



# World Smart City Forum

Barcelona | 2017



## Future cities - Solutions for common challenges

*How international standards support the development of smart and sustainable cities*

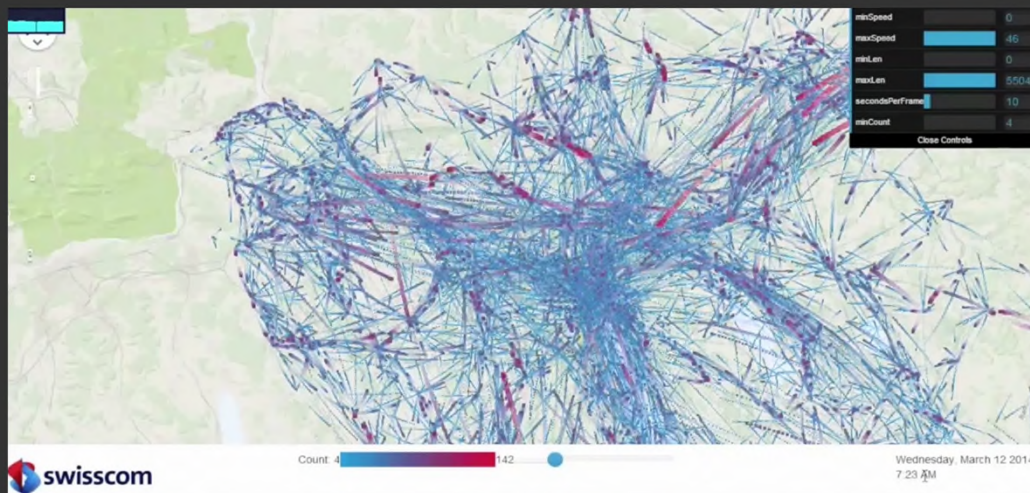
# Alexandre Bosshard

Member of the Head of the Department for Industrial Services and  
Technical Office of the City of Pully



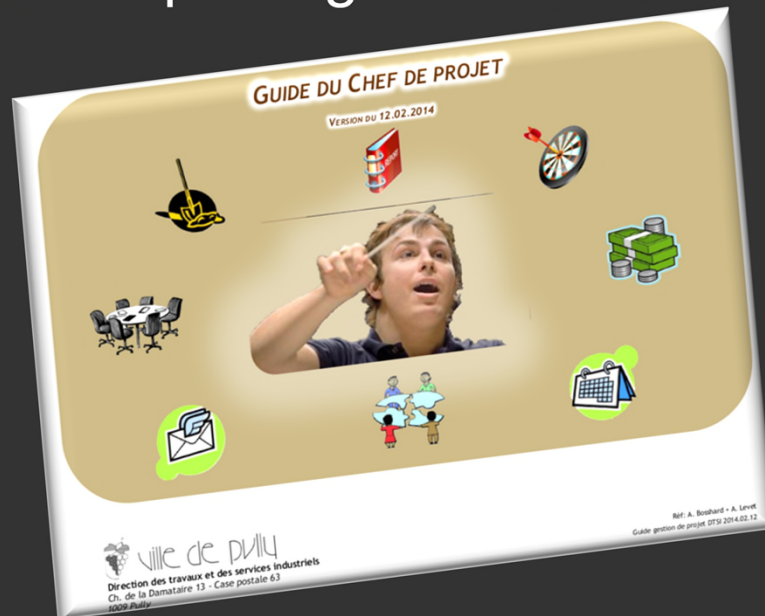
- Thank you very much for giving me the opportunity and honor of speaking here today, representing the small city of Pully, which overlooks the Leman lake side, near the cities of Lausanne and Geneva, with 18'000 inhabitants.
- **CONNECTED CITIES:** Different kinds of connections characterize a smart city.

