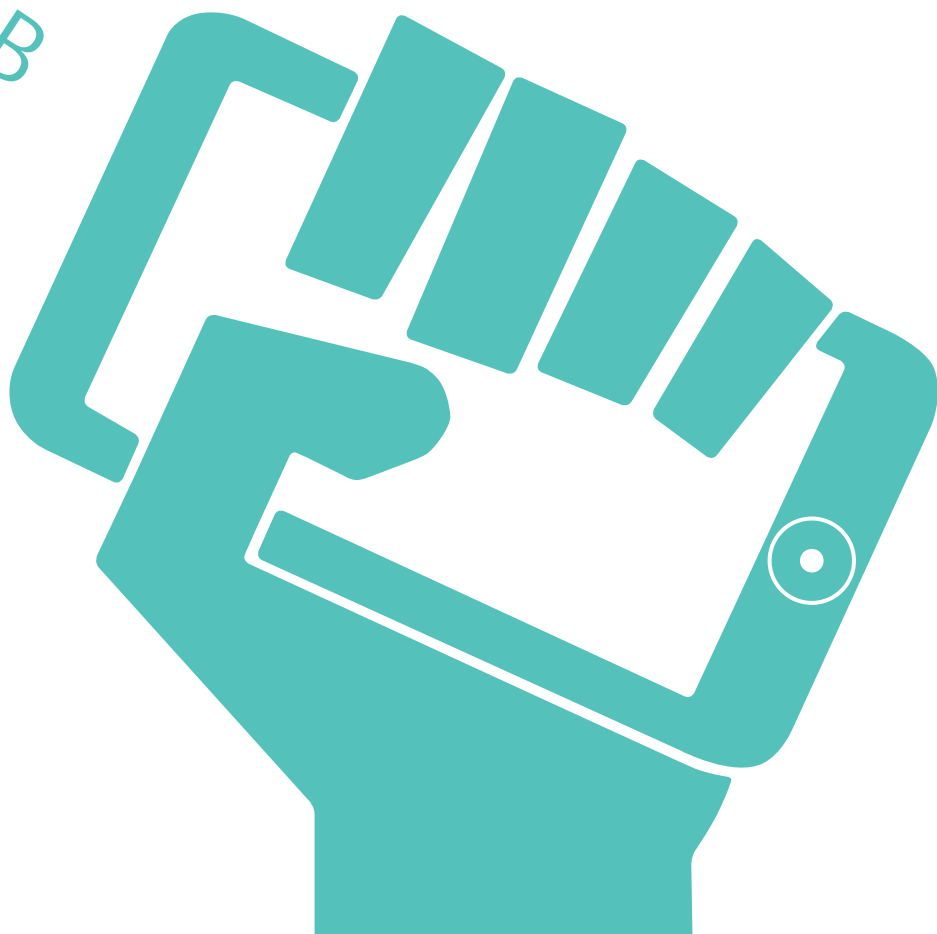


SMARTICIPATE

Opening up
the smart city

HOW TO DEVELOP AN URBAN STORY

GRAB
YOUR
POTENTIAL



Index

Work Package 7 'Piloting'

This manual 'How to develop an Urban Story - Grab your potential' is part two of three in smarticipate deliverable 7.1. The other two manuals are 'How to organise a Smartathon - Grab your potential' and 'This is how to do it - Grab your potential'.

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TASK OF THE CITIES

The three pilot cities organised requirements workshops in London (March 22-24, 2016), Hamburg (April 22-27, 2016) and Rome (May 9-11, 2016). The goal was to collect input for the smarticipate development, according to the following agenda:

DAY 1 - Collect local knowledge

- objectives & challenges
- open data and ICT systems
- planning policy, programmes and projects

Day 2 - Sketching urban stories

- discussing scenarios
- developing urban stories
- defining requirements

Day 3 - Stakeholder mapping & interview

- issues, conflicts and roadblocks
- mobilisation strategy
- planning exercise

City representatives at the workshop included experts on open data, public procedures & participation and urban planning. They provided the smarticipate team with an extensive overview of objectives, policies, projects & programmes and challenges, in the fields of both open governance and urban planning.

External stakeholders were invited to provide additional fuel and to avoid an inward-focused event. That included Spacehive (London), Bergedorfer Bürgerverein (Hamburg) and RETER and CITY-HOUND (Rome).

The results of the workshop were reported and then elaborated in six urban stories, two per city.

Preface

The Royal Borough of Kensington and Chelsea, Freie und Hansestadt Hamburg and Roma Capitale are the drivers behind smarticipate. Their needs and expectations are the starting point for the project. This has resulted in so-called urban stories.

WHY AN URBAN STORY

Smarticipate is a platform that will operate in different contexts. However, cities also expect tailor-made solutions. An urban story is a scenario that explores the complex relationship between the generic and the specific. As such, an urban story fuels the development of requirements that are further elaborated in smarticipate work package 2 'Requirements development & stakeholder engagement'. The urban story also has an important role in inspiring participants of the Smartathons, which are lively, hands-on events that took place in London (September 17, 2016), Hamburg (October 8, 2016) and Rome (January 21, 2017). The Smartathons proved that urban stories made the concept behind smarticipate tangible for residents and entrepreneurs. They explain this in the video interviews that were made in the context of work package 9 'Dissemination, exploitation & market replication'.

WHAT IS AN URBAN STORY

An urban story describes the development of a proposal, from initial idea until implementation. Built from a sequence of scenes, it reflects the enthusiasm, dynamic, procedures, obstacles and consequences that different stakeholders face. Six urban stories were developed, two per city. That is one citizen-initiated scenario and one government and/or other institutional stakeholders-initiated scenario.

The urban stories were developed with a large group of experts in each city, particularly the following:

**Royal Borough of
Kensington & Chelsea**

Jo Hammond
Paul McDonald
Radmir Selmani
Jon Wade
James Preece
Sian Saadeh
Monsur Khan
Daniel Massey
Nigel Tait

**Freie und Hansestadt
Hamburg**

Thomas Eichhorn
Sascha Tegtmeyer
Nicole Schubbe
Kai-Uwe Krause
Markus Besenfelder
Astrid Köhler
Wolfgang Charles
Thomas Jacob
Sabine Hilfert
Mathias Bock
Gerhard Dobbe

Roma Capitale

Rossella Caputo
Patricia Hernandez
Claudio Bordi
Simona Bonamoneta
Stanislao Picano
Giovanna Tedei
Arianna Bertolini
Stefano Rollo
Antonio Ciani
Rocco Maio

CRITERIA FOR AN URBAN STORY

The smarticipate team established five criteria to guide the development of urban stories during the requirements workshops.

Data availability

Smarticipate will be fuelled by open data. It is therefore essential that data regarding the use cases are available and can easily be transformed into usable information.

Broadening of participation group

Smarticipate will open spatial planning processes to all citizens. This means taking a special effort to reach out beyond usual suspects and broaden the group of participants.

Continuous useful activity

Smarticipate will provide continuous support and feedback to citizen initiatives. That means use cases should not be one-off or periodic events, but ongoing activities.

Immediate feedback

Smarticipate users will receive direct, instant digital feedback that is customised to his or her own proposal. Use cases should provide the possibility for this kind of interactive relationship.

New public services

The selected use cases will illustrate smarticipate's potential: supporting citizens in taking over services from government or in developing entirely new public services.

Royal Borough of Kensington & Chelsea

[URBAN STORY]
'CITIZEN-INITIATED'
KIDS WANT A NEW
FOOTBALL FIELD

[URBAN STORY]
'DEVELOPER-INITIATED'
A DEVELOPER PRESENTS
A PLAN FOR URBAN
REGENERATION TO THE
COMMUNITY

Freie und Hansestadt Hamburg

[URBAN STORY]
'CITIZEN-INITIATED'
RESIDENTS WANT
TREES FOR CO2
REDUCTION

[URBAN STORY]
'CITY-INITIATED'
THE CITY INTRODUCES
A NEW ZONING PLAN
+ GUIDELINES TO THE
COMMUNITY

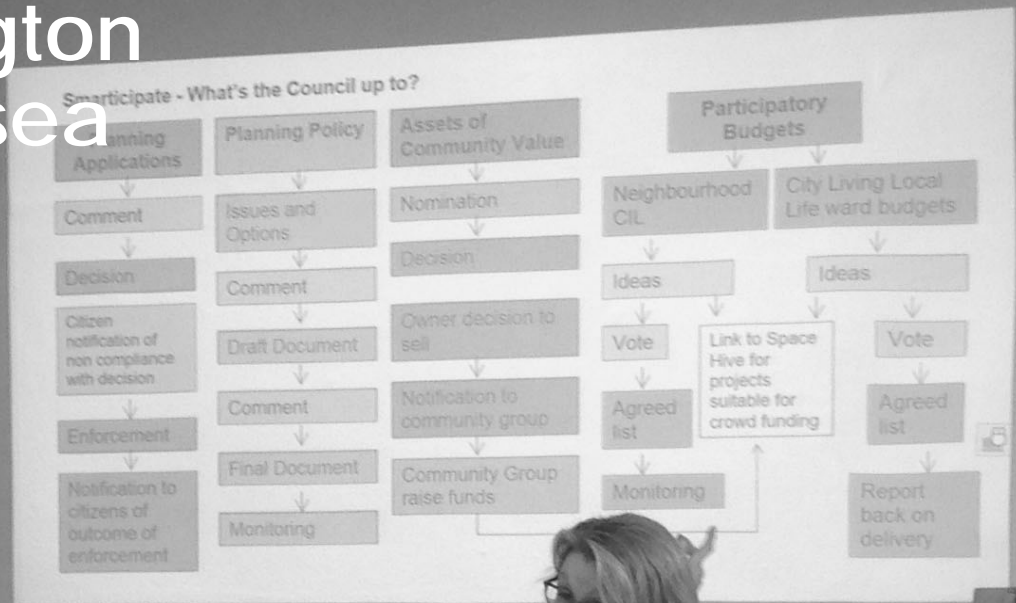
Roma Capitale

[URBAN STORY]
'CITIZEN-INITIATED'
CO-OPS WANT
SPACE FOR URBAN
GARDENING

[URBAN STORY]
'CITY-INITIATED'
THE CITY AND COMMUNITY
MAKE A PLAN AND START
THE SEARCH FOR THE RIGHT
DEVELOPER

REQUIREMENTS WORKSHOP LONDON

Royal Borough of Kensington & Chelsea



[URBAN STORY]
'CITIZEN-INITIATED'

KIDS WANT A NEW
FOOTBALL FIELD

[URBAN STORY]
'DEVELOPER-INITIATED'

A DEVELOPER PRESENTS
A PLAN FOR URBAN
REGENERATION TO THE
COMMUNITY

Date and time

March 22 - 24, 2016

Location

**Heythrop College & Kensington Town Hall,
The Royal Borough of Kensington and Chelsea**

DAY 1 - March 22
Collect local knowledge

10:30 **Welcome and Introduction**
11:00 **Integrated Urban Planning** (UWE)
11:15 **Smarticipate Framework and Scope** (AIT/WLTC/FIGD)
11:45 **Planning issues and requirements** (RBKC)
13:00 **Community Engagement - CLLL issues and requirements** (RBKC)
16:00 **RBKC Geographical Information Systems** (RBKC)
17:00 **Defining and Developing of 'urban stories'** (WLTC + ALL)
18:00 Finish

DAY 2 - March 23
Sketching urban stories

09:00 **Continue with 'Urban story' exercise** (Ait/WLTC/ALL)
11:00 **Document urban stories vs. questionnaires** (UWE + ALL)
13:30 Break
14:30 **Governance Models** (UWE + ALL)
14:00 **Data Management Plan** (UWE)
17:30 **Developing Work Plan** (ALL)
18:00 Finish

