



WeLive – A neW concept of public administration based on citizen co-created mobile urban services

Madrid (Spain), October 2015



A neW concept of public administration based on citizen co-created mobile urban services



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Why WeLive?



Why WeLive? (I)

Challenge #1

Current public services are built following an **administration-centric approach** which drives into a low usage of those services.

Need #1

Need to move towards a **more open model of design, production and delivery of public services**

Need #2

Fostering the **collaboration between citizens, entrepreneurs and public administrations**

Why WeLive? (II)

Challenge #2

PAs are facing **key socioeconomic challenges** such as demographic change, employment, mobility, environment... plus the squeeze on public finances

Citizens expectations in terms of burden reduction, efficiency and personalisation **are growing...**

Need #1

Need for the **modernisation of PA** to maximize the public service delivered and local economy

Need #2

Citizens want to transit from mere consumers of public services to **providers of those services**



Why WeLive? (III)

Challenge #3

Cities and territories should be **transformed** into **hubs of welfare, innovation and economic growth** giving place to **Smarter Cities or territories.**

Public-private partnerships and contribution of citizens have to be fostered to give place a sustainable model of government

Need #1

Need to make a more efficient management of resources and be reactive to socio-economic needs of their stakeholders

Need #2

Empowerment of stakeholders is necessary by incentivizing them to take a more active role



2 What WeLive proposes...



WeLive proposes...

Transform the current e-government approach into...

WeLive Open and Collaborative Government Solution = We-government + t-government + l-government + m-government

We-

All stakeholders are treated as peers and prosumers

t-

Providing Technology tools to create public value

l-

To do more with less by involving other players

m-

Utilisation of mobile tech. for public services delivery



3

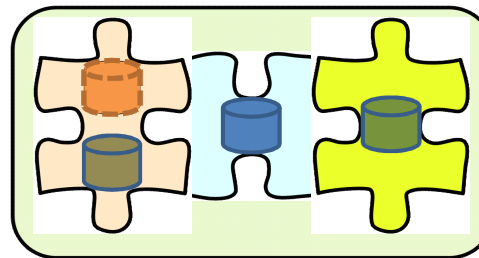
How?

How? (I)

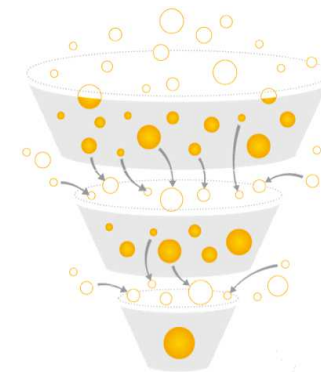
A novel **We-Government ecosystem** of tools (Live) that is easily deployable in different PA and which promotes **co-innovation** and **co-creation of personalised public services** through **public-private partnerships** and the **empowerment of all stakeholders** to actively take part in the value-chain of a municipality or a territory



Open Data



Open Services



Open Innovation



How? (II)

