



SMART CITY

**E-GOVERNMENT AND CITIZEN
PARTICIPATION IN A SMART COUNCIL**

ITAPA 2014, Bratislava



indra

INDEX

01. DIGITAL SOCIETY

02. OPEN DATA, OPEN GOVERNMENT AND OPEN INNOVATION

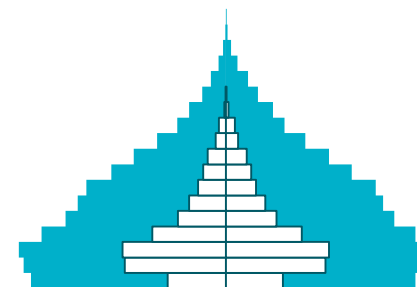
03. “OPEN” INITIATIVES ON A GLOBAL LEVEL AND THEIR BENEFITS

04. OUR VISION

05. EXPERIENCES

SOCIETY IS EVOLVING WITH TECHNOLOGY; SOMETHING HAS CHANGED...

We find ourselves in a DIGITAL society:



- ❖ Online audience of **22.4 million** inhabitants.
- ❖ Average **23.8h/month** online use.
- ❖ Spain stands out amongst the 10 top European markets for time used online.
- ❖ 50 % of the time used online are users between the ages of 15 and 35
- ❖ Spain is the country with the greatest penetration of smartphones in EU5 with **66 %**.
- ❖ Over **80 %** of new devices acquired in Dec. 2012 by users between the ages of 15 and 34 were smartphones
- ❖ The activity of Digital Society in Spain is centered on: **41,3 %** in citizens between the ages of 15 and 35. With respect to the younger population:
 - ❖ The perception that they have of the government's actions is practically non-existent if not rejection
 - ❖ They reject parent role models and are competitively dynamic.
- ❖ For the other age sectors, digital penetration is on the increase and sensitivity to political matters is growing

Source: Comscore

INDEX

01. DIGITAL SOCIETY

02. OPEN DATA, OPEN GOVERNMENT AND OPEN
INNOVATION

03. “OPEN” INITIATIVES ON A GLOBAL LEVEL AND THEIR BENEFITS

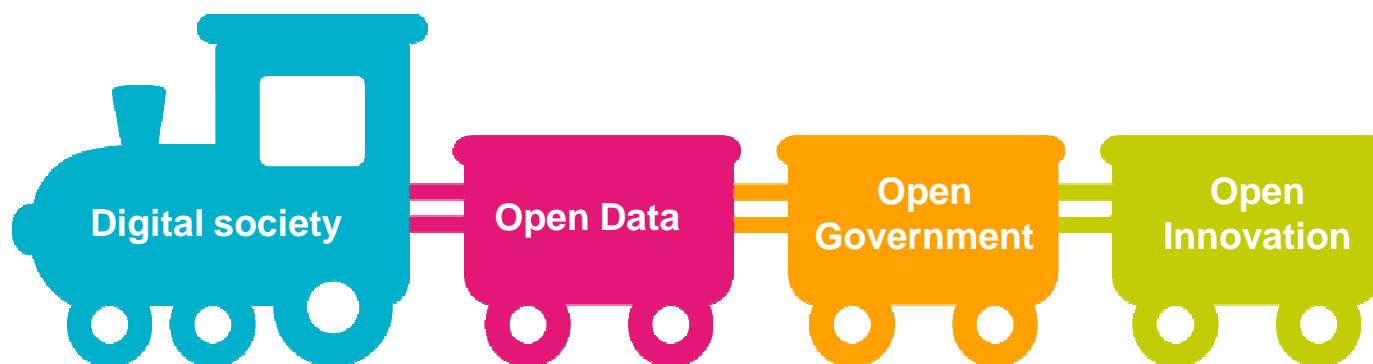
04. OUR VISION

05. EXPERIENCES

OPEN DATA

The open data surge as a need generated by the **internet 2.0** society where knowledge is shared and information is constructed thanks to **collective knowledge**, that is to say, open source philosophy.