DAY 3 - March 24
Stakeholder mapping & interview

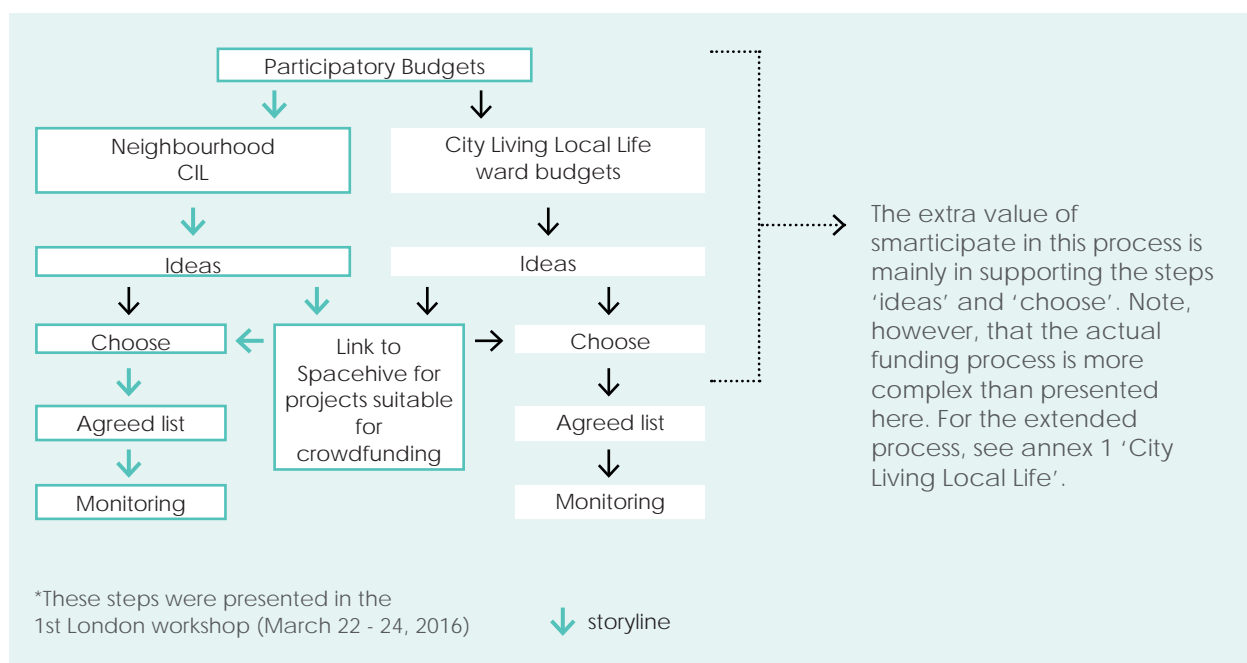
09:30 **Stakeholder issues / Meet and Greet**
10:00 **Hackathon project** (RBKC + ALL)
10:30 **Crowdfunding initiative Spacehive** (Toby Benett)
11:30 **RBKC Stakeholder mapping** (Paul McDonald)
12:30 Break
13:30 **Participatory process** (WLTC + ALL)
14:00 **Steps towards the planning exercise** (ALL)
15:00 Wrap up and Finish

[URBAN STORY]
'CITIZEN-INITIATED'

KIDS WANT A NEW FOOTBALL FIELD

Resident-driven initiatives build stronger connections between residents in local neighbourhoods. Governments often enthusiastically begin programmes to support such initiatives, only to discover later that they require a lot of time from participants - including civil servants - with the consequence that the programmes and their budgets are cancelled after the next elections. A legally-binding tax, like the Community Infrastructure Levy, is different because it operates independently of election cycles. The challenge, however, is in deciding how to divide the resulting funds.

The scheme below shows the general steps for resident-initiated projects in which initiators apply for a participatory budget via the Neighbourhood CIL or the CLLL*:



Synopsis urban story

A group of active residents has a great idea: a new football field in the Borough. Smarticipate provides automatic feedback by outlining the basics: the current owner of their selected site, environmental restrictions, etc. The feedback indicates that it's not possible to develop on the site and therefore proposes alternative locations. The group chooses one of the alternatives and estimates the costs of constructing the field. Smarticipate provides a quick scan to determine which funds are available to support their plan. In this case, the football field is eligible to apply for funding to the Neighbourhood CIL. The project is accepted, but commitment from a broader group is required before co-financing is approved. The group therefore decides to use the Spacehive crowdfunding platform. They upload their idea to Spacehive and receive feedback: to apply, females must also be part the proposal. The group decided to use RBKC's postal code notification system to mobilise female participants. Their modified initiative is then added to Spacehive, with a successful result. Council officially decides to co-finance the project via the NCIL, and construction on the field begins. Smarticipate finishes by identifying main issues from the entire process and linking them to the Planning Policy steps.

Step two: How does it work?

Supported throughout by Council officers, the allocation of funding typically follows this process:

Councillors consult with their ward residents to identify needs, key community issues and local goals which could be addressed as part of City living, Local Life.

This can take place through ward surveys, public meetings and events or by encouraging residents to approach their ward councillors with ideas and suggestions.

A resident or community group approaches their ward councillor or the Community Engagement Team with an idea for project.

With guidance from City living, Local Life support officers, the resident or organisation submits an application form either by post or online.

The completed application form is assessed by City Living, Local Life officers and ward councillors, according to its sustainability, how well it meets local priorities and the five aims of the initiative.

Once all two or three ward councillors have approved the application via e-mail or signature, the project is funded.

Once projects have been funded, groups are expected to keep records of how the project or activity is running, including expenditure, and to provide officers and councillors with updates on their progress.

For more information on support and guidance, please see back page.



KIDS WANT A NEW FOOTBALL FIELD



SCENE 1

Football is life. That's why a group of passionate fathers and sons in this super-urbanised part of London founded the Kensington Lions football team. Currently there's hardly any space on the street to play. They therefore come up with the idea to build a neighbourhood football field.



SCENE 2

Igor and his son Serge live in front of an abandoned property that used to contain a car garage. They agree that it's a perfect place for the field because a lot of other football-loving fathers and sons live nearby. It's also close to the underground, making it easy for footballers from further away to reach.



SCENE 3

Tony's son is not only a talented midfielder but knows a lot about the latest technology gadgets. He discovers the smarticipate tool, which demonstrates if an idea is possible on a given site. He therefore uploads the football field proposal to the city's 3D model.

Challenge: To create awareness of the smarticipate tool, since people may not know about the tool or where to find it.

Resident-initiated initiatives



RBK | Urban Story NCL / CLLL

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SCENE 4

The automatic feedback from smarticipate is disappointing. Although a sport field is needed in the area and the land is available and owned by the borough, the area's air quality is a problem - particularly the high levels of NO₂. That means the site isn't suitable for functions like primary education and outdoor sports.

Challenge: This type of information is important because citizens put a lot of energy, time and money in ideas - usually without having access to fundamental information, like a link to the London Air Quality Network.

Resident-initiated initiatives



The app offers two viable alternatives within 1km of the original location.

RBK | Urban Story NCL / CLLL

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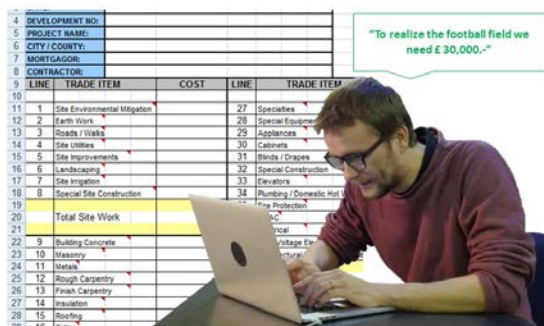
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SCENE 5

Happily, smarticipate proposes two alternative locations. The group is immediately happy with the Tavistock Road location because their famous pub, where they always watch Premier League games, is on the other side of the street.

Technical note: Smarticipate shouldn't simply state that something isn't possible. In those cases it should also provide possible alternatives, either with real-time feedback or a link to a real professional who can help them.

Resident-initiated initiatives



RBK | Urban Story NCL / CLLL

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SCENE 6

They decide to go for this location. However, now the project needs funding. Peter works at a construction company and uses his software to make a first cost calculation, which totals £30,000.

Resident-initiated initiatives



The app offers a quick scan for financial support.

RBKC | Urban Story NCIL / CLLL

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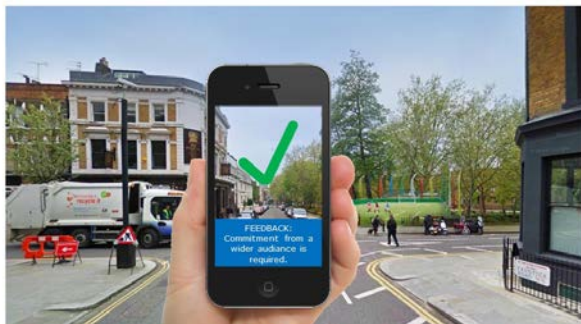
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SCENE 7

Smarticipate offers a quick scan to determine which fund or sponsor fits their plan. They get direct feedback: their project fulfils the policy goals for a healthy city and social cohesion, and the estimated budget is in line with typical NCIL budgets.

Technical note: Smarticipate provides information and contact details.

Resident-initiated initiatives



The project can be uploaded for submission at the NCIL.

RBKC | Urban Story NCIL / CLLL

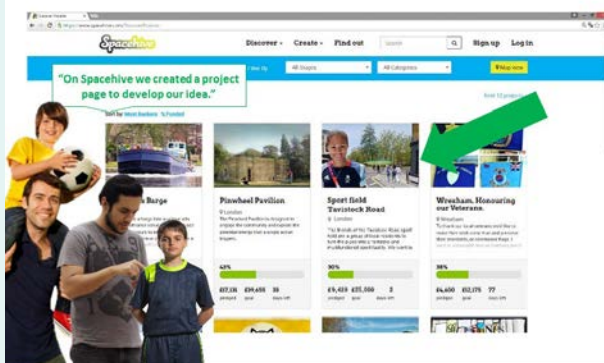
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SCENE 8

The group uploads the project for the NCIL and they receive feedback from the local Councillor. It is accepted and added to the project list, but wider commitment is required to demonstrate the project's social importance. To get the project funded, 50% of the budget must be provided by crowdfunding.

Resident-initiated initiatives



RBKC | Urban Story NCIL / CLLL

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SCENE 9

To source crowdfunding, the group presents their idea on Spacehive. The feedback from Spacehive's verification system is to the point: the selected site is perfect, but since when do only men and boys play football? More politically, the group should broaden the group of participants, future users and supporters to include females.

Technical note: Spacehive has a project verification system that is performed by Locality and ATCM. These are organisations with experience in a broad range of projects. It would be interesting to find a way to link this with smarticipate.

Resident-initiated initiatives



RBKC | Urban Story NCIL / CLLL

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SCENE 10

They pitch the idea via the notification tool from My RBKC and Facebook in order to mobilize women and girls. It's a success! The group is now much larger and very mixed. They submit the revised initiative to Spacehive, where it is verified so that fundraising can begin. They hit their fundraising goal in only 48 hours.

Resident-initiated initiatives



RBKC | Urban Story NCIL / CLLL

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SCENE 11

Council officially decides to co-finance the project and realisation begins. The football field opens with its first match.

Resident-initiated initiatives



Smarticipate identifies the main issues for Planning User Forum.

