

Human Smart Cities Cross-Atlantic Cooperation

Connecting European and Latin American Technology Platforms

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19th of October 2015

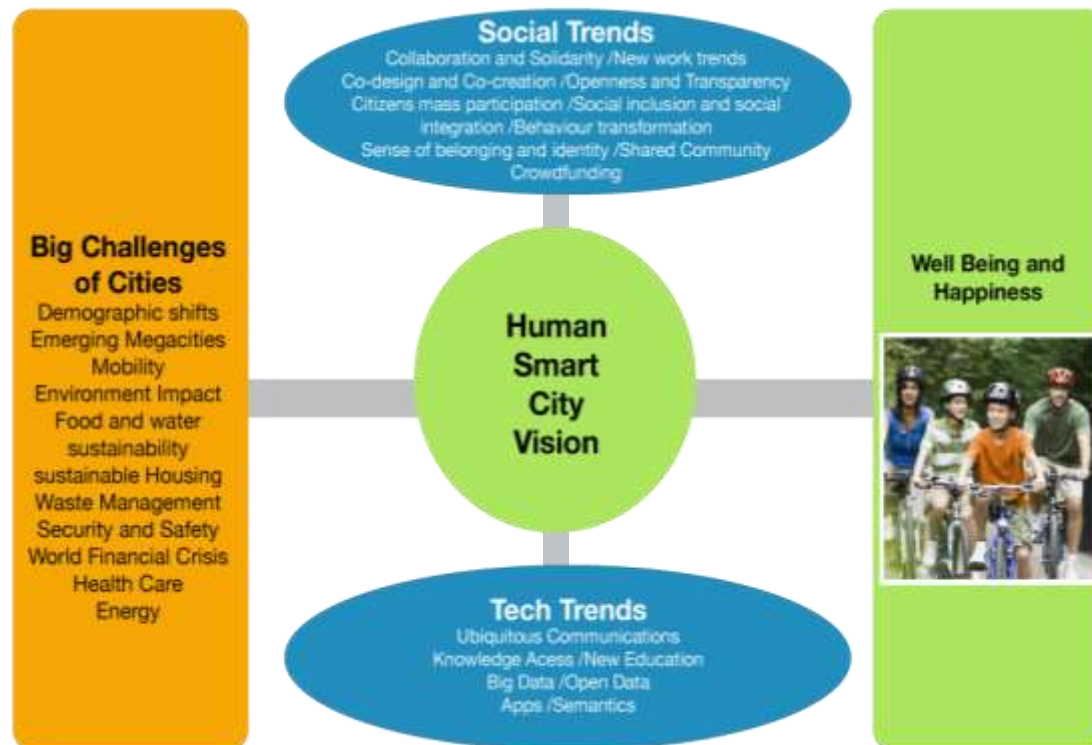
Overview

- Technological and Societal Trends.
- Living Labs and Urban Living Labs
- From Smart Cities to Human Smart Cities
- Urban Co-design and Co-creation methodologies
- Urban Tech infrastructure. Open Data ,Services and Platforms
- Urban Living Lab Innovation Ecosystems
- Human Smart Cities Network in Europe, Brazil and beyond
- Conclusions

Technological and Societal trends

- Populations are still converging to the cities, (Forecasted 75% for 2050), worsening the challenges that cities face: mobility, energy, water, health, education, services, open government.
- Digital technologies are transforming the way that people live, interact, learn, work, negotiate, have fun... and allow the adoption of new collaborative and participative lifestyles.
- We are witnessing profound social and behavioural transformations, triggered by communication, contents virtualization, access to Big Data, data visualization and analytics
- New socio-economic development and participative governance models need to be created so as to cope with these transformations.

