

SMARTICIPATE
Opening up
the smart city

THIS IS HOW TO DO IT

**GRAB
YOUR
POTENTIAL**



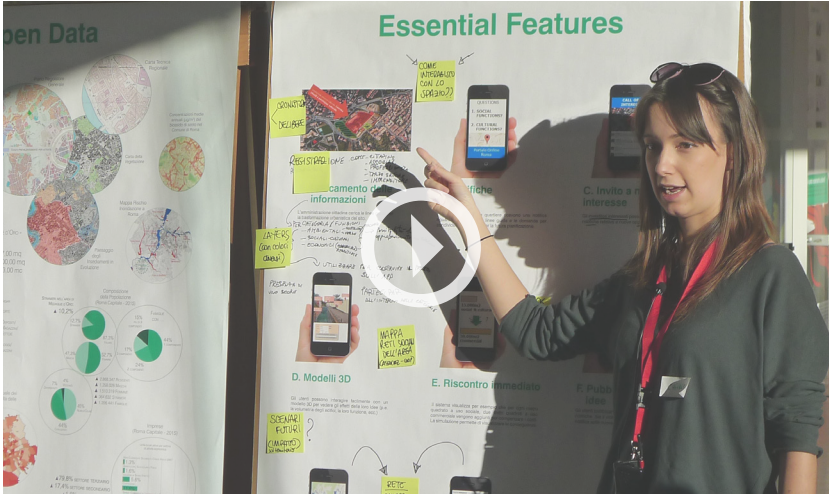


Smartathon London
September 17, 2016



Smartathon Hamburg
October 8, 2016

Smartathon Rome
January 21, 2017



Click the image to watch the vlog about the Smartathons, or visit www.smarticipate.eu

Preface

Do you have a great idea for a better neighbourhood? Join the Smartathon and discover how open data and new technology can help you share your idea, improve your idea and make your idea happen.

Residents and entrepreneurs have plenty of ideas for the neighbourhood in which they live, work and play. Unfortunately, they don't always have access to the right information to develop their ideas into a concrete proposal. That's why The Royal Borough of Kensington and Chelsea, Freie und Hansestadt Hamburg and Roma Capitale want to share their data - and then go a step further by providing immediate feedback. Smarticipate is a new way to submit proposals and receive such feedback. This means everyone can get involved, even those who have never interacted with local government before.

Do you want to know more? Check out the 'How to organise a Smartathon' manual.

More than 150 residents, entrepreneurs and city representatives joined the Smartathons in the three pilot cities. These lively, hands-on events focused on developing smarticipate into a user-friendly tool that's relevant for them. This resulted in eight lessons that together form a 'This is how to do it' manual for opening up the smart city.

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These lessons will fuel the development of a first prototype in late 2017. Stay tuned at www.smarticipate.eu to find out how you, your friends and family can keep in touch and test it.



Participant Smartathon London

‘Most of us just want to give our opinion. I don’t have time to engage a lot. And I also don’t have the knowledge.’

11600

If this cycle is found abandoned or damaged, call 0845 020 3430 or visit tfl.gov.uk/barclayscyclehire

Doers vs. receivers

1



image: WeLoveTheCity

Smarticipate is a new way to submit your ideas and proposals for a better neighbourhood and receive immediate feedback on that.

WHAT SMARTATHON PARTICIPANTS SAY

Participants emphasised that smarticipate should not only focus on active people who want to change their neighbourhood, or so-called 'doers'. It should also focus on 'receivers', who comprise the majority of citizens. This second group cares equally about their surroundings, but expresses that in a more responsive way. Participants in the Smartathons agreed on at least one point: you need the specific qualities of both doers and receivers to get an idea or proposal successfully on the ground.

'doer'	'receiver'
agenda-setting	responding
creativity	accountability
change-oriented	consequences-oriented
data as tool	data as verification
adjustable to own need	easy to use
initiating ideas	validating ideas

IMPACT ON SMARTICIPATE DEVELOPMENT

Smarticipate has to cater doers and receivers. Interestingly, both groups highly appreciate immediate feedback. In the case of doers, it provides them with the chance to improve their proposal. For example, an active resident wants a cycle rack in front of his house. He uses smarticipate to determine the best spot. That turns out not to be in front of his house, but - due to a dedicated parking space - 100 metres further down the road. That option suits him fine, and he uses the notification system to inform all his neighbours within a 300-metre radius.

