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THE ROLE OF PUBLIC SERVICES PROVIDERS IN SUSTAINABLE CITIES

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OVERVIEW

- I. The role of public services providers
- II. Challenges and opportunities for sustainable cities

I. THE ROLE OF PUBLIC SERVICES PROVIDERS

- It is essential that policy-makers adopt and recognize the importance of public services, beyond e-government, to ensure a successful digital transformation of the European economy in which all players in the digital value chain are empowered to innovate.
- Public services have to deliver services to all citizens. An inclusive digital transformation requires the right policy responses to deepen the penetration of digital infrastructure especially in rural areas and increase the digital skills of more segments of the population.
- Furthermore, policy choices should leave flexibility and be technologically neutral, allowing public services' providers to find cost-effective solutions to adapt services to citizens' needs.

I. THE ROLE OF PUBLIC SERVICES PROVIDERS

- Increasing transparency, trust and security in the digital economy is a core concern to public services providers which have a strong expertise in dealing with sensitive data and securing essential infrastructure. The elaboration of clear and effective guidance following the approval of the EU GDPR (General Data Protection Regulation) requires the inclusion of all stakeholders in the discussions. Furthermore, public services' providers are committed to contributing to the discussions on data ownership and liability.



I. THE ROLE OF PUBLIC SERVICES PROVIDERS

- The future of public services lies in horizontal integration. Important synergies between infrastructures could be created within one organisation and beyond, for instance in the context of smart, sustainable cities.



I. THE ROLE OF PUBLIC SERVICES PROVIDERS

- Managing the impacts of the digital revolution on the workforce will be a major challenge for public services. It will require retraining and attracting employees and management able to master the digital world. Hence it is essential that initiatives such as the EU Grand coalition for jobs take a holistic approach including all sectors.
- Public services' employers will have to deal with the impacts of the digital transformation on the labour market. In order to create a fair digital economy for enterprises of all sizes and sectors and for workers, the European institutions need to work hand in hand with the social partners to assess the impacts of digitalisation on the labour market.



II. CHALLENGES AND OPPORTUNITIES FOR SUSTAINABLE CITIES

- DEVELOP DIGITAL SKILLS
- PROVIDE QUALITY DIGITAL SERVICES
- EXPLOIT THE FULL POTENTIAL OF DATA
- SUPPORT THE EMERGENCE OF SMART CITIES
- FIGHT DIGITAL EXCLUSION
- PUT THE USERS AT THE CENTRE
- CONNECT THE ACTORS

EXAMPLES | DEVELOP DIGITAL SKILLS

ENERCITY (Germany)

- ▶ Enercity (energy utility of Hannover, Germany) created technical skills scouts (Technische Kompetenzscouts) for apprenticeships. The mission of those technical skills scouts is to monitor changing technical requirements and to inform the management on a timely manner.
- ▶ Apprenticeship courses are adapted accordingly, and are proposed in cooperation with other enterprises which will take part in the courses offered by Enercity, creating synergies and connecting enterprises facing similar challenges.

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EXAMPLES | PROVIDE QUALITY DIGITAL SERVICES

GRUPPO CAP (Italy)

- ▶ In order to more efficiently manage networks, Gruppo CAP (water provider in Northern Italy) has put in place a technology platform 'Datawarehouse'. The preparatory phase lasted for two years, with 45 persons employed in a task force to develop the tool, and requiring the installation of hundreds of kilometres of optical fibre, as well as the development of programmes and applications to manage and communicate the data.
- ▶ The Datawarehouse is a unique database which integrates the data from all networks in one cycle. In this way, it enables to extract information helping the management of the network, such as when it has been cleaned, changed, when it needs to be restructured. This database will soon be extended to the commercial part, which will enable to give a better access to the paths of the consumers. It also enabled to increase the transparency towards users: online services enable for instance to see where renovations are taking place and for how long. Consumers also have the possibility to create an online account where they can have access to their data.

