



Mapping of Regional Sustainability Services (RSUS)

Version 1.0

Deliverable 2.2

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1 Purpose of the Document

The purpose of this document is to describe the process that was followed in order to collect, describe, select and map regional sustainability services (RSUS) in Salzburg and Uppsala. It is therefore the documentation of the underlying deliverable D2.2, which was formulated as “Mapping of RSUS (Report)”.

The completed collection and mapping of the services is the base for the incentivisation design (T6.2 and T6.3) and for the acquisition of service providers (T5.2).

2 Executive summary

An essential part of the SimpliCITY project was the development of a method and process for collecting the Regional Sustainability Services (RSUS), which will be listed, promoted and incentivised on the SimpliCITY platform. As this process is crucial within the project, a lot of time and effort flowed into it. After defining RSUS, the formulation and understanding on a set of search criteria were done. This should help to facilitate the step of finding the right services in Salzburg and Uppsala. After that, the found services were assessed and documented. With this list of services, further analyses were performed and the first contacts with service providers were made in order to guarantee compatibility with the project. With the help of different workshops, services were assessed with respect to their potential for a final integration into the platform and for their potential for the planned (digital) incentivisation and related interventions.

3 Administrative Information

Basic information on the SimpliCITY project and the present deliverable:

Project title	SimpliCITY - Marketplace for user-centered sustainability services
Project coordinator	Salzburg Research Forschungsgesellschaft mbH (SRFG), Salzburg, Austria; project manager: Petra Stabauer BSc MSc
Project partners	Polycular OG, Hallein, Austria Stadt Salzburg (City of Salzburg), Austria Salzburger Institut für Raumordnung und Wohnen – SIR (Salzburg Institute for Regional Planning & Housing), Salzburg, Austria Uppsala Kommun (City of Uppsala), Sweden University of Uppsala, Sweden
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4 Introduction

As already outlined in the proposal, the starting point for D2.2 can be found in the previous deliverable. The SimpliCITY Pre-Study (D2.1) contains beside theoretical groundwork about behavioural science, methods and tools for behaviour change and ethical evaluations (of nudging) most notably a selection of best practices. These best practices are implemented projects or services that use a variety of those methods and tools describe theoretically in practice. Therefore, they are highly relevant for SimpliCITY and can help by identifying early problems by supporting the implementation of same or similar tools and by gaining knowledge about the impact.

Parallel to the Pre-Study, the task was to identify and cluster regional sustainability services in both pilot cities (T2.2). The services build the backbone of the project and therefore an accurate and sound selection is essential. The method and final outcome of this process is described in detail in the following chapters.

5 Method and process

In order to identify and map relevant regional sustainability services (RSUS) in an efficient and consistent way, an appropriate process with a clear method was needed. In this regard, the task was both new to the SimpliCITY project team and new in this context at all. *Figure 1* summarizes the necessary steps of the process and allocates the subsequent chapters to these steps. In the following sections, each step is described in more detail and the relevance for the succeeding step is highlighted.

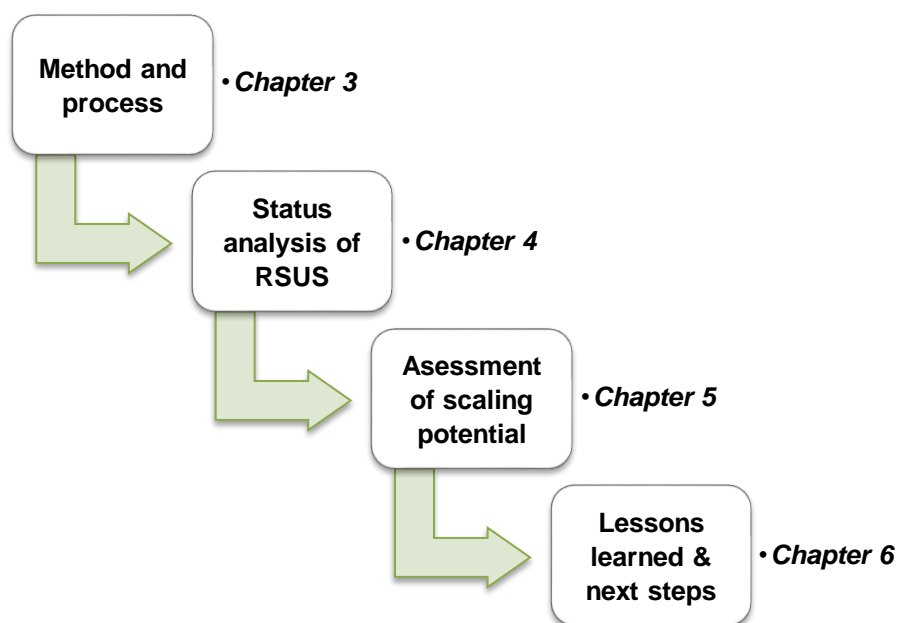


Figure 1: Overview of method for RSUS mapping; Source: own illustration

Before the service search process could be started, a consistent definition of RSUS had to be found in order that the whole SimpliCITY project team talks about the same thing and can exclude irrelevant concepts.

5.1 Definition of Regional Sustainability Service (RSUS)

As described above, in order to differentiate RSUS from services in general, a straightforward definition had to be found. When screening relevant literature on such a definition for the first time, it quickly became apparent that such a “straightforward” and generally accepted definition is absent. To overcome this gap, a derivation of the expression was necessary.

The term RSUS can be divided on the one hand into *regional* and on the other hand into *sustainability service*. For SimpliCITY, the decision to specify sustainability services in geographical terms was taken in order to keep the focus (at first) on the two pilot cities. This means that in the course of the project, regional is related to the city of Salzburg and the city of Uppsala and their federal state and county, respectively. More precisely, for the city of Salzburg, the federal state of Salzburg is the regional area of consideration; for the city of Uppsala, the County Uppsala fulfils these requirements. Regionality refers to the origin of the respective product (e.g. Salzburger Milch) or service (e.g. bike map for the City of Uppsala) or to the sales market (“product/service comes from my region”). Besides the fact that regional products guarantee a lower transport effort, they also create added value that remains in the region. However, regionality is per se not necessarily a guarantee for ecological sustainability, because other factors like seasonality and biological farming play crucial role.

