



eltic-Plus⁺

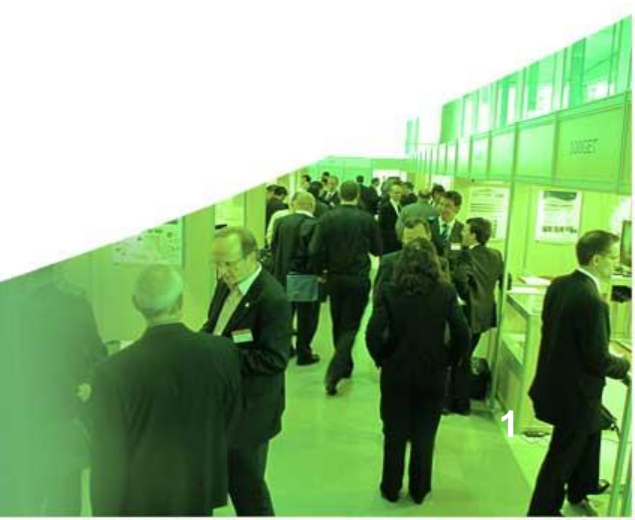
Smart Connected World



Celtic-Plus Proposers Day
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Pitch of the Project Proposal **URBANitas**

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URBANitas



WHY? Cities need to develop indicators and measures to help track the wellbeing and sustainability of their community, and gauge the progress they are making through the time.

WHAT? *URBANITA* aims providing and evaluating a platform to collaboratively create cost-effective personalized open services in m-health, facilitating the engagement of citizens in the reuse and publication of urban well-being and life quality key indicators based on open data and social networks

Citizens

A catalogue of personalized tools to customize services to measure, control, coproduce and reuse apps that affects their daily activity in inter-urban and urban cities (lighting, traffic levels and direct consequences in life development, waste management and recycling, industry CO2 emissions, traffic pollution, etc.) as well as their quality of life (cultural events, price statistics, public services, economic data)

Urban service providers

Adopt preventive actions to avoid risk factors, improve citizens' satisfaction and adopt best practices along Europe

Cities

Follow user changes in behaviours that will affect future service providing of public open ICT applications

ICT

Platform for cross-sector solutions (bridging IoT, open data and open government, mobility)

Organisation Profile

EUROHELP (www.eurohelp.es) is an SME specialized in custom software development for e-government, smart cities and e-health solutions in open source environments

SWEPT



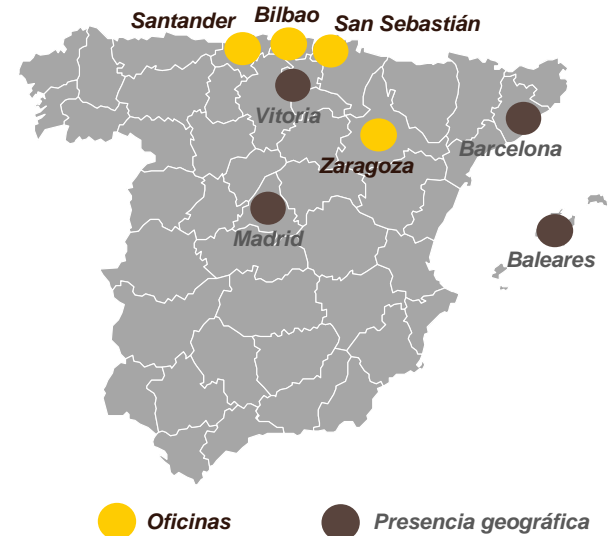
We Live

Administraciones Públicas

Empresa privada



REPLICATE (REnaissance of PLaces with Innovative Citizenship And TEchnologies)

Proposal Introduction (1)

- URBANITA's is foreseen as a single access point for accessible and easy-to-use applications and solutions targeting citizens not savvy IT users living in urban cities or in surrenders with a special interest of **good living and environmental risks in their communities**

MOTIVATION

- Well-designed sustainable development strategies across sectors such as transport, housing and energy can lead to multiple gains for health, climate and the environment.
- Standardized and certified apps to help consumers select appropriate tools, particularly among those classified as health style of life oriented, independent "boxes" although new environmental challenges have appeared





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IMPACT

Proposal Introduction (2)



- Re-use of Public Sector Information promoting policy dialogue and international cooperation
- Improvement of Transparency and Cities Wellbeing
- Involvement of citizens and businesses in policy-making processes
- EU-wide implementation of cross-border services
- Open Specifications and Interoperability

TARGET GROUPS: The solution is promoted to citizens without excluding a specific user group: 1) citizens 2) public administration agencies 3) councils or provinces or territories 4) cities service providers e.g. waste management, transport, private security companies 5) ICT developers 6) NGO's 7) urban related specialist e.g. architect, sociologist, designer, urbanist specialized agencies etc. 8) policy makers.

OUTCOMES: 2 years

Marketplace for Wellbeing: certified apps downloading in the marketplace by end users

On Demand Open Services: customized developments for private/public service provider (solution-based payment) e.g. waste management, water, energy, communication. Certified apps could be downloaded from companies' sites e.g. green services.

Pre-Installation in mobile devices: wearables devices e.g. Samsung, Apple, LG, etc.

Marketplace Developers: tools provided in URBANITA, third parties apps.

Actual consortium:

- 1) Softeco / Italy
- 2) Eurohelp /Tecnalia Spain
- 3) FMI / Finland

Partners

- Service Integrator
- Communication
- Smart devices hardware
- eHealth provider
- Smart City Operators
- Creative Industry

Contact Info

For more information and for interest to participate please contact:



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