Human Smart Cities

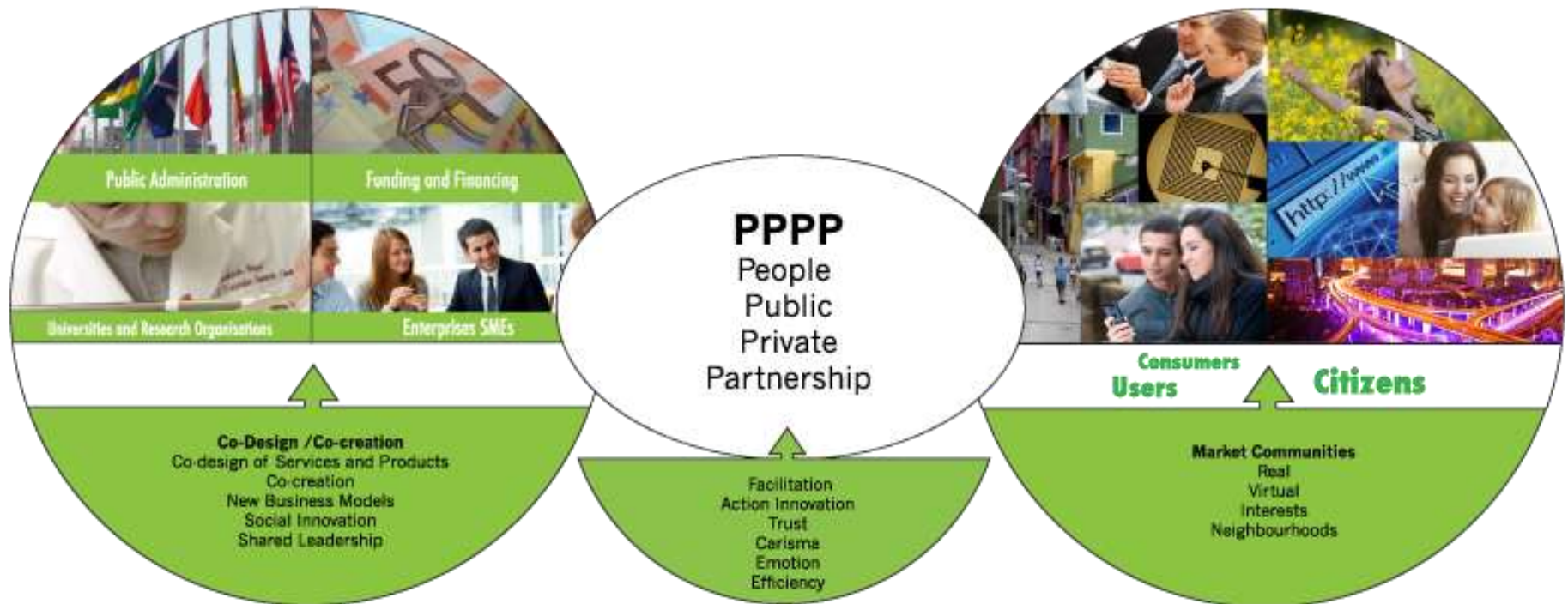


Urban Living Labs drive the Human Smart Cities

Transformation Process

- The scale of problems creates the need to harness the widest possible set of resources and entrepreneurial talent for problem solving. This involves the collaboration of diverse types of policies, knowledge and resources to co-design and co-create new innovative solutions.
- These solutions need to harness the motivation of millions of individuals and their communities. Solutions cannot be pushed down at people to force changing behavior. Crowds are not managed but they need trustful leadership. They need to be involved from the problem identification phase and take ownership of the solutions.
- New, distributed and highly participatory systems are required. New roles and business models of companies and public sector, aiming to add value, need to be experimented and refined.
- **Living Labs** are innovation ecosystems where all the RDI stakeholders engage in **OPEN LIVING INNOVATION** driven by the citizens. The **Urban Living Lab** stimulates collaboration, open sharing, trust and enables behaviour transformation and leading markets.

Living Lab Innovation Ecosystem



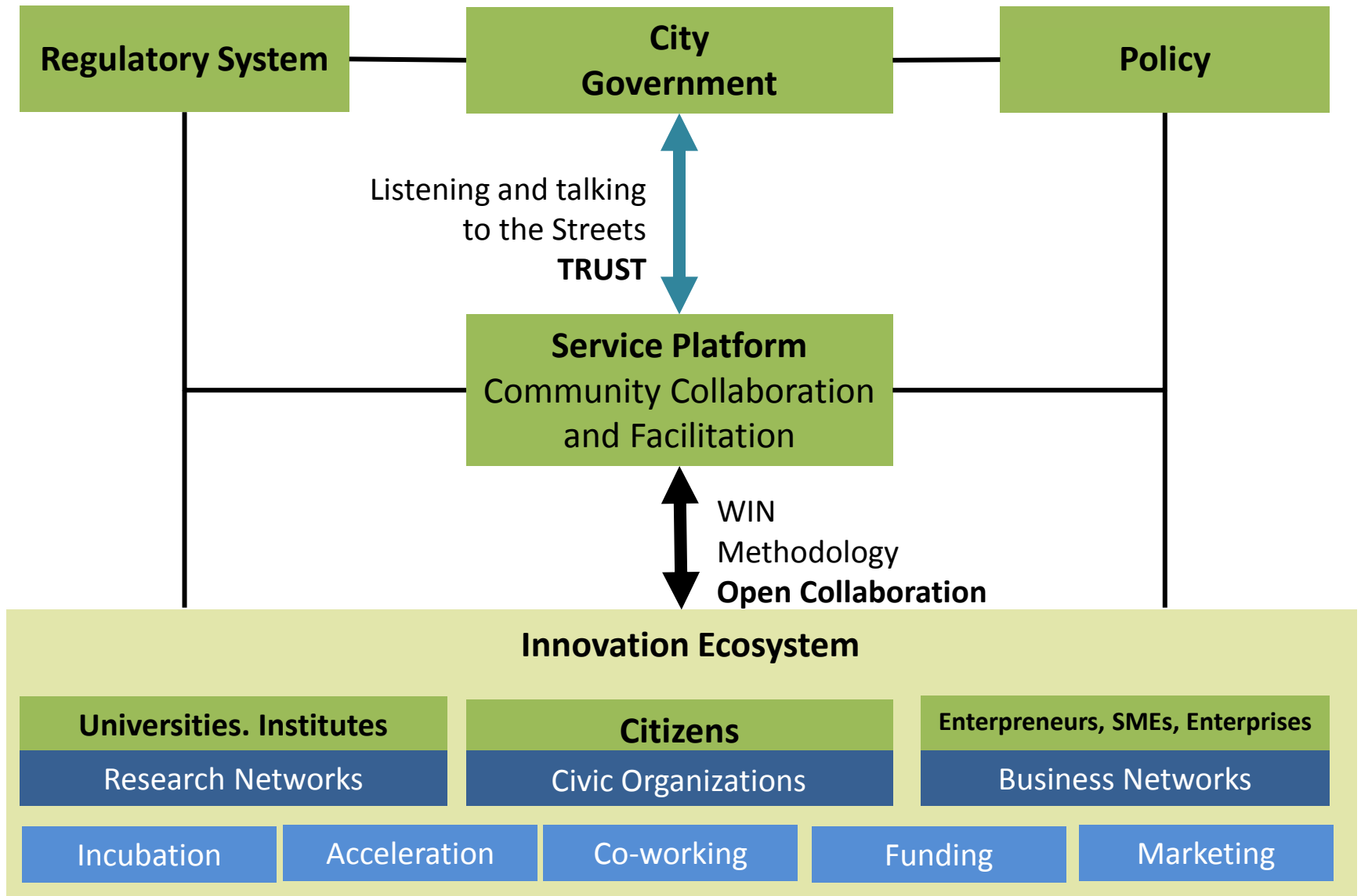
World Bank Partnership

10/07/2012, Washington D.C. EUA



Human Smart Cities

Urban Living Lab Innovation Ecosystem



From Smart Cities to Human Smart Cities

Energy Efficiency Optimization of energy usage leads to energy efficiency.