The second essential part of RSUS form the sustainability services. Services are defined as intangible goods that arise when one economic subject performs a paid activity for another. Except for the intangibility of services, also inseparability, heterogeneity and perishability are key characteristics (Wolak et al., 1998). The counterpart to services are goods or products. While some companies are characterised as pure service providers, others offer a mix between products and services. For example, a company can primarily focus on producing and selling products, but can offer pre- and after-sale services.

As digitalization progresses, digital services get more popular and further spread. Digital services use information technology (IT) as a tool to achieve their goals. This can be only a part (e.g. the booking of a service via internet) or the service as a whole (e.g. online street map). The task often requires the development of new procedures or algorithms, the transfer of the problem into the IT world, or the linking of several services from different areas. As more RSUS tend to fall into this group, they are highly relevant for SimpliCITY.

Another essential component that services must fulfil is sustainability. The concept of sustainability by itself is a relatively new idea. However, many of the fundamental thoughts of the movement have roots in areas like social justice, conservationism or other past movements

with significant histories. Sustainability means *to meet our own needs without compromising the ability of future generations to meet their own needs* (Brundtland, 1987). The concept of sustainability understood as holistic approach, which focuses on three dimensions: ecological, social and economic (*Figure 2*). It is therefore considerably more than the protection and careful use of natural resources, but also finding concerns for social equity and economic development. By putting the three dimensions together, the term ‘sustainable development’ was established and further developed.

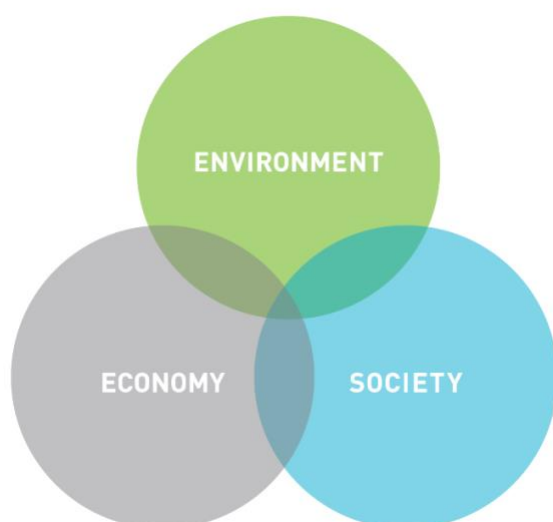


Figure 2: Three dimensions of sustainability; Source: McGill (2019)

In order to achieve sustainable development, the Sustainable Development Goals (SDGs) will be a compass for aligning countries’ plans with their global commitments. Globally, 17 SDGs and 169 targets are monitored and reviewed using a set of global indicators (United Nations, 2019a). Goal 11 has a firm focus on sustainable cities and communities and is therefore highly relevant for SimpliCITY. Making cities sustainable means a variety of different actions, ranging from the creation of career and business opportunities, safe and affordable housing to the building of resilient societies and economies. However, it does also mean investing in public transport and other sustainable modes of transport (biking, walking, etc.) or strengthening local production and consumption possibilities and improving the management in participatory and inclusive ways (United Nations, 2019b).

Additionally to the SDGs, but not decoupled from them, cities developed own strategies in different areas (some of them are describe above), which are mostly based on information and communication technology (ICT) like internet of things (IoT), sensors and data. Both pilot cities,

Salzburg and Uppsala, are so-called smart cities with different action fields, targets and coordination offices¹.

In combination with the above outlined description of services, sustainability (or sustainable) services are offerings that create either a positive impact in ecological and/or social terms or decrease negative environmental and/or social benefit for the consuming parties. In the project, the focus is such services within the three thematic areas: bike mobility, local food consumption and social inclusion, and within the regional boundaries of the respective federal state/county.

¹ Information about the Smart City Salzburg can be found on <https://www.stadt-salzburg.at/internet/websites/smartcity.htm>, information about the Smart City Uppsala on <https://international.uppsala.se/content/the-smart-city/>.

5.2 Search criteria

The first step in the RSUS mapping process was to come up with a set of search criteria, which facilitate the screening. With the help of these criteria, the possibility to engage only those services that are relevant for SimpliCITY could be increased significantly. *Table 1* summarizes and describes the selected search criteria.

Table 1: Search criteria for RSUS mapping process

Criterion	Description
<i>Regionality</i>	Service with availability (exclusively) in the pilot cities Salzburg and Uppsala
<i>Sustainability</i>	Service creates benefit in environmental and/or social term or decreases negative environmental and/or social impact for consumers
<i>Thematic focus</i>	Service within the three focus areas: bike mobility, local food consumption & digital inclusion
<i>Target group</i>	Service directly addresses citizens of the pilot cities
<i>Readiness</i>	Service is finished and usable for the end user
<i>Technical integrability</i>	Service can be part of the SimpliCITY platform or essential parts are integrable
<i>Digital component</i>	Service is not entirely physical, but at least some components are accessible via a digital medium (e.g. booking, map,
<i>Compliance with Smart city goals</i>	Service contributes to the formulated (sustainability) goals in both pilot cities
<i>Impact</i>	Service has a positive effect on environment and/or society

Based on the listed criteria, the first screening of relevant RSUS was started individually in both pilot cities. The next subchapter gives an outline about the sources that were used at this stage.

5.3 Sources

The whole SimpliCITY project team contributed to the first round of RSUS screening, because everyone knew in general some services off the cuff and additionally some sources, where further services were detectable. This procedure was the same in both countries: the Austrian project partners screened and listed services for Salzburg, the Swedish partners for Sweden. In more detail, the following sources were screened in order to identify suitable RSUS:

- **Websites**

Since many providers of goods and services were (already) present online, the search for RSUS on the respective website offered great potential. The catch here was that the name of the service or the service provider had to be known to access the final website. However, many cities offered on their webpages pools of different city services available for the citizen (see both websites of the pilot cities). With the help of this collection, other and similar services could be identified. Besides that, common search engines were used. Using the name of the city and different variations of the three focus areas produced some hits.

- **Social media**

Service providers use social media channels to interact with potential customers or to present novelties. The profile of the service provider offers different kind of information, e.g. user ratings of services, recommendations, events or the possibility to start a purchase transaction. Similar to websites, cities can list and promote their services or gain insights about user needs, which might be helpful in designing new services.