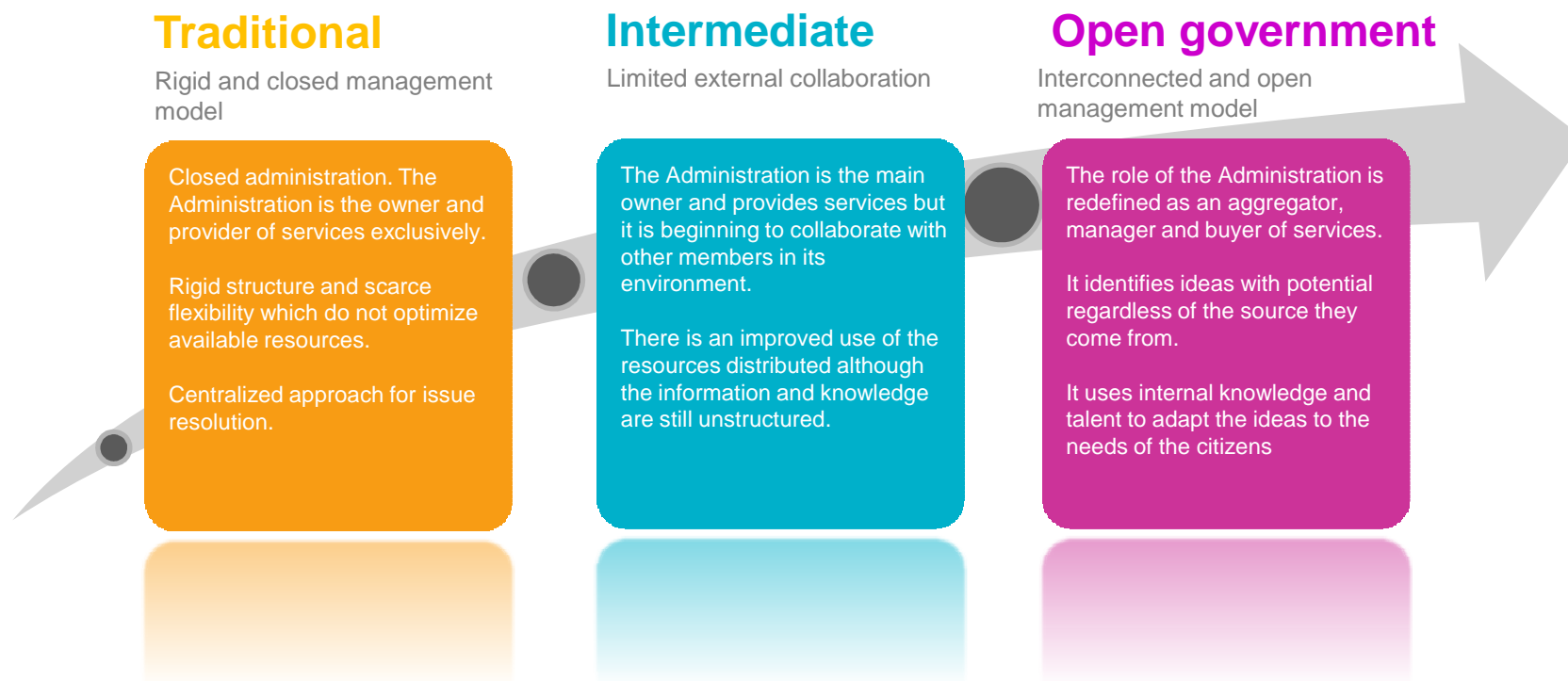
- ❖ Public Administrations collect huge amounts of information of all kinds that **is not shared** internally or with citizens, at times provoking **duplicity** of information and resources used.
- ❖ This provokes a sensation of **bad use** of public resources, **opacity** and **scarce transparency** that generates **unease** amongst citizens as, in their understanding, this information belongs to the citizens in general and should be **accessible** and **available** in a standard format to be consulted and processed, as stated in Directive 2003/98/CE in relation to the Re-use of Public Sector Information.
- ❖ This open data concept, along with that of **RPSI** (Re-use of Public Sector Information) has led numerous Administrations, especially in the local area, to adopt an **opening** posture regarding information compiled and kept.
- ❖ This is the first step for migration from a traditional government model to an **OPEN GOVERNMENT** model based on innovation.



OPEN GOVERNMENT

Over the past 20 years, there has been a change toward “**new open government management**” that sees the citizen as a public services client and that aims to stop being a bureaucratic organization to be service providers whose principles are based on **transparency**, **responsibility**, **guidance for the citizen** and one that returns **perceptible results** from doing public work for citizens.

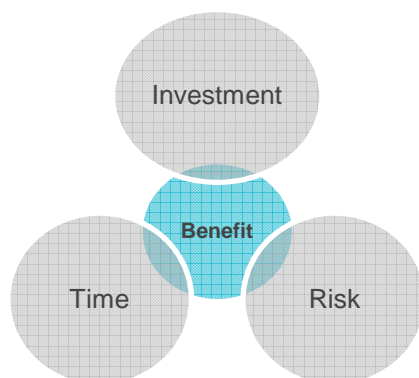
What is the model of change from traditional government to open government like?



OPEN INNOVATION

On the road toward Open Government, the channel for **bidirectional communication** with the citizen must be completed promoting **proactivity** and practicing **active listening** of citizen initiatives, that is to say, promoting **Open Innovation**. The Public Administrations are starting to appreciate the potential of allowing citizens to provide proposals for improvement and innovation, as besides the **ideas received**, a series of **intangibles** that are just as important are generated.

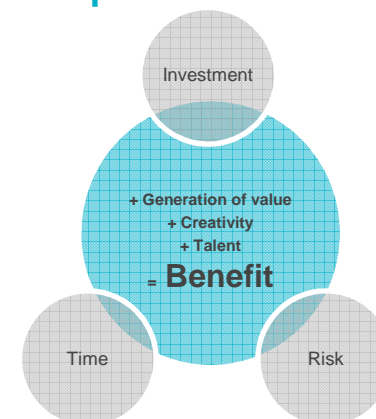
Traditional Innovation



Traditional model: R+D+i investment, financial investment, on resources and time with a high risk, as the return on investment is uncertain.