## Connection with the environment



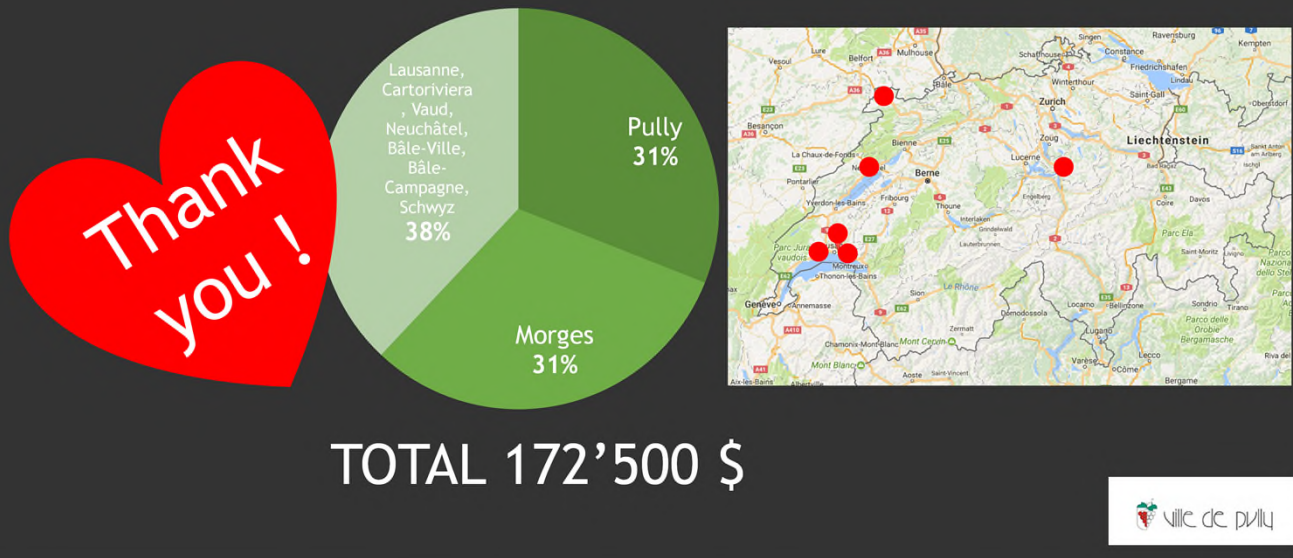
- An example is shown with “the digital mobility observatory of Pully”.
- In 2015, Swisscom, a swiss telecommunication operator, launched its first smart city project in partnership with the city of Pully.
- The first step of this project was a visualization of the traces left by mobile phones on Swisscom antennas. Here, you can see the movements in the area of Zürich between midnight and 8.30 a.m.
- This project consists of using big data technologies, 20 billion units of information is processed every day, to get smart data or Key performance indicators (KPIs) to understand:
  1. Where the city of Pully should improve its infrastructures, like roads, bus lines, public squares, etc.
  2. Get the basic information for the sizing of the future infrastructure
  3. Measure the return on investment after the construction of new infrastructures

# Connection to piloting innovation



- In the city of Pully we believe that the engine of a smart city is the human element, the citizens of course, but also the members of the administrative team. That's why, based on the "method guide" you see on the screen, all new project managers are coached by a more senior officer for the entire duration of their first project.
- This method is quite simple. We could say, it's more a ritual than a process, because it awards the project manager maximum freedom regarding inspiration and creativity.
- At the level of the board, we introduced a management by project system. In other words, this allows us to deal with:
  1. The management of different departments, which are responsible for always reproducing the same quality of service or product
  2. The management of the project managers, who are responsible for adapting the organization of the changing environment
- This way of doing things connects all collaborators within the administration and allows for the emergence of collective intelligence and innovation

## Connection to sharing resources



- Two years ago, we developed an e-governance project in order to be able to issue a license to any company that wished to dig up any public space in Pully.
- After we had designed the entire process, we thought about computerizing it with open source technology.
- We asked different cities and cantons, if they were interested in participating in this project. Here you see on the screen those which answered positively.
- The software was entirely developed based on the needs of the cities of Pully and Morges.
- And with the help of the other cities and cantons, we significantly improved the project by:
  1. Sharing the collective intelligence by re-defining the software architecture so that it can be re-used for multiple applications
  2. Sharing the finance, so that the city of Pully spent \$ 52'000, and \$ 120'000 were brought in by other cities and cantons