RBKC | Urban Story CLLL / CL

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SCENE 12

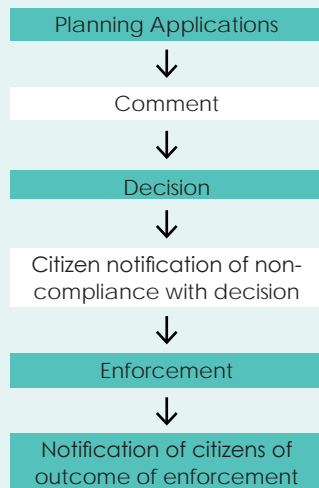
Smarticipate identifies issues from the entire interactive process and plugs them in the planning policy from the Borough.

Technical note: Automatically-generated report based on an interactive process, including general trends and tendencies.

[URBAN STORY]
'DEVELOPER-INITIATED'

A DEVELOPER PRESENTS A PLAN FOR URBAN REGENERATION TO THE COMMUNITY

Planning Applications are the backbone of civic services in the planning department. But they are also a big burden for the administration in terms of time and money. In general these are the planning steps*:



The extra value of Smarticipate can be shown mainly in the step 'Comment'. Note that the actual planning application process is more complex than presented here. For the detailed process, check see annex 1 'Opportunities for involvement in planning applications'.

*These steps were presented during the 1st London workshop (March 22 - 24, 2016)

Urban story synopsis

An ambitious developer makes a 3D proposal for a brownfield location in the northern part of the borough. This proposal is disseminated via Smarticipate using RBKC's postal code notification system for planning applications. Neighbourhood residents receive the message and come into action. They use the design feature of Smarticipate to produce alternative proposals. The system provides automatic feedback that they use to improve their proposal. This even includes a check to ensure that their proposed building shape is affordable to construct. Their ideas are published via the postal code notification system, through which subscribers can see the new proposals alongside the developer's original proposal. The borough and the developer - who are also part of the mailing list - invite residents to a face-to-face workshop where the developer's architect presents a compromise. The revised design is republished and continues through the planning application procedure.

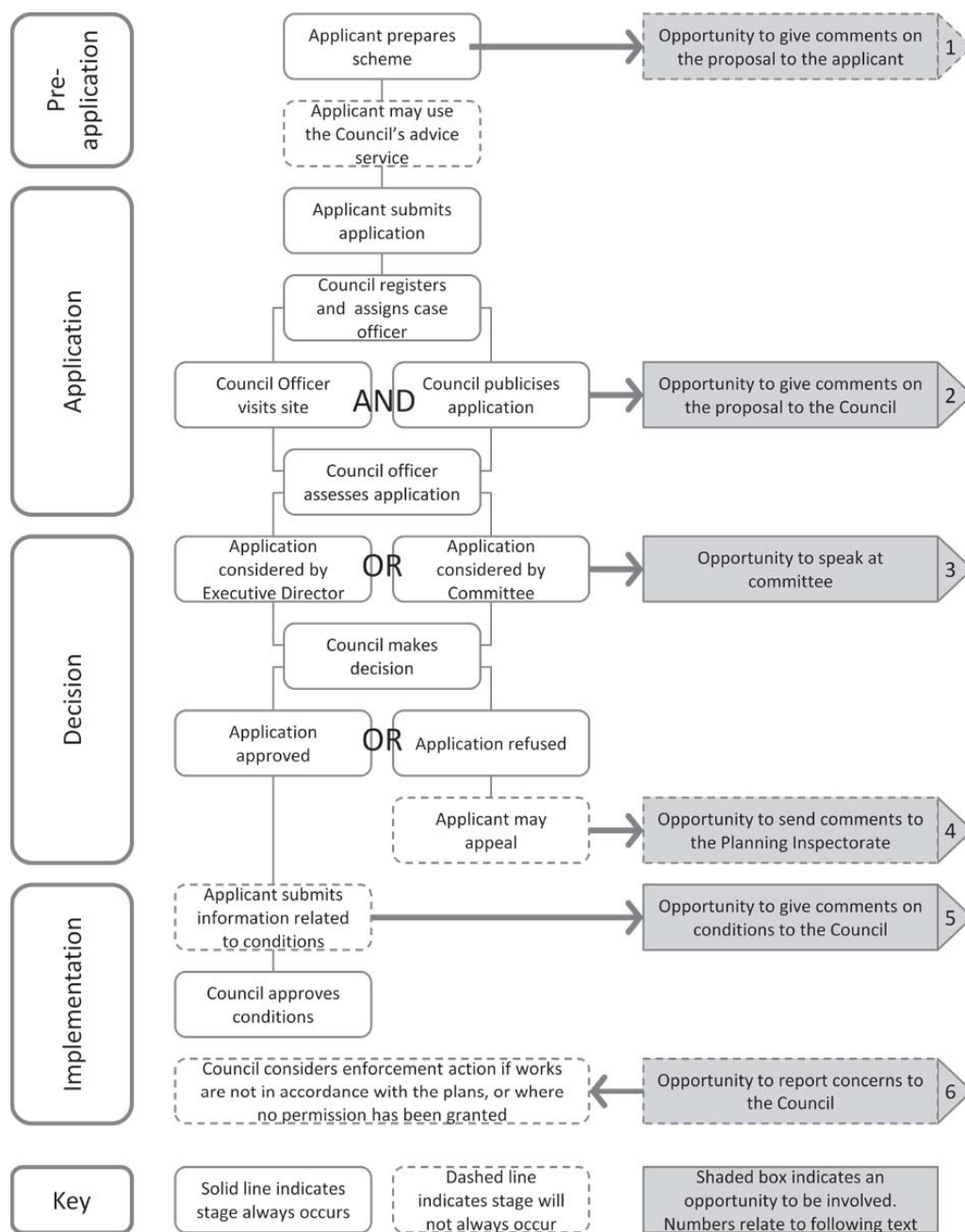


Diagram 1: Opportunities for involvement in planning applications

[URBAN STORY]

'DEVELOPER-INITIATED'

A DEVELOPER PRESENTS A PLAN FOR URBAN REGENERATION TO THE COMMUNITY

SCENE 1

An ambitious developer makes a 3D design proposal and uploads it in the 3D model of the borough.

Technical note: The 3D model is BIM-compliant.

A local square at Kensal Gasworks

SMARTICIPATE

An ambitious developer makes a proposal in 3D.

Mr. Brown and Mr. Smith, developers of London-based real estate.



March 22-24 | London Core Group meeting

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1

SCENE 2

The proposal is circulated via Smarticipate using RBKC's postal code notification system for planning applications. Residents within 500 meters of the site receive a message.

Technical note: Link to automatic notification system of My RBKC.

A local square at Kensal Gasworks

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Notification of planning application to citizens via app.

March 22-24 | London Core Group meeting

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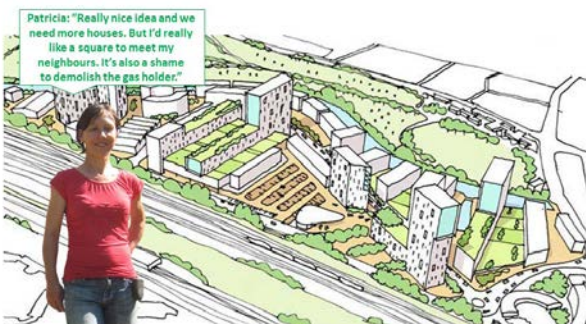
SCENE 3

Patricia, a resident living nearby, receives the message. She likes the proposal because the area needs more housing. But she'd really like a community square where she can meet her neighbours. She also disagrees with the proposed demolition of the gas holder.

Technical note: Users can easily view the 3D model from different perspectives and check the proposed programming.

A local square at Kensal Gasworks

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March 22-24 | London Core Group meeting

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3

A local square at Kensal Gasworks

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March 22-24 | London Core Group meeting

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4

SCENE 4

Patrica forwards the proposal to her friend Freddy, as she wants to know his opinion. He supports her and sees immediately that the high towers cast too much shadow.

Technical note: The impact of development, such as shadows and heights, should be visualized.

A local square at Kensal Gasworks

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Freddy discovers the 3D scenario generator in the app.

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SCENE 5

Freddy discovers the design feature of Smarticipate. It enables him to add a 100x100 meter public square to the 3D model, to maintain the gas holder as an asset of community value and to reduce the housing by 50%.

Technical note: The system allows 3D models to be visualized in the borough's existing 3D model. This can be models built with the Smarticipate app, or the upload of models from other digital programs.

A local square at Kensal Gasworks

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Automatic feedback to the proposal in relation to policy and goals.

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SCENE 6

He receives automatic feedback on his proposal. The addition of green space and the retention of the industrial monument fits the goals of the borough. But his proposal to reduce the number of houses from 1.000 to 500 and to transform them from market rate housing to social rent, conflicts with the starting point of the borough for the development.

Technical note: Planning policy check to verify if the development would be permitted under existing policies and regulations.

A local square at Kensal Gasworks

SMARTICIPATE



The volume & cost calculator shows that it is within budget.

March 22-24 | London Core Group meeting

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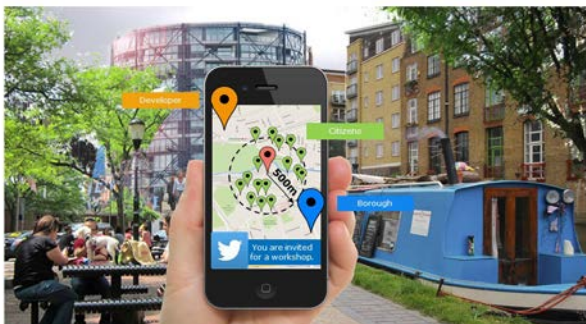
SCENE 7

Freddy shows Patricia the feedback of the Smarticipator. She sees the chance to add extra houses in the gas holder and a smaller square that isn't so reminiscent of Moscow. Freddy adds this to the volume & cost calculator, with the result that the proposal is financially reasonable.

Technical note: Financial viability check showing how much the development will cost, along with a link to construction costing software.

A local square at Kensal Gasworks

SMARTICIPATE



Republishing of proposal to all subscribers in notification group.

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SCENE 8

Freddy publishes his idea via the postal code notification system in which subscribers see his proposal alongside the developer's original proposal. Residents respond very enthusiastically.

Technical note: Link to automatic notification system.

A local square at Kensal Gasworks

SMARTICIPATE



March 22-24 | London Core Group meeting

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SCENE 9

The borough and the developer see the positive reactions and invite residents for a face-to-face workshop. At the workshop, the developer's architect presents the combination of the two plans and adds an additional idea: a water square inspired by the high flood risk in the neighbourhood. That gives the square an extra value.

Technical note: Support of town hall meetings.

A local square at Kensal Gasworks



Many positive comments, but a small group still disagrees.

March 22-24 | London Core Group meeting

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SCENE 10

The co-creation version of the proposal is published via the postal code notification system. A lot of reactions come in via social media. The majority are positive.

Technical note: Link to social media.

A local square at Kensal Gasworks



March 22-24 | London Core Group meeting

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SCENE 11

However a small minority is still against one of the the high towers. Brian is one of them. Allison, a civil servant, invites Brian and other concerned residents to use formal channels to communicate their opinions (see Annex 1). That information is published via the postal code notification system.

Technical note: Users can use the information in the app also for the official procedure.

A local square at Kensal Gasworks



Smarticipate identifies the main issues for Planning User Forum.

March 22-24 | London Core Group meeting

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SCENE 12

Smarticipate identifies issues out of the entire interactive process and plugs them in step 1 of the planning policy (to Ward Councillor and/or the Planning User Forum). This is the crucial link between the Planning Application steps and the Planning Policy steps.

Technical note: Automatically-generated report based on interactive process, including general trends and tendencies.

