

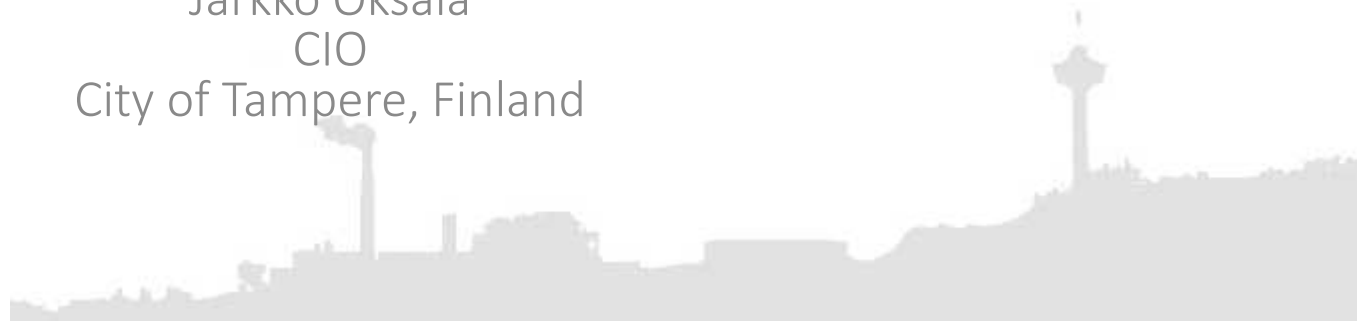


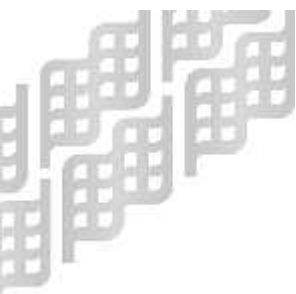
THE CITY OF TAMPERE

Renewing city services and enabling new business opportunities by opening public data

Smart City InFocus 2016,
Yinchuan, China

Jarkko Oksala
CIO
City of Tampere, Finland





SMART TAMPERE

Grow . Smart . Together

Vision

Be an internationally recognized sustainable smart city attractive for business and citizens



Mission

Drive a thriving and collaborative smart Tampere ecosystem to accelerate participant's growth and citizen's welfare