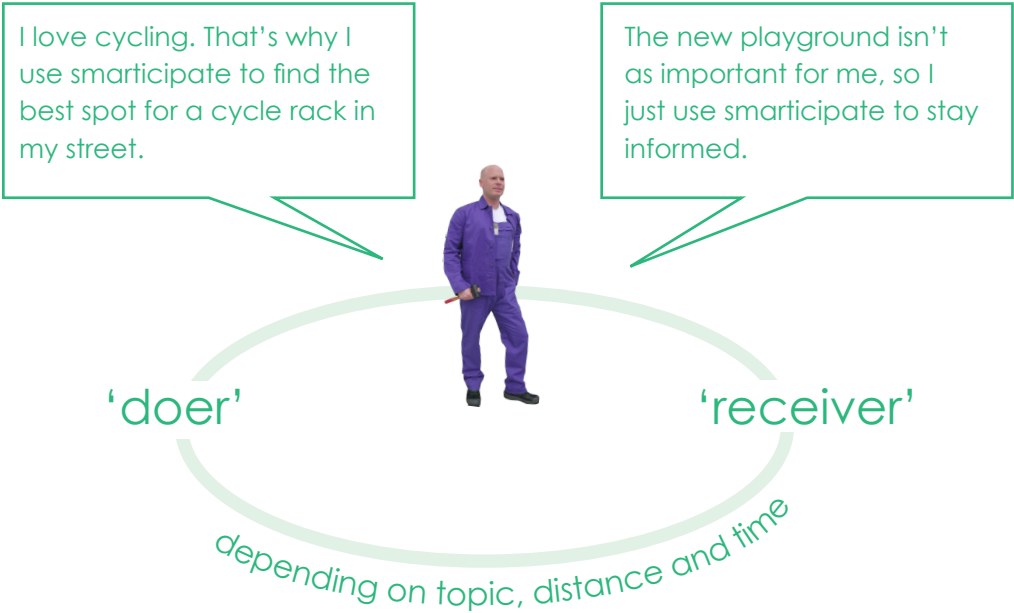
That's when the receivers come in to action. They get the chance to check with smarticipate if this is really the best location.

THIS IS HOW TO DO IT

Participants know exactly how they want to use smarticipate; that is, sometimes as a doer and sometimes as a receiver. The role they take depends on the topic, distance and time. Take the case of the previous active resident ('cycle fanatic') who developed a proposal for more racks in his street. When he hears about a new playground initiative, he decides not to invest his scarce time in developing a proposal: 'It's more than five blocks from my house and, anyway, my kids have already moved out'. However, he wants to stay informed via the notification system, just to make sure everything stays in line.

Certain events can turn a receiver into a doer overnight. A participant in the London Smartathon provided a good example. The city recently installed a cycle rack in front of Notting Hill Gate tube station. However it turned out to partially block the station entrance, resulting in a lot of complaints. The city ultimately removed and relocated it at great cost. According to the participant: 'That's my tax money. If I had smarticipate, I'd point out all suitable locations for cycle racks within 150 metres of the 12 stations in the Borough. That would've saved the municipality a fortune!'.
.....

That's what we call a New Public Service.



2 Let's make knowledge great again

Participant Smartathon Hamburg

'Es gibt viele Daten und Informationen. Aber diese sind sehr statisch und es ist schwer zu sagen, ob sie zuverlässig sind.'

'There's a lot of data and information. But it's generally very static and you can't tell if it's reliable.'

image: Gage Skidmore



Smarticipate unlocks data and expert knowledge so that you can check and - if necessary - improve your idea or proposal.

WHAT SMARTATHON PARTICIPANTS SAY

Statistics aren't actually the most interesting kind of data. At least, that's what participants said. Open data is often associated with this kind of information. However, when developing or reflecting on a proposal, you mostly need other information.

