

*SmartCities*

# ...“Smart” Project Implementation?

North Sea Region  
Lead Beneficiary seminar  
Antwerp 29 September 2009



The Interreg IVB  
North Sea Region  
Programme

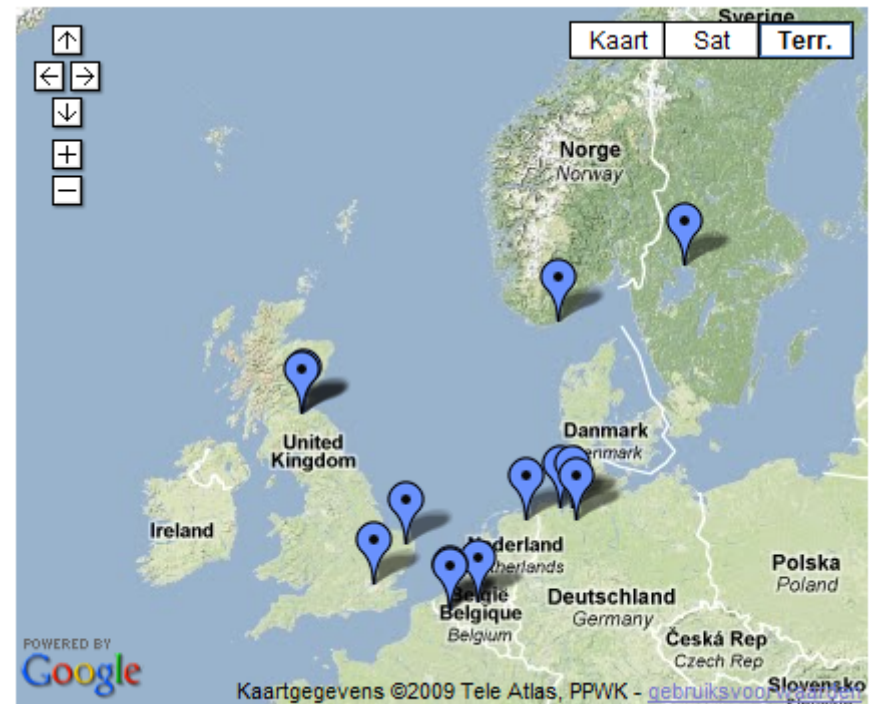


# The Very Beginning: Three questions

- Why do some regions excel in e-government, e-learning, e-inclusion, e-care, e-whatever?
- Why is transnational transfer of good Government pilots so difficult?
- Why do good regional pilots seldomly are picked up by national policy, despite lots of dissemination?

# About Smart Cities

- The Smart Cities project creates an **innovation network** between **cities** and **academic partners** to develop and deliver better public **e-services** to citizens and businesses in the North Sea Region.



# What we do

E-government project about:

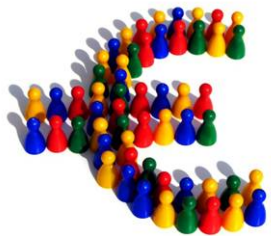
- Personalised and localised services
  - EU service list
  - Contact centres
  - Processes
- Wireless services
- Customer profiling & channel choice



# How we work



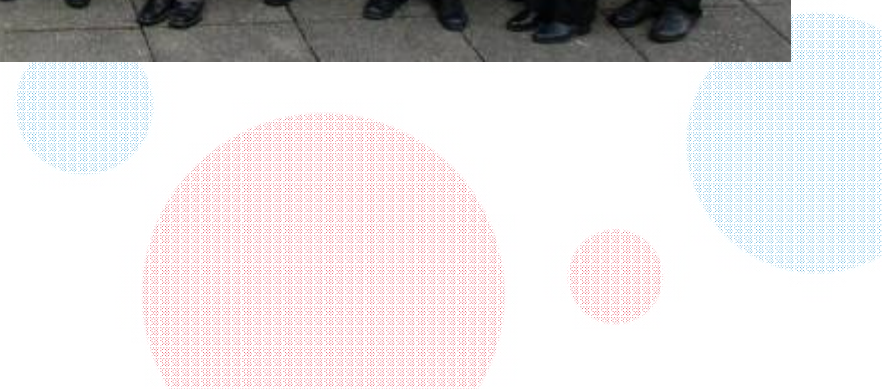
**Academic network:** Government partners get access to a wide range of expertise and competencies.