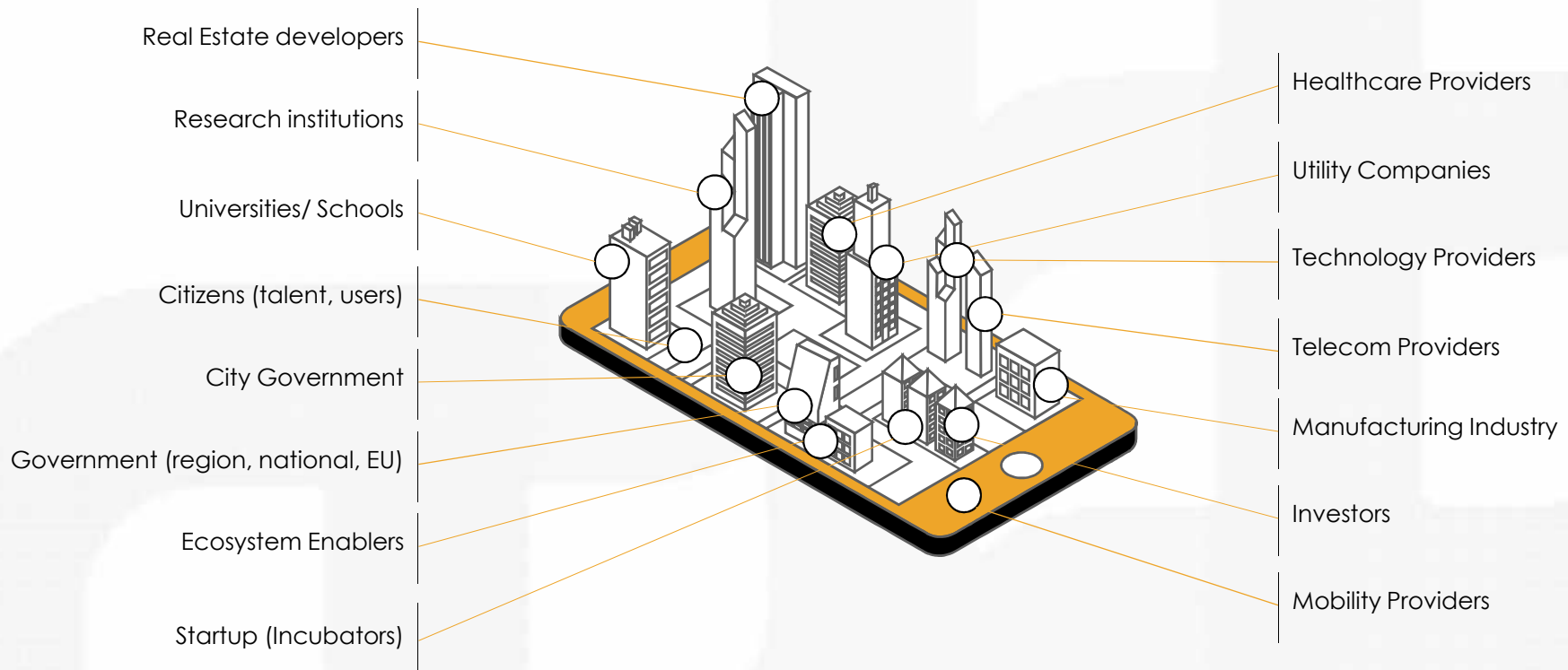


Objectives

- Achieve growth and value for all smart Tampere ecosystem participants
- Increase smart Tampere ecosystem participants international competitiveness
- Attract and grow talent, knowledge and skills in smart Tampere ecosystem
- Contribute to a sustainable Tampere community
- Increase the quality of life in Tampere

Smart Tampere Ecosystem

The Smart Tampere Ecosystem success depends on various ecosystem participants all contributing and gaining from the ecosystem.



Several Smart Tampere strategic decisions has been taken

City of Tampere itself is setting the Smart City example

To enhance the utilization of digitalization among businesses, citizens and the city itself, several digitalization initiatives are under taken.

Committed to publish its public information resources as open data

Examples of data sets opened: Traffic data, GIS, tourism, city budget and procurement.

To adapt to the increasing speed of change, internal processes are changed

City of Tampere is developing its ways of working, for example enabling pilot projects.

Leads in novel open innovation platforms and co-creation environments

Due it's unique characteristics, the City of Tampere has sufficient funds to do investments, but also able to work agile and take fast decisions

OPEN DATA AS AN ACCELERATOR

- The challenge - Smart Cities produce increasing amount of digital data, which requires new and better ways for efficient utilization
- The Six City Strategy - National spearhead project for opening and standardizing data for better services and business opportunities
- Proven results - Increasing amount of open data, APIs, City2City collaboration, new solutions and business opportunities
- Scale globally - The best scalable results come from a global City2City collaboration leading to common standards and APIs



THE CHALLENGE

Smarter usage of the digital data

Raw data



Conceptual Modeling



Information Modeling



Modeling Process Now



Future Automated Modeling Process

STRATEGIC DECISION

"The information provided by the city is open and it facilitates spontaneous, citizen-led activities."