## Connection with the city's different dimensions



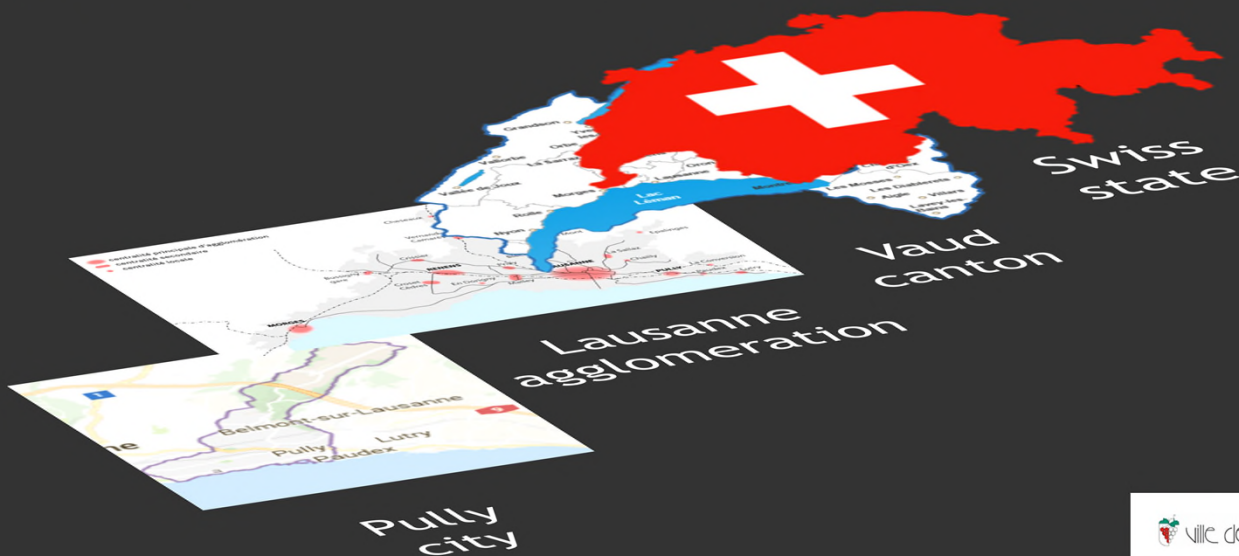
Prof. Peter Drucker

*“You can't manage  
what you don't measure”*



- As Peter Drucker said: “you can’t manage what you don’t measure”.
- For this reason, we think that a valuable tool that could help is the use of KPI's.
- That's why we decided to launch a project using a set of international standardized KPIs, developed by the International Telecommunication Union together with 17 other United Nations agencies. This set of KPIs is called United for Smart and Sustainable Cities (U4SSC).
- We started the collection of KPI's in April 2017. 5 months later, in September, we realized that we were able to collect 95% of the KPIs.

## Next step for the U4SSC project : **Connect** the different political levels



- If 70 % of the KPIs is collected within the city, about 30% is provided by the agglomeration, canton and national levels. Those KPI's could be collected at the national level, so that it could dramatically simplify the collection of KPI for the cities.
- This could allow a comparison between cities to share experiences, knowledge and skills, so that it could accelerate the transition towards smart and sustainable cities.
- So I hope, I've managed to highlight the experience of a small city focused on experimentation with piloting innovation, sharing resources and the use of KPI's, and I look forward to sharing ideas and innovative experiences with you and why not co-create a project together in the future.

# forum

15 November 2017, Barcelona, Spain



## Future cities – Solutions for common challenges:

How International Standards  
support the development of smart  
and sustainable cities





# Future cities – Solutions for common challenges:

## How International Standards support the development of smart and sustainable cities

### About the event

From city and public-sector leaders to industry and investors, to standards makers, they are all present at this one-day opportunity to learn, network and find solutions for common challenges. You'll gain a unique insight from city authorities and hear case-study examples from major contributors to support the development of our cities.

