2009 - Smart Retail City

Main sector:
Transport & Mobility, ICT, Other: social innovation

Action Clusters:
- Integrated Infrastructures & Processes (including Open Data) - Citizen Focus

Priority area:
Integrated Infrastructures and processes across Energy, ICT and Transport

Posted by:
Hans Nouwens

Name of Lead Organisation:
C4me and PWC

Cities:
Breda

Focus area:
Primary
Integrated Infrastructures and Processes across Energy, ICT, and Transport

Additional
Citizen Focus, Integrated Planning, Policy, Regulation and Management, Knowledge Sharing, Business Models, Procurement and Funding
Basic description:

Urban Infrastructure (data transport layer for city wifi, beacons, sensors, BYOD), an Urban Cloud Platform (software for data integration and analyses) and Urban Services (a layer for connection to the date and open innovation)

Expected contribution:

Urban Infrastructure (data transport layer for city wifi, beacons, sensors, BYOD), an Urban Cloud Platform (software for data integration and analyses) and Urban Services (a layer for connection to the date and open innovation)

Basic description:

The project is called: Smart Retail City. It has an Urban Cloud Network that fits perfect with priority 2 City Information Platforms and the Integrated Infrastructure as mentioned in paragraph 3.2.2 of the OIP.

It is a combination of social and technology innovations:
- social innovation: cooperation of all stakeholders in an innercity
- technology innovation: with Urban Infrastructure (data transport layer for city wifi, beacons, sensors, BYOD), an Urban Cloud Platform (software for data integration and analyses) and Urban Services (a layer for connection to the date and open innovation)

With an Urban Cloud Network the functionalities of a webshop are available in the innercity such as profiling and recommendation. Location based services and cooperation between retailers, events, restaurants, cultural organisations, etc for a better customer experience for all visitors of an innercity.

Contribution to the EIP:

Engagement

1. This is the sustainable and scalable solution mentioned in priority 2 of the OIP and paragraph 3.2.2.
2. The Urban Cloud Platform is an open source development with an open innovation platform.
3. The UCP is especially designed to connect with all sorts of sources and data demands.
4. The UCP is based on linked data.

Inclusiveness and Partnership

The innercity deals with a complex collaboration situation. The Smart Data Cities concept enables the collaboration between these stake holder to develop new urban services.
In the consortium there is already a convergence of ICT, Transport and mobility with public and private organisations.

Organisations that will be involved are also local SME’s, education (Avans) and science (TNO).

We are looking for an advertising agency.

Is the commitment potentially open to additional partners and if so, in which priority area (please tick the relevant options)?

- Sustainable Urban Mobility
- Integrated Infrastructures and Processes across Energy, ICT, and Transport
- Citizen Focus
- Knowledge Sharing
- Open Data Governance
- Standards
- Business Models, Procurement and Funding

Source URL: https://eu-smartcities.eu/commitment/2009