Open innovation model maximizes the return on investment, it strengthens the generation of value and improves productivity and efficiency

Open Innovation



BENEFITS

CREATES BUSINESS ANGELS FOR THE BRAND OUTSIDE THE COMMUNITY
RAPID RETURN ON INVESTMENT
REDUCES EXPENSES ON INTELLECTUAL PROPERTY
IMPROVES INNOVATION CAPACITY
IMPROVES CITIZEN COLLABORATION
PROVIDES "FRESH" PERSPECTIVES
REDUCES OPERATIONS AND R+D+I EXPENSES
UNCOVERS TALENT
sSHARED INTELLECTUAL PROPERTY GENERATES A FORMIDABLE ENTRANCE BARRIER
REAL-TIME INFORMATION ON NEEDS
REDUCES INVESTMENT RISK
GENERATES IDEAS BUT DOES NOT MAKE IT COMPULSORY TO USE THEM

INDEX

01. DIGITAL SOCIETY

02. OPEN DATA, OPEN GOVERNMENT AND OPEN INNOVATION


03. “OPEN” INITIATIVES ON A GLOBAL LEVEL AND THEIR BENEFITS

04. OUR VISION

05. EXPERIENCES

“OPEN” INITIATIVES ON A GLOBAL LEVEL AND THEIR BENEFITS

OPEN STRATEGY IN A BROAD SENSE



[Browse Participants](#)
[Prizes](#)
[Rules](#)
[Help/FAQ](#)


[Browse Projects](#)
[Judges](#)
[BigIssues](#)
[Log In](#)

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[Events/Dates](#)
[Data Sets](#)
[Sign Up](#)

NYC's ultimate open data software challenge is back.

\$150,000 in prizes.
Solve BigIssues with data and design.

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[POST A PROJECT](#)



Eight prizes.
One Grand Prize winner.

News

RSVP for the NYC BigApps Cleanweb Working Session: Learn About Cleanweb Issues and Kickoff a Project on April 18, 8-3pm

RSVP for the Jobs and Economic Mobility HACKATHON at SYA on April 20-21, 2013

Prizes

Grand Prize:
\$35,000

Best Jobs and Economic Mobility Apps:
\$50,000 in prizes

Best Cleanweb Energy, Environment & Resilience App:
\$20,000


Best Healthy Living App:
\$20,000


Best Lifelong Learning App:
\$20,000


Best Wildcard App:
\$5,000


Plus much, much more!


Judges


 Dawn Barber


 John Borthwick


 Arianna Huffington


 Albert Lee


 Lawrence Lenihan


 Ann Li


 Rahul Merchant

 Tom Pinckney


 Ulrich Quay


 Daniel Schultz


 David Tisch


 Fred Wilson


Partners













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 OFF

RSPV for the Jobs and Economic Mobility HACKATHON at SVA on April 29-31, 2013

Get Updates

SOLUTIONS IN PRIZES

- Best Cleanweb Energy, Environment & Resilience App:** \$20,000
- Best Healthy Living App:** \$20,000
- Best Lifelong Learning App:**

PROFESSORS

- Lawrence Lenihan
- Ann Li
- Rahul Merchant
- Tom Pinckney
- Ulrich Quay

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The Cheese Steak Shop

[Rating Details](#)

Category: [CheeseSteaks](#) (new)

1716 Divisadero St.
(between Bush St & Sutter St)
San Francisco, CA 94115
Neighborhood: Lower Pacific Heights

(415) 345-2732
<http://www.cheesesteakshop.com>

[Explore the menu](#)

Hours:

Mon: 12:00 - 10:00

Tue: 11:00 - 9:00

Tue-Thu: 9:00 - 9:00

Fri: 11:00 - 12:00

Sat: 11:00 - 9:00

Sun: 11:00 - 9:00

Accepts Credit Cards: Yes

Parking: Street

WiFi: No

Good for Groups: Yes

Price Range: \$

Takes Reservations: No

Delivery: No

Take-out: Yes

Waiter Service: No

Outdoor Seating: No

Alcohol: No

Good for Lunch

Alcohol: No

Room: Large

Average Ambiance: Casual

Hes. TV: No

Caters: No

Weather: Accessible: Yes

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People Who Viewed This Also Viewed...

Philly Philly
COCOA (130 reviews)

The menu is simple and the peppers make the cheesesteak zap.

Philly Philly
COCOA (130 reviews)

The cheddar beer sauce is perfect for dipping hot wings.

Jay's CheeseSteak 2
COCOA (130 reviews)

The eaten solids are delicious, especially the Pepperoni!

Jay's Steaks
COCOA (87 reviews)

Cheese and a better, moist beefy fork

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Photo de Momento
Comida Chila del Regalo de Aspasitines
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Favorite Menu Item
@ EMBIA or BOPICAT @! ASPAGHANI u n Open City.
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686 reviews for The Cheese Steak Shop

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[Events](#)
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The Cheese Steak Shop

November 19, 2012 — Routine Inspection

Violations

- Moderate risk vermin infestation
- Unclean or degraded floors/walls or ceilings
- Unclean nonfood contact surfaces

Previous Inspections

Date	Inspection Type	Violations	Score
May 8, 2012	Routine	0	89
November 14, 2011	Routine	3	92
July 5, 2011	Routine	1	93
January 25, 2011	Routine	0	100

Health Score

92

as of 11/19/12

Violations: November 14, 2011

- Wiping cloths not clean or properly stored or inadequate sanitizer
- Unclean nonfood contact surfaces
- High risk vermin infestation