Memory

Information on the history of the place, the current policy & legal framework and the ideas or proposals that were previously developed by the community.

Dynamic present

Information on what is really happening on the ground, at this very moment. This should be easy to verify and should be visualised through real-time data in 3D.

Projected impact

Information on the anticipated impact of proposals, based on knowledge from recognised experts in relevant domains like space, people, traffic, ecology and finance.

IMPACT ON SMARTICIPATE DEVELOPMENT

Smarticipate has to offer a full range of information that covers memory, dynamic present and projected impact. That goes far beyond statistics. In fact, every city department should contribute all relevant and usable data to the platform - especially geo-spatial data - along with expert knowledge. This is challenging, especially because there is quite a difference in how cities deal with data. There is even a difference in how departments within the same city deal with data. This means a coordinated approach for working with data is needed, whether data is closed or open. Closed data is shared within government and is not available for external stakeholders; some of this data is shared with smarticipate partners under conditions established in case-specific agreements. Open data, on the other hand, is shared with the public, without conditions, through open data portals.

Do you want to know more? Check out the scoping report 'Open Governance in the Smart City'.

THIS IS HOW TO DO IT

Participants know exactly what information they need. Let's focus on the redevelopment of Forte Trionfale, one of the exciting topics during the Smartathon Rome. Residents care especially about the memory of the place:

'We want to know more about the historical qualities of this 19th century fortress in the middle of our bustling neighbourhood.'

'We want to know more about the current policy and legal frameworks that protect and guide the expected redevelopment.'

'We want to know more about the ideas that the community already developed during past participatory workshops.'

Concerning the dynamic present, participants were especially curious about the actual ownership of the fortress. Is it still in the hands of national government, or has it already been transferred to the city?

Turning to projected impact, the Smartathon participants dreamed up a variety of social-cultural activities in the fortress. But being realists, they recognised that commercial functions would be needed in order to finance these activities. But how much commercial programme is required to cross-finance a theatre, co-working space or day care centre? It would be great to have a trustworthy app for that, according to one of the participants.

That's what we call a New Public Service.



Multiple 3 captains on the ship



Participant Smartathon Rome

‘Dovrebbe essere applicata a casi complessi che riguardano gli sviluppi urbanistici di un determinato territorio.’

‘Smarticipate should be able to deal with complex cases so that it can be applied to urban development.’

Smarticipate enables co-creation by you, your community and the other partners who are needed to make your idea happen.

WHAT SMARTATHON PARTICIPANTS SAY

Government is not able to solve all problems in society. That's why it needs residents, businesses and NGOs to come up with ideas and invest in realising them. Participants noticed that such co-creation is a game changer. Government loses its 'birthright' to initiate, and other stakeholders can also take the lead.

	co-creation city-initiated	co-creation citizen-initiated
flow based	tree planting programme in Hamburg	cycle racks at tube stations in London
project based	redevelopment Forte Trionfale in Rome	reuse empty public building in Hamburg

Flow-based activities are often year-round continuous services. Project-based activities have a clear beginning and end.

IMPACT ON SMARTICIPATE DEVELOPMENT

Smarticipate has to offer an interface that inspires people to create new apps, which they can plug in to the platform. It should provide templates for simple applications and source code for advanced users. Whoever takes the lead therefore has full access to all functionalities, including the immediate feedback feature. This has to work for 'single issues', like the process of tree planting on your street. The challenge is to also make it work for 'multi-issues' based on even more and different types of datasets, for example the case of integral

land use planning in the heart of a fast-growing metropole like Hamburg.

THIS IS HOW TO DO IT

The city of Hamburg sketched an urban story, or planning scenario, about tree planting as input for the Smartathon. This urban story shows that such a deceptively simple topic is in fact very complex. In the story, a resident uses smarticipate to pick a location for a tree in front of her house. The immediate feedback confronts her with a number of issues. The tree needs, for instance, sufficient space to grow to full size without overshadowing solar panels on nearby houses. She also has to consider which types of trees match the soil conditions in her specific neighbourhood.

Do you want to know more? Check out the 'How to develop an Urban Story' manual.