- Tampere City Strategy 2014 - 2017



THE CITY OF TAMPERE

CHANGE IN THE WORKING CULTURE

- Open and transparent by default
- City as an enabler – Engage
- Internet, modern tools and new skills will made amazing things possible - Innovations

CHANGE IN THE ROLE AND SKILLS

City as a Platform and Enabler

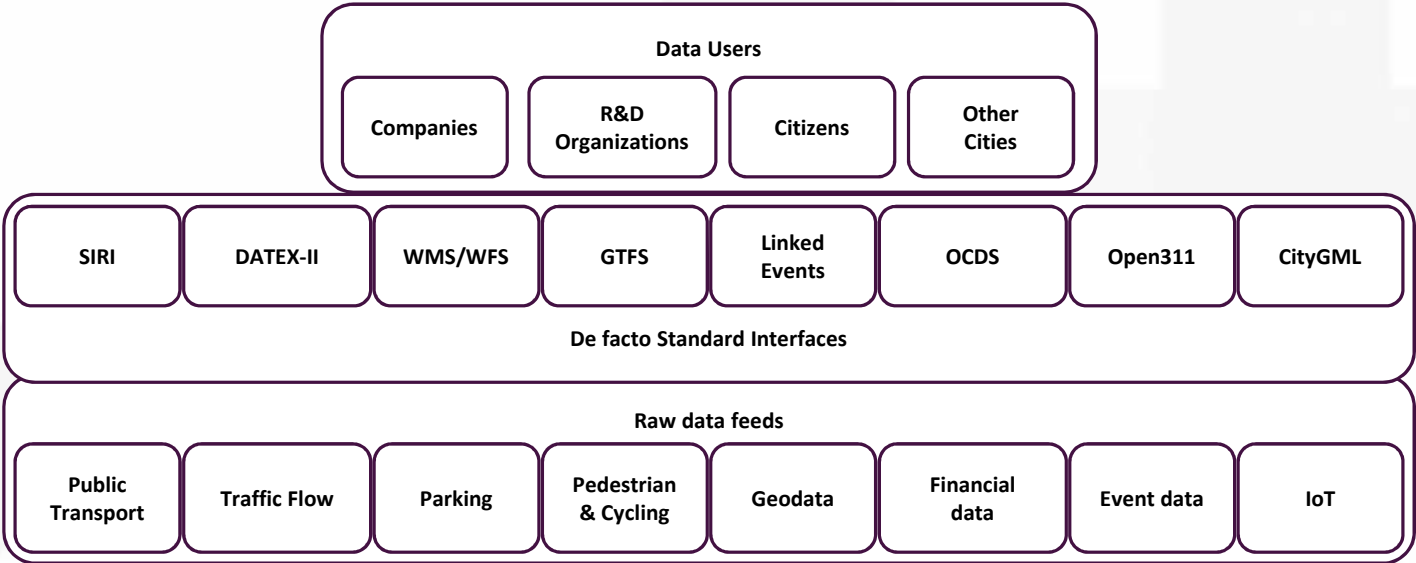
- Open API Ecosystem
- Big Data
- Analytics
- Algorithms
- Smart Sensor Grid

