

# SimpliCITY

## Digital services and incentive design for smart sustainable communities

SimpliCITY aims to boost the digital competences of the urban communities in Salzburg, Uppsala and three follower-cities in living a sustainable lifestyle.

The objectives are: to scale up and increase the visibility of regional sustainability services by means of a novel aggregated platform, to raise awareness and create a community by developing methods and tools for nudging a community for regional sustainability services and, to initiate and foster international collaboration and knowledge transfer of smart city initiatives. The project will provide the proof-of concept for a replicable online platform by using behavioral nudges and gamified features. It will focus on bike mobility services, local production and consumption and digital inclusion services.



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### Target Groups

#### Service providers



Created an app allowing citizens to submit location-based polls and suggestions, however, user adoption has been slower than foreseen.

#### Enthusiastic citizens



Refuses to download another “smart city app” for reporting problems with bicycle tracks. She is tired of handling too many applications, right now, she needs two to find the least polluted route through the city.

#### Smart City managers



Researchers have developed and tested a city navigation app, but the project terminated, users have no support and the information is outdated. The city lacks ICT and innovation management knowledge to keep users engaged and boost the app further.

### Aim/objective

Scale up and increase the visibility of regional sustainability services

Raise awareness for a sustainable city lifestyle

Initiate and foster international knowledge transfer

### Expected results and impacts

Conceptualization, development, testing and dissemination of:

- An integrative participatory and incentivisation method and co-design toolkit
- A proof-of-concept for a digital service-platform
- A newly established “Smart City learning Network”

#### SimpliCITY - Marketplace for user-centered sustainability services

**Duration:** 2018–2021

**Internet:** [www.simplicity-project.eu](http://www.simplicity-project.eu)

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**Partners:** Salzburg Research, Stadt Salzburg – Energie und Smart City Koordination, Polycular, SIR – Salzburger Institut für Raumordnung und Wohnen, Uppsala University, City of Uppsala

**Involved cities:** Salzburg, Uppsala

**Follower cities:** Bodo, Vantaa, Graz

### Making Cities Work Joint Innovation Call

The Making Cities Work call invited municipalities, businesses, researchers, civil society and other stakeholders to build transnational consortia to create challenge-driven innovation projects for European urban areas that have the potential to result in commercially successful services and products.