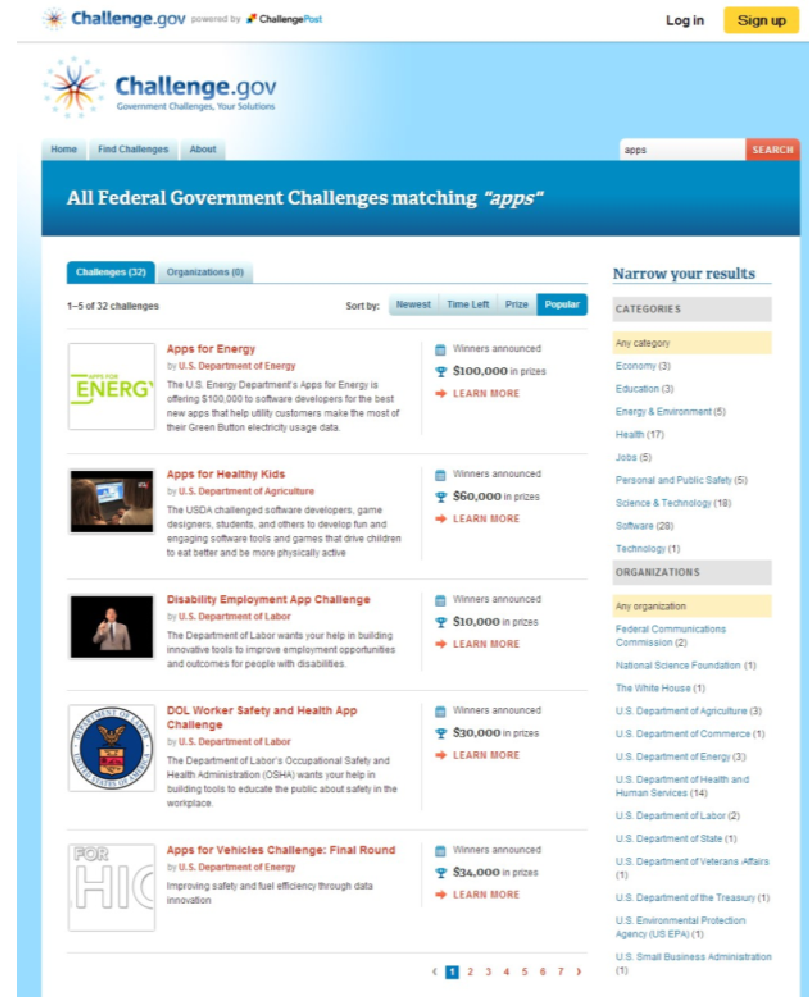
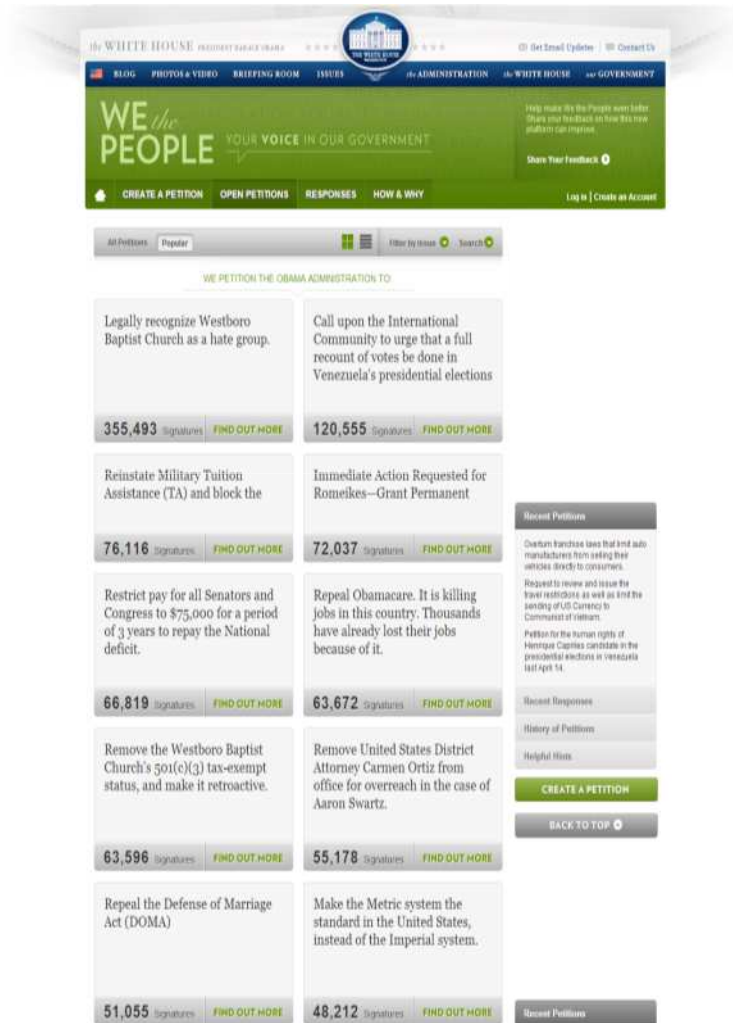
Notes

data directly from the city. Due to the city's information schedule, we may not display the most recent inspection data. Please report any unreasonable delay and data inaccuracies to your city's health department.