REQUIREMENTS WORKSHOP HAMBURG

Freie und Hansestadt Hamburg

[URBAN STORY]
'CITIZEN-INITIATED'

RESIDENTS WANT
TREES FOR CO2
REDUCTION

Levels of planning

Local planning

Planning level	Planning instrument	Content of plan	Legal basis	Policy Maker	Legal impact	Scale
Planning level: local authority	Local development plan	Development plan for the local authority area, including land use, transport, and other matters.	Local Development Act (Sondergesetzbuch für Hamburg)	Local authority	Legal impact: binding for all planning decisions	ca. 1.000
Planning level: local plan	Proposed local plan	Proposed local plan for the local authority area, including land use, transport, and other matters.	Local Development Act (Sondergesetzbuch für Hamburg)	Local authority	Legal impact: binding for all planning decisions	ca. 1.000

Supralocal spatial planning

Planning level	Planning instrument	Content of plan	Legal basis	Policy Maker	Legal impact	Scale
Planning level: supra-local	Regional development plan	Regional development plan for the Hamburg region, including land use, transport, and other matters.	Regional Development Act (Sondergesetzbuch für Hamburg)	Regional authority	Legal impact: binding for all planning decisions	ca. 1.000.000
Planning level: supra-local	State spatial planning	State spatial planning for the Hamburg region, including land use, transport, and other matters.	State Spatial Planning Act (Sondergesetzbuch für Hamburg)	State authority	Legal impact: binding for all planning decisions	ca. 1.000.000
Planning level: supra-local	Land use plan	Land use plan for the Hamburg region, including land use, transport, and other matters.	Land Use Act (Sondergesetzbuch für Hamburg)	Land use authority	Legal impact: binding for all planning decisions	ca. 1.000.000

[URBAN STORY]
'CITY-INITIATED'

THE CITY INTRODUCES
A NEW ZONING PLAN
+ GUIDELINES TO THE
COMMUNITY

Date and time

April 25 – 27, 2016

Location

Landesbetrieb Geoinformation und Vermessung, Hamburg-Wilhelmsburg

DAY 1 - April 25

Collect local knowledge

10:00 **Welcome and Introduction**
10:15 **Integrated Urban Planning** (UWE)
10:45 **Smarticipate Framework and Scope** (AIT/WLTC/FIGD)
11:15 Break
11:30 **Hamburg Requirements Issues** (Hamburg)
13:00 Break
14:00 **Hamburg Requirements Issues – continued**
15:30 Break
16:00 **Defining and Developing of ‘urban stories’** (WLTC + ALL)
18:00 Finish

DAY 2 - April 26

Sketching urban stories

09:00 **Continue with ‘Urban story’ exercise** (AIT/WLTC/ALL)
11:15 Break
11:30 **Presentation Bergedorf** (Hamburg)
13:00 Break
13:30 **Continue with ‘Urban story’ & questionnaires** (UWE + ALL)
14:00 **Data Management Plan** (UWE)
15:00 **Governance Models** (UWE + ALL)
16:00 Break
16:15 **Governance Models continued**
17:30 **Developing Work Plan**
18:00 Finish

DAY 3 - April 27

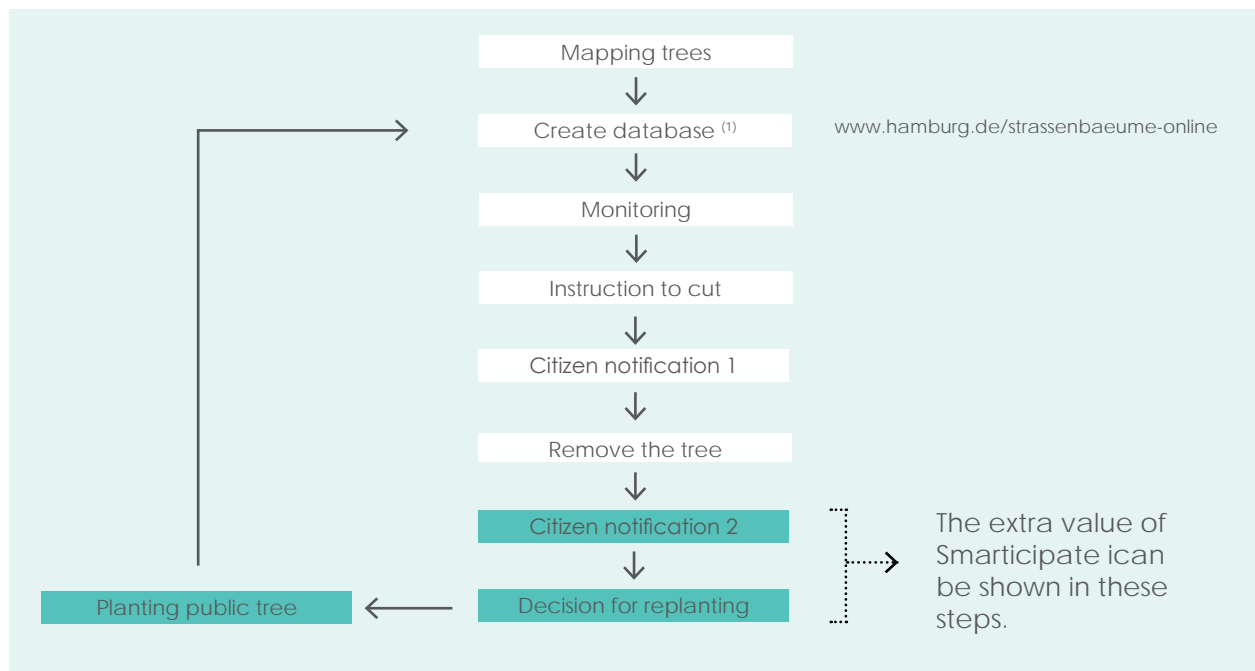
Stakeholder mapping & interview

09:30 **Presentation Smartathon** (WLTC)
10:30 **Stakeholder mobilization** (Nicole Schubbe)
11:30 **Stakeholder issues / Meet and Greet**
12:00 **Review of other similar projects** (Hamburg)
12:30 **Identification of individuals / groups to be involved**
13:00 Break
14:00 **Steps towards the planning exercise** (ALL)
15:00 Wrap up and Finish

[URBAN STORY]
'CITIZEN-INITIATED'

RESIDENTS WANT TREES FOR CO2 REDUCTION

Hamburg sees trees as an essential part of their goal to reduce CO2 emissions by 40% by 2020 and 80% by 2050.(2) An example is Mein Baum - Meine Stadt.(3) Cutting, planning, planting and maintaining trees is a continuous process and costs a lot of time. Increasing personal environmental responsibility is essential to achieve sustainability goals within the available budget. Smarticipate supports this by extending the existing municipal tree maintenance process as follows:



Urban story synopsis

When a public tree is removed in Hamburg, citizens are informed via the tree cadastre ⁽¹⁾ and then linked to Smarticipate. They use the platform's planning feature to simulate the planting of a new tree on the location of the removed tree. Smarticipate provides automatic feedback that it is not possible to plant a big tree on this spot and suggests alternative locations. It also provides information on estimated CO₂ reduction and the costs of the tree. Citizens can apply to add their chosen tree to the project 'My tree - My city' in order to qualify for partial funding. Since not all citizens can afford to fund the remaining amount, they can also carry out crowdfunding. Once funding is secured, the initiator and his or her supporters are invited by the municipality to join the tree planting. Smarticipate finishes by identifying main issues from the entire interactive process and plugging them into the city's ambition for a CO₂-neutral Hamburg.

⁽¹⁾ www.hamburg.de/strassenbaeume-online: A map of all registered trees in Hamburg, located in public areas. See Annex 1.

⁽²⁾ Mentioned in the winning application for European Green Capital, 2011

⁽³⁾ www.hamburg.de/mein-baum-meine-stadt/



RESIDENTS WANT TREES FOR CO₂ REDUCTION

New trees for a CO₂ neutral Hamburg



A nature loving resident of Hamburg Bergedorf

Helen Müller, 35
lives in an apartment at
Ursula Querner Strasse



Hamburg I Use case scenario 2

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1

SCENE 1

Helen Müller loves living in Hamburg Bergedorf because of its urban green environment. Since she doesn't have a private garden, the public green areas mean everything to her.

New trees for a CO₂ neutral Hamburg



Helen scans the QR-code that she finds next to the cut tree.

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2

SCENE 2

One day after coming home from work, Helen discovers that the tree in front of her house has been removed. This makes her angry. Next to the stump she finds a sign from the municipality with a QR-code, which she scans with her smartphone. It links her directly to the tree cadastre.

Notice: The QR-code is not yet part of the Hamburg procedure.

New trees for a CO₂ neutral Hamburg



The QR-code gives information about the cut tree.

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3

SCENE 3

The cadastre provides information about the removed tree, including species, year of planting, trunk diameter and crown size. It also explains why it was removed: the tree was ill due to mildew.

Notice: The notifications on removed trees and the explanation for their removal are features that must be added to the Straßenbaumkataster.

New trees for a CO₂ neutral Hamburg

SMARTICIPATE



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4

SCENE 4

Helen wants to have a new tree. She uses the link to Smarticipate, which enables her to simulate alternatives. The feature shows different types of trees and their estimated CO₂ reduction. Helen chooses a lime tree.

Technical note: Drop-down list with possible trees for the location, depending on other trees currently in the street (check GALK.de).

New trees for a CO₂ neutral Hamburg

SMARTICIPATE



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SCENE 5

She receives automatic feedback. The lime tree is not a good choice because the expected growth of neighboring trees and the high groundwater levels mean the tree will have a short lifespan. Smarticipate gives the option to plant a smaller tree that can thrive in such an environment.

Challenge: Domain experts have to specify, inventarise and rank different attributes. Suggested data for analysis: expected growth of tree, public or private site, solar potential, tree inventory, lines & pipes, "non-usable areas" eg. streets, airport, distances (to buildings, trees, traffic lights, streetlights, etc.) and potential tree sites (trees from My Tree - My City).

New trees for a CO₂ neutral Hamburg

SMARTICIPATE



The app offers to search for alternative locations.

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6

SCENE 6

Helen is not satisfied with a small tree because of its low contribution to CO₂ reduction. Happily, Smarticipate helps her search for alternative locations based on property, infrastructure and environmental conditions.

Technical remark: A mouseover effect provides an immediate response (e.g. green, yellow or red dot) regarding suitable locations. Clicking a location provides information on the result.

Challenge: Domain experts have to specify the ranking criteria in order to generate alternatives.

New trees for a CO₂ neutral Hamburg



The app offers two alternatives within 500m from the original location.

Hamburg | Use case scenario 2

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SCENE 7

Helen finds two possible locations. Location A is at a public park behind the Gretel Bergmann school and location B is next to the Nördlicher Bahngraben. Both locations support the urban green structure of Hamburg. Helen likes option A because she is a teacher at the Gretel Bergmann school. In the direct comparison of the two locations is indicated that the planning costs for location A are much higher. That's also most likely means, that also the costs for option A are higher.

New trees for a CO₂ neutral Hamburg



Helen invites friends and neighbours to a voting.

Hamburg | Use case scenario 2

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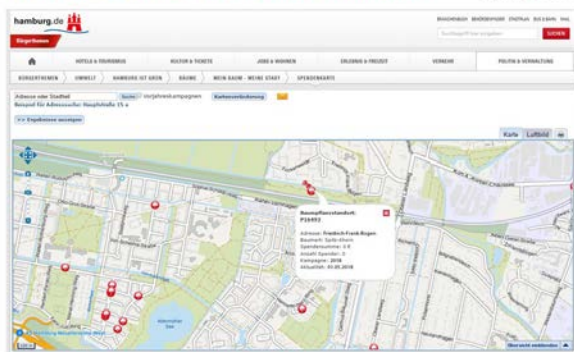
8

SCENE 8

Helen can't decide on the trees and asks her friends for opinion via the smarticipate platform. The result is clear: friends and family support her in going for location B because most of them think it's important that Bergedorf's tree budget is used to plant as many trees as possible. She applies to upload her chosen tree to the website for the 'My tree - My city' programme in order to qualify for funding.

