



The Interreg IVB
North Sea Region
Programme



SmartCities

Creating a people-based **innovation network between cities** and research centres to develop and deliver **better electronic services** to citizens in the North Sea Region.

Investing in the future by working together for a sustainable and competitive region.

WHAT

The Smart Cities project focuses on customer services, wireless services and customer profiling.

Customer services

Local governments in the North Sea Region develop new online and offline services for their citizens. The municipalities and regions that are taking part in the Smart Cities project are rethinking how they deliver services to the public and which delivery channels they should use: face to face, internet, mobile, telephone... At the same time, they reorganise their internal service delivery processes and back office functions.

These new services and interfaces will be personalised, user-centric, geolocated and usable. This will happen because these services will be co-designed. Co-design is a process that brings citizens, administrators and developers together to jointly improve and refine e-services.

Wireless services

Mobile is the future. Smart Cities' partners will develop a range of new and innovative services for mobile platforms. New forms of urban wireless networks are being tested and evaluated. The lessons that have been learned and the services and technologies that have been developed will be mainstreamed across the North Sea Region.

Customer profiling

Public services need to adapt to the needs of citizens. This means bringing a range of data sources together to develop accurate profiles of target customer groups. This will allow us to better understand the needs of citizens, to identify and use the most appropriate service channels for different target groups, and to proactively provide

services that will meet their needs. The Smart Cities project partners are using a wide range of geographical, transactional, demographic and survey data to reengineer services. This will ensure that services are designed and implemented in ways that recognise the specific needs of different groups of citizens.

Some pilots:

- Transferring the UK ESD Toolkit to Flanders, the Netherlands, Germany, Norway and Sweden
- Using public transport to deliver a city-wide information system - City of Bremerhaven (D)
- Providing personalised and customised webpages for citizens - City of Kortrijk (B)
- Developing innovative services using a city-wide wireless network - City of Groningen (NL)
- Using customer profiling to better target services in rural areas - Norfolk County Council (UK)
- Building a new online city portal - City of Osterholz-Scharmbeck (D)
- Redesigning customer related processes to improve service delivery - City of Karlstad (S)
- Providing personalised maps of geo-located services and resources for both citizens and businesses - Intercommunale Leiedal (B)
- Developing a new digital workflow for existing public services - Kristiansand/ Lillesand (N)

Want to know more about the local Smart Cities pilots in your region? Check www.smartcities.info.

OUR METHOD

The way the Smart Cities project works is unique. The project brings together three important methodological approaches:

Academic network

The Smart Cities regional academic network consists of university and university colleges representing six countries from the North Sea region. The academic network gives government partners access to a wide range of expertise and competencies that they can use as they rethink and improve electronic service delivery. The academic partners help the government partners by helping to identify and define the key questions and business challenges. The academic network evaluates the impact of local and transnational work in the project and disseminates its findings and lessons learned to both the North Sea region, and to academic and practitioner communities. White papers, tested methodologies, and transferred knowledge will be the key outputs from this people-based innovation network.

Mainstreaming

National governments are a key factor for transferring technology and solutions to other regions and municipalities. A number of National and Central governments have already become partners of the Smart Cities project, and we are approaching more. The knowledge and commitment from these partners will lead to a sustainable transfer of the services developed in the project to other areas in the North Sea Region. Smart Cities also works closely with the European ePractice.eu community.

Co-design

What's the sense of developing services if people don't use them? The most underused road to innovation is through asking your customers, not only in assessing how services are delivered, but also in helping to design them. Smart Cities pilots are by definition user-centric. Government partners will actively listen to the needs of their citizens, and these users will be deeply involved in the e-service development process. Co-designing services with citizens will lead to more sustainable services that are more effective and which provide greater levels of customer satisfaction.

About

Smart Cities is partly funded by the Interreg IVB North Sea Region Programme of the European Union. The North Sea Region Programme 2007-2013 works with regional development projects around the North Sea. Promoting transnational cooperation, the Programme aims to make the region a better place to live, work and invest in.

“Quality in a service or product is not what you put into it. It is what the client or customer gets out of it.” (Peter Drucker)

WHO

The Smart Cities partnership is made up of thirteen partners from six countries around the North Sea. All government partners are leading cities and regions in e-Government. They want to improve their e-service-delivery by rethinking the

basics, by changing their innovation methodology, by transferring their best practices to other partners, and by engaging with academic and research partners from the very beginning of this process.

Government partners

Intercommunale Leiedal
Kortrijk, Belgium
www.leiedal.be

Stad Kortrijk, Belgium
www.kortrijk.be

Stadt Osterholz-Scharmbeck, Germany
www.osterholz-scharmbeck.de

BIS GmbH
Bremerhaven, Germany
www.bis-bremerhaven.de

Gemeente Groningen, Netherlands
www.groningen.nl

Cities of Kristiansand and Lillesand
Kristiansand/Lillesand, Norway
www.kristiansand.kommune.no
www.lillesand.kommune.no

Karlstads Kommun Municipality
Karlstad, Sweden
www.karlstad.se

Norfolk County Council
Norwich, United Kingdom
www.norfolk.gov.uk

Edinburgh City, United Kingdom
www.edinburgh.gov.uk

Academic network

Edinburgh Napier University
Edinburgh, United Kingdom
www.napier.ac.uk

Mechelen University College (Memori)
Mechelen, Belgium
www.memori.be

University of Applied Sciences of
Oldenburg, Ostfriesland and Wilhelmshaven
Wilhelmshaven, Germany
www.fh-oow.de

ESD Toolkit/Porism Ltd
London, United Kingdom
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CONTACT

Project management and government partners

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www.smartcities.info
www.epractice.eu/community/smartcities
www.northsearegion.eu