- **Interviews with smart city managers**

In order to cover the services introduced and possibly supported by the city efficiently, discussions with the city officials were necessary. Due to the chosen focus in SimpliCITY, the smart city managers of both cities were the right contact point for us. They were important both for the direct identification of services and for the mediation between the project team and the providers.

- **Events**

In both cities, events relevant to the three focus areas were and will be organised. At these events, private and public providers were invited to show their services. In Salzburg for instance, an event called Salzburger Radfrühling ('bike spring') brought together a range of different bike service providers and bicycle enthusiasts.

- **Direct contact and interviews with service providers**

Service providers known to the project partners were contacted and interviewed. Thus, information with respect to suitability, readiness and potential additional offerings could be gathered. Personal conversations with city officials could reveal a lot more services,

where the city is named as host. Additionally, existing ambiguities due to missing information could be cleared up.

- **Stakeholder workshops**

In the course of the kick-off meeting in Salzburg, a stakeholder workshop with potential service providers was organised. This workshop was organised in the sense of a co-creation event, where different companies, organisations and associations got to know the project initially. Afterwards, an active exchange between all participants happened to clarify whether the services are fitting and under what conditions. For reasons of time and costs, organizing those workshops was kept limited during this phase, while they were highly relevant later the process.

5.4 Assessment criteria

To guarantee a structured documentation of the found services, some criteria were determined. They should ensure that the information level is the same for all services in order to provide a good first insight for every project member. These criteria were transferred to an online Google Table sheet that everyone had access to (see screenshots in *Figure 3*, *Figure 4* and *Figure 5* for the respective thematic area).

The criteria list contains the following items:

- **Name of service**
- **City**
- **Thematic service area**
- **Sustainability targets**
- **Impact/indicator**
- **Digital or analog**
- **Description**
- **Technical requirements**
- **Link**
- **Commercial or non-commercial**
- **Contact person/owner**
- **Responsible for**
- **E-mail**
- **Already in contact**
- **Notes**

Name of service	City	Thematic service area	ability targets (based on)	Impact / indicator	Digital or Analog	Description	Link	Commercial service
Bike energy	Salzburg	Bike mobility	Sustainable mobility (infrastructure)	CO2 emissions reduction	Analog	Solutions for e-bike and e-cars charging systems to e-bikers,	https://bike-energy.com/	yes
Bike Kitchen	Salzburg	Bike mobility	Sustainable mobility	CO2 emissions reduction	Analog	DIY bicycle repair shop, where you can get tools and tips to	https://www.marksalzburg.at/projekte/t	no
Bike self-service stations	Salzburg	Bike mobility	Sustainable mobility (infrastructure)	CO2 emissions reduction	Analog	The City of Salzburg offers free public self-service bike stations,	https://www.stadt-salzburg.at/internet/	no
Rain radar	Salzburg	Bike mobility	Sustainable mobility	CO2 emissions reduction	Digital	Is part of the Radlkarte => With the rain radar, bikers can forecast	https://www.wetteronline.at/regenradar/	yes
Bike wheel trailers	Salzburg	Bike mobility	Sustainable mobility	CO2 emissions reduction	Analog	In 2018, the City of Salzburg will continue to support the purchase	https://www.salzburg.at/service-tipp	no
Bike boxes (radbox.at)	Salzburg	Bike mobility	Sustainable mobility (infrastructure)	CO2 emissions reduction	Analog	Weather-protected, vandal-proof bicycle parking facilities in	http://www.radbox.at/de/start/index.asp	yes
Bike-App City of Salzburg (Radlkarte)	Salzburg	Bike mobility	Sustainable mobility	CO2 emissions reduction	Digital	The cycling map Salzburg was developed by the city and the	https://www.radlkarte.info/	no
Cargobike Sharing	Salzburg	Bike mobility	Sustainable mobility	CO2 emissions reduction	Analog	Cargobike for free sharing. You can check online the required	https://www.das-lastenrad.at/verleihsta	no
Mobility guide (Mobilitätsratgeber)	Salzburg	Bike mobility	Sustainable mobility	CO2 emissions reduction	Analog	The Mobilitätsratgeber (mobility guide) can be seen as a helpful	https://www.stadt-salzburg.at/pdf/mobil	no
S-Bike	Salzburg	Bike mobility	Sustainable mobility	CO2 emissions reduction	Analog	With the planned S-Bike system, a further component is to be	https://www.stadt-salzburg.at/internet/	no
Bicycle Coding (Rad Codierung)	Salzburg	Bike mobility	Sustainable mobility	CO2 emissions reduction	Analog	Developed in cooperation with the Salzburg police, bike coding is a	http://www.radinfo.at/service-einrichtung	no
Bike messenger service (Radboten)	Salzburg	Bike mobility	Sustainable mobility	CO2 emissions reduction	Analog	Die Boten.at is the new messenger service in Salzburg	http://www.dieboten.at/	yes
Bicycle check (Rad Check)	Salzburg	Bike mobility	Sustainable mobility	CO2 emissions reduction	Analog	The aim of the bicycle check is to increase safety for cycling. If	https://www.salzburg.at/service-tipp	no
Driving safety training and service	Salzburg	Bike mobility	Sustainable mobility	CO2 emissions reduction	Analog	In this course the participants will be introduced to the practical and	https://www.salzburg.at/gemeinden	no
Radwegverbesserungen Facebook	Salzburg	Bike mobility	Sustainable mobility (infrastructure)	CO2 emissions reduction (indirect)	Digital	Facebook page for bike-cities to discuss about bike mobility and	https://www.facebook.com/groups/367/	no
Food Ninjas	Salzburg	Bike mobility	Sustainable mobility	CO2 emissions reduction	Digital	Food delivery service by bike. Private company	https://foodninjas.at/	yes
Radinfo	Salzburg	Bike mobility	Sustainable mobility	CO2 emissions reduction	Digital	Radinfo.at is a webpage provided by the city of Salzburg offering	http://www.radinfo.at/start/	no
Cykelförmån	Uppsala	Bike mobility	Sustainable mobility	CO2 emissions reduction	Analog	When companies let their employees use the company	https://www.skatteverket.se/privat/skat	no
Mobiliteishus	Uppsala	Bike mobility	Sustainable mobility	CO2 emissions reduction	Analog	A parking deck with access to mobility solutions such as car	http://www.mynewsdesk.com/se/press	no
E-bikes	Uppsala	Bike mobility	Sustainable mobility	CO2 emissions reduction	Digital	Rent e-bikes from a bike dock in Uppsala through an app. Pilot	https://se.arrowspeedbikes.com/uppsala	yes
Solar bike	Uppsala	Bike mobility	Sustainable mobility	CO2 emissions reduction	Analog	Rental bikes	https://aktivitetliv.nu/cykel/	yes
Bike-Service Station	Uppsala	Bike mobility	Sustainable mobility	CO2 emissions reduction	Analog	Public do it yourself bike-service station for washing, cyclepump	https://www.uppsala.se/boende-och-tra	no