During the Smartathon, participants protested: 'Trees are important, but you should use smarticipate for more urgent issues, like the lack of affordable housing for students, young families and refugees.' One of them said: 'I would make an app to identify vacant public stock, like the empty office building next to Hauptbahnhof, which can be converted into social housing projects.'

That's what we call a New Public Service.



4 Tell me the rules (so I can break them)



image: WeLoveTheCity



Participant Smartathon Hamburg

‘Smarticipate sollte das finden von neuen Lösungen durch festgelegte Abläufe nicht begrenzen.’

‘Smarticipate should not result in fixed outcomes that block new solutions.’

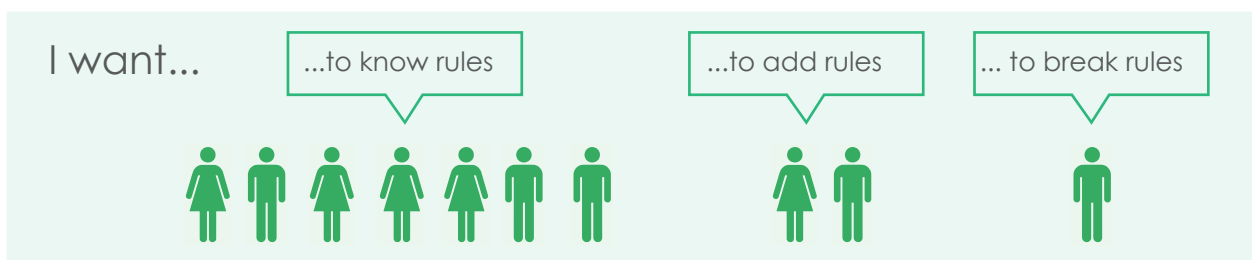
Smarticipate is based on consistent rules to provide reliable feedback on your ideas and proposals.

WHAT SMARTATHON PARTICIPANTS SAY

Participants realised very well that a tool like smarticipate has to be based on consistent rules. And they appreciated that, because it stimulates government to clarify the guidelines they use to make decisions on their proposals. An example is the programming of affordable housing in vacant public buildings, which some participants pleaded for during the Hamburg Smartathon. For that, you have to know which buildings are owned by the municipality or other governmental agencies. You also have to know which buildings are actually not in use at this very moment. Smarticipate's feedback is then based on a simple rule: 'You can only reuse buildings if they are public and vacant'.

For the vast majority of participants it was enough to know about these rules. But a few of them also wanted to be able to add a new rule, like 'You can only reuse building for housing if they are public, vacant and not reserved for another community programme, like a theatre, co-working space and day care centre.'

The world is always changing, with new problems and solutions. That's why some participants also wanted to be able to break the rules. Especially during the Hamburg Smartathon, creative 'doers' wanted to ensure that innovative, outside-the-box ideas would not be blocked out.

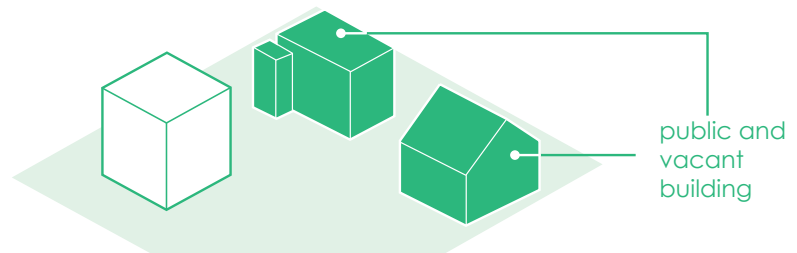


IMPACT ON SMARTICIPATE DEVELOPMENT

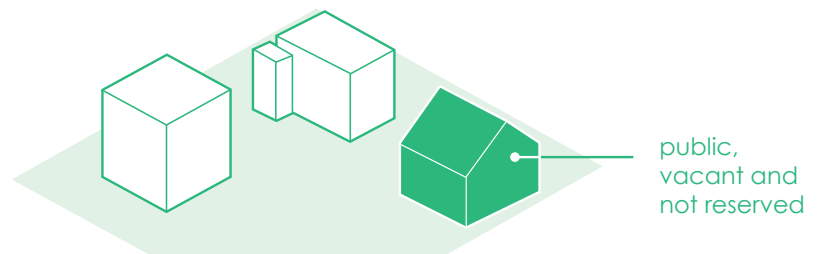
Smarticipate has to allow users to look under the hood to understand the rules on which the feedback is based. There should also be a clear procedure for adding and changing these rules by active users. But how far outside the box should this go? Most residents will agree with the following rule: 'You cannot plant a tree on water'. However, the example on the previous page shows that it's actually possible to plant a tree on water (although it's very costly).

