

SYNCHRONICITY

IMPLEMENTATION: Cities on the Forefront of Market Creation

Susannah Stearman



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Switzerland



South Korea



Mexico

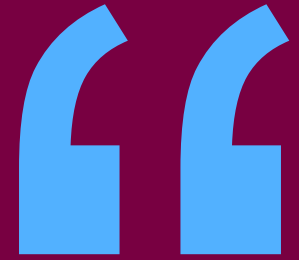
CATAPULT
Connected Places



European
Large-Scale Pilots
Programme

Overview of session

- 1. The market & SynchroniCity**
Susannah Stearman – Connected Places Catapult
- 2. European perspective**
Olavi Luotonen - European Commission
- 3. Pilot + City**
Jane McLaughlin - NoiseAbility
Delia Mitcan - Eindhoven
- 4. Pilot + City**
Vinay Venkatraman - Leapcraft Clean Air School District
Greet Brosens - Antwerp
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Danny Jung - Seongnam, South Korea
- 6. Panel Discussion**



**Deliver a market
for IoT-enabled
urban services
for Europe and
beyond**

SYNCHRONICITY





Mission: To create a global smart city market based on the needs of cities and communities

—
Demand-side

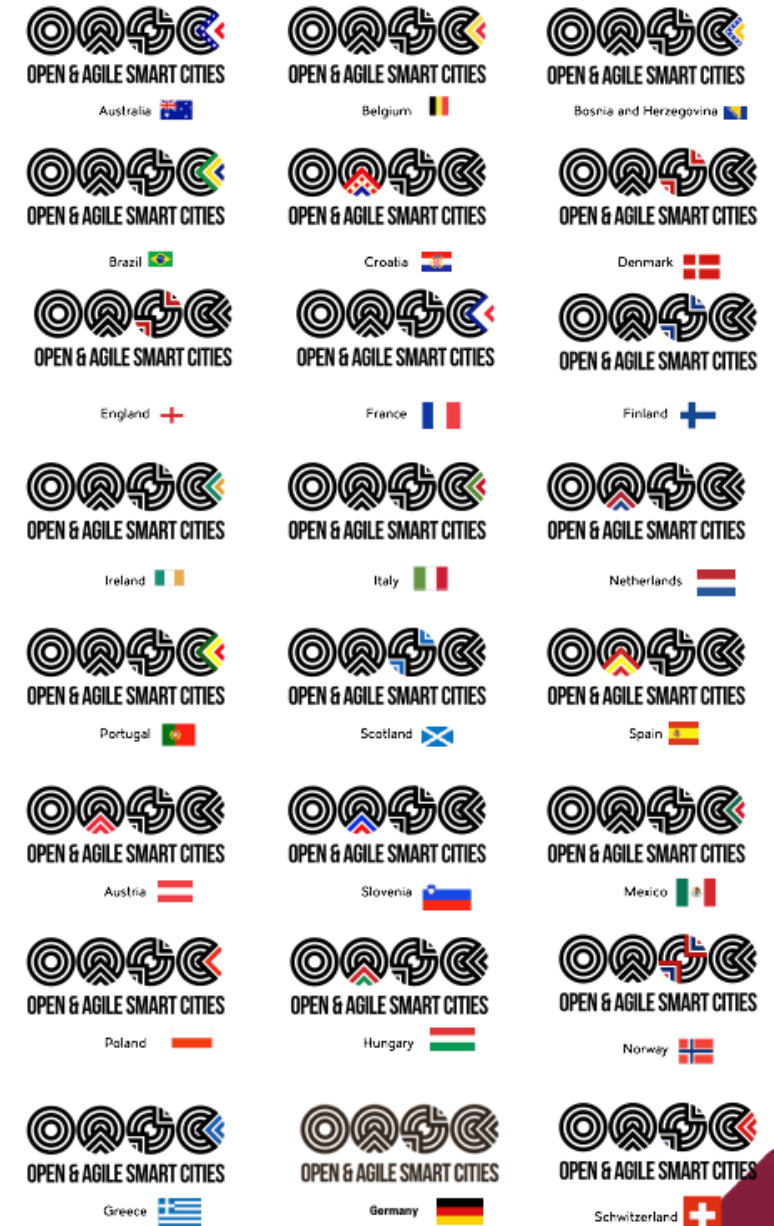
—
Global network of national networks

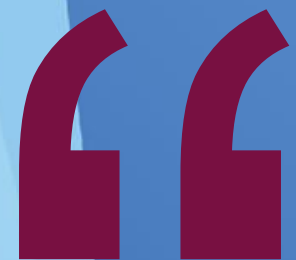
—
117 cities

24 countries

Europe, Latin America, Asia-Pacific

—
Council of Cities Coordinator: Ghent
BoD representative: Carouge (Geneva)





**A robust model for
standards-based
innovation and
procurement of
IoT-enabled services
across domains**



SYNCHRONICITY



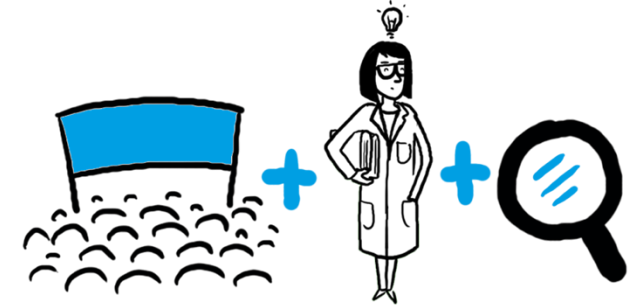
SUPPLY: GROWING EU COMPANIES

EU IoT-ENABLED FIRMS LEAD THE
DEVELOPMENT OF ADVANCED
URBAN SERVICES



MARKET MAKING

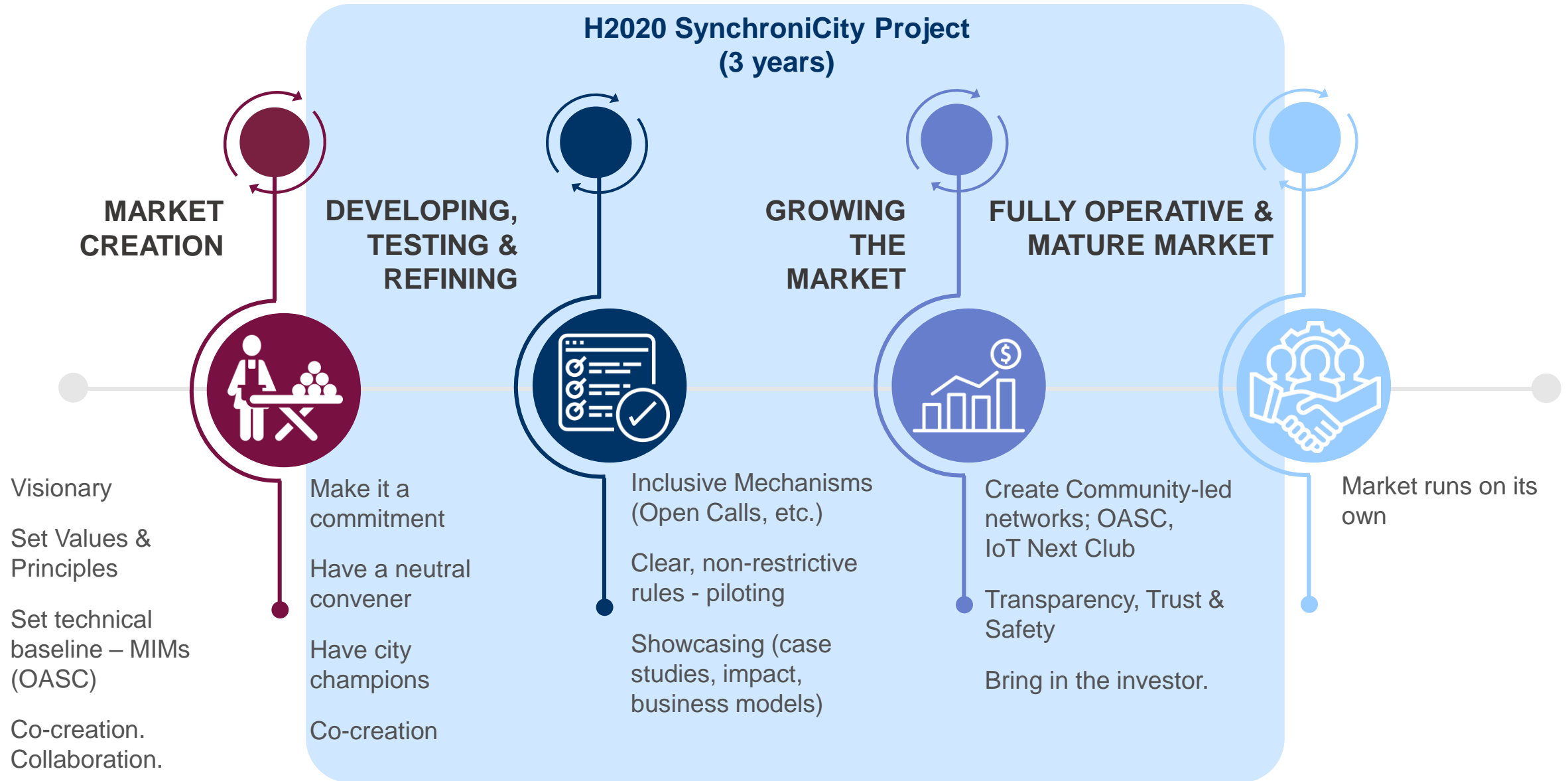
MARKET WITH FEWER BARRIERS
INTEROPERABLE, REPLICABLE,
RESUSABLE AND SCALABLE ADVANCED
URBAN SERVICES



