

INNOVATION CAMP ST. PETERSBURG CHALLENGE 1: HOW TO MAKE BENEFICIAL DATA USAGE FOR THE CITIZENS IN THE SMART CITY ENVIRONMENT?

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Currently, smart city approach is widely discussed, while it's application highlights a number of issues. What is lacking in modern cities? The relationship between a human and a city has changed dramatically thanks to the digital technologies. For example, interactions between citizens and municipalities have become pretty easier. Over the last two decades the Smart City has been developing globally in various forms. The Smart city is often limited to the installation of sensors, cameras and leaving behind that as if a city is not created for its citizens. However, there are reverse examples of the implemented smart city in the world supporting an idea of "city for citizens". In such Smart Cities a huge number of services have been developed. They seem to cover almost all spheres of human life making it comfortable: activities, healthcare, transport, education, garbage collection, etc.

ITMO University is engaged in the Smart St. Petersburg project and some similar projects in other regions of Russia. Urbanists, as well as representatives of other ITMO faculties - IT experts, biologists, sociologists, managers, etc.- take part in the development of Smart City in St. Petersburg.

The Smart St. Petersburg project started in 2017. The City Government, together with ITMO University, developed a concept within the framework of the Smart City. Call for project applications with the aim to develop smart city services and products were open to all — including different businesses and ordinary citizens. In a short time after opening calls, almost 100 projects were moderated and announced, one fifth of which successfully went through the selection made by the high-profiled experts from Advisory Board consisted of the officials and business representatives, these project were included into the "priority development program" of St. Petersburg. Now



St. Petersburg is moving on to the next step: creating an ecosystem of services, the key point of which is mainly working with several sources from different fields.

Joining to this process and achieving to this purpose, ITMO University is developing a unified data platform which is positioned as the basis for the future Digital Twin of the city. A variety of data sets are accumulated in the platform. Based on datasets, analytical models are created, which in turn underlie the services.

Implementing smart city principles St. Petersburg, is actively studying the experience of other cities. The city has signed two partnership agreements with the project offices of two cities in the Baltic region: Tampere (Finland) and Dortmund (Germany). The agreements enhance the best practices exchange and access to stories of success and lessons learned.

Specifically, St.Petersburg region faces 2 specific tasks

- 1): Data storage platform: how to create a business idea for it?
- 2): Data storage platform: how to engage users in its performance?

DESIRED OUTCOME:

Recommendations of services that are lacking in cities and the creation of which could be facilitated by a data storage platform. At the moment the main customers of the models are telecommunications operators interested in the Internet of Things and companies engaged in urban planning. What other services could appear with the participation of this platform? How to monetize them?

Recommendations how to engage in the performance of the data storage platform the stakeholders and citizens as future users. Often creative ideas are not proposed by business, but by ordinary citizens. Saint Petersburg already has experience in involving citizens in solving urban problems and designing urban spaces. What's new in a data platform for urban participation?