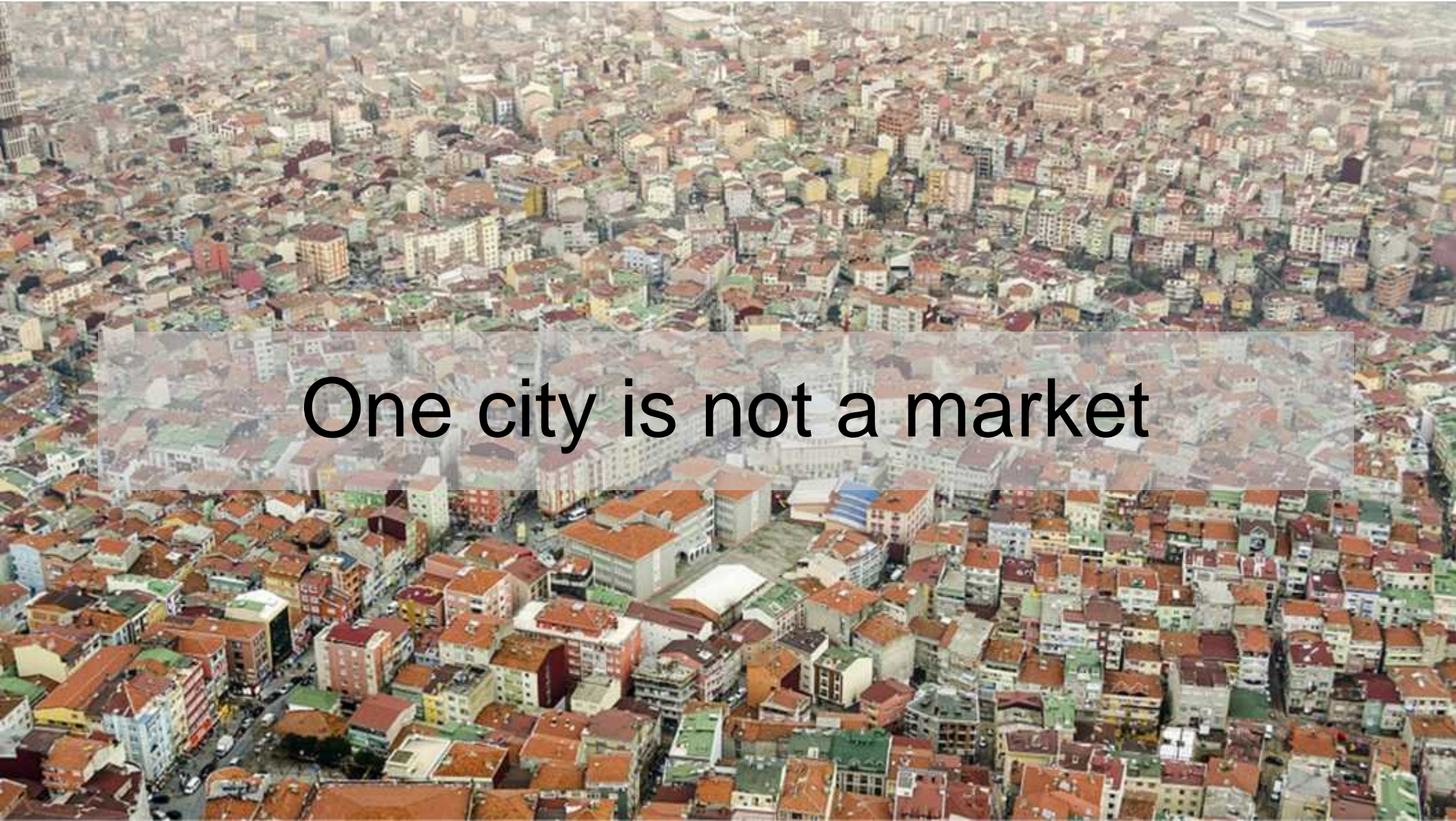
New skills are needed

- Procurement of new technologies
- Rapid development
- In-House Analytics

Public-Private Partnership

CHANGE IN THE ARCHITECTURE





One city is not a market

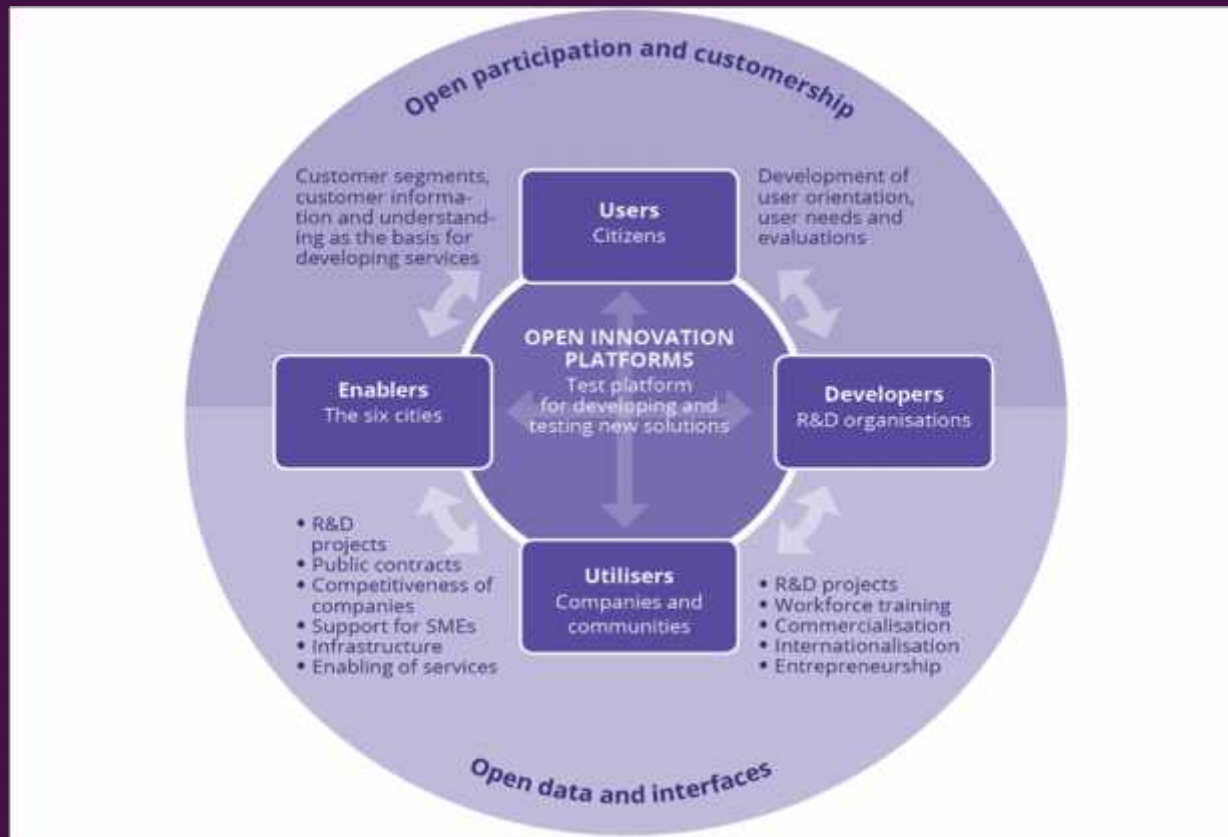
The Six City Strategy 2014-2020

Creating innovative solutions, services and products - 3 focus areas

- **Open participation and customership**
 - By utilizing operating models for communal development in the design process
- **Open innovation platforms**
 - By testing in real-world conditions
- **Open data and interfaces**
 - By utilizing open data as raw material

The Six City Strategy

Six cities, covering 30% of the population of Finland



#avoindata #6aika #databusinessfi

6Aika



Visionvoima
EU:lta
2014-2020

Open Data Spearhead Project

- Goals:
 - Mutually agreed data models and APIs - harmonization
 - Speeding up the data-driven business in Finland
 - Sharing best practices and bringing the six cities to the same level
 - Open data as part of the cities' normal functions - "open by default"

A NEW WAY TO FIND YOUR FUTURE CUSTOMERS

Vainu uses big data analysis to organize and gather company insights into one place. You'll find the most valuable prospects and know the right time to contact them.



IDENTIFY YOUR FUTURE CUSTOMERS

Vainu finds you the best sales leads by combining data insights sourced from the internet with a comprehensive company database. With Vainu, you can focus your sales efforts on the most potential prospects and know instantly when it's the right time to contact them.



FIND THE HOTTEST PROSPECTS

Vainu is a part of every modern b2b sales company's toolbox. It helps find the most interesting prospects in any given instant. Filter the gems by diverse criteria such as change in revenue, investment plans or digital footprint.



BOOST YOUR UPSELL

Vainu analyses the needs of a prospect and notifies you about a potential sale. The service will help you focus your sales and marketing efforts on the companies most likely to buy. Identify upsell potential by following changes in your current customer base.