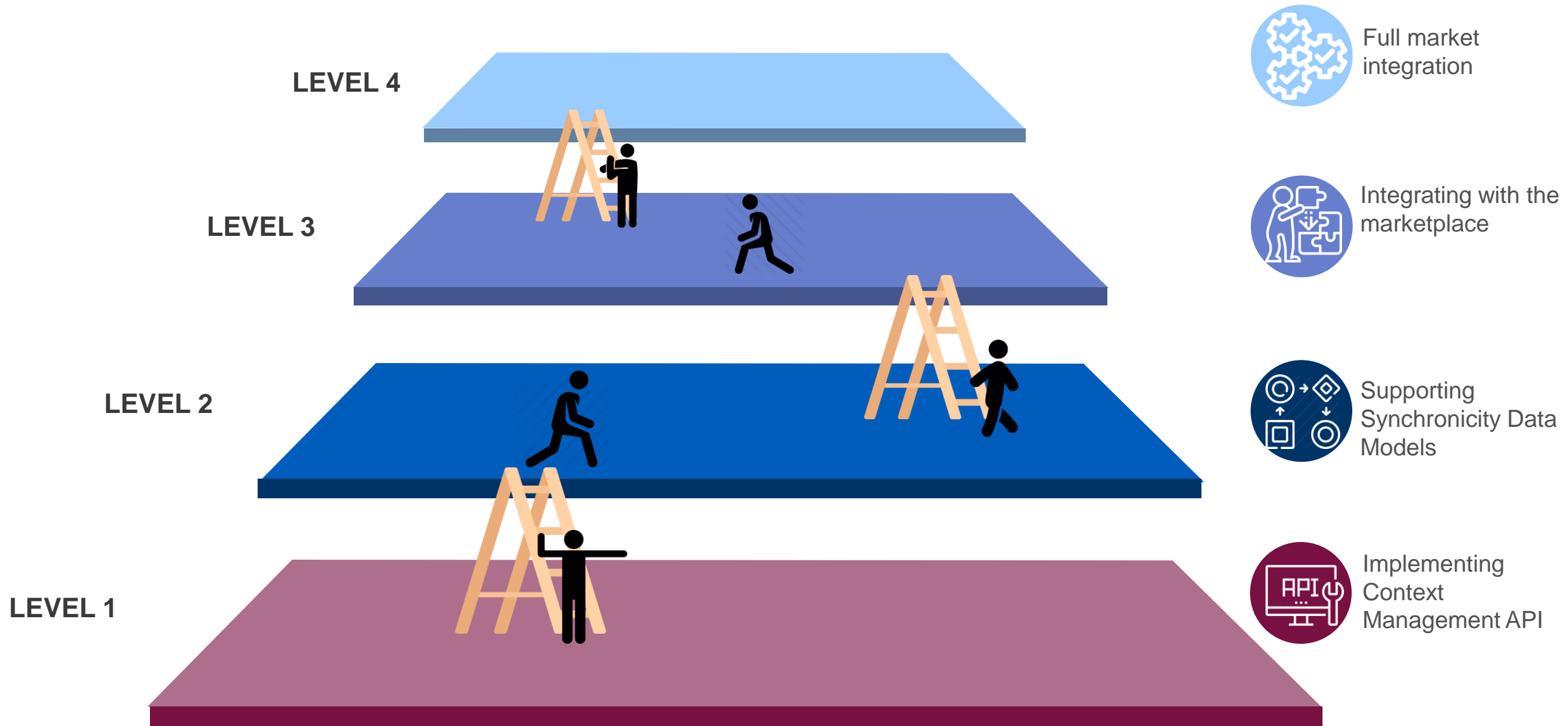
DEMAND: INFORMED CITIES

CITIES BECOME BETTER
CUSTOMERS FOR ADVANCED IoT
URBAN SERVICES

How do we grow this market?