Local production and Consumption

User Behaviour Transformation.



Infrastructure A Smart City with Big Data and centralized planning and management stands to be the ground for enhancing economy efficiency, ensuring safety and comfort of the population.

Citizens use Big Data and Apps to achieve Smarter Living

Social Innovation Citizen driven services (WIN Methodology, MyN Platform and Design Thinking and Gamification Methodologies)

Interaction, Collaboration, Participation, User Behaviour Transformation

City Governance Listening and Talking to the streets. Openness, transparency and trust. Innovation Ecosystem

Citizens engagement transform the Smart City in the HUMAN SMART CITY

Innovation Ecosystem. An orchestrated system focused on innovation and entrepreneurship taking advantage of a friendly environment to support new business and market take up.

Creation of Wealth and Jobs.

Environment Rational usage of resources and innovative technologies can solve many environmental problems. Smart City is a city with clean air, clean water and green parks.

User Behaviour Transformation drives the city resilience

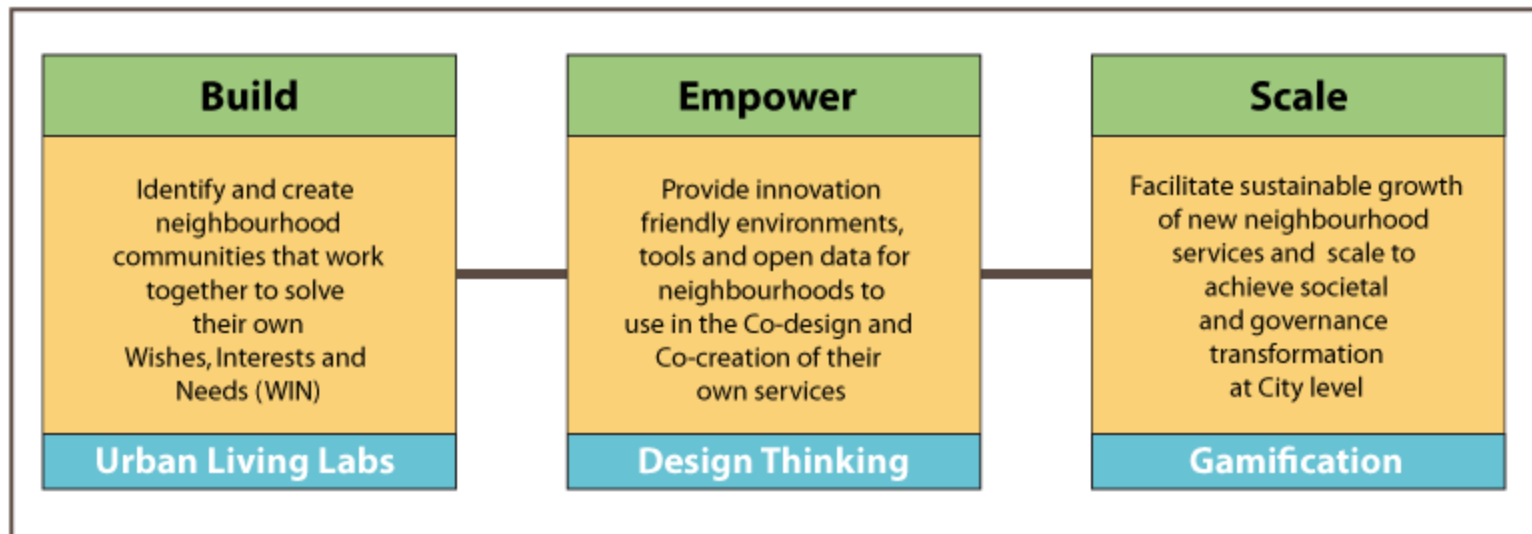
Health Telemedicine equipment and planning improve the effectiveness of prevention and treatment as well as reduction in the numbers of medical errors.

User Behaviour Transformation leads to healthier lives and effective treatment.

Mobility Intelligent transportation system implies operational control of all modes of transport in real time with the ability to resolve the problem instantly.

Citizens are part of the sensing system User Behaviour Transformation.

Building the Human Smart City



Co-design and Co-creation activities

Co-design of ideas



Co-design and Co-creation activities

Co-design of services



MyN Co-design

WIN methodologies Tools



Wishes, Interests and Needs (WIN)



Sharing Common WINS (Wishes, Interests and Needs)



Community Engagement (1/2)



Community Engagement (2/2)



MyN Ramp up population activities Citizens Engagement

- Events with a hidden venue (only revealed in the Platform):
Pedi paper, Bike tours...
- Adopt the MyN Card (with discounts and free entries in museums) in all the pilots;
- Events and local campaigns;
- Select community leaders to promote the use of the platform;
- Urban art in the neighbourhood;
- Online contests;
- Flash mobs;
- ...