THIS IS HOW TO DO IT

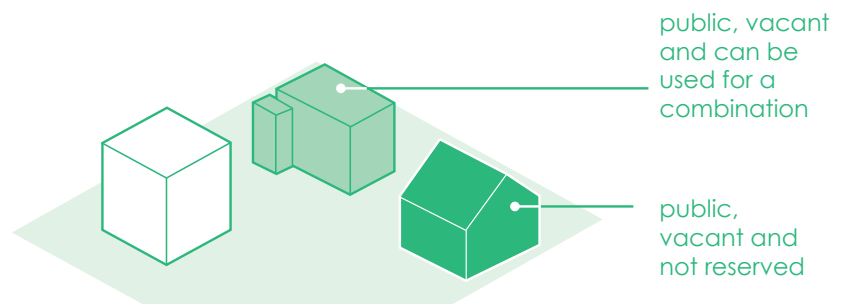
Participants just love to know. In the case of affordable housing, they like to have an overview of public and vacant buildings.



The next image shows the outcome of a rule added by a user. That is, buildings reserved for another community programme cannot be reused for housing.



The next image shows the outcome of a rule broken by a user. That is, these buildings can be used for a combination of day care and housing.



5 Mayor, where are you?



PLANNING APPLICATION HOW DOES THIS AFFECT YOU?

Town and Country Planning Act 1990 (as amended)
Planning (Listed Buildings and Conservation Areas) Act 1990

Application reference: PP/15/07602

Address: Newcombe House, 45 Notting Hill Gate, 39-41 Notting Hill Gate and 161-237 (odd) Kensington Church

Participant Smartathon London

Applicant: Notting Hill G

Proposal: Demolition of residential, and retail use (ranging from ground pl basement together with and associated works (N

'I want to track my comment or idea through the bureaucratic process. Not only via a computer, but also with human contact.'

Reason for notice

- (a) for development of land
- (b) for a grant of planning
- (f) for development defined

Looking at the application

- They are available:
- on our website at <http://>
 - during office hours at C

Commenting on the application

- Please make any comments by 08/01/2016:
- using the online comments form at the weblink at
 - by post to Executive Director, Planning and Development, Town Hall, Hornton Street, W8 7NX

Your comments whether submitted online, via email or in a letter will become public documents. They cannot be treated as confidential even if the writer suggests that they

image: WeLoveTheCity

Smarticipate helps you plug your comment or idea into the municipal policy and decision-making process.

WHAT SMARTATHON PARTICIPANTS SAY

Participants wondered if smarticipate would be an iron bridge or an iron shield. According to them, smarticipate definitely has the potential to improve communication between local residents, businesses and government. But the platform could also derail, becoming a digital shield that keeps residents at a distance. To avoid that, the keyword is accountability. That means if users submit an idea or proposal, they want to be able to track and trace it through the policy and decision-making process.

IMPACT ON SMARTICIPATE DEVELOPMENT

Smarticipate is a decision-support tool. However, bureaucratic processes are complex and even professionals often lose their way in it. That's why smarticipate should indicate very clearly in which specific phase of the policy and decision-making process it plays a role. Within that phase, users could then track and trace their comment or proposal through the different steps: initial notification, consultation, professional feedback, political response, etc. Don't overlook the need for personal connection, as users want to know which municipal expert is responsible for which step.