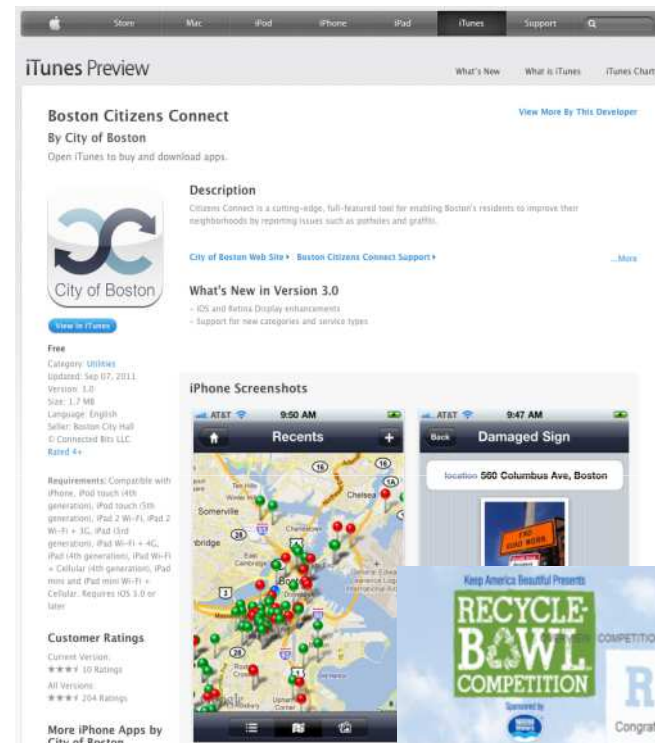
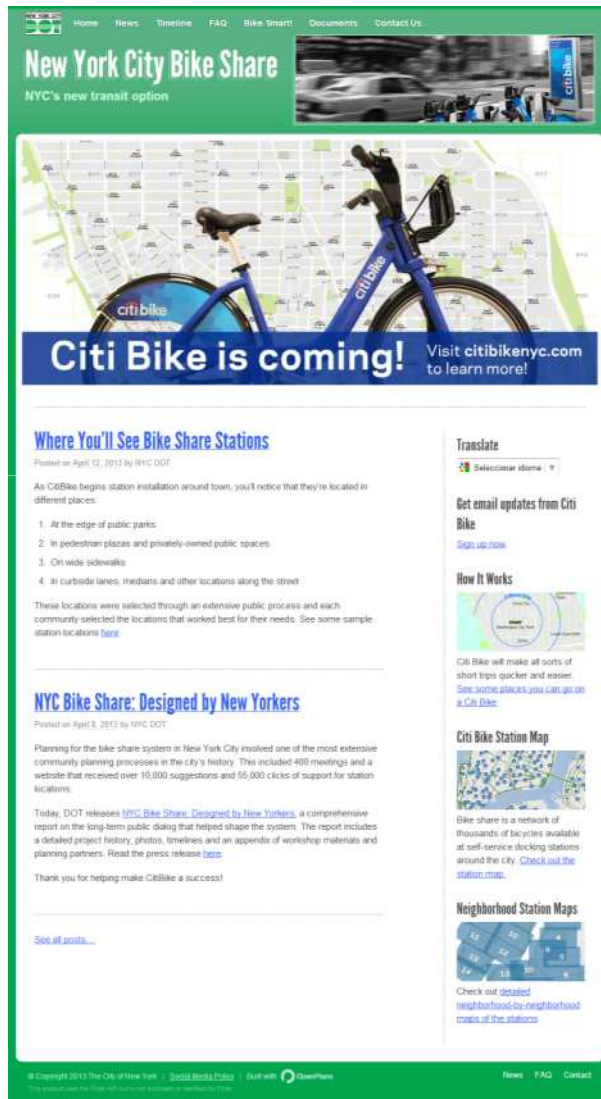


