Citizen engagement in cities

Digital Empowerment

- Customer Experience
- Operational Excellence
- Business Reinvention
- Trust & Compliance
Atos global footprint for its clients

- 12Bn Annual Revenue
- 100,000 Business Technologists
- 72 Countries

- 10,000 UK and Ireland
- 4,000 North America
- 18,000 France
- 6,200 Iberia
- 3,400 Central and South America
- 12,300 India, the Middle East and Africa
- 10,100 Central and Eastern Europe
- 10,000 Germany
- 8,000 Benelux & the Nordics
- 4,000 Asia Pacific
MyCity is a Smart City


- A Smart City is MyCity... A city
  - ... where I feel at home
  - ... where I can live every aspect of my life
  - ... that provides services that fit my needs
  - ... that is engaging and connected
  - ... that operates efficiently

- The challenge is to create a city that’s
  - Safe
  - Connected
  - Mobile
  - Working
  - Educated
  - Sustainable
  - Caring
  - Well-governed
  - Attractive
  - Pleasant to live in
Eindhoven - Netherlands
A mayor’s challenge

- Eindhoven is a safe city but..
- at Stratumseind too many incidents are reported
- can technology help to reduce the number of incidents?
Stratumseind
Interactive, Dynamic Lightscenarios
Positive, At Ease, Self Conscious
People left: 0
People right: 1
Detect walking patterns
Sound analytics
Social Media Analysis
Cities have data
Thank you
Dynamic Traffic Routing

4D infrastructure

Traffic & pollution

Autonomous Healthy and Safe agening

Parking
We create more identities every day.
We share more information every day.

We expect personalized services.
We want to make our lives easier.
We get commercial info in return.

People we don’t know:
- Predict our next destination…
- Predict our next purchase …
- Try to match us with other people…
- Use our data for their benefit and present it as a personal service …

Your business technologists. Powering progress
Economy of Data is based on a Multi Sided Market

- Citizens
- Service Providers

- Personalized services against payment
- Reduction of city costs against data
- Data against added value

City
Cities need to be prepared for the future... the economy of data is existing and in place and will impact city life soon.

Call for action

**Urban Platform**
- Open Source platform to share learnings and applications between cities

**Data scientists**
- to ensure combinations of data do not lead to a unique person unless..

**Secure Profile Manager**
- to provide a service to the public to support use of private data only when approved

**Citizens Literacy**
- citizens need to be made aware of private data being used for improved services