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EXAMPLES | EXPLOIT THE FULL POTENTIAL OF DATA

SEMAEST (France)

- ▶ Launched in 2015 by Semaest, CoSto merges innovation and local economy so that independent businesses make internet a strength and not a threat. CoSto favours the digital revolution of proximity, through several actions:
- ▶ The CoSto network puts in contact independent storekeepers concerned about the advent of the digital economy. Semaest provides them with information and training, as well as opportunities to get familiarised with digital shopping solutions in their shop.
- ▶ CoSto is also an information network on the new practices of shops, a place of exchanges between storekeepers and a laboratory of experiment to test the digital tools for the business of tomorrow.
- ▶ Calls for projects on the “development of customer loyalty by the digital technology” and “increased visibility thanks to the digital technology visibility” were launched to bring to the foreground the innovative solutions around this theme.

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EXAMPLES | SUPPORT THE EMERGENCE OF SMART CITIES

NANTES MÉTROPOLE (France)

- ▶ With the support of Orange, Nantes Métropole developed an app, “Nantes dans ma Poche”, which makes the life of citizens, enterprises, organisations and institutions easier and completes already existing tools (e-government services, open data,...). Developed in cooperation with citizens, actors of digital economy and public authorities, the app helps citizens to easily find information regarding public services, such as bus schedule, the menu of school canteens, the availability of parking places in town or the opening hours of various services.
- ▶ “Nantes dans ma Poche” is characterized by:
 - ▶ Tailor-made services, as the users can customise the app as they wish;
 - ▶ Information available on a wide range of services;
 - ▶ The added-value of the information, as the app is providing users in real time.

EXAMPLES | SUPPORT THE EMERGENCE OF SMART CITIES

Stadtwerke Köln (Germany)

- ▶ Building up on the digital transformation, Stadtwerke Köln Group WK started to develop an innovative approach from the perspective of both the customer and the competitor. The goal is now to be able to offer as many services as possible from a single source, and provide citizens of the city of Cologne, or even beyond, with the desired and aggregated services quickly and flexibly. This vision sees municipalities as the main contact for all services required (“One App for all options”). The customer must have the opportunity to receive “one-click” satisfaction and immediate replies to his request.

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EXAMPLES | FIGHT DIGITAL EXCLUSION

IT GUIDE (Sweden)

- ▶ IT-Guide is a project which has been running for three years, with the support of the municipality of Orebrö. The project helps to build bridges by training young newly-arrived immigrants (arrived in Sweden for 1-3 years) to help digitally-excluded citizens, especially the seniors. As of December 2016, the project has been working with around 70 trainers, helping hundreds of seniors to use computers and web-based services.
- ▶ The programme is a chance for both: immigrants get a chance to receive training, language classes and valuable professional experiences, while digitally-excluded learn about computers, smartphones and discover a broad range of new digital services.

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EXAMPLES | PUT THE USERS AT THE CENTRE

DIGITAL HOSPITAL PROGRAMME (France)

- ▶ For more than fifteen years, Orange has been supporting the digital transformation of healthcare centres throughout the world. The digital hospital responds, in the short term, to the need for efficiency in healthcare and control of healthcare costs, by accelerating the reorganisation of healthcare systems, here as elsewhere. In the medium term, the digital tools used to provide mobile services will revolutionise access to healthcare and medical practices.
- ▶ By becoming involved with developments upstream, healthcare professionals can determine the best possible conditions for daily practice. The patient, placed at the heart of the system, will be the major beneficiary of these changes in terms of treatment, follow-up and quality of life.

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EXAMPLES | CONNECT THE ACTORS

Verband Kommunalen Unternehmen e.V. (Germany)

- ▶ VKU (German Association of Local Utilities of municipally determined infrastructure undertakings and economic enterprises) started in 2016 its programme VKU Innovation. Its aim is to connect local public enterprises with start-ups from the digital sector to find common solutions and answers to the digital transformation, inspire each other and mutually benefit each other. On the one hand, the focus is on the support to VKU members, who will be provided with a concrete tool to deal with future challenges in the area of digitization with the innovation platform. On the other hand, digital thinkers can have access to partners and build up cooperation opportunities in the local economy through the platform.
- ▶ Workshops and brainstorm sessions were organised in different major German cities (Cologne, Munich, Hamburg and Frankfurt), bringing together municipal companies and start-ups. On January 19 2017, VKU held a final conference in Berlin, bringing together the actors involved in the process to design the way forward.

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