“OPEN” INITIATIVES ON A GLOBAL LEVEL AND THEIR BENEFITS

OPEN STRATEGY IN A BROAD SENSE



OPEN STRATEGY IN A BROAD SENSE



INDEX

01. DIGITAL SOCIETY

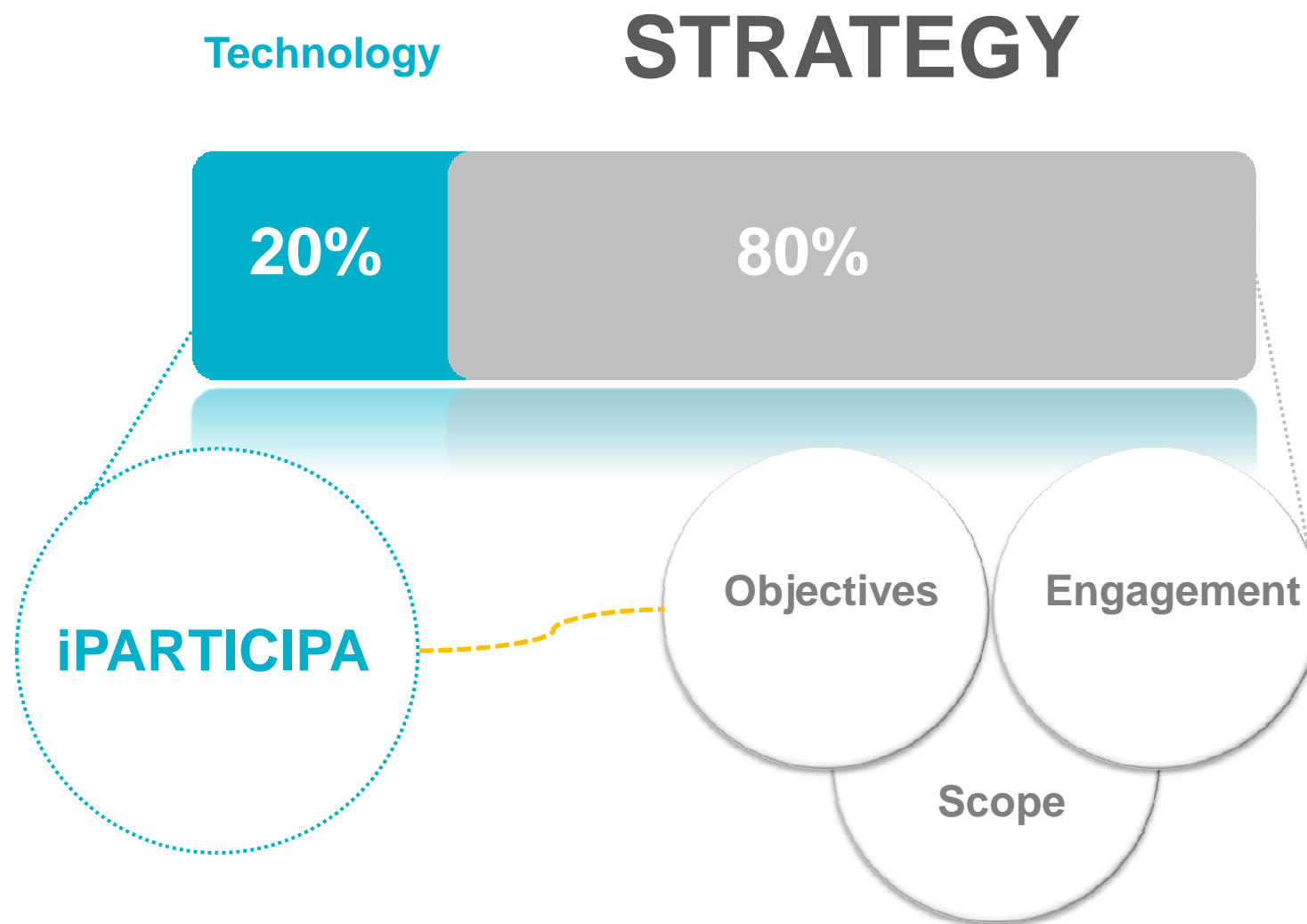
02. OPEN DATA, OPEN GOVERNMENT AND OPEN INNOVATION

03. “OPEN” INITIATIVES ON A GLOBAL LEVEL AND THEIR BENEFITS

04. OUR VISION

05. EXPERIENCES

THE APPROPRIATE BALANCE



FIRST STEP. OBJECTIVES

To start with, it must be determined what **the main aim** is, what other **additional benefits** are wanted, and the **targets** intended to be reached and the **channels** that will be used:

- City DNA (or target group DNA in general)
- Reputation increase/improvement
- Perception change/improvement
- Ideas collection
- Collaboration start/improvement

SECOND STEP. ENGAGEMENT

Once the aims intended to be reached are determined, it is necessary to determine what **kind of motivation** is to be used that is appropriate for achieving the chosen aims:

- | | |
|---------------------------|-----------------------|
| ■ Recognition | ■ Companionship |
| ■ Fun | ■ Professional growth |
| ■ Pleasure | ■ Altruism |
| ■ Intellectual challenges | ■ Reciprocity |
| ■ Sharing | ■ Rewards |

THIRD STEP. SCOPE

Last but not least, it is necessary to determine the **commitment** and the **effort** intended to be dedicated to the project in order to set the scope

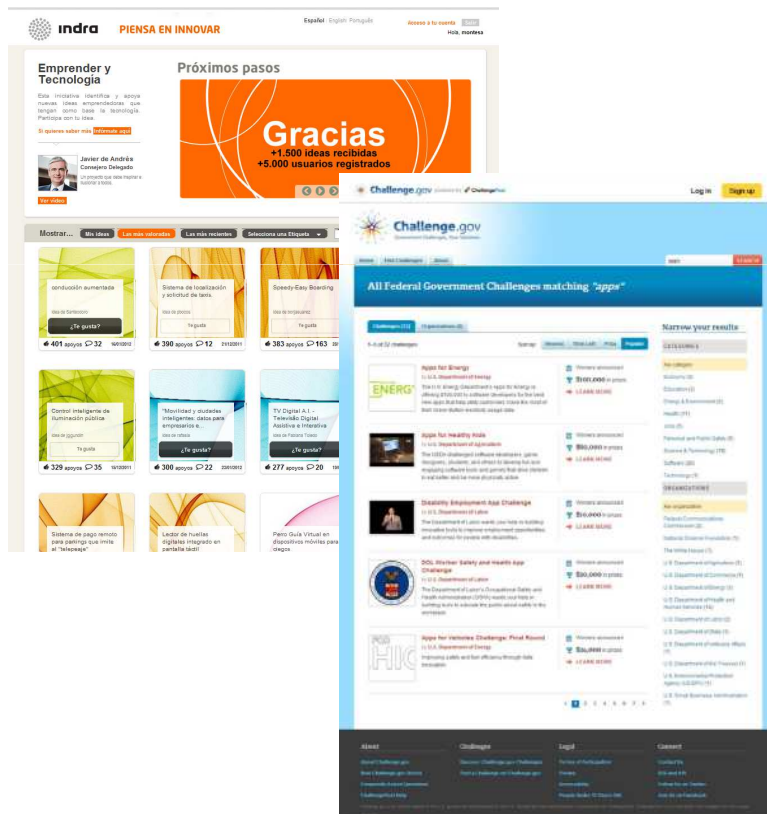
- Internal resources involved
- External partners/persons engaged
- Duration of the project