Figure 3: Assessment criteria and collected services (extract) for bike mobility (Salzburg and Uppsala)

Name of service	City	Thematic service area	Sustainability targets (based on)	Impact / indicator	Digital or Analog	Description	Link	Commercial service
Fritidsbanken	Uppsala	Local consumption & production	Responsible consumption	Waste reduction	Analog	A borrow-for-free pool of sport equipment and other activity	https://www.fritidsbanken.se/	no
Waste Cooking	Salzburg, Uppsala	Local consumption & production	Responsible production and consumption	Waste reduction	Analog	wastecooking is a movement that pleasurably protests against food	http://www.wastecooking.com	no
Erdling - Association for Solidary	Salzburg	Local consumption & production	Responsible production and consumption	Local food production	Analog	The aim is to get people interested in food production and	http://www.erdling.at/	no
The Society Conscious Consumption	Uppsala	Local consumption & production	Responsible production and consumption	Local food consumption	Analog	The Society Conscious Consumption Sweden is a party	http://www.medvetenkonsumtion.se/ek	no
Happy Lab	Salzburg	Local consumption & production	Responsible production and consumption	Sustainable innovation	Analog	The HappyLab in Vienna, Salzburg and Berlin provides	www.happylab.at	no
Abfallwirtschaftsservice Salzburg	Salzburg	Local consumption & production	Responsible production and consumption	City wide waste reduction	Analog	Waste management means taking precautions to ensure that	https://www.stadt-salzburg.at/internet/	no
Vitalkisterl Salzburg	Salzburg	Local consumption & production	Responsible production and consumption	Local food consumption	Analog	All year round a varied Kisterl in the periphery of 10Km around	https://www.vitalkisterl.at/	yes
Fairteiler	Salzburg	Local consumption & production	Responsible production and consumption	Local food consumption	Analog	At two faculties of the University of	https://foodsharing.de/karte	no
Repair Café	Salzburg	Local consumption & production	Responsible production and consumption	Enlarge life expectancy	Analog	The "Repair Café" is all about repairing: Tools and materials are	https://www.stadt-salzburg.at/internet/	no
Community gardening	Salzburg	Local consumption & production	Responsible production and consumption	Local food production	Analog	Community Gardens, Urban Gardening, Urban Farming -	http://www.blattform-salzburg.at/2017/	no
Vinzibus	Salzburg	Local consumption & production	Responsible consumption	Local consumption, social equity	Analog	The VinziBus Salzburg was founded in 2000 as a charitable	http://www.vinzibus-salzburg.at/	no
Foodsharing.at	Salzburg	Local consumption & production	Responsible consumption	Food sharing	Digital	Foodsharing.at is an initiative committed to fighting food waste.	https://foodsharing.at/	no
Mundraub	Salzburg	Local consumption & production	Responsible consumption	Food sharing	Digital	mundraub.org is the largest German-language platform for the	https://mundraub.org/	no
Circular Economy-Austria	Salzburg	Local consumption & production	Responsible production and consumption	Waste reduction, recycling	Analog	The objective of the platform is to establish a solution-oriented	https://www.circularfutures.at/ueber-uns/	no
Markta	Salzburg	Local consumption & production	Responsible production and consumption	Local food consumption	Digital	Digital marketplace for different food products, typically bought	https://markta.at/	yes
Farm sale ("ab Hof Verkauf")	Salzburg	Local consumption & production	Responsible production and consumption	Local food consumption	Analog	There are different ways to buy food directly at farmers. To get an	https://www.gutesvombauernhof.at/salzburg/	no
Taste Austria	Salzburg	Local consumption & production	Responsible consumption	Local food consumption	Digital	Service Listing of local producers. Market tours on	http://www.tastemakers.at/en/	no
Klimatkampen	Uppsala	Local consumption & production	Responsible consumption	Resource reduction	Digital	This project aims for people to make more sustainable life	https://research.chalmers.se/project/8/	no
Live-in Smart Grid	Uppsala	Local consumption & production	Responsible (electricity) consumption	CO2 emissions reduction	Analog	A pilot project for a smarter and more sustainable energy grid	https://www.sust.se/projekt/live-in-smart-grid/	no
Clean Up World	Salzburg, Uppsala	Local consumption & production	Responsible consumption	Waste reduction	Analog	A global project organizing outdoor clean ups of plastic and	https://www.cleanuptheworld.org/	no
Leafymade	Uppsala	Local consumption & production	Responsible consumption	Resource reduction	Digital	A company in Uppsala producing natural, sustainable and	https://leafymade.se/products/	yes
Återbruket – Upcycling	Uppsala	Local consumption & production	Responsible consumption	Resource reduction	Analog	An upcycling station provided by Uppsala municipality, where	https://www.uppsala.se/boende-och-tra	yes

Figure 4: Assessment criteria and collected services (extract) for local consumption and production (Salzburg and Uppsala)

