

FUPOL – Intelligent Tools for Policy Design

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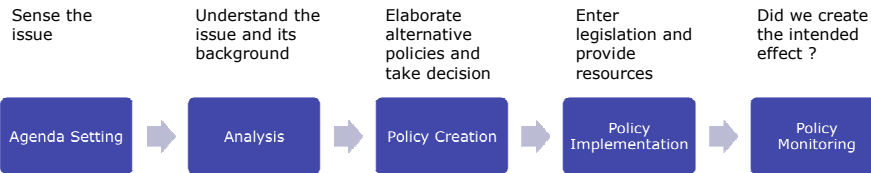


The FUPOL Project

- Large Scale European ICT research project
- Running 2011-2015 with EUR 9 Mio budget
- 18 partners (EU, China, UN Habitat)



Policy Making A linear Process ?



All of these steps can be supported by ICT tools

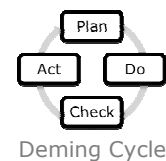
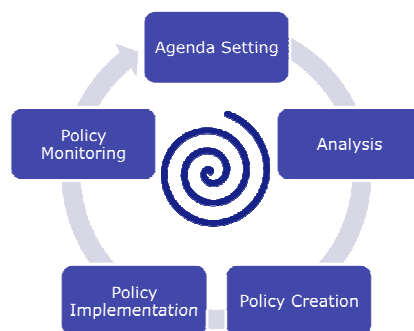
but...

How many chances do you get to „make“ your policy ?



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The FUPOL Way of Policy Making is a Spiral

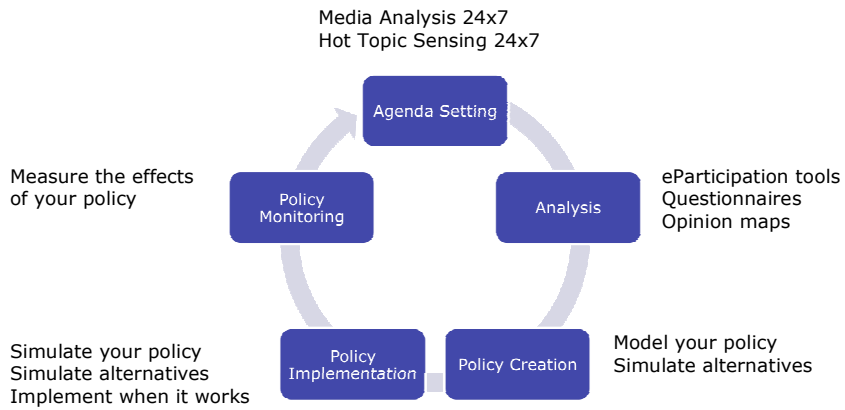


Work on your policy „in a dry run“ until it achieves the intended results and roll it out once it's likely that it will work



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What's inside FUPOL ?



Collect Content



Analyze Content

Get informed about media content in real time



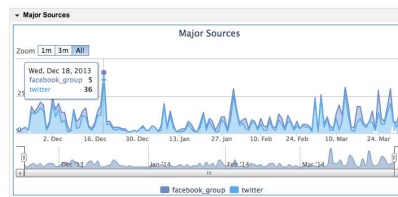
Neue Vorwürfe gegen Marburg es der frühere baden württembergische Ministerpräsident ist nach Erkenntnissen der jetzigen Landesregierung mitverantwortlich für einen umstrittenen Polizeieinsatz ... gegen Kritiker des Bahn Projekt Stuttgart 21 vor vier Jahren in einem neuen Bericht heißt es der CDU Politiker habe starken Druck ausgeübt die Polizeiaktion durchzuführen .