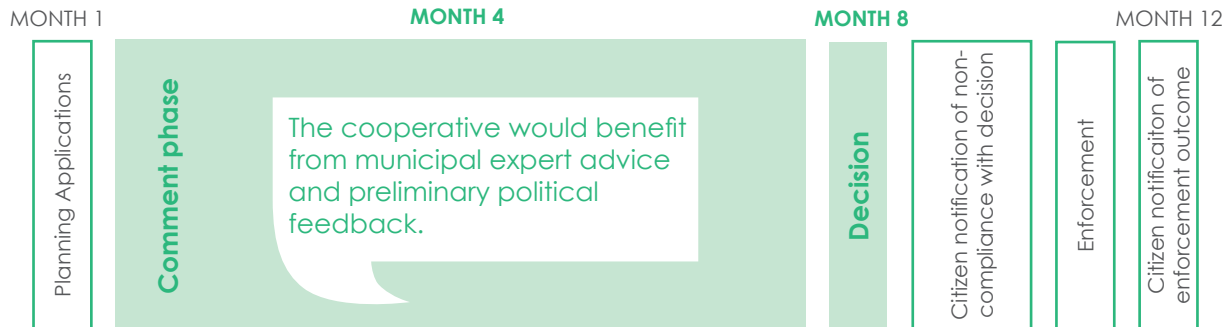
Participants discussed a situation in which a certain comment or proposal receives a lot of popular support. Does that automatically imply political support, thereby making smarticipate into a kind of referendum tool? The answer is a simple 'no'. Smarticipate is meant as a co-creation and consultation tool and should not - in the light of complex political processes - overstretch itself.



Imagine the following situation. A group of residents develops a proposal and is able to track and trace it through the bureaucratic process. After 8 months, the proposal goes before council. However, the council votes 'no' for various reasons. Despite the fact that there was a smooth and transparent process, the group would probably end up frustrated due to the amount of time and money they invested.

THIS IS HOW TO DO IT

Let's take an example of a residents cooperative that wants to buy and reuse a vacant building for affordable housing. The cooperative submits a planning application. There are specific phases in this process, which differ depending on the municipality.



The Royal Borough of Kensington and Chelsea manages planning applications according to this simplified scheme. The borough wants more residents to be part of its policy and decision-making process, and therefore sees potential in using smarticipate in the so-called 'comment phase'. In this case, the first step is to notify nearby residents about the cooperative initiative. Smarticipate's 3D feature can provide a good overview of the reused building and its extension in the backyard. However, some neighbours don't like what they see. They plea for an alternative design without an extension (and fewer apartments).

The cooperative is facing a dilemma. If it persists with its existing plan, there's a risk that council turns it down in a later phase, which can easily be 8 months down the road. But modifying the plan is also risky, since political approval is not automatically guaranteed. That's why the cooperative would benefit from advice from a municipal expert and preliminary political feedback in the comment phase. Such feedback enables them to decide: stop investing time and money, or go full speed ahead with the initiative.

No dead-end streets 6

Participant Smartathon Rome

‘Ci sono un sacco di iniziative, ma la quantità di spazio è limitato. Allora, chi otterrà l’orto disponibile?’

‘There are lots of initiatives, but the amount of space is limited. So who will get the available parcel?’

image: Zappata, Romane

Smarticipate extracts its data and expert knowledge from various sources to give you the best possible feedback.

WHAT SMARTATHON PARTICIPANTS SAY

Typical for big cities: lots of ideas, but little space. In fact, participants in the London Smartathon even thought it was unrealistic to discuss the case of a new football field in the Kensington and Chelsea area since it is already very dense. Lack of space isn't just about what you can see. It's also about limitations that are less obviously visible, like ownership, (underground) infrastructure, environmental quality, zoning regulations, etc. That's why participants warned about a potentially undesirable effect, that is if smarticipate provides mainly negative feedback. And that would kill the use of the platform.

IMPACT ON SMARTICIPATE DEVELOPMENT

If smarticipate provides negative feedback on a user's proposal, it has to offer a way out in the form of proper alternatives. Technically, this is very challenging. Depending on the geographic scope of the area and the amount of datasets, the number of alternatives that smarticipate has to process is potentially innumerable. That's why it's important to not isolate the smarticipate platform, but to embed it in surrounding networks.

INSIDE GOVERNMENT AND OUTSIDE GOVERNMENT

Alternatives generated by government departments, as well as by other experts from business, academia and NGOs.