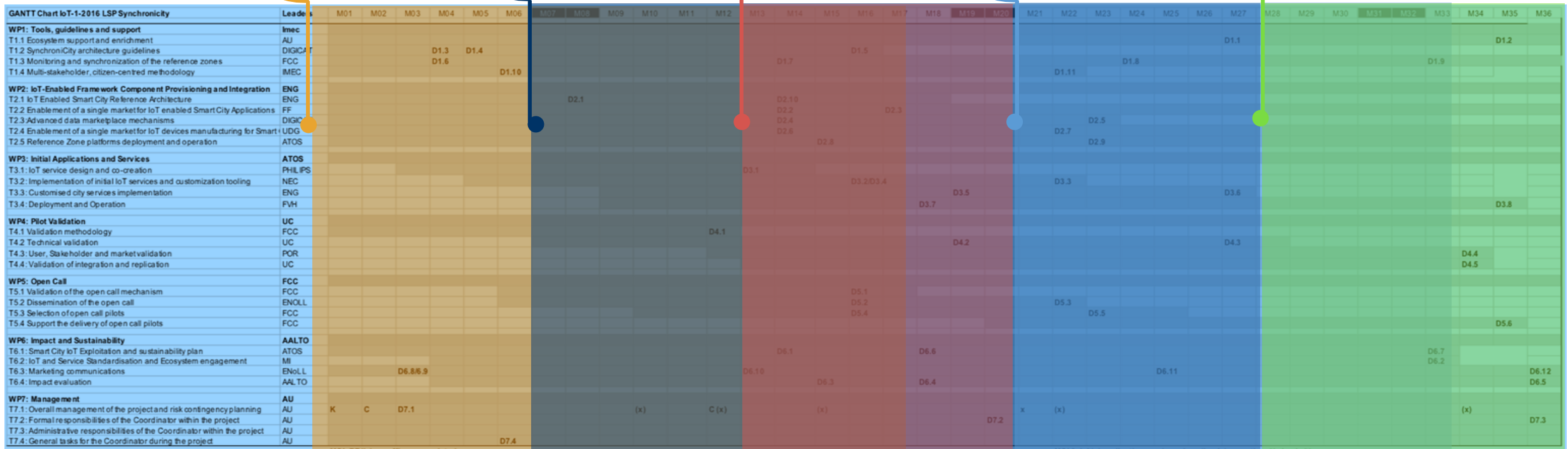
Getting cities market ready

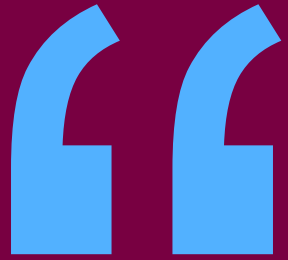


The timeline illustrates the progression of the DPI ecosystem:

- Foundations 2017:** Represented by an orange circle with a gavel icon, indicating the legal and regulatory groundwork.
- Initial Apps:** Represented by a dark blue circle with an icon of a hand interacting with a smartphone displaying a building, representing the first digital services.
- Open call 2018:** Represented by a red circle with a telephone handset icon, signifying the public invitation for more participants.
- New Apps 2019/ Pilot deployment:** Represented by a blue circle with an icon of a document and a pencil, indicating the launch of new applications and their testing.
- Pilot deployment/ Transition:** Represented by a green circle with an icon of overlapping shapes, showing the move from pilot testing to widespread adoption.

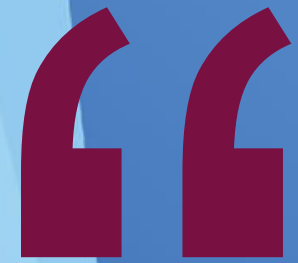
The timeline is marked with a grey line and dots for the years 2017 and 2019.





These **initial apps** have been a good opportunity to test the SynchroniCity framework and OASC principles.

These then could easily be **replicated**, accelerating new developments, in many cities which provides and implement these principles.



The SynchroniCity Open Call

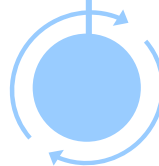
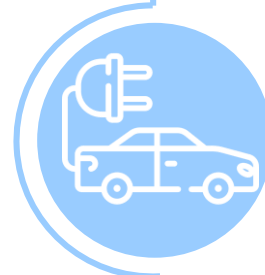
**The market
was given a
challenge...**