The system groups content by topics that are learned automatically

ukraine, russland, ukrainischen, putin, russischen, russische, kiew, krise, nato, moskau, außenminister, brussel, russlands, kampf, osze, montag, lage, regierung, botschafter, wladimir,

Topic = Crimea

Understand trends

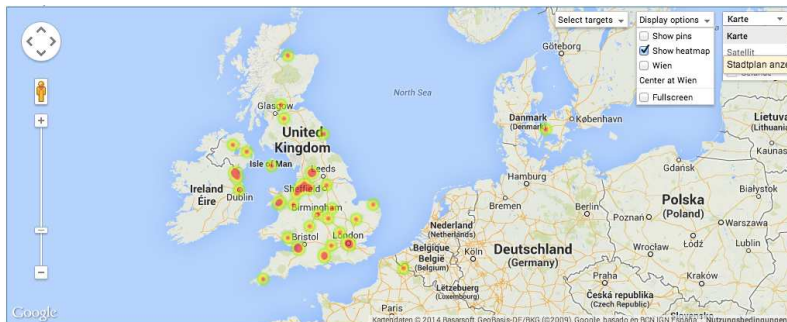


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Understand Location

- Content often comes with location information
- Use it to understand which topics matter where



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Exdwarf consulting, s.r.o.



- **FUPOL** - partnering and piloting projects in SR, ČR
- **Founded:** 2012 in Bratislava by Dr. Tommi Tervonen & Mgr. Tomáš Koreň
- **Advisory:** Business-development & intelligence consulting, advanced analytics and project management
- **Partners:** B2B and public sector in Slovakia, German-speaking countries & The Netherlands

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FUPOL IN SENEC
Advanced ICT Tools in Slovakia



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- Why Senec: **innovative & active** mid-town in BA-region with incomes from toursim, sports, first LED town in SR, 20k citizens
- Fupol **pilot in Slovakia**, kick-off June 2015
- Pilot Case

PR & communication strategy !

- ✓ Monitoring the (soc.)media content, crowdsourcing,...

E-participation



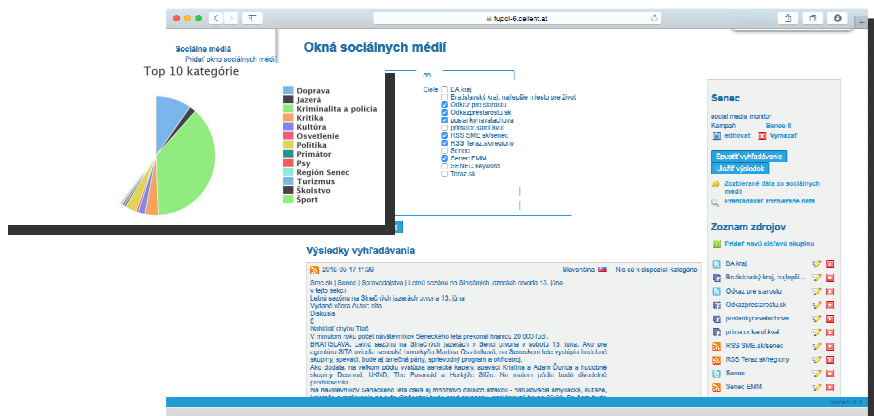
- ✓ trash-place enlargement
- ✓ placement and building of dog parks, etc



- ✓ **Collect** Senec-related (or any) content, discussions, RSS, blogs, tweets or FB posts realtime
- ✓ Hot topics sensing – **alarm**
- ✓ **Recognize** the key topics
- ✓ Increase **citizen participation**, collect ideas & opinions - **crowdsourcing**
- ✓ **Identify** opinion leaders & key web-sources
- ✓ Know the **GEO-location** of posts
- ✓ Create **surveys** and **opinion-maps**
- ✓ **Store** and **analyze** all the collected data

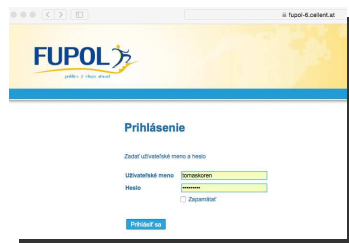


EXAMPLE – COLLECTED DATA, TOPICS



EASY IMPLEMENTATION

- ✓ Web-interface, no installation or IT required
- ✓ Software as a service (SaaS)
- ✓ Slovak-localized
- ✓ Local support by Exdwarf
- ✓ Dissemination on EU level



Case example: Trash-facility in SENEK is reaching it's capacity...



City council voted to involve citizens in this dispute.



Some potential risks:

change of territorial plan,
higher costs of trash
processing, eco-factor,
etc...

FUPOL TOOLS:

- ✓ Social media windows – identify new ideas and risks
- ✓ Opinion maps – ask citizens, where to (not) place
- ✓ Questionnaires – collect structured feedback