> Automotive

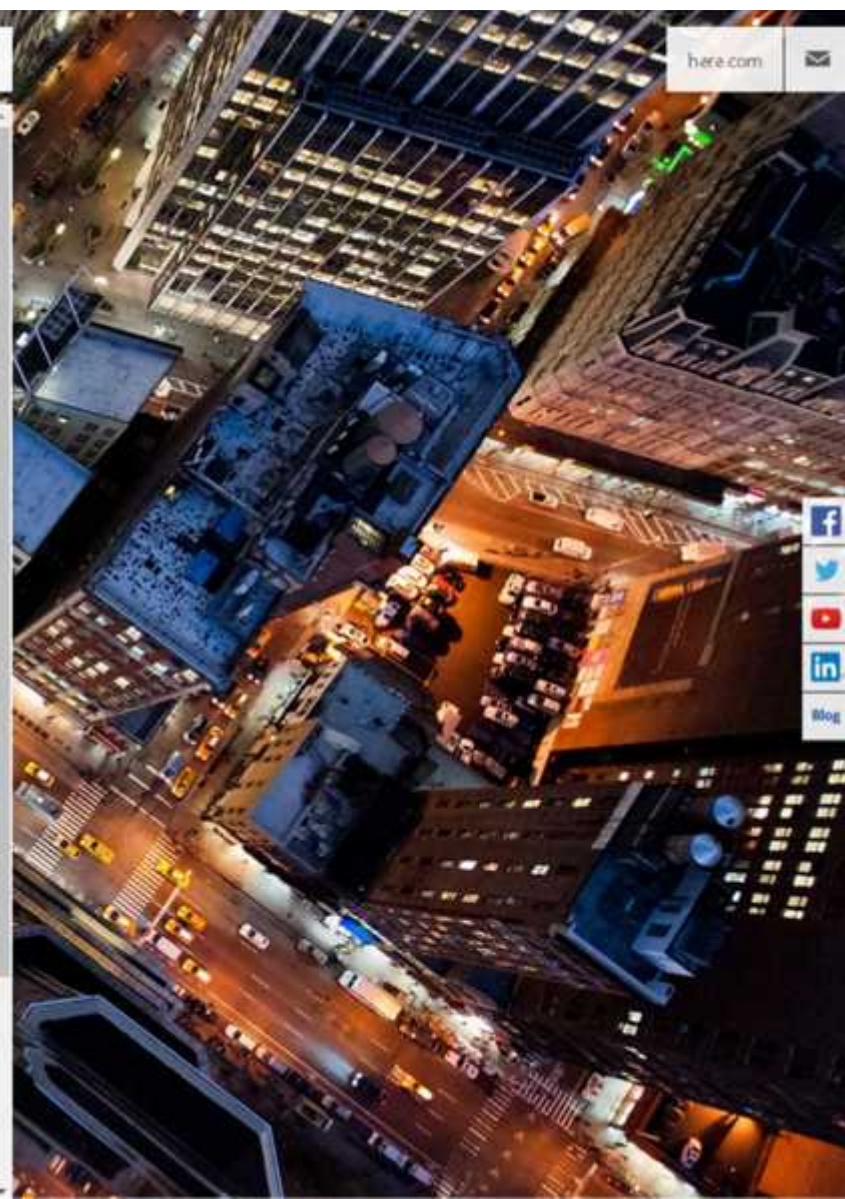
Your partner for Smart Guidance and the Intelligent Car

The automotive industry is rapidly converging with the internet economy and urban transport systems. As cars get more intelligent every day, they are developing into an integral part of city infrastructure easing how people move about every day. To deliver on this promise car companies need powerful partners and are turning to HERE to deliver products and services rooted in its leading location cloud.



HERE creates connected navigation solutions for in-and beyond the car as well as an intelligent car platform for next generation highly automated vehicles.