EXPERTS AND CROWD

Alternatives generated by experts, as well as by social media networks that involve a much bigger crowd of residents.

DIGITAL AND NON-DIGITAL

Alternatives generated by online networks, as well as by offline interaction with real people in a neighbourhood.

THIS IS HOW TO DO IT

Is urban agriculture only for hipsters? Not in Rome, where more than 250,000 people see it as more than a hobby, but as an essential part of their life. The municipality wants to facilitate urban agriculture on public and unused land. Smarticipate can potentially play a role in that, allowing users to scan the city for available sites. However, these can't be distributed on a 'first come, first serve' basis, since the sites are public property. A transparent tender procedure is required to select - for each available site - the most appropriate urban agriculture collective.

Do you want to know more? Check out the 'How to develop an Urban Story' manual.

Smarticipate would help all collectives to generate a good proposal, which could lead to multiple good proposals for the same site. Not everyone can win, so it's important that losing applicants are offered alternatives based on city data, as well as on crowdsourced data from, for example, RETER and CITY-HOUND.

That's what we call a New Public Service.



www.reter.org



www.tspoon.org/cityhound

Participants in Smartathon Rome emphasized that you not only need ideas for a successful project, but also money. This is an extra reason to embed smarticipate in surrounding networks, like OpenBudgets and Spacehive, that are specialised in public and private funding for socially-relevant projects.

That's what we call a New Public Service.



openbudgets.eu



www.spacehive.com

7 Finally, a gadget for my grandma



image: Friederike Henischel



Participant Smartathon Rome

‘È innovativa e partecipativa, fa comunità.’

‘It’s innovative, participative and creates community.’

Smarticipate offers user-friendly features that help you to stay informed, create and interact.

WHAT SMARTATHON PARTICIPANTS SAY

Participants turned out to be gadget freaks. Although they wanted to have all presented features, they were especially enthusiastic about Immediate Feedback, Alternatives and Upload to Council. At the same time, they were concerned: 'Don't forget residents with a language barrier, a disability or a lack of digital access. They should be treated fairly and equally.'

INFORMING



Notification

Receive an alert when something happens related to your interests, which can depend on geographic area, topic, etc.



Quick Info

Click further for a brief overview on the history, present situation and potential changes that can happen.



Visualisation

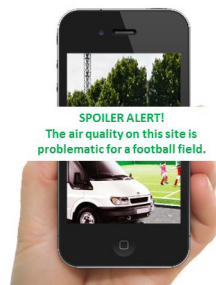
Explore the impact of proposals -and the change that can have on your neighbourhood- in 2D and 3D.

CREATING



3D Modeling

Make your own proposal for a specific location in an interactive 3D model.



Immediate Feedback

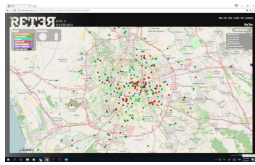
Receive immediate feedback about pros and cons, which enables you to improve your proposal.



Alternatives

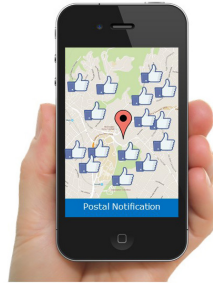
Dig into alternative solutions in the case of a negative feedback.

INTERACTING



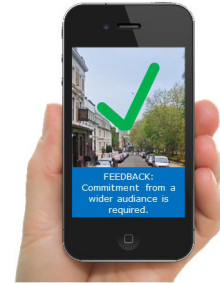
Support Networks

Fill your gaps by browsing through surrounding networks on data, finance, etc.



Like (or not)

Share your idea or proposal and check if your fellow residents like it and want to support you.



Track & Trace

Upload your proposal to Council and track & trace it through the policy and decision-making process.

IMPACT ON SMARTICIPATE DEVELOPMENT

Smarticipate has to balance complexity and user-friendliness. That's why it's important to start with a series of relevant, but not overly-complicated, used cases like the tree planting in Hamburg. If the trial group of 'normal' residents, entrepreneurs and others handle these cases successfully, smarticipate can explore a next level of complexity. Such a step-by-step approach also reduces the chance of serious bugs in the final apps, which users would perceive as amateurish and a huge turn-off.