Name of service	City	Thematic service area	Sustainability targets (based on)	Impact / indicator	Digital or Analog	Description	Link
EURAG	Salzburg	Social inclusion	Prevention for social exclusion	Inclusion of elderly	Analog	EURAG is an European organisation	http://www.eurag.at/english%20informa
Part-time grandmothers/grandfathers	Salzburg	Social inclusion	Prevention for social exclusion	Inclusion of elderly	Analog	Betreat.at is part of Care.com, the world's largest online support	https://www.betreat.at/
FragNebenan	Salzburg	Social inclusion	Prevention for social exclusion	Neighbourhood help	Analog	Find out what's going on in the neighborhood. Get good tips,	https://fragnebenan.com/
Veteranpoolen	Uppsala	Social inclusion	Prevention for social exclusion	Inclusion of elderly	Digital	A company employing retired people to be leasable workforce	https://veteranpoolen.se/kontor/upsala
Smart-Citizen Initiative	Uppsala	Social inclusion	Prevention for social exclusion	Citizen engagement	Digital	As innovation partner of Uppsala Kommun, RISE Interactive is	https://www.tii.se/projects/smart-citizen
Grand, cultural center for youth	Uppsala	Social inclusion	Prevention for social exclusion	Inclusion of young people	Analog	Grand is a culture centre for Uppsala youth, run by the	https://grand.upsala.se/om-oss/
Hera Hub, coworking space for women	Uppsala	Social inclusion	Prevention for social exclusion	Inclusion of women	Analog	A women-only coworking space, offering support and opportunities	https://herahub.com/sweden/om/
Fredens Hus	Uppsala	Social inclusion	Prevention for social exclusion	Promotion of social sustainability	Analog	Democracy work targeting youth	http://www.fredenshus.se/foretag/
Hållbara Uppsala	Uppsala	Social inclusion	Prevention for social exclusion	Promotion of students concerns	Analog	NGO working for sustainability, eg. thorough school workshops	https://hallbaraupsala.weebly.com/skolor
Fältbiologerna	Uppsala	Social inclusion	Prevention for social exclusion	Inclusion of young people	Analog	Youth club focusing on the environment	https://www.faltbiologerna.se/klubbar-n
Studieförbundet Vuxenskolan	Uppsala	Social inclusion	Prevention for social exclusion	Digital literacy	Analog	Computer courses for beginners	https://www.kurser.se/utbildning/sv-upp
Biblioteket Uppsala	Uppsala	Social inclusion	Prevention for social exclusion	Improving communication skills	Analog	Social activities to practice Swedish for beginners	https://bibliotekupsala.se/web/arena/c
Radio Fyris	Uppsala	Social inclusion	Prevention for social exclusion	Inclusion of people with neurological disorders	Digital	Radio station by and for people with neuropsychiatric disorders	http://radiofyris.se/om-oss/

Figure 5: Assessment criteria and collected services (extract) for social inclusion (Salzburg and Uppsala)

6 Status analysis of RSUS offered in the pilot cities

After the identification of the initial selection criteria, the project teams in both cities started to screen the selected sources. The next three subchapters give both an overview about these services and a short presentation of the most relevant ones (based on internal and external) for each city.

6.1 Service overview

In total, 102 services were collected (61 in Salzburg, 41 in Uppsala) and filled into the online working document (Google Table). The below described services are divided between the two pilot cities and grouped into the three thematic areas bike mobility, local food consumption and social inclusion. Moreover, the services are numbered in order to find them easily and to refer to them in the text without mentioning a service by its full name.

6.2 Salzburg

S1	Radboxen (Bike Boxes)		
Link: http://www.radbox.at/			
Service provider: City of Salzburg			
Thematic service area: Biking			
Digital <input type="checkbox"/>		Analog <input checked="" type="checkbox"/>	
Commercial <input type="checkbox"/>		Non-commercial <input checked="" type="checkbox"/>	
Description:			
<p>The bike boxes of the city of Salzburg are a service for bikers, who need a weather-protected, vandal-proof bicycle parking facility in their everyday life. The boxes are located at strategically valuable locations, e.g. at the main railway station or at stations of the local railway stations and therefore beneficial for commuters (but not only). Bikers can rent a box for one year (depending of the respective suppliers), however, short-term booking models are already available at federal state level. An online map shows the locations and availability of the bike boxes, gives information concerning the price and offers a direct link to the booking platform. In the case of an already booked box, bikers can subscribe to a waiting list. Overall, the bike boxes offer the following advantages: promotion of bike & ride, increased comfort for cyclists, theft and vandalism protection for bicycles and accessories, weather protection for bicycles and accessories, located where public transport stops, uncomplicated handling and quick information for rent.</p>			

S2	Mobilitätsratgeber (Mobility Guide)
Link: https://www.stadt-salzburg.at/pdf/mobil_sein_im_strubergassenviertel.pdf	
Service provider: City of Salzburg	
Thematic service area: Biking	
Digital <input checked="" type="checkbox"/>	Analog <input type="checkbox"/>
Commercial <input type="checkbox"/>	Non-commercial <input checked="" type="checkbox"/>
<p>Description:</p> <p>The mobility guide is a free online information folder in PDF format that helps citizens of certain districts (here: Strubergassenviertel) to plan their daily journeys. It provides an overview of existing mobility offers so that citizens can find the best solutions without much effort. In addition, employees of the city are available for personal service discussions, where individual questions are answered. Other offers help to get to know the different means of transport (e.g. bonus ticket for public transport) or the district (e.g. guided bike tours or guided city walks). An important form of mobility within the mobility guide is cycling. Beside a map with cycle paths, the guide provides information about parking facilities, bicycle transport in public transport services and other bike-related services like the Radlkarte (Bike Map, see below).</p>	

S3	Radlkarte (Bike Map) Salzburg
Link: https://radlkarte.eu/	
Service provider: City of Salzburg	
Thematic service area: Biking	
Digital <input checked="" type="checkbox"/>	Analog <input type="checkbox"/>
Commercial <input type="checkbox"/>	Non-commercial <input checked="" type="checkbox"/>
<p>Description:</p> <p>The Radlkarte offers a useful counterpart to Google Maps for citizens of the city of Salzburg. Compared to the last-named service, the Radlkarte offers a range of additional services except the map. By using different layers, bikers can benefit from the following: rain radar, bike service stations, bus and train connections, bike routes, bike boxes, thematic routes, mountain bike tracks and others. Apart from that, the routing has a further service, because two routes are displayed. The "recommended route" is based on data such as traffic volume, cycling infrastructure and signage. This ensures that the recommended routes are as optimal as possible, especially for safety-conscious cyclists. As a comparison, the "shortest</p>	

route" is always shown. This proposal is aimed at people who want to get from A to B as quickly as possible without necessarily attaching importance to appropriate cycling infrastructure.