Human Smart Cities

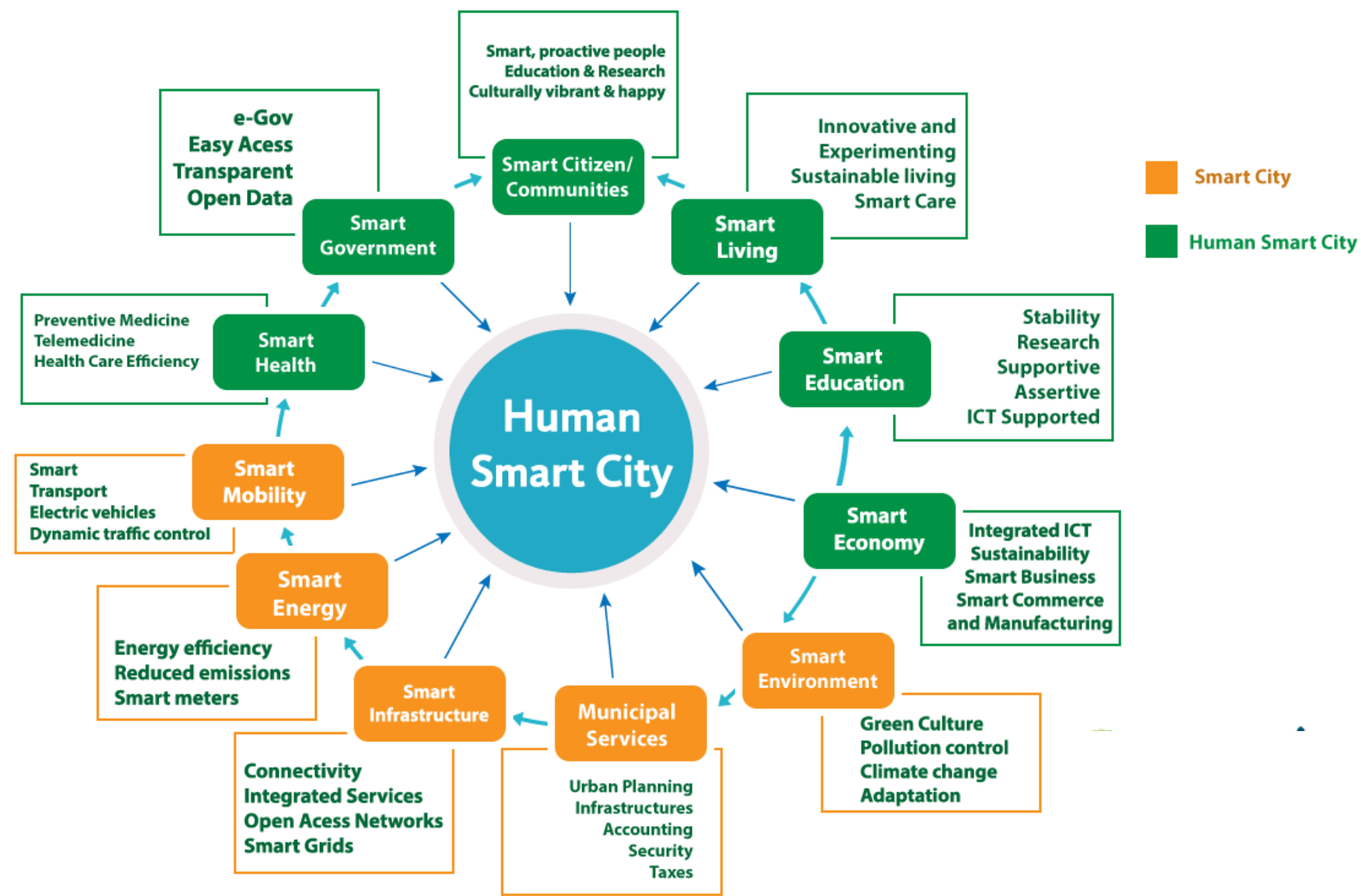
Co-designed Services

- Recreating Neighborhood culture. Local values. Participation. Sense of belonging.
- Innovation Ecosystem Integration .Entrepreneurship. Crowdsourcing
- Democracy Innovation. Listening and Talking to the Streets .Open Government.
- Shared economy.
- Alternative Energies. Energy Efficiency. Micro Smart Grids.
- Mobility integration. Cleaner traffic.
- Urban Farming. Logistics optimization.
- Elderly Services. Health monitoring. Quality of life improvement.
- Kinder gardens. Young people activities,
- Local Commerce. Fab Labs. Incubators. Accelerators Co-work spaces.
- Participatory Budget
- Community Events. Cultural Values.
- Preventive Medicine. Health Care
- Tourism advanced services. Interoperability.
- Smart waste collection and recycling.
- Public Spaces Adoption. Fix my street. Security.
- Life Long Learning. Training.
- Policy co-creation. Urban planning
- Environment monitoring and quality improvement . CO2 reduction
- Water quality and consumption efficiency. Healthy food.