OUR VISION

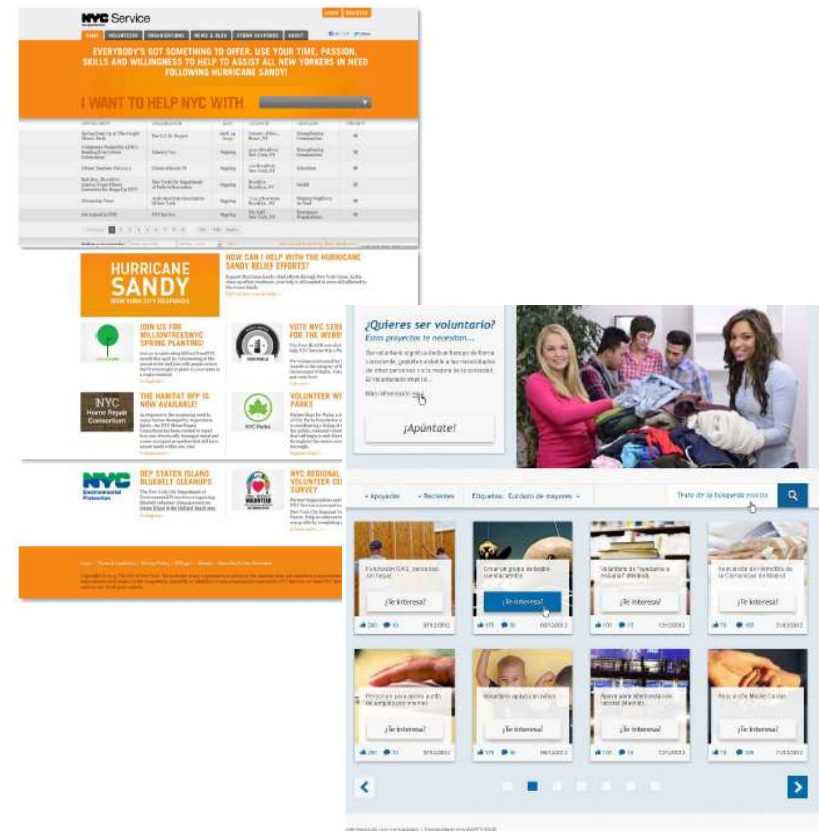
MODELS

Depending on the aims, engagement and scope that it is intended to give the project, we can talk of N different models:

INNOVATION



COLLABORATION



OUR VISION

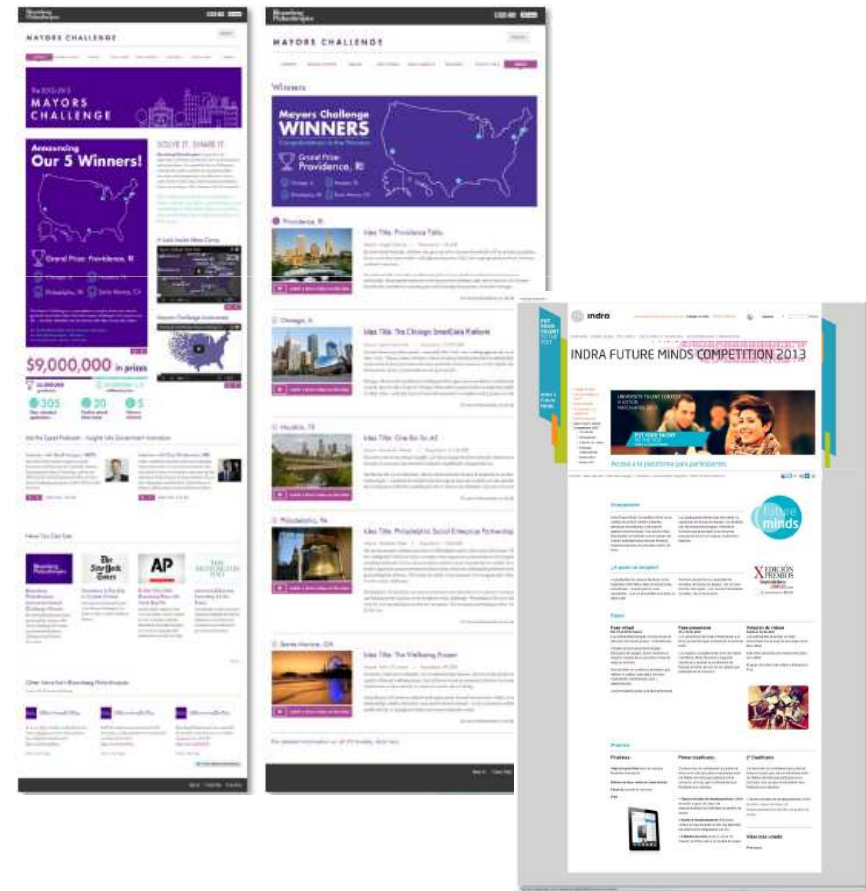
MODELS

Depending on the aims, engagement and scope that it is intended to give the project, we can talk of N different models:

COMMUNICATION



COMPETITION



INDEX

01. DIGITAL SOCIETY

02. OPEN DATA, OPEN GOVERNMENT AND OPEN INNOVATION

03. “OPEN” INITIATIVES ON A GLOBAL LEVEL AND THEIR BENEFITS

04. OUR VISION

05. EXPERIENCES

EXPERIENCES

GO>COINNOVACIÓ BCN

http://coinnovacio.bcn.cat/go/retos.action?request_locale=es

Through this platform, the Council allows any citizen to provide and share his or her ideas in two ways: responding to particular challenges set by the Council, for temporary initiatives; and proposing ideas on any subject that means improving how the city works and quality of life for its citizens, associating it with particular areas (Transport and Mobility, Safety, Town Planning, Environment, etc.).