**Mainstreaming:** National governments are a key factor for transferring technology and solutions to other regions and municipalities.



**Co-design:** “The most underused road to innovation is through asking your customers”  
==> Not only in assessing how services are delivered, but also in helping to design them.



# Lessons

- *How to get partners engaged and motivated to work together*
  - Project builders are not the same as project workers: keep the last ones involved in the building process
  - Build a team: communications, finance, general project management, steering group,... <> the solo EU-officer running projects on whatever
  - Talk about content first, finance later
  - Be very transparent and clear on finance issues
  - Praise the good working partners
  - Don't be afraid to lead...

# Lessons

- *How to set up structures for efficient activity implementation & How to monitor the partner's activities for reporting*
  - Get yourself a good evaluation framework and fine indicators and someone who follows this
  - Keep the pressure: monthly reporting, giving the plenary floor about local pilots
  - If discussion: refer to the original application



# Lessons

- *How to communicate with 13 partners and external people?*
  - Use several tools: Website, e-mail, wiki, phone, meetings, newsletter, flyer ... and look at your target group !
  - A wiki is a fine instrument for planning meetings, discussing texts and monthly reporting
  - Beware on cultural differences: report in what degree? Informal/formal communication?
  - Be clear on your expectations: define what you want in terms of outputs of meetings and work
  - Communication is not printing leaflets: it is interaction

# Change of Partnership

*What to do when changes occur within the partnership?*

- Smart Cities: an academic partner stepped out in Year 1 to be replaced by a company.
- Relax, ...
- Act prudently, ...
  - Be honest to the Ltd and don't rush
  - Go through Intellectual Property issues
  - Explain real cost principle
  - Explain administrative procedures and why
  - Explain in detail 'act as if public' principle
- ... and inform the JTS: they will help you

# Partnership contract

## *Experiences in setting up a partnership agreement?*

- Take all the time you need... until the first Periodical Report.
- You will learn a lot about your partners.
- Most partners do want a contract: it is the only official document between them and the project.
- To avoid discussion: Partnership contract should be 1:1 with contract between Lead Beneficiary and JTS.
- There are some good examples available: use them.

# Lessons

- A EU NSR project is hard work ... but fun
  - Be enthusiastic: lead partners should not only do the finance thing, and the reporting - they must get the best out of the partners
  - Better to have a lead partner who runs local projects itself = feet on the ground
  - Act if you would do in local projects in your own country: no-nonsense
  - Be patient: the real results are not always that clear at first sight
  - Enjoy the luxury of working with people of different countries and cultures!

## Themes

[Academic network](#)  
[Customer profiling](#)  
[Customer services](#)  
[Wireless services](#)

## Features

[Creating Smarter Cities](#)  
[Epractice community](#)

## Upcoming events

[WP 3 Workshop, Amsterdam](#)  
Oct 20 2009 - 09:00  
[Steering Committee, Bremerhaven](#)  
Dec 8 2009 - 09:00

## Local activity

[Bremerhaven](#)  
[City of Kortrijk](#)  
[Edinburgh](#)  
[Groningen](#)  
[Karlstad](#)  
[Kortrijk region](#)

*The Smart Cities project is creating an innovation network between cities and academic partners to develop and deliver better e-services to citizens and businesses in the North Sea Region.*

## Dutch "Answer" framework model for Customer Contact Centres

The scope of the WP3 subtheme Customer Contact Centres is to build one entry for citizens, delivering services and information by answering questions, transfer calls and handling some cases.

Submitted by bart on September 17, 2009 - 18:27. | [customer services](#) | [Read more](#)



## Service list leads to better services

The esd-toolkit contains a service list of about 700 local government services, publicly available and subject to changes by the esd community.

Each service has a unique number and maps to several taxonomies including: a generic departmental tree structure, public website navigation structure and a list of audience types relevant to each service.

Submitted by bart on September 17, 2009 - 18:25. | [customer services](#) | [Read more](#)



## News