As the location intelligence in cars grows, they will become a more seamless part of how people navigate today's cities. HERE is connecting cars to local infrastructure such as traffic lights and parking spaces to help drivers save time and



An aerial photograph of a densely populated urban area, likely a city in the Middle East, showing a vast expanse of multi-story residential buildings with red-tiled roofs. The buildings are packed closely together, creating a complex, textured pattern of colors and shapes. A semi-transparent rectangular box is overlaid in the center of the image, containing the text "Six cities are still not a market" in a bold, black, sans-serif font.

Six cities are still not a market



OPEN & AGILE SMART CITIES

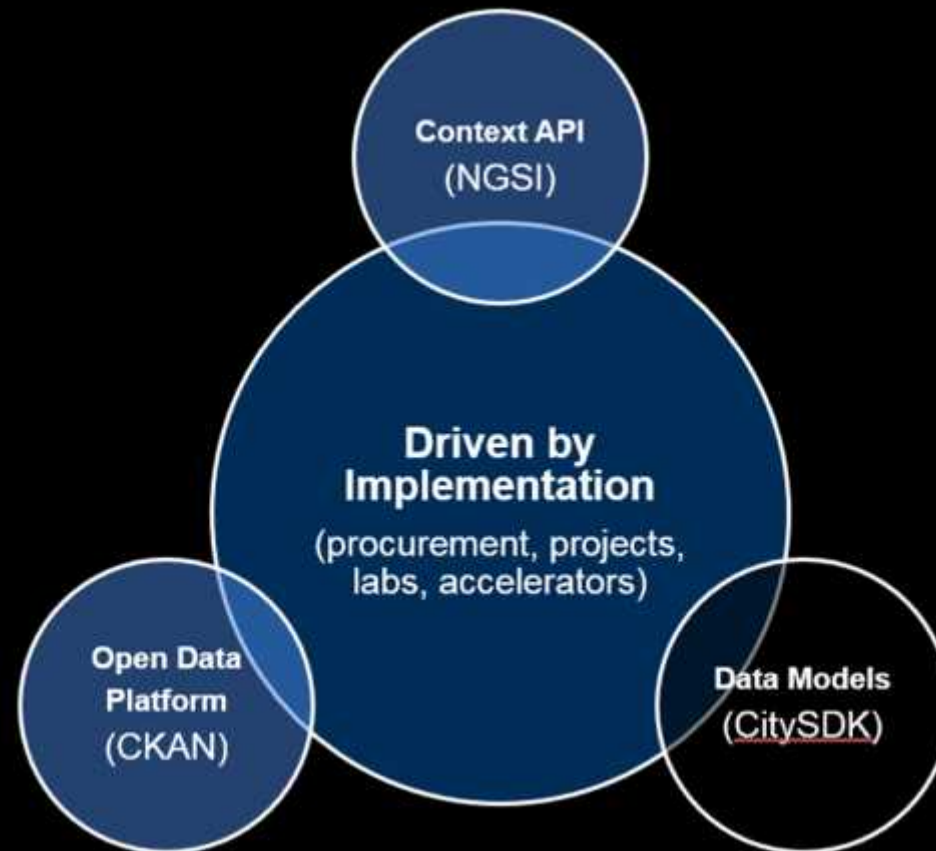
oascities.org

@oascities

EXISTING, OPEN, DE FACTO STANDARDS: SIMPLE, POWERFUL – AND DEMAND-DRIVEN

- Supports the Digital Single Market
- Global initiative (born in EU)
- Driven by cities (working with everyone)
- 3 mechanisms (+ driven by implementation)
- 2+ cities/country (local collaboration)
- 1 year to implement (maturity / integration)
- OASC Task Force (user-driven)

OASC principles





89
CITIES

19
COUNTRIES IN
EUROPE AND
BEYOND

Feb 26 2016

OPEN & AGILE SMART CITIES

Thank you!



THE CITY OF TAMPERE