EXPERIENCES

THINK INNOVATION

Think Innovation was an initiative that Indra developed with the aim of identifying and supporting enterprising new ideas that are based on technology. With a global scope, without barriers, open to everyone and new entrepreneurs who have a business idea in mind based on technology.

Highlights



18 different nationalities

- Over 254,000 visits
- Over 1,500 ideas received
- Over 600 ideas published
- Over 9,000 users registered
- Over 11,000 supports and ideas

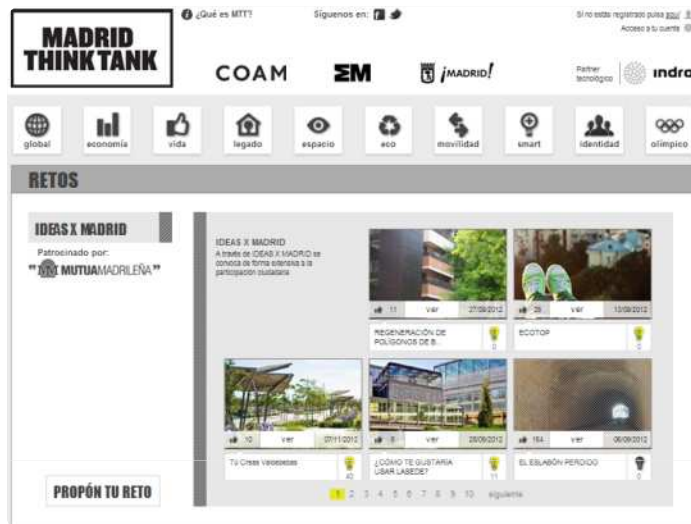


Benefits obtained



- Positioning as first movers in the open innovation sector in Spain.
- Improvement of the brand image.
- Expertise in management of large virtual communities of users.
- Real-time knowledge of demand in the technological market.
- Media presence.
- Positive noise in virtual communities.

MADRID THINK TANK



10 lines of action:

1. **Madrid Global City.** Madrid, City of America
2. **Financial Activity.** More Madrid / Tourism in Madrid / Entrepreneurs
3. **Quality of Life and Participation.** Madrid Alive
4. **Historic and Natural Heritage.** Madrid Legacy
5. **Urban Space and Landscape.** Madrid Experience
6. **Energy Overhaul and Sustainability.** ECO Madrid
7. **Mobility and Accessibility.** Madrid is moving
8. **Smart Management and Knowledge Society.** Smart Madrid
9. **Cultural Identity.** We are all Madrid
10. **City and Sport.** Olympic Madrid

www.madridthinktank.com

MADRID THINK TANK, a space for building the collective urban project for Madrid through the participation of citizens, companies, organizations and institutions

COAM has entrusted its MTT project to Indra using iPARTICIPA as the base platform for participation, dialog and communication.

Indra as the developer and Technological Partner provides its iPARTICIPA platform, covering the whole chain of generation of ideas and dynamic participation for users. This platform provides a new innovation strategy that allows COAM go beyond internal limits, in which cooperation with external professionals and companies takes on an essential role.

MADRID THINK TANK is an eminently practical project that intends to produce ideas that generate economic activity, capturing financing.

EXPERIENCES

TODOS SOMOS JUSTICIA (WE ALL ARE JUSTICE)

iPARTICIPA® was selected by Ecuador's Judicial Council as a way to reinforce their commitment to transform justice in the country through the project Justice 2.0.

Using iPARTICIPA, the citizens could contribute ideas about how to improve justice, and could comment on and support the ideas of other citizens. Likewise, the participants could relate their experiences in specific pinpointed cases.

The aim of the initiative was to provide a platform that allowed Ecuador's Judicial Council to relate directly and appropriately with the citizens, increasing their satisfaction, creating awareness and commitment, at the same time as being an aid and support for decision making.

• Figures:

- + 4,000 registered users
- 406 ideas received
- 263 ideas published
- 130,000 visits to ideas
- 2,600 supports / votes for ideas
- 1,410 comments

• Benefits:

- Generation of trust amongst citizens regarding the legal system and its transparency.
- Generation of complicity, commitment and involvement of the citizens in decision making.
- Direct knowledge for the Administration of the needs of users.
- Allows priorities to be set.
- Knowledge of opinion status and evolution with regard to measures taken or to be taken.



www.todosomosjusticia.gob.ec

HOW WE CAN HELP YOU TO REINVENT YOURSELVES

Our job is:

- Understand Your idea or need
- Project or Program guidance
- Help You identify target groups (city DNA, Government feedback, eGeneration involvement, Company involvement)
- Identify the engagement method and determine the resources You will need
- Provide iPARTICIPA platform and develop the tailor made solution for You

Your job is (Community, Government, Company):

- Define the main aim, additional benefits, target to be reached and the channels that will be used
- Identify and involve appropriate people during the preparation phase (internal and/or external)
- Choose the best marketing and communication method to promote project

Keep in Your minds, that every city, Community, Government, Company and every project is unique as particular people are, so only way to success is perfect collaboration in preparation phase.



Thank You for Your attention

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