Technical note: Link with the programme Mein Baum - Meine Stadt of Hamburg: www.hamburg.de/mein-baum-meine-stadt

New trees for a CO₂ neutral Hamburg



The tree is added to the map of Mein Baum – Meine Stadt.

Hamburg | Use case scenario 2

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9

SCENE 9

Once month later she receives a notification from the website 'My tree - My city' that her tree is now part of the programme and ready for funding. In order for the city to plant the tree, she only needs to raise €500,-.

New trees for a CO₂ neutral Hamburg



Helen uses social media to sent out a call for help.

Hamburg I Use case scenario 2

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10

SCENE 10

Helen uses her facebook network to activate her friends, colleagues and family to raise money for the tree.

New trees for a CO₂ neutral Hamburg



All backers are invited for the day the tree is planted

Hamburg I Use case scenario 2

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SCENE 11

Within two months, the required funds are raised and she notifies the municipality. That means her tree will be planted during the next planting round, in autumn. The municipality of Bergedorf invites Helen and her supporters to join on planting day.

New trees for a CO₂ neutral Hamburg



Smarticipate identifies the main issues for Planning User Forum.

Hamburg I Use case scenario 2

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12

SCENE 12

Smarticipate identifies issues from the entire interactive process and plugs them into the city's ambition for a CO₂ neutral Hamburg.

Technical note: Automatically-generated report based on interactive process, including general trends and tendencies.

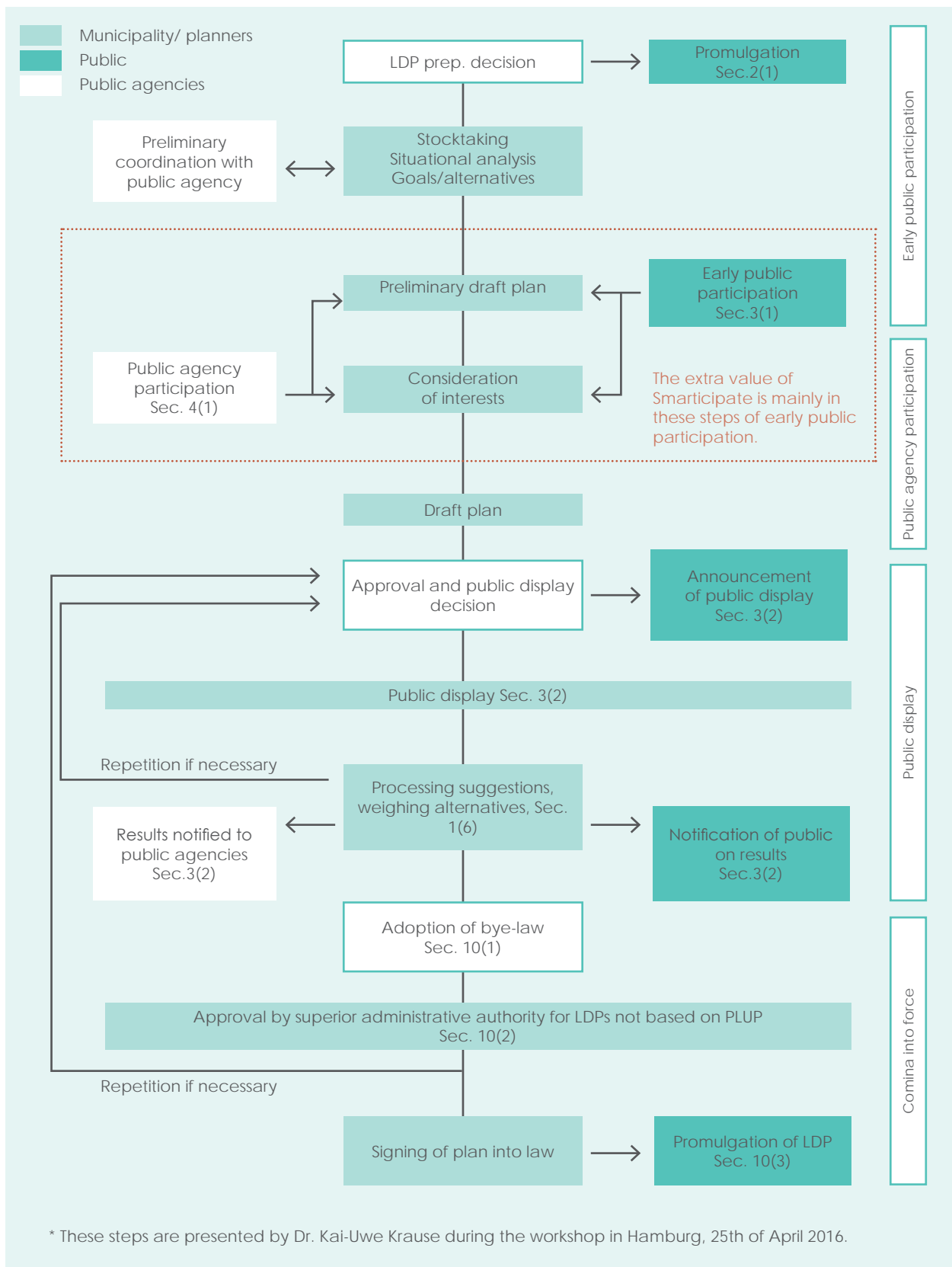
[URBAN STORY]

'CITY-INITIATED'

**THE CITY INTRODUCES
A NEW ZONING PLAN
+ GUIDELINES TO THE
COMMUNITY**

Hamburg has around 3.000 binding land use plans. It updates around 20 of these every year. This is a huge burden for the administration in terms of time, and it is unable to carry the work out any faster. In general these are the planning steps of the binding land-use plan*.

Please note: This Urban Story is no longer use case for smarticipate.



Urban story synopsis

The City of Hamburg makes a preliminary draft plan for an inner city brownfield site. The proposal is disseminated via Smarticipate and the Mein HamburgService. Neighbourhood residents receive the message and come into action. They use the design feature of Smarticipate to produce alternative proposals. The system provides automatic feedback that residents use to improve their proposals. Their ideas are published via the notification system, through which subscribers can see the new proposals alongside the municipality's original proposal. The municipality - which is also part of the mailing list - invites residents to a face-to-face workshop in which the urban planner of the municipality presents a compromise. The revised design is republished and continues through the binding land use steps.

THE CITY INTRODUCES A NEW ZONING PLAN + GUIDELINES TO THE COMMUNITY

Co-creation between city & community

SMARTICIPATE



The urban planner of Hamburg makes a proposal in 3D

Hamburg | Use Case 1

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1

SCENE 1

The City of Hamburg makes a preliminary draft plan for the Holsten area and uploads it in the municipality's 3D model.

Technical note: The 3D model is BIM-compliant.

Co-creation between city & community

SMARTICIPATE



Notification of preliminary draft plan to citizens via app.

Hamburg | Use Case 1

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2

SCENE 2

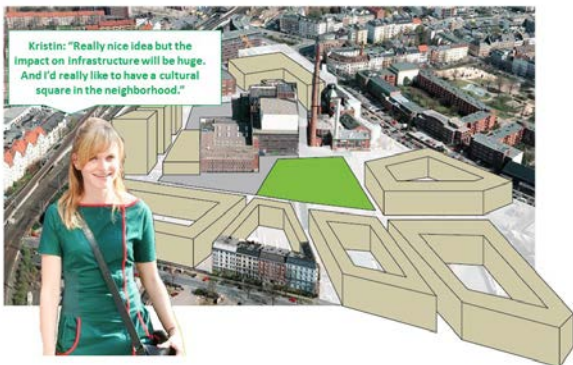
The proposal is circulated via Smarticipate using the Mein HamburgService. Residents within Altona-Nord und Altstadt receive an automated message.

Technical note: Link to automatic notification system of the City of Hamburg (Mein HamburgService).

Experts or municipality have to specify the filters for notification (e.g. distance, target group, etc.).

Co-creation between city & community

SMARTICIPATE



Hamburg | Use Case 1

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3

SCENE 3

Kristin, a resident living nearby, receives the message. She likes the proposal because the area needs more housing. Although there's a train station nearby, she's afraid there will be too much extra car traffic. In addition she would really like to have a cultural square for the surrounding neighborhoods.

Technical note: Users can easily view the 3D model from different perspectives and check the proposed programming.

Co-creation between city & community

SMARTICIPATE



Hamburg | Use Case 1

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SCENE 4

Kristin forwards the proposal to her friend Christoph, as she wants to know his opinion. He supports her. He is also worried about the CO² footprint of the new development as there are already too many cars in the surrounding neighbourhood.

Technical note: The impact of development on the surroundings, such as traffic and parking, should be visualized.

Co-creation between city & community

SMARTICIPATE



Christoph discovers the 3D scenario generator in the app.

Hamburg | Use Case 1

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SCENE 5

Christoph discovers the design feature of Smarticipate. With a traffic simulation, he can see the impact the development will have on neighbourhood streets. Based on this, he moves the cultural square to the historic factory chimney and uses the tree planting tool with CO₂ meter to make it totally green.

Technical note: The system allows 3D models to be visualized in the municipality's existing 3D model. This can be models built with the Smarticipate app, or upload of models from other digital programs.

Co-creation between city & community

SMARTICIPATE



Automatic feedback to the proposal in relation to policy and goals.

Hamburg | Use Case 1

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6

SCENE 6

He receives automatic feedback on his proposal. The cultural square fits the goals of the municipality to maintain the cultural heritage of the site. The idea of reducing CO₂ with trees is also good, but he receives negative feedback: this has made the site completely inaccessible for cars.

Technical note: Planning policy check to verify if the development would be permitted under existing policies and regulations.

Co-creation between city & community

SMARTICIPATE



The traffic is simulated and shows the impact on the streets.

Hamburg | Use Case 1

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7

SCENE 7

Christoph shows Kristin the feedback from the Smarticipator. Kristin sees a chance to add a public parking facility with a range of services like carsharing, electric car charging points and bicycle parking. They locate this next to the main road, so that cars can easily enter and exit the neighbourhood. The updated plan now receives a positive score.

Technical note: Smarticipate can integrate mobility datasets and can link to visual analytics of traffic simulation. In the example, this is used to show the big picture consequences of the parking garage location.

Co-creation between city & community

SMARTICIPATE



Republishing of proposal to all subscribers in notification group.

Hamburg | Use Case 1

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8

SCENE 8

Christoph publishes their idea with the cultural square, the green urban space and the sustainable parking garage via the postal code notification system. Subscribers can see his proposal alongside the municipality's original proposal. Residents respond very enthusiastically.

Technical note: Link to automatic notification system.

Co-creation between city & community

SMARTICIPATE



Hamburg | Use Case 1

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9

SCENE 9

There is a lot of enthusiasm for Kristin and Christoph's ideas, and the city invites residents to a workshop. At the workshop, the urban planner of the municipality presents an additional idea: the parking garage is enlarged by 20% to make it possible to increase green on the surrounding streets.

Technical note: Support of town hall meetings.

Co-creation between city & community SMARTICIPATE

Many positive comments, but a small group still disagrees.

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SCENE 10

The co-creation version of the proposal is published via the postal code notification system. A lot of reactions come in via social media. The majority are positive.

Technical note: Link to social media.

Co-creation between city & community SMARTICIPATE

Neighbor Jürgen complains: "I want to park my car in front of my house."

Civil servant Ulrike explains: "We still welcome you to use our formal channels to make additional comments."

- Opportunity to speak at Committees.
- Opportunity to send comments to the Planning Inspectorate.
- Opportunity to give comments on conditions to the Council.
- Opportunity to report concerns to the Council.