S4	Salzburg:direkt
Link: https://www.stadt-salzburg.at/direkt/hints	
Service provider: City of Salzburg	
Thematic service area: Biking	
Digital <input checked="" type="checkbox"/>	Analog <input type="checkbox"/>
Commercial <input type="checkbox"/>	Non-commercial <input checked="" type="checkbox"/>
<p>Description:</p> <p>Salzburg:direkt is a service by the city of Salzburg, which helps citizens to leave hints and notes about things that need to be changed, finished or repaired in Salzburg. The above stated link forwards the informant to a portal, where he or she can fill in the feedback. This tip can be sent from anywhere within the city, just by taking a photo and by adding the exact GPS location from your PC, laptop or smartphone. The tip will be routed directly to the correct location in the magistrate, where it will be reviewed and processed. By selecting the correct main category or subcategory, the note can be forwarded directly to the appropriate department in the magistrate. Additionally, a short text and priority ranking is possible.</p>	

S5	carlavelorep
Link: https://www.carlavelorep.at/	
Service provider: Caritas Salzburg	
Thematic service area: Biking, Social inclusion	
Digital <input type="checkbox"/>	Analog <input checked="" type="checkbox"/>
Commercial <input checked="" type="checkbox"/>	Non-commercial <input checked="" type="checkbox"/>
<p>Description:</p> <p>Caritas Salzburg has taken over the charitable Salzburg bicycle workshop VELOREP and continues to run it under the roof of the Caritas shops (=carlavelorep). Thus, Caritas makes a valuable contribution in the area of re-use and sustainability. The employment project enables the qualification and support of young people in their integration into the labour market. Under the guidance of experienced experts, bicycles of all kinds are brought into shape. Whether racing bike, city bike, mountain bike or children's bike - carlavelorep takes</p>	

care of bicycles of every brand. Bikers can also use the service offers to be safe again after the maintenance of gears, brakes, lights etc. and to be on the road according to the legal requirements. In the attached shop, one can find affordable, intact second-hand bikes as well as practical spare parts and chic accessories for you and your bike. The expert staff will be happy to advise you. We are happy to donate bicycles that are no longer needed, which will be overhauled to give someone mobility again.

S6	DieBoten.at (The Messenger)
Link: http://www.dieboten.at/	
Service provider: DieBoten.at e.U., Michael Damisch	
Thematic service area: Biking	
Digital <input checked="" type="checkbox"/>	Analog <input checked="" type="checkbox"/>
Commercial <input checked="" type="checkbox"/>	Non-commercial <input type="checkbox"/>
Description:	
<p>DieBoten.at is a messenger service in Salzburg city with bicycles and load bikes for documents and objects up to 250 kg. They offer customers a safe, flexible and environment-friendly delivery service, which can be booked online or via telephone. Basically, DieBoten.at offers a 24h online booking tool, which need to be accessed via an initial phone call. The operating hours are limited to Monday-Friday, 8.00 to 18.00 h. For documents and packages up to 10 kg, a desk-to-desk or hand-to-hand delivery with normal bikes is offered, while packages between 10 and 250 kg are transported with a cargo bike. In the city of Salzburg, express deliveries are possible, which guarantee pickup and delivery within one hour.</p>	

S7	FoodNinjas
Link: https://foodninjas.at/	
Service provider: FoodNinjas, Michael Damisch und Felix Winter.	
Thematic service area: Biking	
Digital <input checked="" type="checkbox"/>	Analog <input checked="" type="checkbox"/>
Commercial <input checked="" type="checkbox"/>	Non-commercial <input type="checkbox"/>
Description:	
<p>The FoodNinjas system works in the same way as other delivery services. First, the customer enters his address online, followed by a list of restaurants where he can choose his meal. Payment is also made online, because it is fast and they want to prevent that</p>	

someone orders and then is not to be found. Delivery by bicycle, which costs 2.50 euros, has its advantages. It is environmentally friendly and fast. They can also deliver addresses where deliveries with car are not possible (e.g. on roads that are closed off by bollards or where there are no parking facilities). Food can be ordered online or via app. By entering the address, one of several restaurants can be chosen and the menu of them is displayed. After selecting the food and paying for it, the food is brought by a ninja on bike.

S8	Bike Energy
Link: https://bike-energy.com	
Service provider: MEGAtimer GmbH	
Thematic service area: Biking	
Digital <input type="checkbox"/>	Analog <input checked="" type="checkbox"/>
Commercial <input checked="" type="checkbox"/>	Non-commercial <input type="checkbox"/>
Description:	
<p>Bike Energy offers solutions for e-bike and e-cars charging systems. The service targets e-bikers, tourist regions, cities/municipalities and e-bike brands. The big advantage of Bike Energy is that it makes it possible for e-bikers to recharge their e-bikes everywhere - at business premises, restaurants or in tourist regions. This is possible due to an intelligent charging cable that facilitates a straightforward connection to recharging stations for bikes. Bikers do not need to carry their own cable with them anymore, but use the on-site cable offered by Bike Energy.</p>	

S9	Bikekitchen – MARK Salzburg
Link: https://www.marksalzburg.at/bikekitchen/	
Service provider: Verein MARK für kulturelle und soziale Arbeit (Association for cultural and social work)	
Thematic service area: Biking	
Digital <input type="checkbox"/>	Analog <input checked="" type="checkbox"/>
Commercial <input type="checkbox"/>	Non-commercial <input checked="" type="checkbox"/>
Description:	
<p>Bikekitchen offers a DIY bicycle repair shop, where you can get tools and tips to fix your bicycle or make it summer or winter proof. No matter whether it is a flat tire, worn brakes, rusty chains or a new alternator: there is always a solution at the Bikekitchen. The</p>	

prerequisite, however, is that bikers are willing to lend a hand and get fingers dirty, if necessary. The bicycle repairs are made under professional guidance and without any costs. This can be done every Thursday from 19 o'clock and in the presence of inexpensive and vegan food.

S10	Radinfo.at
Link: http://www.radinfo.at/start/	
Service provider: City of Salzburg	
Thematic service area: Biking	
Digital <input checked="" type="checkbox"/>	Analog <input type="checkbox"/>
Commercial <input type="checkbox"/>	Non-commercial <input checked="" type="checkbox"/>
Description:	
<p>The radinfo.at is a service page of the city of Salzburg, which offers information about the city's cycle path network, cycling events and activities and attractive offers and tips on cycling. Bikers can also get information about their perfect bike tours, irrelevant whether he or she is amateur, professional or somewhere between. radinfo.at offers both a website and a Facebook page. Besides city information, also tips for bikers who want to take their bike with them on the train are offered.</p>	

S11	Erdling
Link: https://www.erdling.at/	
Service provider: Erdling – Verein für kooperative Landwirtschaft (Association for cooperative agriculture)	
Thematic service area: Local consumption	
Digital <input type="checkbox"/>	Analog <input checked="" type="checkbox"/>
Commercial <input type="checkbox"/>	Non-commercial <input checked="" type="checkbox"/>
Description:	
<p>The aim of Erdling is to get people interested in food production and processing and to arouse their interest in sustainable, regional, seasonal and ecologically compatible agriculture with alternative forms of marketing. To implement this project, Erdling leases agricultural land for the joint cultivation of fruit, vegetables and herbs in and around the city of Salzburg. The members of the association themselves are responsible for this common agriculture (Gemeinschaftliche Landwirtschaft, GeLa). Thus, they promote the interlock of a</p>	

person as producer and consumer – whose borders gradually blur – by focusing on certain areas: the creation of fruit or berry fields, cultivation of various vegetables and herbs and the extension of self-employment.