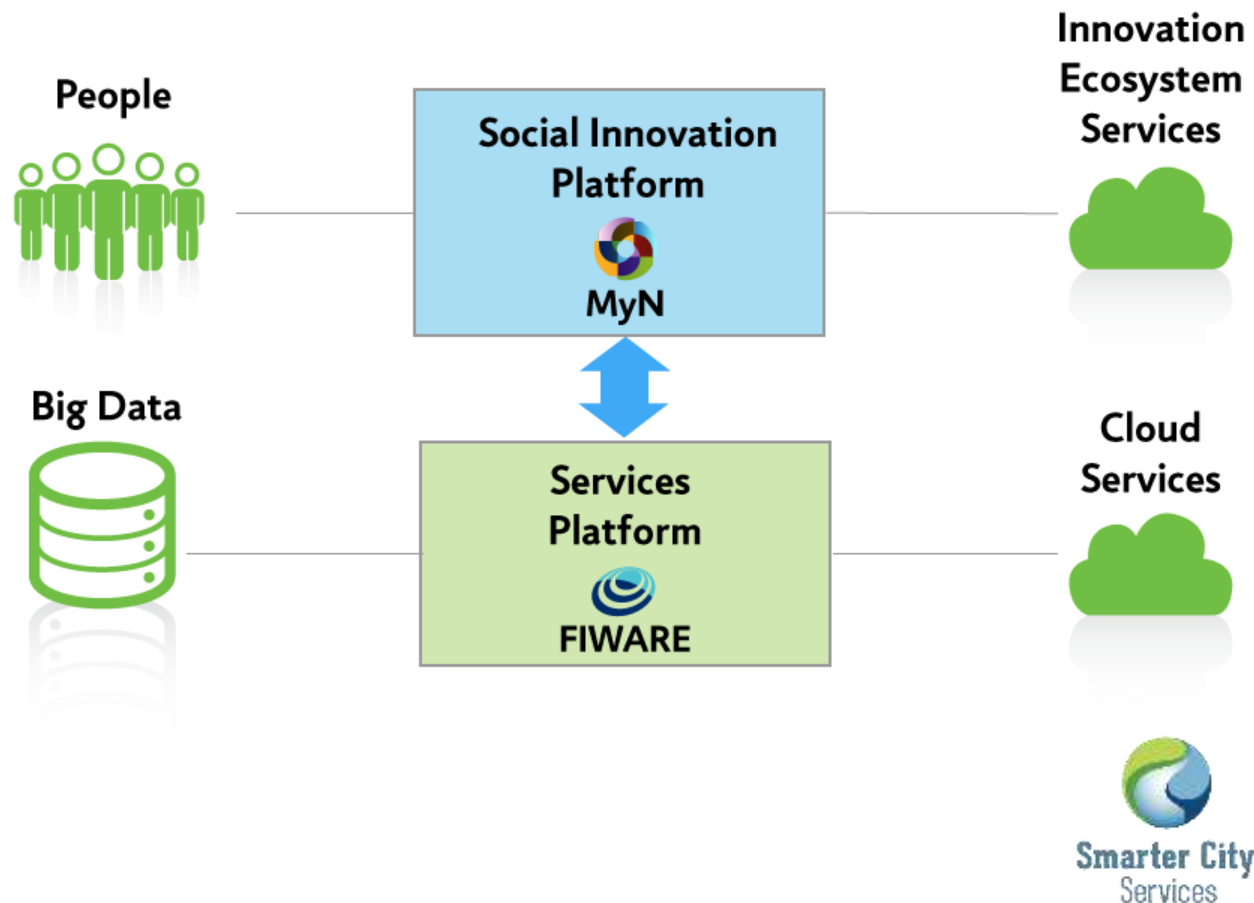


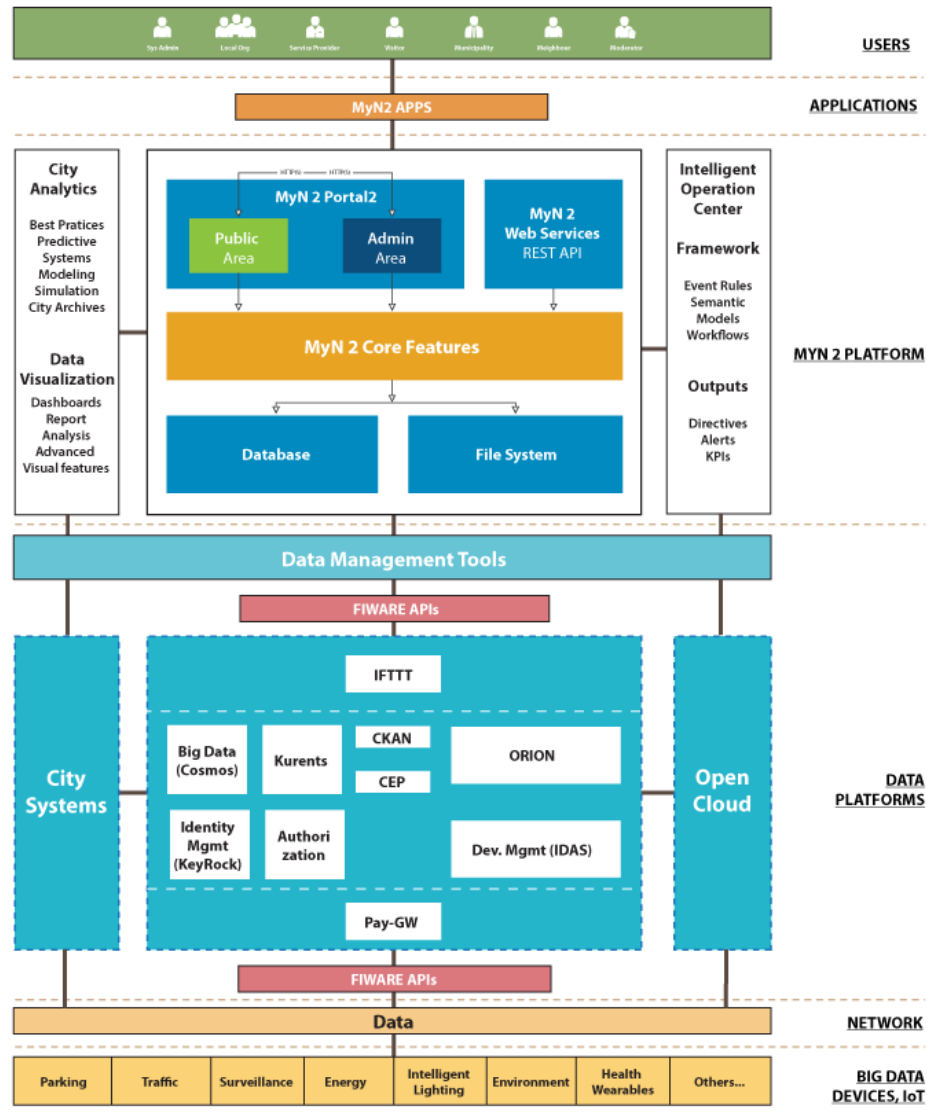
Human Smart Cities

Municipal and Innovative Citizens Services



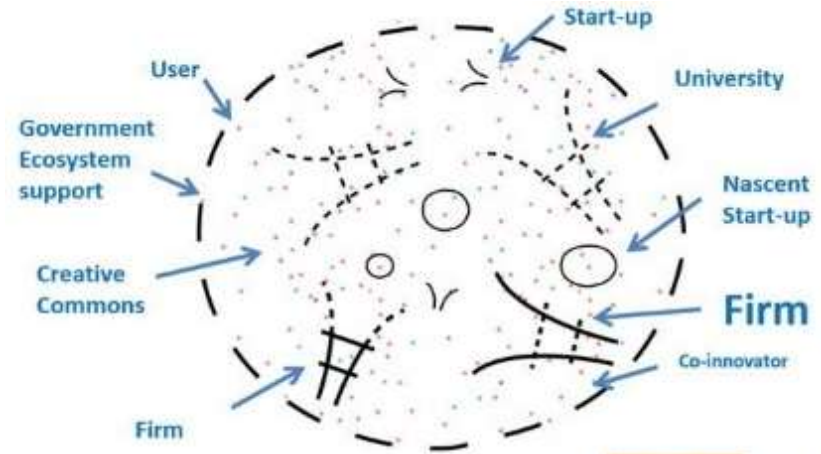
From the Smart City to the Human Smart City





MyN FIWARE – integrated platform

Urban Living Lab ecosystem



Open Standard
Platform



ecosystem

open sustainable global



Advantages of FIWARE Open Platform

- **Avoid vendor lock-in:**
 - **Royalty Free Architecture/ Specifications;**
 - Open data and APIs
 - Portability among platform providers
 - Interoperability of solutions enabled by the platform
- **Larger community of developers**
 - **Sustainable Innovation Ecosystem.** Creation of wealth and jobs.
 - Larger market
 - Better prices
 - Supports different business models
- **Easier Integration and data management**
 - **Privacy and Security by design.**
 - Easier integration with other systems
 - Non-intrusive
 - Privacy and Security by design
 - Modular

