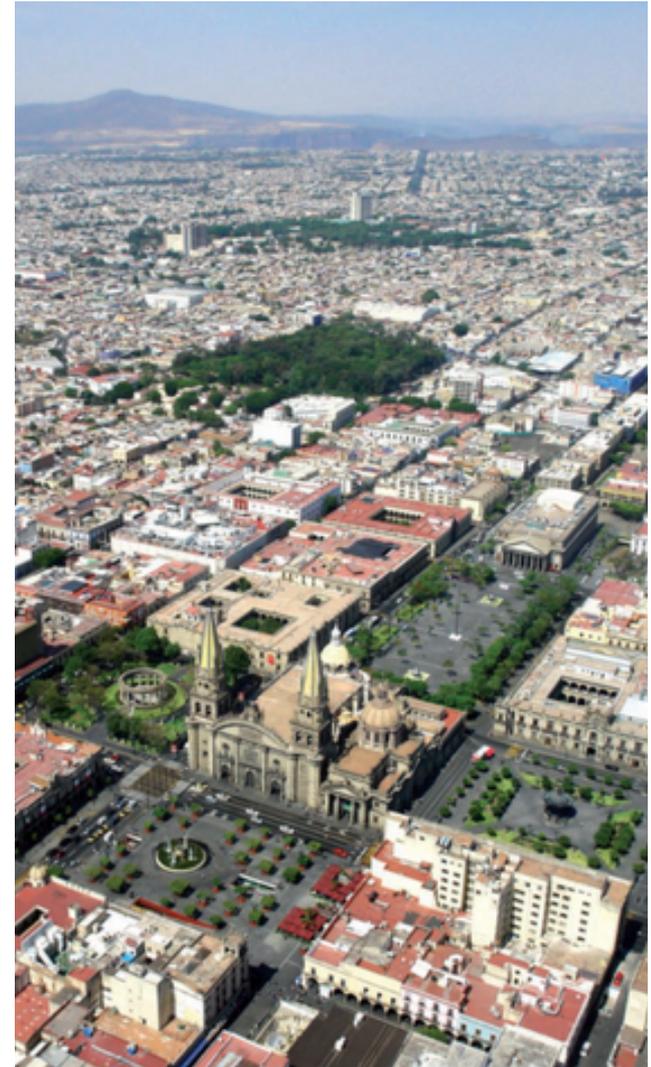
- ULM Summer School will take place in Sophia Antipolis the first two weeks of July
- Master students will be hosted in Eurecom at SophiaTech Campus
- The program will be organised around keynotes, lectures, collaborative work, workgroups on selected business cases and continuous coaching
- Themes will cover techniques used for Smart Cities development, societal insights on smart cities, innovation and prospective methodologies, business modelling and strategy, entrepreneurship



EIT ICT Labs worldwide action



- IEEE members from EIT ICT Labs have launched the IEEE Urbanization challenge
- End of 2015, 10 cities (i.e. 2 cities on each continent) will have been selected committing to fulfill the following objectives
 - Set-up Open Data and Standards frameworks
 - Set up metrics to measure smart cities transitions effectiveness
 - Local universities will publish theses and will develop MOOCs
 - Dissemination through white papers and dedicated conferences
 - Create an on-line community and a knowledge data base
- The pilot city is Guadalajara (Mexico)
 - Ciudad Creativa Digital project in Guadalajara's historic center
 - A kick-off was held early October 2013
- IEEE will liaise with ITU for standardisation matters and with the McLuhan foundation for societal aspects





**Thank You !
Questions ?**

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LES GARS, VOUS ÊTES
GENTILS, AVEC VOTRE
COVOITURAGE...

„MAIS JE
BOSSE À LA
MAISON,
MOI !!