S12	Salzburg schmeckt (Salzburg tastes [good])
Link: https://www.salzburgerlandwirtschaft.at/	
Service provider: Salzburger Agrar Marketing	
Thematic service area: Local consumption	
Digital <input checked="" type="checkbox"/>	Analog <input type="checkbox"/>
Commercial <input type="checkbox"/>	Non-commercial <input checked="" type="checkbox"/>
<p>Description:</p> <p>Salzburg schmeckt offers a platform for citizens of Salzburg (city and province) with a multitude of functions. The core of it is the mediation between producers and consumers of regional high-quality food. One will find the addresses where you can buy the necessary ingredients from the region near you. All farmers' markets in the Salzburger Land - from the Schranne to the Grünmarkt to the Tamsweger Wochenmarkt -, organic shops, the direct marketer of Salzburg and other local producers can be found on our market square and as a special service the current market calendar. Additionally, a selection of different recipes, events and other related information can be found.</p>	

S13	Repair Café
Link: https://www.stadt-salzburg.at/internet/politik_verwaltung/buergerservice/repair_caf_2019_447801.htm	
Service provider: City of Salzburg	
Thematic service area: Social inclusion and local consumption	
Digital <input type="checkbox"/>	Analog <input checked="" type="checkbox"/>
Commercial <input type="checkbox"/>	Non-commercial <input checked="" type="checkbox"/>
<p>Description:</p> <p>In Repair Cafes, citizens can bring broken appliances, furniture, clothes and much more, which will be then repaired by volunteers. Tools and materials are available for all kinds of repairs. The credo of Repair Cafes is to work together and those who have nothing to repair can treat themselves to a cup of coffee or tea, or help others with the repair. The main purpose of the Repair Cafe foundation in Salzburg is the same as in other cities or countries,</p>	

namely it is to draw attention to the fact that in Europe, vast quantities are thrown away. Even objects that are not very damaged. This is because many people no longer know how to repair something. In addition, professional repair is often so expensive that one could buy a new device.

S14	FragNebenan
Link: https://fragnebenan.com/blog/nachbarschaftshilfe-salzburg	
Service provider: FragNebenan GmbH	
Thematic service area: Social inclusion	
Digital <input checked="" type="checkbox"/>	Analog <input checked="" type="checkbox"/>
Commercial <input type="checkbox"/>	Non-commercial <input checked="" type="checkbox"/>
<p>Description:</p> <p>FragNebenan is a service that connects citizens who live close together (within around 750 Meters). It should not only make people do more together, but also help each other in different ways. For example, the network should help people when they need something (e.g. borrowing of eggs for the spontaneous cake), when they need recommendations of neighbours regarding different infrastructures and services (e.g. finding a good internist, plumber or a person who can do both) or when they can offer different kind of help (e.g. taking care of pets, watering the flowers or cleaning the car). The fundamental idea is to build a network between neighbours that brings a multitude of advantages.</p>	

S15	blattform
Link: http://www.blattform-salzburg.at/2017/03/gemeinschaftsgarten-salzburg/	
Service provider: Verein blattform – eine stadt ein garten	
Thematic service area: Social inclusion and local production	
Digital <input type="checkbox"/>	Analog <input checked="" type="checkbox"/>
Commercial <input type="checkbox"/>	Non-commercial <input checked="" type="checkbox"/>
<p>Description:</p> <p>The association blattform comprises a group of predominantly young, committed salt citizens who like to look beyond their own gardens and dedicate themselves to the beautification and enrichment of the city. We assume joint responsibility for the public space - not only when gardening. The blattform sees itself as an open community that would like to serve all gardening enthusiasts as a docking place. The main goal of blattform is to strengthen the</p>	

sense of community by gardening together in common gardens, where the whole city is seen as a “garden”.

S16	Vinzibus Salzburg
Link: http://www.vinzibus-salzburg.at/	
Service provider: Vinzenzgemeinschaft Vinzibus Salzburg-Stadt	
Thematic service area: Social inclusion	
Digital <input type="checkbox"/>	Analog <input checked="" type="checkbox"/>
Commercial <input type="checkbox"/>	Non-commercial <input checked="" type="checkbox"/>
<p>Description:</p> <p>The VinziBus Salzburg was founded in 2000 as a charitable association. Since then the VinziBus is 365 days a year for people in difficult life situations as a gas station of human warmth on the way and supplies with food and beverages the Vinzibus guests. Numerous volunteers, parishes and monasteries are involved in the preparation and collection of food and drinks. The name "VinziBus" bears the model of the Vincent communities. These are groups that have committed themselves to carrying out practical acts of charity and charity, in the spirit of Saint Vincent of Paul, the Saint of Charity (1581-1660).</p>	

6.3 Uppsala

U1	Cykelfrämjandet (National Cycling Advocacy Organisation)		
Link: https://cykelframjandet.se/upsala/			
Service provider: Cykelfrämjandet			
Thematic service area: Biking			
Digital <input type="checkbox"/>		Analog <input checked="" type="checkbox"/>	
Commercial <input type="checkbox"/>		Non-commercial <input checked="" type="checkbox"/>	
Description:			
<p>Cykelfrämjandet works to improve conditions for all cyclists in Sweden and therefore also for those in Uppsala. A key task is to convince more people to choose bicycles for everyday transportation needs, exercise, leisure activities and tourism. This is to be achieved by pursuing the following goals: offering a network of well-maintained and direct cycling routes, building safer traffic environments for cyclists, providing cycling education (children and adults), building a community of active cyclists with regular gatherings and integrating bicycling with other sustainable modes of transportation. With more than over 5000 members spread over all regions and represented by 28 regional branches, Cykelfrämjandet makes a big contribution in the promotion of bike mobility.</p>			