This event is built on the success of the World Smart City Forum, which started in Singapore last year. Over 200 of the most innovative and influential smart cities

thinkers will gather together to share knowledge, present visions and highlight solutions on how we will create efficient, economically viable and sustainable cities. The World Smart City Forum is a unique opportunity to learn from the world's smartest cities. The event will be as interactive as possible, hosting 20 roundtables within key sectors and strategies to bring about real change. The aim is to help cities reach their "smart city" objectives faster and allow them to achieve better outcomes – using standards as the platform for a smarter future.



# 15 November 2017

## 09:00-09:30 Registration and morning coffee

- Fira de Barcelona (Gran Via Venue), Conference Center 5 - Room 5.1

## 09:30-09:50 Opening remarks

- **Sergio Mujica**, *ISO Secretary-General*
- **José María Lassalle Ruiz**, *Spain Secretary of State for Information Society and Digital Agenda*

### Session 1 – Making cities smarter... with standards

#### 09:50-11:00 Making smarter cities today – Panel Discussion

- This panel features city representatives involved in driving innovation in various urban services, including connected cities, mobility, energy infrastructure and resilience. They will discuss how to tackle today's urban challenges and share their visions for tomorrow.
- **Alexandre Bosshard**, *Member of the Head of the Department for Industrial Services & Technical Office of the City of Pully*
- **Frans Jorna**, *Director Smart City for the Municipality of Utrecht*
- **Andrew Collinge**, *Assistant Director at the Greater London Authority*
- **Marijn Fraanje**, *CIO (Chief Information Officer) for the Municipality of The Hague*
- **Jaime Briales**, *Head of the Innovation, Energy and New Technologies Department, City of Malaga*

11:00-11:30 Networking break

#### 11:30-11:40 How standards can drive change in our cities

- **Dr Chaesub Lee**, *Director of ITU's Telecommunication Standardization Bureau*

#### 11:40-12:30 Different visions of city smartness – Roundtable Discussion

- Participants will discuss different stakeholder needs and the opportunities for communities to overcome their respective challenges.

12:30-13:00 • Report back and discussion of roundtable questions/conclusions

13:00-14:00 Networking lunch

### Session 2 – Reaching the right collaboration toward success

#### 14:00-15:00 Leading smart city development – Panel Discussion

- This panel features city leaders, policy makers, and other relevant stakeholders supporting urban areas to meet their visions. They will discuss forward-looking actions needed to bring together leadership and form partnerships towards building smarter cities.
- **Ms Shao Xinhua**, *Director of Hangzhou Quality and Technical Supervision Bureau*
- **Anna-Lisa Boni**, *EUROCITIES Secretary-General*
- **Mariano Lamarca**, *Smart Cities, Standardization and Infrastructures Director, Barcelona City Council*

15:00-15:30 Networking break

#### 15:30-15:40 Working together towards a new urban (standards) agenda

- **Frans Vreeswijk**, *IEC General Secretary*

#### 15:40-16:40 Smart city standards challenge – Roundtable Discussion

- Participants will discuss and identify best practices to build strong and prosperous smart cities and what key partnerships and collaborations are required for the next stage of urban development.

16:40-17:10 • Report back and discussion of roundtable questions/conclusions

#### 17:10-17:30 Closing remarks

- **Sergio Mujica**, *ISO Secretary-General*
- **Frans Vreeswijk**, *IEC General Secretary*
- **Dr Chaesub Lee**, *Director of ITU's Telecommunication Standardization Bureau*

17:30 **End of day**

## About the World Smart City

World Smart City is a partnership between IEC, ISO, and ITU. As the world's foremost international standards organizations, our main objective is to help make smart cities a reality through a common approach founded on standards. The World Smart City is driven by four basic principles:

- Understand the needs and pain points of the smart cities communities
- Demonstrate how international standards add value and can support cities to achieve their strategic and societal goals
- Forge a stronger relationship between IEC, ISO, ITU, and cities
- Support the long-term development of smart cities through an aligned approach between IEC, ISO, and ITU

For more informations:

**[www.worldsmartcity.org](http://www.worldsmartcity.org)**

## Venue

**Fira de Barcelona (Gran Via Venue)**

**Conference Center 5 – Room 5.1.**

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