Smarticipate can potentially reduce the number of traditional participation events, but not replace them totally. The reason for this is that all participants feel the need for a personal connection in any policy or decision-making process on topics they care about. This requires extra effort for residents with a language barrier, a disability or a lack of digital access.

THIS IS HOW TO DO IT



Flash in the pan or 2.0, 3.0, 4,0... 8



Participant Smartathon London

‘Who’s going to pay for all this? Or will it just stop in 2018?’

image: Loki Schmidt Stiftung

Smarticipate is a public framework that enables further service creation by profit and non-profit partners, like small and medium sized-businesses and NGOs.

WHAT SMARTATHON PARTICIPANTS SAY

'Smarticipate looks like an interesting concept, but who will take care of it after this three-year project has ended?'. 'Does government have the funds to do that, let alone to develop it further?'. 'Or should business take over?'. Participants clearly took a long-term perspective. Some even sketched the contours of a sustainable business case:

'Look at the case of the cycle racks near the tube station. If smarticipate helps to avoid one wrong decision like that per year, it will have paid itself off. Since I come from the business world, I am used to that kind of thinking. Unfortunately, government doesn't work like that. The department that invests in smarticipate doesn't necessarily get the savings from another department, although these savings are the direct result of this ICT innovation.'

Marketing is another major concern. Government tends to overlook this aspect, with the result that few residents will use the applications. If smarticipate is publicly owned, government should at least search for a profit or non-profit partner that rolls out a sponsorship campaign on various social media, including banner ads on targeted websites, search engine optimisation and videos on Google and YouTube.

IMPACT ON SMARTICIPATE DEVELOPMENT

The smarticipate project focused its first year mainly on the user requirements and technological development of the platform. To ensure a sustainable operation, this has to be complemented by a robust service ownership concept.

THIS IS HOW TO DO IT

The service ownership concept for smarticipate should be based on partnerships within government and between government and external partners. During the London Smartathon, the Hamburg Smartathon, the Smartathon Rome and various dissemination activities all over Europe, a series of potential partners already signed in.

Do you want to know more? Check out Smarticipate's scoping report 'Open Governance in the Smart City'.

Cities

Smarticipate is partnering with the pilot cities and will extend that to other municipalities that want to make a smart jump forward.

Departments

Smarticipate is partnering with the 'smart section' of these cities and will extend that to other departments and programmes.

Complementary network

Smarticipate is partnering with RETER, CITY-HOUND and Spacehive and will extend that to other networks with added value.

App makers

Smarticipate will partner with small and medium-sized business, NGOs and academia to develop and plug in apps on the platform.

Marketers

Smarticipate may partner with marketers in rolling out a campaign that triggers residents and entrepreneurs to use the apps.

In practice, there is often a cross-over of stakeholder roles. Take one of the participants from the Hamburg Smartathon. As an active member of the regional cycling organisation, which advocates for the interests of cyclists in 800 cities, towns and municipalities of the Metropolregion Hamburg, he signs in as 'complementary network'. In that case, the cycling organisation would share its crowdsourced data with municipal traffic departments and vice versa. He knows what to do with that: create a smarticipate app that enables collaborative master planning for regional cycling routes.

That's what we call a New Public Service.

The 'This is how to do it - Grab your potential' manual for opening up the smart city is made possible by all smarticipate partners: Fraunhofer IGD, University of the West of England, Austrian Institute of Technology, GeoVille Informationssysteme und Datavereinbarung GmbH, ICLEI, WeLoveTheCity BV, Freie und Hansestadt Hamburg, Roma Capitale, Royal Borough of Kensington and Chelsea and Wetransform GmbH.

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Title

This is how to do it - Grab your potential

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Authors

Andries Geerse, Marek Vogt, Tom van Geest
and Marjolein Dekker (WeLoveTheCity)

Graphic design

Soran Park (WeLoveTheCity)

Reviewers

Veneta Ivanova (Fraunhofer IGD)
and Patricia Hernandez (Roma Capitale)



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www.smarticipate.eu