



SimpliCITY

Marketplace for user-centered sustainability services

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Key facts

Project coordination:



Salzburg Research (Petra Stabauer, MSc., petra.stabauer@salzburgresearch.at)

Partners:



Duration: 30 months (10/2018 - 03/2021)

Call: Joint Programming Initiative (JPI) – Urban Europe – Making Cities Work



Funding agencies:



About Salzburg Research



- ⬡ **Independent research and technology organisation (RTO)**
- ⬡ **Non-profit** limited company owned by the province of Salzburg
- ⬡ **A team** of over 65 innovative, professional and creative researchers



Innovation Lab [iLab]

The InnovationLab supports companies and organisations in the **digital transformation** by means of innovation studies and scientifically tested, effective methods and tools. Focus lies in the **uncertain and risky early phase of innovation management** (ideation, prototyping and early market entry).



POLYCLAR





Salzburg

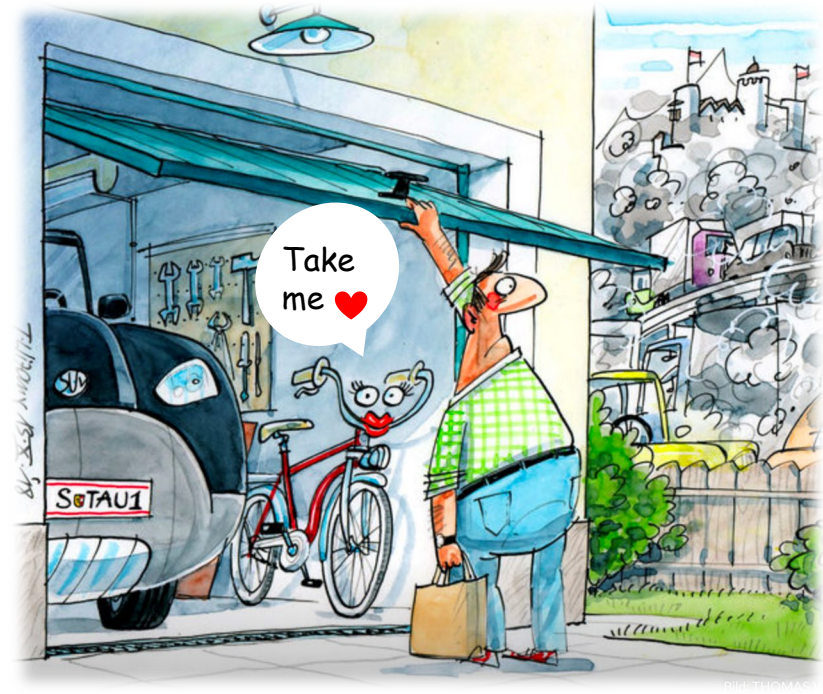
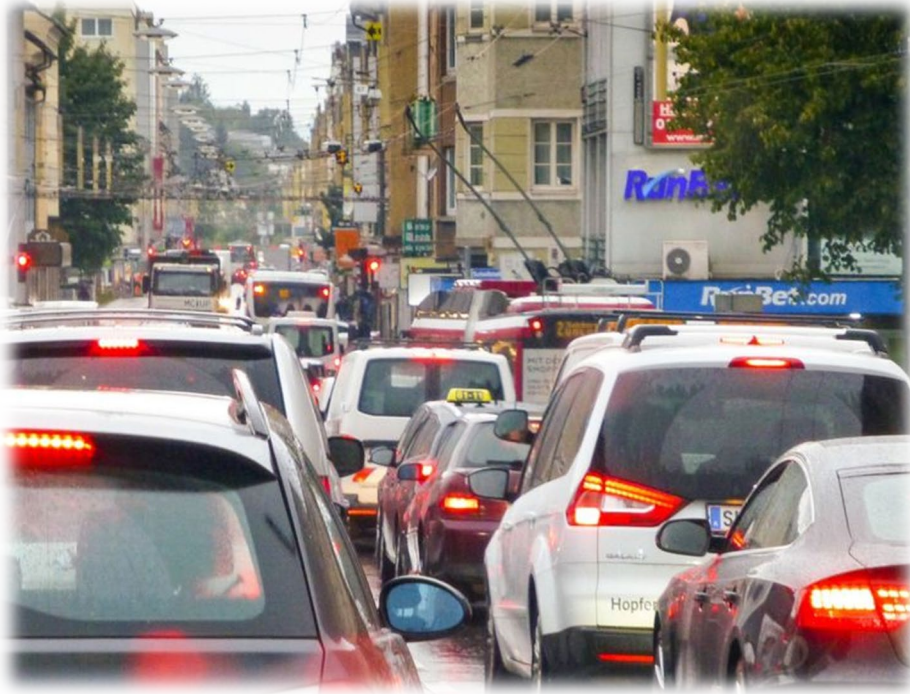
- Population: ~ **155,000** (2018)
- Area: **65.64 km²**
- Gross domestic product: **48.700 EUR** per capita (2016)
- Strong innovator** in RIS (Regional Innovation Scoreboard, 2017)
- Unemployment rate: **4.7 %** (2017, TOP 10 in EU regions)
- Strength in **service provision**



Uppsala

- Population: ~ **153,000** (2016)
- Area: **48.77 km²**
- Gross domestic product: **43,200 EURO** per capita (2015)
- First university in Scandinavia** (Uppsala University, founded in 1477)
- Number of students: **approx. 41,000**
- Strength in **medical research** and **biotechnology**

