



**SimpliCITY**

**Marketplace for user-centered  
sustainability services**



# Key facts

**Project coordination:**  salzburgresearch

Salzburg Research (Dr. Veronika Hornung-Prähauser, MAS., [veronika.hornung@salzburgresearch.at](mailto:veronika.hornung@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).





# POLYCLULAR







## Salzburg

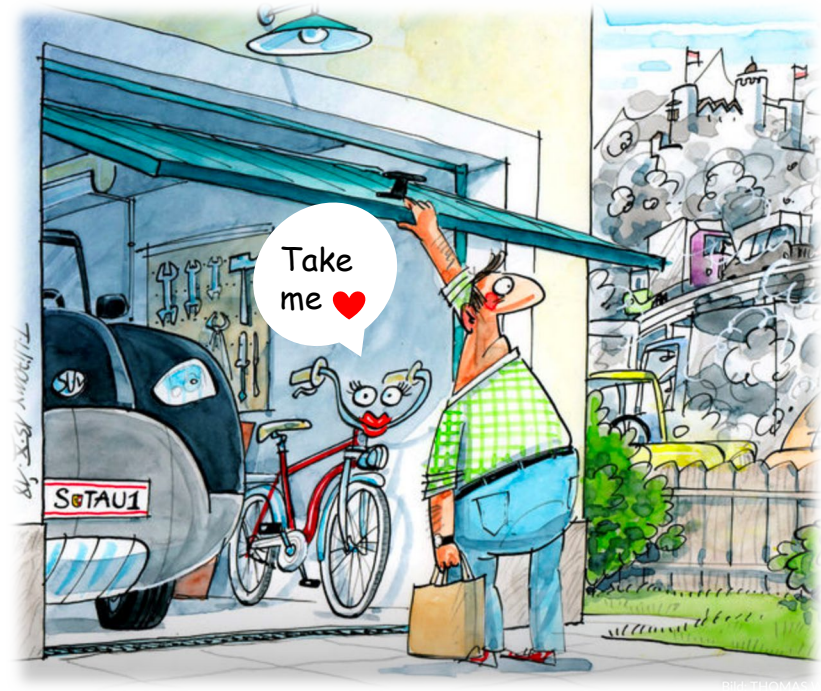
- Population: ~ **155,000** (2018)
- Area: **65.64 km<sup>2</sup>**
- Gross domestic product: **48.700 EUR** per capita (2016)
- Strong innovator** in RIS (Regional Innovation Scoreboard, 2017)
- Unemployment rate: **4.7 %** (2017, TOP 10 in EU regions)
- Strength in **service provision**



## Uppsala

- Population: ~ **153,000** (2016)
- Area: **48.77 km<sup>2</sup>**
- 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 Raizer <https://www.sn.at/salzburg/chronik/salzburg-ist-oesterreichs-stau-hauptstadt-und-loest-wien-ab-355486>

RIM 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\\_Pv5NN09ASkkvemuHJ0IQ](https://www.yelp.com/biz_photos/safeway-food-and-drug-fort-lupton?select=w_Pv5NN09ASkkvemuHJ0IQ)





SimpliCITY



Source: [http://www.zoonar.de/photo/menschenmasse\\_3401105.html](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

Platform as tool and enabler for using smart city services

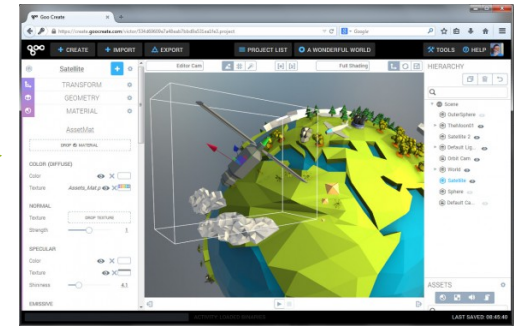
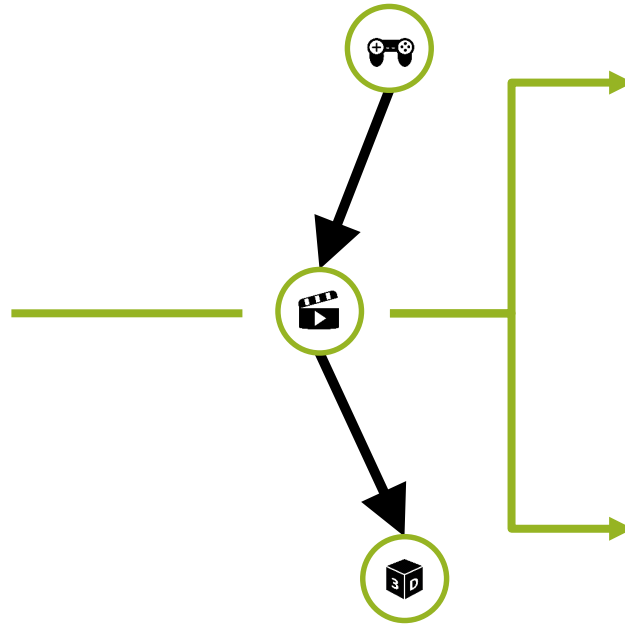
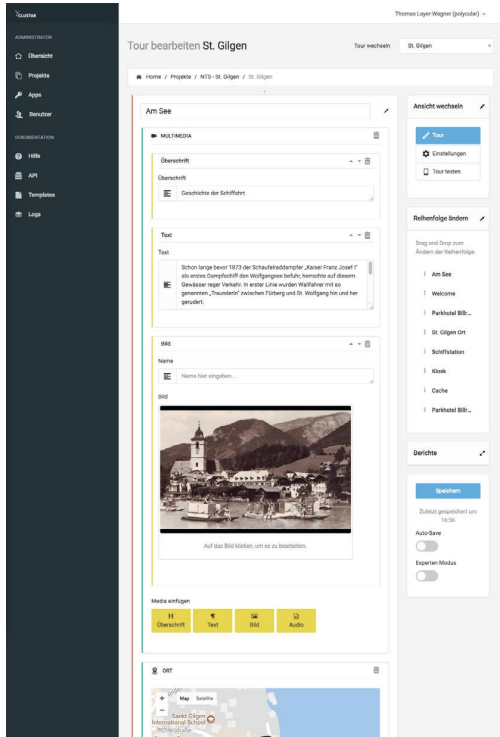


SimpliCITY





# 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](http://www.simplicity-project.eu)







SimpliCITY

# Thank you!



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