**Stakeholder Collaboration + Public-private Partnership →
IDEAS >> APPLICATIONS >> MARKETPLACE**

1

WeLive offers tools to transform the needs into ideas

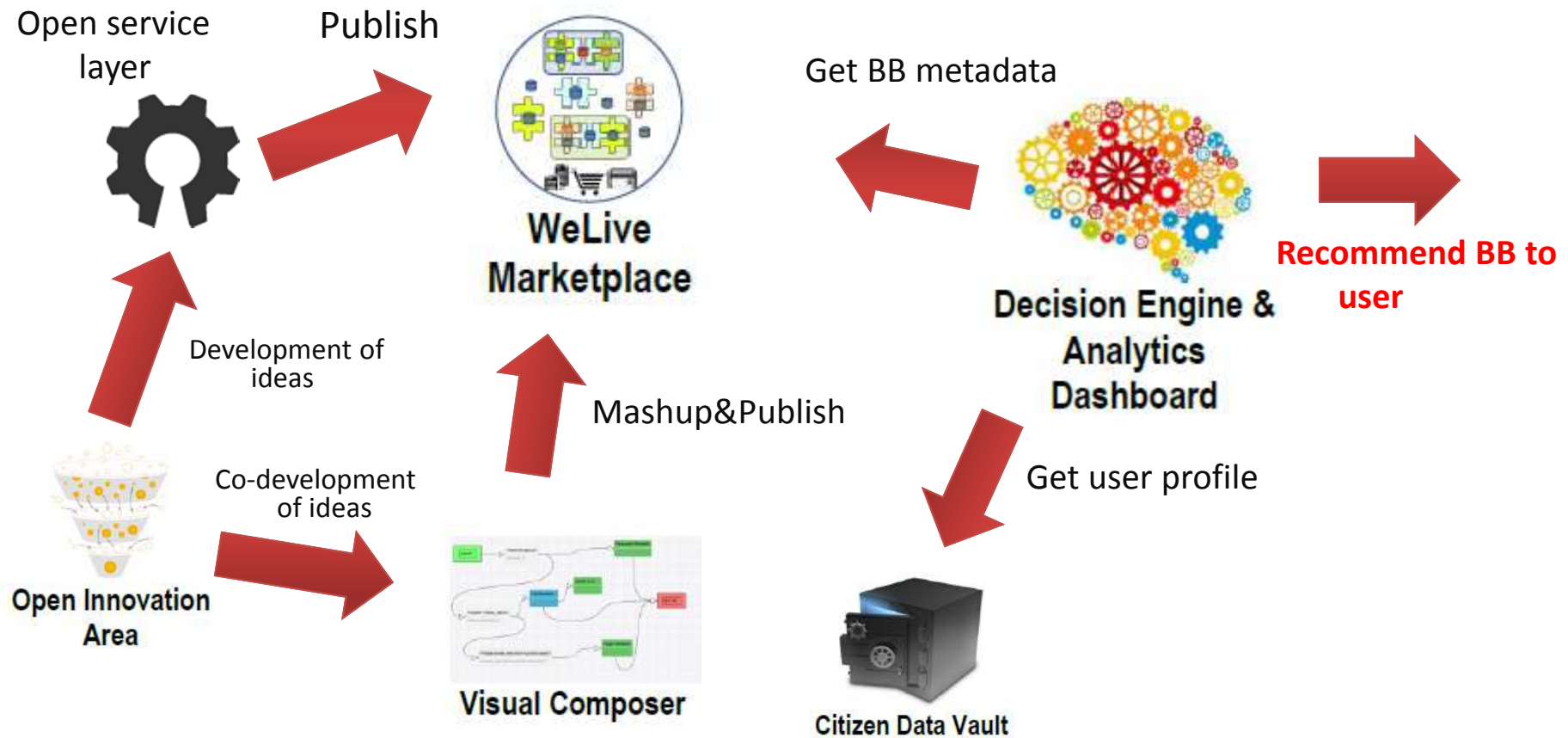
2

Tools to select the best Ideas and create the B. Blocks

3

**A way to compose the Building Blocks into mass market
Applications which can be exploited through the
marketplace**

How? (III)



How? (IV)

Citizens



- Users collaborate in the **definition of the digital identity of the city**
- Citizens **produce and consume contents** (super-prosumer concept)

Companies



- Creation of services exploited by **local businesses**
- Platform enabling the chance to **create services** based on **user needs**, bringing new possibilities

P. Administration



- The interaction with the users enables them to **improve and foster** the use of their deployed sensors in urban areas and **open databases**
- Citizens are involved in **decision-making**



4

Key Aspects?



Key aspects

1

Area of open Data

WeLive provides an open data toolset which eases to capture, transform, adapt, link, store, publish and search for data.

2

Area of open Services

WeLive provides an open services framework based on B. blocks and app templates. These will be easily combined to give place to new services

3

Area of open Innovation

WeLive focuses on how to pass from innovation to adoption, by democratizing the creation process and fostering pp partnership.

4

Area of User-centric Services

WeLive enables personalization of public service apps based on user profile and context though the Citizen Data Vault, Visual composer and WeLive decision engine element.



We Live

Thanks for
your
attention!!



COMUNE DI TRENTO



A new concept of public administration based on citizen co-created mobile urban services