SUSTAINABLE MOBILITY

Enabling and
improving
mobility as a
service



Encouraging
more non-
motorised
transport

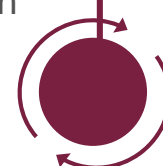


ENVIRONMENT AND WELLBEING

Climate change
mitigation



Reducing noise
and air pollution

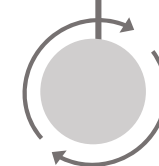


CITIZEN ENGAGEMENT

Increasing citizen
engagement and
decision making

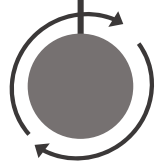


Increasing the
level of diversity
in political
engagement



OPEN THEME

Open Challenge



...and it responded



133 applications

227 SMEs
44 Pilot Cities
6 Large Business

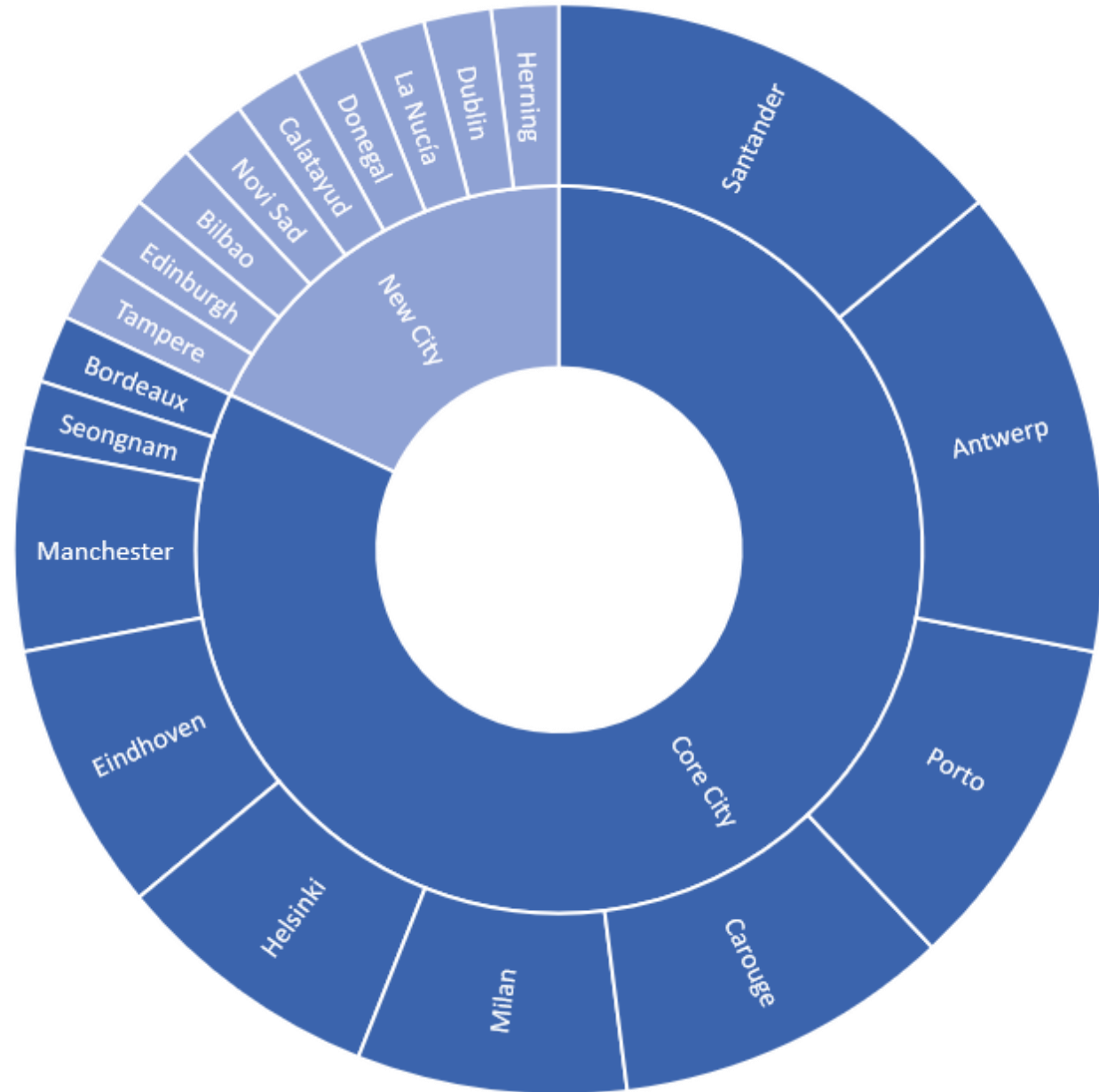
Santander	64
Porto	58
Manchester	54
Milan	44
Helsinki	43
Eindhoven	40
Antwerp	39
New cities	36
Carouge	32

Proposals by City

Helsinki	26
Santander	22
Manchester	21
Porto	19
Antwerp	16
Milan	12
Eindhoven	10
Carouge	7