Hamburg | Use Case 1 © 2016 smarticipate Consortium www.smarticipate.eu 11

SCENE 11

However a small minority is still against the preliminary draft plan. Jürgen is one of them. Ulrike, a civil servant, invites Jürgen and other concerned residents to use formal channels to communicate their opinions (see Annex 1). That information is published via the postal code notification system.

Technical note: Users can also use the information in the app for the official procedure.

Co-creation between city & community SMARTICIPATE

Citizens of all ages / higher income groups care about cultural heritage in their neighbourhood.

Citizens of all ages / income groups care about local sustainability.

Holsten area
TOP 3 Issues
Button 1
Button 2
Button 3

A majority of citizens is willing to compromise on accessibility for private cars if their environment is green.

Smarticipate identifies the main issues for Planning User Forum.

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SCENE 12

Smarticipate identifies issues out of the entire interactive process and plugs them into the planning policy. This is the crucial link between the binding land use Planning steps and the Planning Policy steps.

Technical note: Automatically-generated report based on interactive process, including general trends and tendencies.



REQUIREMENTS WORKSHOP ROME

Roma Capitale

[URBAN STORY]

'DEVELOPER-INITIATED'

THE CITY AND
COMMUNITY MAKE A
PLAN AND START THE
SEARCH FOR THE RIGHT
DEVELOPER

[URBAN STORY]

'CITIZEN-INITIATED'

CO-OPS WANT
SPACE FOR URBAN
GARDENING

Date and time
May 9 – 11, 2016

Location
**Casa della Città and Department of Urban Planning
Roma Capitale**

DAY 1 - May 9
Collect local knowledge

09:30 **Welcome and Introduction** (Rossella Caputo)
09:45 **Smarticipate presentation** (UWE)
10:15 **Smarticipate goals in City of Rome** (Rossella Caputo)
10:45 **New Cartographic Infrastructure** (Simona Bonamoneta)
11:15 Break
11:45 **Map of the City's Real Estate** (Stanislao Picano/Giovanna Tedei)
12:15 **The Public Property Cartography**
12:45 Break
13:45 **Discussion on Data Management & questionnaire**
14:45 **The Open Data of the City of Rome** (Arianna Bertolini)
15:15 **Open Data from Mobility Dept**
15:45 **Discussion on 'urban stories'**
17:00 Finish

DAY 2 - May 10
Sketching urban stories

10:00 **Meeting with stakeholders involved in cartography**
12:00 **Discussion on multi-stakeholder collaboration**
13:00 Break
14:00 **Regulation of Common Property** (Stefano Rollo)
14:30 **Smarticipate Framework and Scope** (IGD & Ait)
15:00 **Governance Models** (Rossella Caputo/Antonio Ciani/ Rocco Maio)
16:30 **Presentation of 'urban stories'** (WLTC)
18:00 Finish

DAY 3 - May 11
**Stakeholder mapping &
interview**

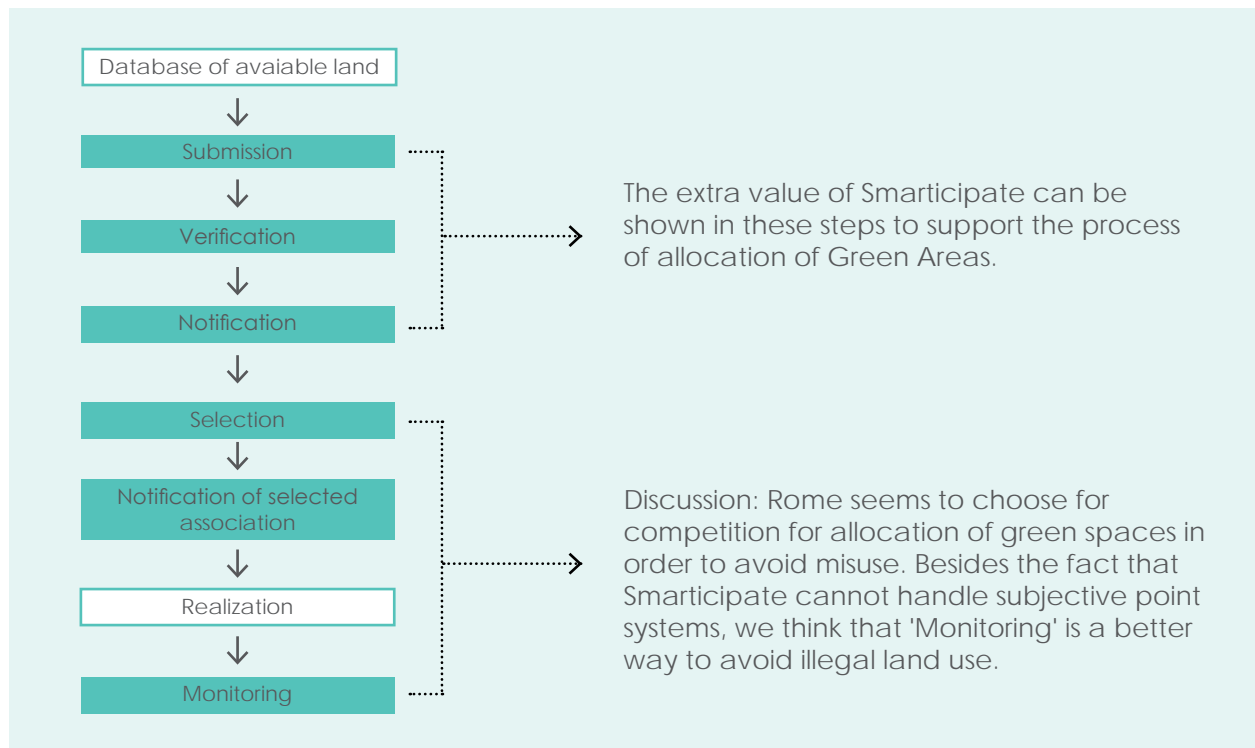
10:00 **Discussion on Smarticipate Strategy in Rome**
10:30 **Continue with 'Urban story' exercise** (WLTC)
12:00 **Presentation of website** (ICLEI)
12:30 **Definitions of next tasks and conclusions**
13:00 Wrap up and Finish
14:00 **Field visit to Caserma Ulivelli**

[URBAN STORY]

'CITIZEN-INITIATED'

CO-OPS WANT SPACE FOR URBAN GARDENING

Rome has thousands of residents associations. This includes groups focused on urban gardening, one of the most popular uses for the city's plentiful green spaces. The municipality is very positive about such initiatives, as urban gardens bring a variety of social benefits to communities and reduce public maintenance requirements. In practice however, it also creates a lot of work for the city administration. That's why the city set up the 'Regulations for the Management of Green Areas for Urban Gardens', which contains the following planning steps (Art.5: request of an area):



Urban story synopsis

A residents association in Rome wants to have more space for urban gardens. They use Smarticipate to find a potential site. They make a plan by completing an easy-to-use application and using the design feature of Smarticipate. With the support of the automatic feedback feature, the applicant fine-tunes the plan such that it fulfills all the criteria. After they submit the plan, it is published. From that moment, other associations can -within the deadline- show their interest in the same plot. If another association also qualifies, a lottery system is used to make an objective decision. The selected association can then start realizing their urban garden, while the other association is offered an alternative location. Citizens are able to monitor the use of the plots via the Smarticipate app and inform the municipality if they discover illegal use. In these cases, the municipality comes into action and enforces the violation. Such a control mechanism can result in the municipality having the confidence to add more land to the database.

Citizen-initiated Initiative: Urban Gardening SMARTICIPATE

The association 'I Vicini Verdi' is growing...

"We're looking for a second location to expand our urban garden."



Rome I Use Case Scenario 2

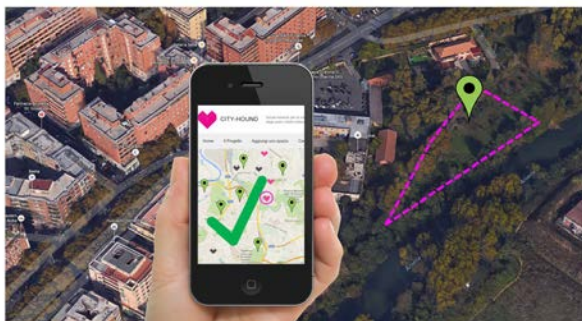
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1

SCENE 1

The association 'I Vicini Verdi' maintains an urban garden in the III Municipality of Rome. The members share the harvest to prepare their own food and to sell to the local community. The association has expanded in the past few years and needs more space to accommodate its activities.

Citizen-initiated Initiative: Urban Gardening SMARTICIPATE



Pietro discovers the Smarticipate app and finds his favorite plot.

Rome I Use Case Scenario 2

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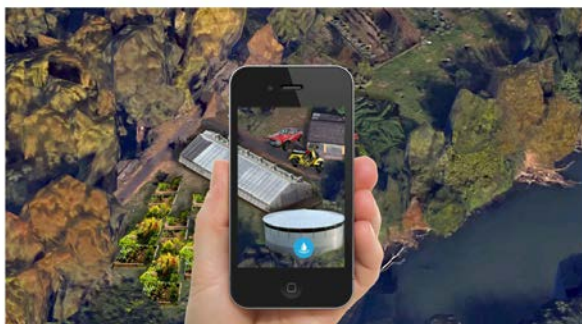
2

SCENE 2

Laura informs her father Pietro, the chairman of the association, about Smarticipate. She shows him an overview of the available plots, which are marked as potential sites for urban gardening. He receives all information necessary to make a good plan: size, soil, sunlight, electricity, accessibility and availability of water.

Technical note: Smarticipate is linked to the available data from City-Hound, Reter, etc. in order to compile available properties and present possibilities for the sites.

Citizen-initiated Initiative: Urban Gardening SMARTICIPATE



Pietro discovers the 3D scenario generator in the app.

Rome I Use Case Scenario 2

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3

SCENE 3

Pietro works with other members of his association to make a plan that includes a water tower, as the plot has no access to drinking water and the water from the nearby river is too polluted. For that he completes the information in the easy-to-use format Smarticipate, allowing him to have a finished sketch in only 15 minutes.

Technical note: The format has to be designed in this way, such that everybody can make a plan. Simple Yes/ No questions are important so that it will not take too much time. Without this, many citizens will be excluded.

Citizen-initiated Initiative: Urban Gardening



Automatic feedback on the proposal in relation to the regulations.

Roma I Use Case Scenario 2

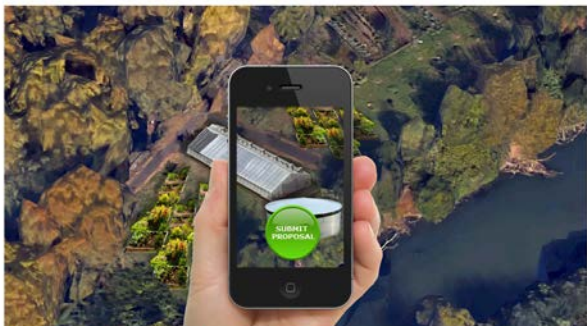
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4

SCENE 4

He receives automatic feedback on his proposal. The greenhouse and the water tank add extra value to the site in terms of environmental quality. Also the proposed planting beds fit the permitted uses of the site. However he receives negative feedback on the proposed garage, which is intended to repair the cars and scooters of association members. He is not allowed to build this here.

Citizen-initiated Initiative: Urban Gardening



The adjusted proposal is submitted.