Challenges of Salzburg



Source: SN Robert Ratzer <https://www.sn.at/salzburg/chronik/salzburg-ist-oesterreichs-stau-hauptstadt-und-loest-wien-ab-355486>

PHIL THOMAS



Source: Handelszeitung Schweiz <https://www.handelszeitung.ch/unternehmen/deutsche-lieferadressen-als-geschaeftsmodell>



Source: https://www.yelp.com/biz_photos/safeway-food-and-drug-fort-lupton?select=w_Pv5NN09ASkkvemuHJOIQ



Source: http://www.zoonar.de/photo/menschenmasse_3401105.html



Source: <https://bessergesundleben.de/gesundheitsliche-folgen-von-einsamkeit-im-alter/>

Thematic focus areas



How SimpliCITY is answering to it

- Development of methods and tools for **nudging** and **incentivising a community** towards the consumption of RSUS
- Building a novel **online platform**, aggregating multiple regional sustainability service
- **Pilot demonstration**
- **Evaluation**

**„SimpliCITY aims to
conceptualize, develop and test methods and tools
for incentivisation in order to provide European
smart city managers with
know-how, evidence-based tools and design
methods for achieving smart city goals and
supporting a smart sustainable lifestyle“**

Objective

- Scale up and increase the visibility of **regional sustainability services** through a digital incentivisation platform
- Sensitization and development of a **community by using different methods and tools from behavioural economics** focusing on the areas of nudging, gamification, challenges, etc.
- Initiate and foster **international knowledge transfer** and collaboration in scaling Smart City Initiatives

Target groups: who will benefit from SimpliCITY?



SimpliCITY Platform

SimpliCITY incentivisation platform

Articles module (magazine)

Interactive module (games, riddles, survey)

Challenges and Nudges module

Services

New services

Analog to digital

Third party
services

Freiwilligen
Zentrum Salzburg
Helfen verbindet

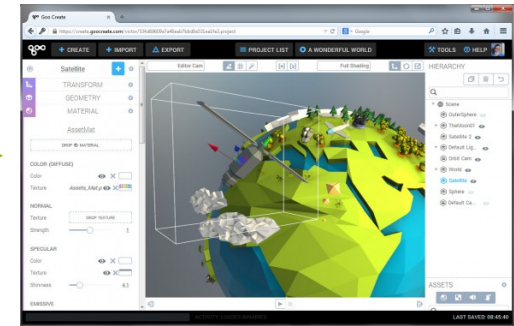
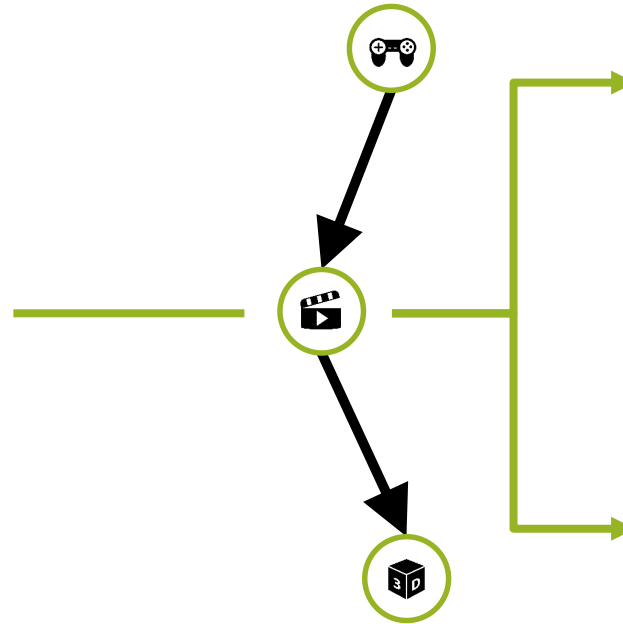
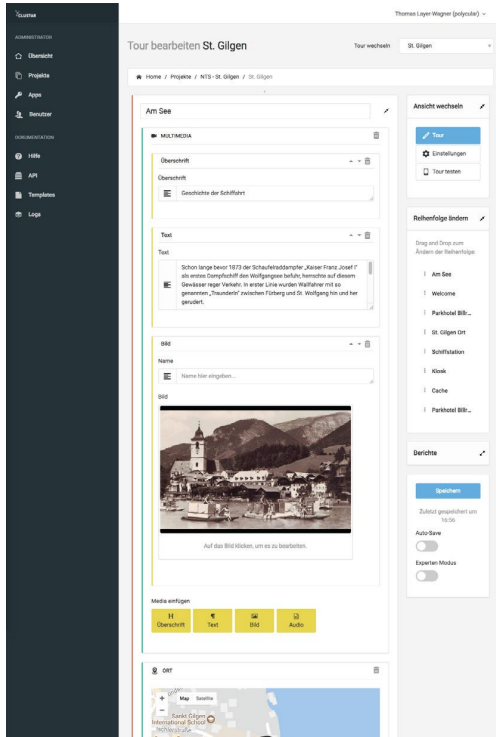


uml
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salzburg



Platform as tool and enabler for using smart city services

Clustar CMS



Clustar CMS



■ How

- GPS
- iBeacon / NFC
- Images
- Indoor Navigation
- Maps

■ Content

- AR/ VR
- Multimedia
- eLearning
- Surveys

Join the SimpliCITY Network

www.simplicity-project.eu





SimpliCITY

Thank you!



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