**# Proposals –
Priority Core City**

Scaling up
50
deployments
of
IoT
solutions
across
19
cities





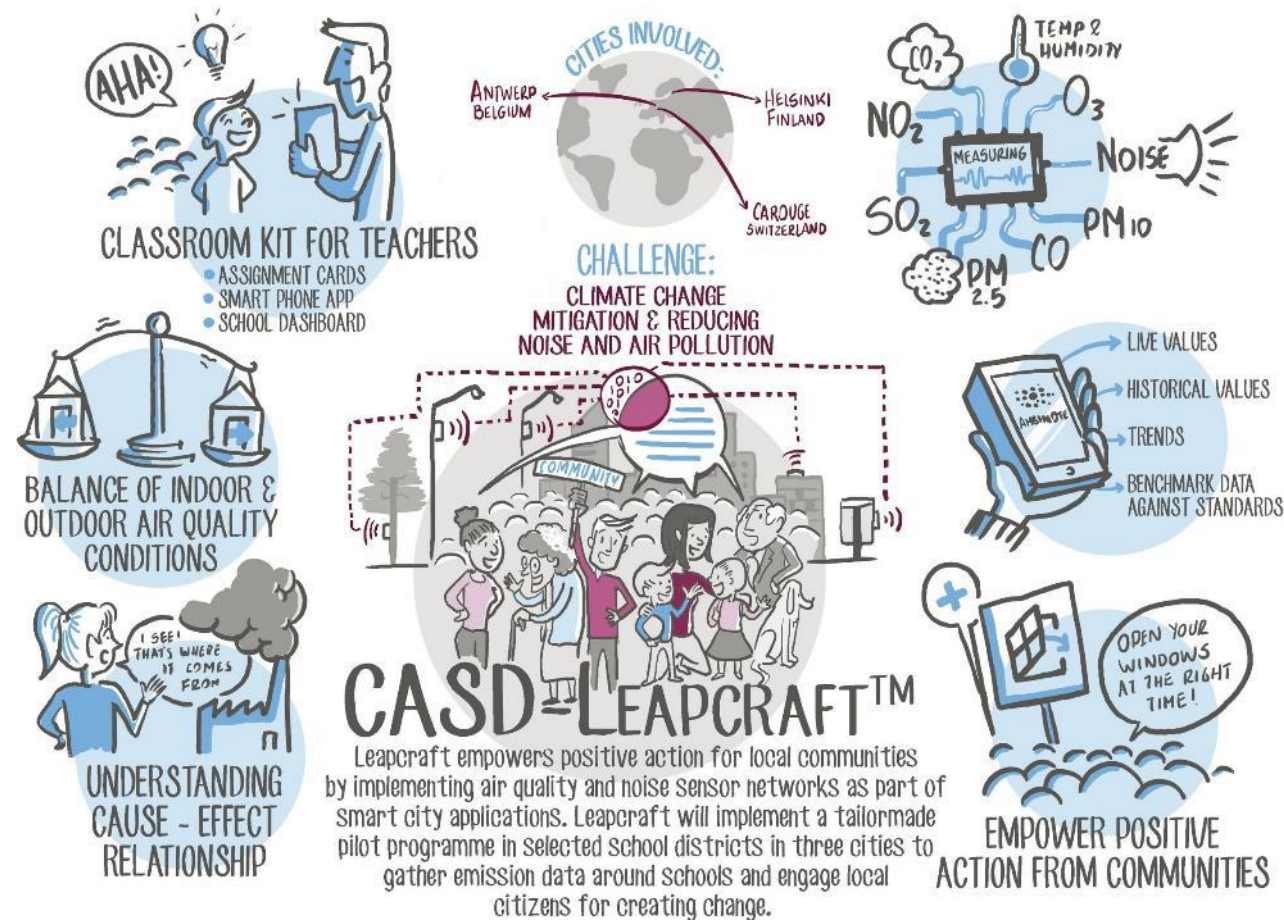
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Clean Air School Districts



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Contributing partners:



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Discussion

Open data

What do you think of the integration of open (IoT) data in general, what are the main benefits and challenges?

With respect to Open Data, did you notice a difference between what you believed would be open data in a certain open data standard format, to then, what was the available in practice? Was it easier? Was it more difficult than expected? (How can we overcome these issues?)

Business models

How does an IoT-service business move towards generating and permitting access to open data and still retain commercial viability? What place do open data catalogues have – are they working?

How do you need to adapt your business models depending on the consumer? What issues do you come across when part of the process is city-engagement but on the other side is citizen-engagement? How do you re-define what you are 'selling' in this case?

Discussion

Procurement

What do you do if a pilot is accepted across the city administration and you'd like to continue the contract with the SME group after Synchronicity?

What experience from this project do you draw for future procurement procedures of innovative, data-driven services?

What are the challenges facing cities in retaining procurement standards while permitting new potentially 'growth phase' (less mature) businesses to sell their products to their city? How do you or IoT as a whole, communicate assurance with the more risk adverse nature of municipalities?

Discussion

Key wins and learnings so far

What's your main learning so far?

What are the main processes that are working for you as a partnership?

General questions

What would an ideal city marketplace look like for your business? If you had to give one main piece of feedback to city administrations about IoT as a whole, what would you say?

What would an ideal marketplace look like for city 'buyers'?

Thank you

Susannah Stearman

Economist

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