Roma I Use Case Scenario 2

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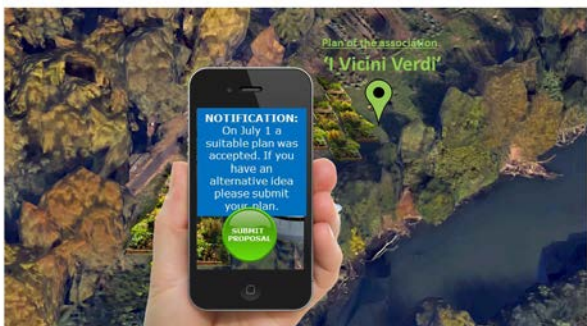
5

SCENE 5

Pietro is disappointed with the negative feedback regarding the garage because it was important for his business plan. He removes the garage. The business plan is under pressure, but by adding extra planting beds he barely manages.

Technical note: The system allows 3D models to be visualized in the municipality's existing 3D model. This can be models built with the Smarticipate app, or upload of models from other digital programs.

Citizen-initiated Initiative: Urban Gardening



The plan is announced via automatic notification and is published.

Roma I Use Case Scenario 2

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6

SCENE 6

Smarticipate automatically checks the plan. The result: it fulfills the criteria for use as urban garden. A notification is therefore sent out: "On July 1 a plan was accepted for this site. If you also are interested in it, you have until August 15 to present an alternative plan."

Challenge. The form has to be designed in such a way that it can be automatically checked by Smarticipate. As an alternative, a non-governmental organization like Zappata Romana can take this role.



SCENE 7*

Another association is also interested in the plot. They develop an alternative plan that is accepted. Because they also used Smarticipate, the result is that this plan fulfills the criteria. A lottery system is used to select the final plan.

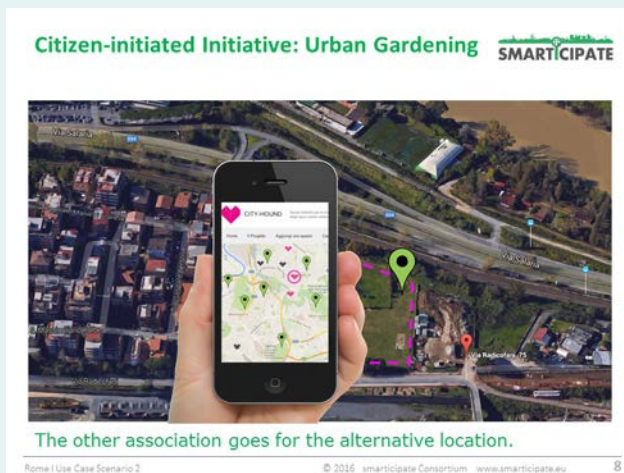
Technical note: Smarticipate helps the plan maker make a good proposal by providing immediate feedback and also providing alternatives.

*Three ways of decision-making:

A According to the 'Regulations for the management of green areas for urban gardens'. A jury awards points. Their decision is subjective and therefore open for debate.

B Voting / Spacehive. This is expensive in real life; digital is great, but then everybody has to be connected.

C Lottery. The starting point is that everybody who fulfills the guidelines has an equal chance. This is 100% Smarticipate.



SCENE 8

The second association is offered an alternative location, which fits their requirements. If they want to qualify for this location they have to follow the whole procedure.

Challenge: It is reasonable to keep the database updated and also as comprehensive as possible in order to offer alternatives. This means citizens don't get frustrated if they don't receive a plot.

Citizen-initiated Initiative: Urban Gardening SMARTICIPATE



The first association realizes the plan and expands its activities.

Roma I Use Case Scenario 2

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9

SCENE 9

The association 'I Vicini Verdi' starts right away with the realization of their plan. They prepare the land for the planting beds, order a water tank and start building the greenhouse. The site is so big that they also make a shed for storage. Soon the storage is used to store an old car and mechanical equipment.

Citizen-initiated Initiative: Urban Gardening SMARTICIPATE



Monitoring is carried out by citizens.

Roma I Use Case Scenario 2

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10

SCENE 10

A neighbour sees the garage and doubts if it was approved by the municipality. She uses Smarticipate to check. Her assumption is correct, and she sends an alert to the municipality.

Technical note: Monitoring is carried out by citizens. The check can be done easily. Their mobile devices are directly connected to the municipality.

Citizen-initiated Initiative: Urban Gardening SMARTICIPATE



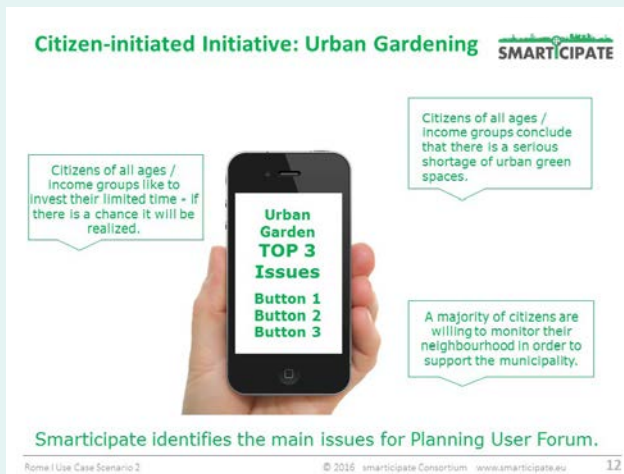
Roma I Use Case Scenario 2

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11

SCENE 11

The municipality comes into action and sends a civil servant to check the site. He informs the association that the garage has to be torn down within 4 weeks or else the site will be cleared and returns to the database for available land.



SCENE 12

Smarticipate identifies issues from the entire interactive process and plugs them into the city's existing regulations for green areas.

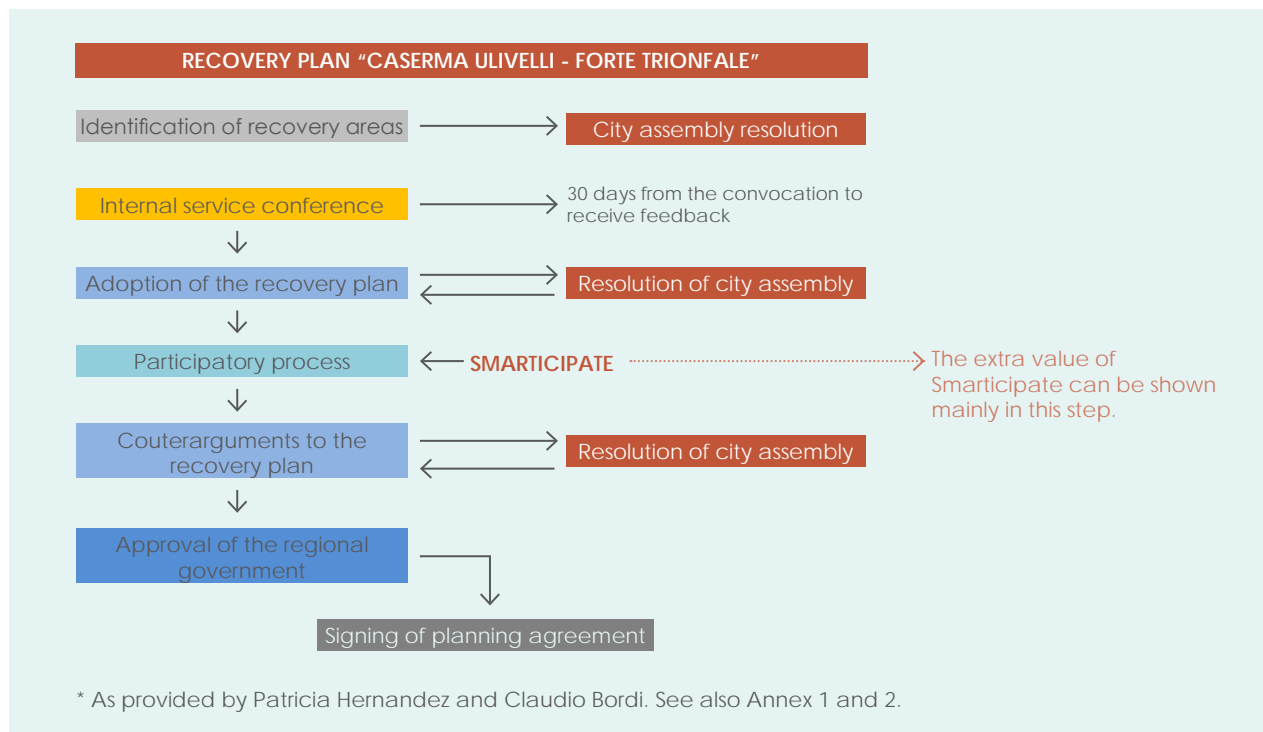
Technical note: Automatically-generated report based on an interactive process, including general trends and tendencies.

[URBAN STORY]

'CITY-INITIATED'

THE CITY AND COMMUNITY MAKE A PLAN AND START THE SEARCH FOR THE RIGHT DEVELOPER

Rome has sites with great development potential and citizens with a lot of ideas. This is the perfect starting point for urban transformation. The challenge is to attract a wider range of developers with an open attitude towards participation. Therefore a new instrument is needed. In general these are the planning steps*:



Urban story synopsis

The City of Rome makes a preliminary draft plan for a historical site in the inner city. The proposal is disseminated via Smarticipate using the City of Rome's online portal. Neighbourhood residents receive the message and come into action by answering specific questions about the future programming. They use the design feature of Smarticipate to try out different options. The system provides automatic feedback that they use to improve their proposal. This includes a simulation that shows the consequences of adding social programme on the amount of required commercial programme. After ideas are published via a notification system and receive the minimum required number of followers, foreign investors/developers are also to view the proposal. Residents can then use Smarticipate to fine-tune and improve their proposal. Finally, they can participate in a Tender at the invitation of the municipality. During this process, a public meeting is held in which the public also has a vote. The winning plan continues through the planning process. In addition, Smarticipate identifies main issues from the entire process and links them to the planning policy steps. This includes the tender process for finding interested and appropriate developers.

THE CITY AND COMMUNITY MAKE A PLAN AND START THE SEARCH FOR THE RIGHT DEVELOPER

SCENE 1

Rome's Caserma

Ulivelli is an

historic military barracks and part of a ring of fortresses around the city. Silvia, a civil servant, uploads to the Smarticipate platform the municipality's guidelines for the site's conversion. These must be carried out in line with heritage restrictions.

Technical note: If a 3D model is not available from the city for simulation purposes, google's 3D aerial function should be used.



SCENE 2

Residents within District 14 receive a notification about the project, guidelines and questions to share their ideas for future programming: Which social and cultural functions would you like to have in the Caserma?

Technical note: Link to automatic notification system of Rome's online portal.



SCENE 3

Giulia has a lot of ideas. Together with her friends she dreams up a programme consisting of a large neighbourhood center with child care, a restaurant, sport facilities, affordable housing for youth, co-working space and a primary school. The total programme area is 15.000 m².

Technical note: Users can easily play in a 3D model to see the consequences of their programmatic ideas. Data about the neighbourhood could also be taken from www.refer.org or similar platforms.





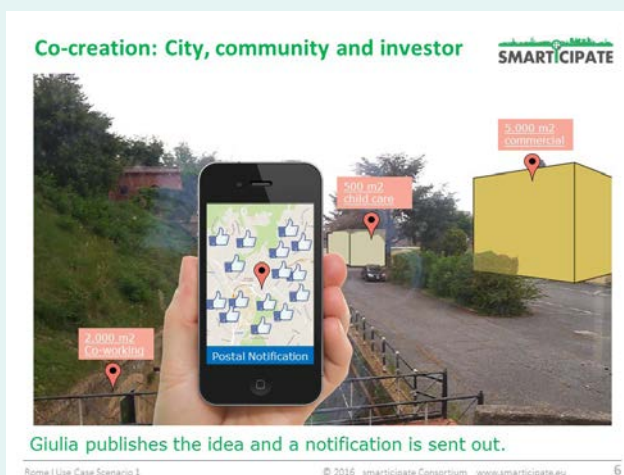
SCENE 4

Giulia receives automatic feedback on her proposal. She realises that for each square meter of social programme, two square meters of commercial programme are added to compensate the costs. The simulation visualizes the consequences.