Open, Transparent and Participatory Governance



Human Smart Cities

Building a Global Movement

Forum PA – Human Smart Cities Conference

Rome, Italy – 30th May 2013



MANIFESTO
THE HUMAN SMART CITIES
Networking Citizen-driven Innovation

Human Smart Cities Conference

Bologna, Italy - 17th October 2013

Human Smart Cities Launching



Human Smart Cities Conference

Lisbon, Portugal – 12th-13th March 2014

Human Smart Cities Network Consolidation



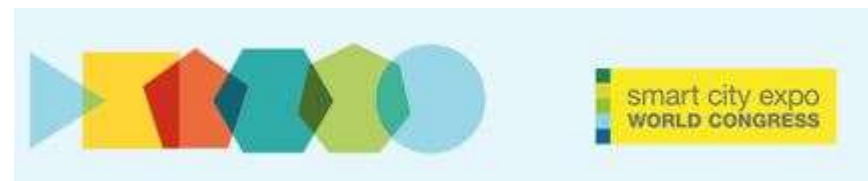
Human Smart Cities

Brasilia, Brazil – 29th July 2014



Human Smart Cities

Barcelona, Spain – 28 -20 November 2014



Human Smart Cities

Lisbon, Portugal – 22nd April 2014



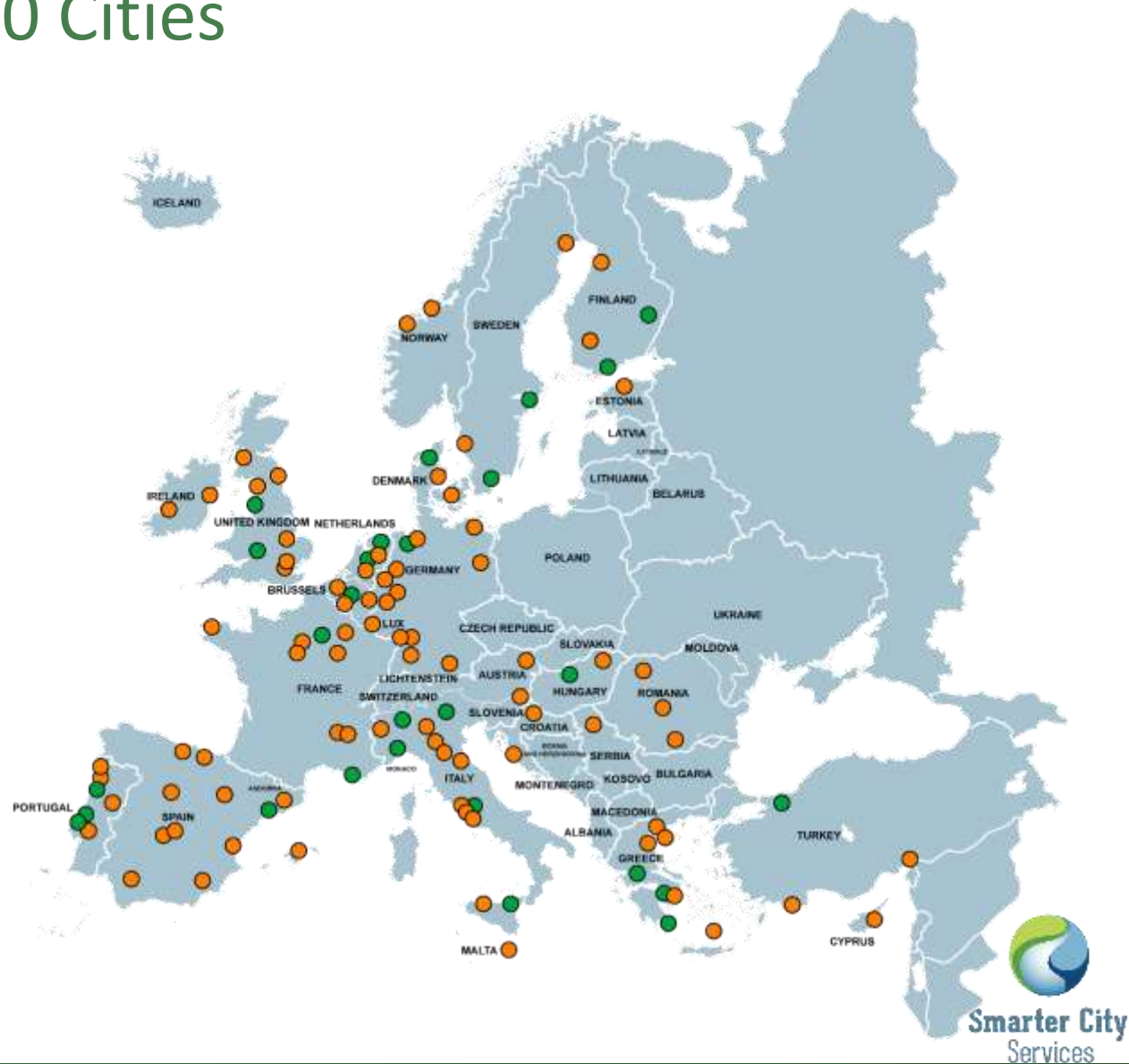
Human Smart Cities Conference

Lisbon, Portugal – 22th-24th June 2015



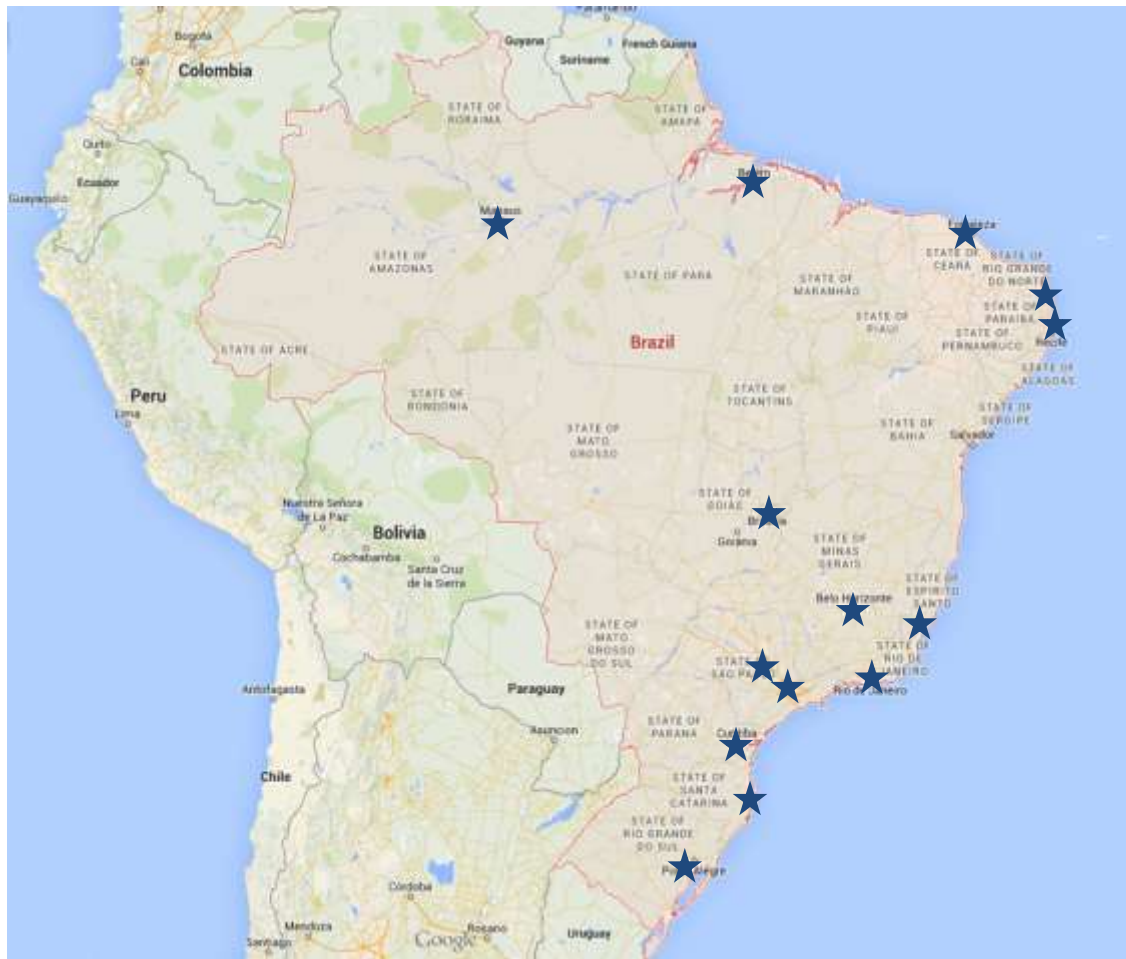
Human Smart Cities European Network

Over 100 Cities



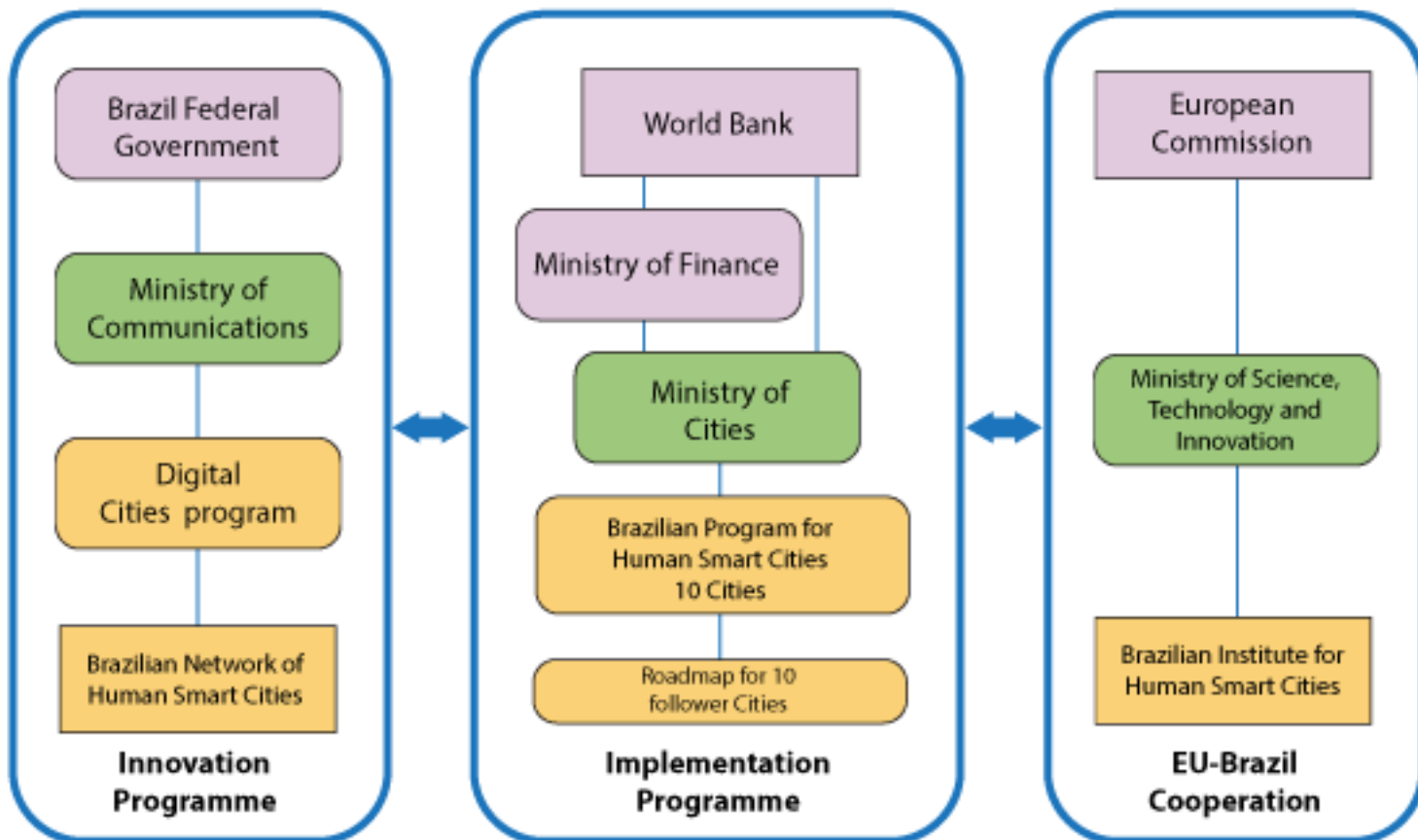
Human Smart Cities Evangelization in Brazil

90 Initiatives on 14 Cities



Cidade	Eventos	Reuniões
Rio de Janeiro	6	5
S. Paulo	4	5
Brasília	4	12
Florianopolis	2	2
Curitiba	4	2
Belo Horizonte	1	5
Manaus	3	4
Belém	1	7
Natal	2	4
Recife	1	0
Vitória	5	5
Porto Alegre	1	1
Fortaleza	1	0
Campinas	2	3
TOTAL	36	54

Human Smart Cities in Brazil



Conclusions

Human Smart Cities technical infrastructure is an engine to drive more efficient municipal services focused on citizens Wishes, Interests and Needs (WIN).

Human Smart Cities use technologies as an enabler to connect and engage government and citizens, aiming to rebuild, recreate and motivate urban communities, stimulating and supporting their collaboration activities leading to a joint increase of social wellbeing.

Human Smart Cities hear and speak to citizens and provide technical support and Policy to become the city government more transparent, participatory, efficient and a mirror of the citizens' will.

Human Smart Cities empower citizens to co-design and co-create solutions for their **WINs**, recreating a new sense of belonging and identity to **co-create a better and happier society**.

Thank you



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