SCENE 5

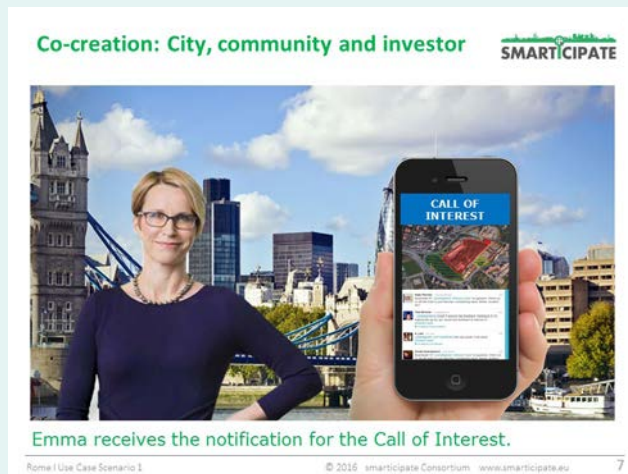
Together with her friends, she tries out different options. They discover that co-working, in combination with a kindergarden, is the most important for them. That means that a totale of 2.500m² also means much less commercial area. This is acceptable for them.



SCENE 6

Giulia's group publishes their idea via the notification system. A buzz is created in the neighbourhood, and they receive a lot of followers who support the group. Now the idea is also visible to a larger public.

Technical note: Link to notification system.



SCENE 7*

Emma is an English developer & investor. She sees the municipality's Call for Interest for the Caserma and decides to take a look. She is triggered by the unique history of the place and the lively participation process. She decides to give it a try and makes a plan!

Technical note: To be open to foreigners, the system also should be available in English.

*Smarticipate offers a New Public Service:

A Developers/investors can test their ideas for a development directly with a broad and specific public.

B Developers/investors can test their ideas in a close environment using the automatic feedback.

C Developers/investors can decide for themselves to which extent they want to use the functions and what they want to share or publish.

These options count also for any other user!



SCENE 8

She makes the most beautiful co-working space in Rome, financed by a 75-meter high tower next to the entrance. That's how we do it in London! She receives automatic feedback from Smarticipate: The social-cultural programme is great and fits the municipality's project guidelines. However, the building's height doesn't fit within the heritage guidelines.

Co-creation: City, community and investor

SMARTICIPATE



Many positive comments, but a small group still disagrees.

Roma I Use Case Scenario 1

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SCENE 9

After reconsidering, she decides to change her plan. But she doubts whether she should publish it: the competitors can also see her ideas. However, she's brave and also curious about the opinion of the neighbourhood. She's rewarded with mainly positive feedback. Only the most direct neighbours are opposed: cut some holes in the building!

Technical note: System users can decide which parts of their ideas and contributions are published.

Co-creation: City, community and investor

SMARTICIPATE

"I want to realize my idea and make it financial feasible to win the tender."

"Great idea. We can make it work because we agree to a smaller return on investment."



Emma contacts her business friend John.

Roma I Use Case Scenario 1

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SCENE 10

Emma realizes that this small group of neighbours can influence and therefore decided to revise her business case. The co-working place will now be financed by ethical capital, with the result that fewer commercial square meters have to be built.

Co-creation: City, community and investor

SMARTICIPATE



Roma I Use Case Scenario 1

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SCENE 11

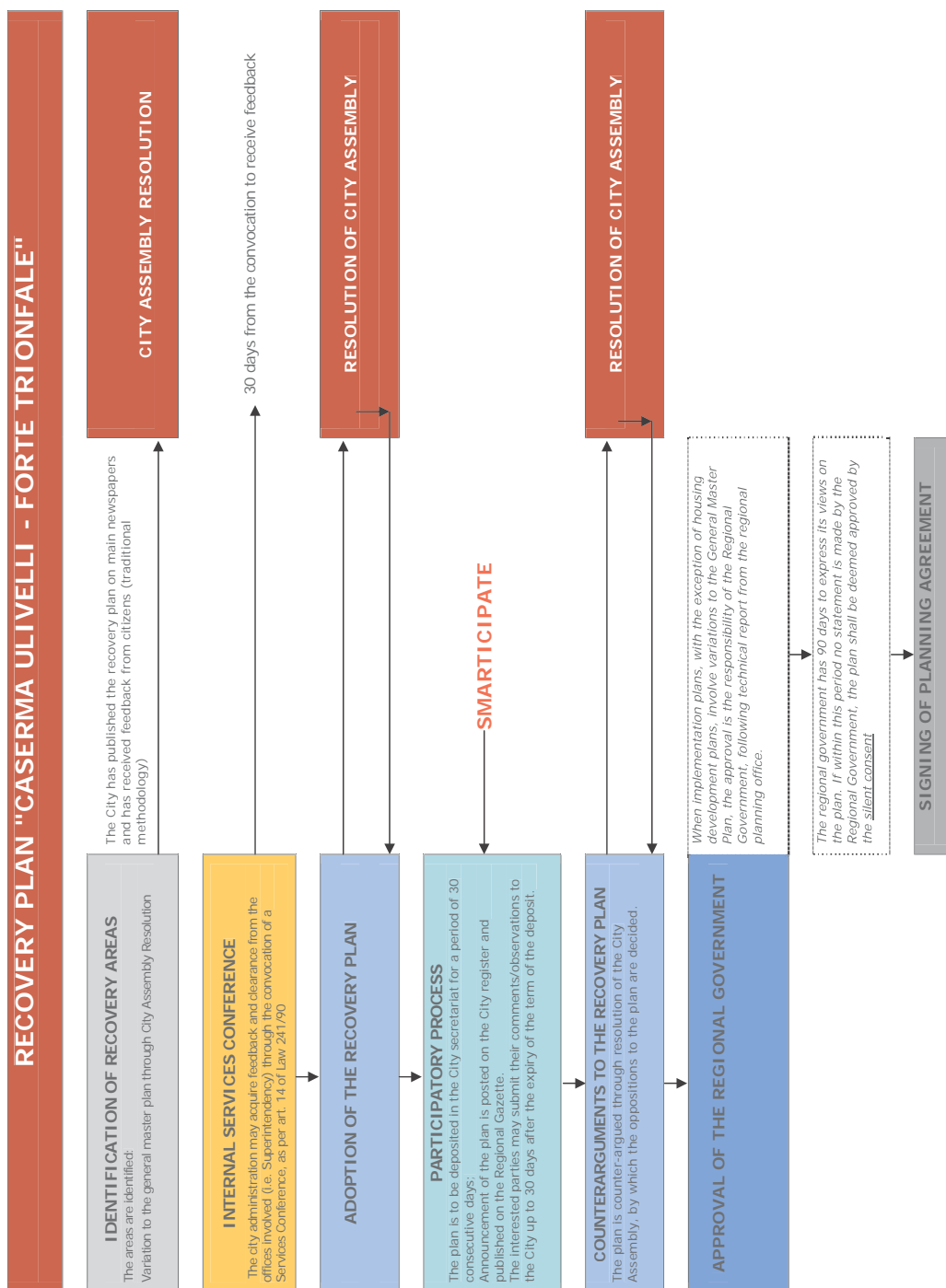
She applies her proposal for the municipality's Call for Tender. Although Emma's plan hangs between 19 others, she has hit the target right on and receives the public vote! And because she also fulfills the spatial and financial guidelines, she wins.



SCENE 12

Smarticipate identifies issues from the entire interactive process and plugs them into the planning policy process.

Technical note: Automatically-generated report based on the process.



Annex 1

SMARTICIPATE ROME SCENARIO

Preamble:

3 main groups of stakeholders should be involved: citizens, investors, Local Authority

Actors of the SCENARIO:

1. Giulia, a citizen living nearby the Ulivelli Barracks (from now onward named “Caserma Ulivelli”);
2. Pietro, a citizen living nearby the Ulivelli Barracks;
3. Emma, possible investor;
4. Silvia, civil servant for the Urban Planning Department of the City of Rome.

Citizens of Rome can register to the online portal of the City in order to utilize the online services.

SCENARIO

In cooperation with the Local Authority of Rome’s District 14, the City of Rome publishes on its institutional website the launch of the pilot Smarticipate application for Rome’s District 14, its purposes and functioning (in Italian and in English).

It should be advisable to organize a preliminary info day for citizens to present the Smarticipate Application and the riconversion project of the Caserma Ulivelli.

Silvia uploads on the Smarticipate platform a preliminary project, requirements included, for the reconversion of the Caserma Ulivelli.

Silvia could identify some questions to address to the citizens (such as which services they would like and who could manage them)

Giulia sees the project online and she sees that the new buildings could be smaller and there could be some additional activities like a co-working in the semi-underground area.

It should be possible to send a notification of the new uploaded information to the people registered to the City of Rome online portal. This would allow us to get already involved an important number of users.

Pietro sees the project online which includes the reconversion of green public areas. He sees that the green areas could be utilized for urban gardens. He reads the Regulations for urban gardens of Rome (*Marek: from now on, the SCENARIO you and Patricia developed in Rome follows...*)

Smarticipate answers to Giulia showing that by building less cubic meters it will be impossible to cover the expenses necessary to make economically sustainable the transformation. Smarticipate also answers that a co-working could be a good idea as there are none in the area but there is a high percentage of free-lance professionals in the area.

Would it be possible to visualise the relationship between the new cubic meters built and the possible new services?

The data on co-working could be taken by Reter, data on freelancers maybe from Architects Guild, Engineers Guild(links to Reter, Architects Guild, Engineers Guild etc)

Emma is an investor in London that is linked to Smarticipate because of the London scenario and the application has sent a message informing her of the project in Rome. She sees that the Caserma Ulivelli could be an interesting opportunity of investment and that the proposed activities match her economic interests. She can study the proposed project and contact Silvia to start a bilateral interlocution.

To see whether it could be possible to digitalise part of the communication with the City although might not be realistic.

Emma will develop some proposals of the new housing that will finance the renovation of the semi-underground (ipogeo) area to accommodate working spaces (ie: Giulia's co-working proposal). But investors for the setting up of Giulia's business are needed and Silvia, through Smarticipate, publishes a call for interest for those that registered on the Smarticipate platform, indicating the timing and documentation needed to present a proposal.

Could this be done as an additional function of NIC (New Cartography Infrastructure)?

Giulia receives the information of the call for interest and decides to propose a co-working activity together with her colleagues and friends.

To be seen how much of this process may be managed digitally and to what detail they should arrive.

All proposals received are presented to the citizens in an Assembly in the hangar. Those that are technically unfeasible are exhibited on the wall and briefly explained whilst those regarded technically possible are debated.

It's important to have real life discussions!

The different proposals approved by the public assembly are uploaded on the Smarticipate Platform and voted online by the public.

The online voting requires some specific thinking on how it could work. We could add physical paper voting in the District so to allow the involvement of "non-digital citizens".

The public vote identifies the activity of a co-working as the winner and a Public Competition is opened on the institutional website of Rome to identify who could develop such activity on site.

The competition could require a fix quota of money to allow for the realisation of the activities but grant an additional score to projects developing social and cultural activities for the neighbourhood (for example organising events).

Giulia and her team develop the proposal for the Co-Working and through Smarticipate they are able to collect additional investors to co-finance the project, such as Ethical Bank, crowdfunding platforms (like WithYouWeDo of Tim and others) or commercial associations (like Chambers of Commerce).

Silvia opens a Call for Tender for the new housing to be built that takes into account Emma's suggestions and proposals, in particular from the revenue point of view.

Giulia wins the Call for interest and Emma participates in the Call for Tender!

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