U2	Uppsala Cykelförening (Bicycle Association)		
Link: https://beta.ucf.se/			
Service provider: Uppsala Cykelförening			
Thematic service area: Biking and social inclusion			
Digital <input checked="" type="checkbox"/>		Analog <input type="checkbox"/>	
Commercial <input type="checkbox"/>		Non-commercial <input checked="" type="checkbox"/>	
Description:			
<p>Uppsala Cykelförening is Uppsala's largest association for (everyday) cycling. It was founded in the year 2014 and it works to make Uppsala better for cycling in and a better city by switching to bicycle. It works with education concerning bicycles and write referrals and suggestions for a better cycling environment. Additionally, Cykelförening operates a bicycle pool with 25 cargo bikes and carts located around Uppsala. With the help of an interactive online map, users can check the location and availability of these bikes and book it immediately.</p>			

U3	Helping Hand
Link: http://helpinghand.se/	
Service provider: Helping Hand	
Thematic service area: Biking and local consumption	
Digital <input type="checkbox"/>	Analog <input checked="" type="checkbox"/>
Commercial <input type="checkbox"/>	Non-commercial <input checked="" type="checkbox"/>
<p>Description:</p> <p>Helping Hand is a second-hand shop in Uppsala, operated by the association "Help for the Needy" (föreningen Hjälp till behövande). The surplus of sales at Helping Hand goes to our humanitarian work in Uppsala. One of the most important projects is to run the Grottan, a daily activity for homeless people in Uppsala. Helping Hands does also run a soup kitchen in Gottsunda where people in need can have food and community. In addition to the revenue generated by second-hand shop, Helping Hands give shoes and clothes to homeless people at Vaksala Torg. Regular clothing, household items, etc. are donated to those in need around Uppsala. A large amount of goods donated to Helping Hand, such as clothes, shoes, textiles and household goods, are passed on to people in need, around the world. Helping Hand provides jobs and internships for job seekers and helps create employment for the unemployed. Instead of throwing away the items or clothes that you no longer need, Helping Hand helps find new owners and users.</p>	

U4	Sirius Loppmarknad (Flea Market)
Link: https://www.siriusfotboll.se/sirius-loppmarknad/	
Service provider: IK Sirius Fotboll	
Thematic service area: Social inclusion and local consumption	
Digital <input type="checkbox"/>	Analog <input checked="" type="checkbox"/>
Commercial <input checked="" type="checkbox"/>	Non-commercial <input checked="" type="checkbox"/>
<p>Description:</p> <p>The Loppmarknad is organised by the Sirius football club and is organised on a regular base. The rooms of the Sirius flea market are flooded with novelties and Uppsala's large student body is a regular visitor, as there is everything from furniture and lighting, to household goods, books and clothes, to say the least, affordable prices. Citizens of Uppsala can donate their used goods and belongings either by bringing them to the flea market or by booking a shuttle to collect them. All profits from the business go straight into Sirius's youth business</p>	

and every year five-figure amounts are distributed to the three special clubs such as bandy, football and floorball.

U5	Uppsala Stadsmission (City Mission)
Link: https://uppsalastadsmission.se/	
Service provider: Uppsala Stadsmission	
Thematic service area: Social inclusion and local consumption	
Digital <input type="checkbox"/>	Analog <input checked="" type="checkbox"/>
Commercial <input type="checkbox"/>	Non-commercial <input checked="" type="checkbox"/>
Description:	
<p>Uppsala City Mission offers a range of different services for vulnerable groups. It operates inter alia two second-hand stores as social enterprises in Uppsala. We invest in second-hand and reuse, while at the same time creating the conditions for people outside the labor market to return to working life. In the stores in Gottsunda center and in Gränbystaden, clothes, books, household goods, furniture and much more is sold. By shopping these second-hand goods, citizens are contributing to a sustainable society where gadgets and clothing are reused, while creating opportunities for people to grow through job training and internships. Purchases with Uppsala Stadsmission also provide indirect support to the City Commission's work for people living in vulnerability and homelessness.</p>	

U6	Röda Korset (Red Cross)
Link: https://kommun.redcross.se/uppsala/	
Service provider:	
Thematic service area: Social inclusion and local consumption	
Digital <input type="checkbox"/>	Analog <input checked="" type="checkbox"/>
Commercial <input type="checkbox"/>	Non-commercial <input checked="" type="checkbox"/>
Description:	
<p>The Red Cross is an organization that works worldwide with humanitarian relief efforts. Its vision is that no one should be left alone in a crisis or disaster. The mission in the Uppsala Red Cross circuit is to provide hope and save lives in Uppsala and in the world. The focus areas are mainly migrant tone and integration, as well as support for the elderly and children. The work is based on voluntary efforts and people's willingness to give of their time and commitment as a volunteer. Uppsala Red Cross Circuit has 3125 members and about 611</p>	

volunteers. Uppsala's Red Cross circle also runs a Second Hand to increase our opportunities for work for and with vulnerable people both locally and internationally.

U7	Volontärbyrån (Volunteer Agency)		
Link: https://www.volontarbyran.org/uppsala			
Service provider: Volontärbyrån			
Thematic service area: Social inclusion			
Digital <input checked="" type="checkbox"/>		Analog <input type="checkbox"/>	
Commercial <input type="checkbox"/>		Non-commercial <input checked="" type="checkbox"/>	
Description:			
<p>Volontärbyrån offers an online platform for different opportunities and information for volunteers. By selecting the region and field of expertise, one can find appropriate possibilities to engage socially or environmentally. At the Volunteer Agency, hundreds of non-profit organizations throughout Sweden are looking for more engaged people. One can search among the assignments, they can fill out an interest registration and then the organization will get in contact with the interested person. It can therefore be seen as moneyless marketplace between voluntary organisations and volunteers.</p>			

U8	Fritidsbanken (Leisure Bank)		
Link: https://www.fritidsbanken.se/fritidsbank/uppsala-granby/			
Service provider: Fritidsbanken Sverige			
Thematic service area: Social inclusion and local consumption			
Digital <input type="checkbox"/>		Analog <input checked="" type="checkbox"/>	
Commercial <input type="checkbox"/>		Non-commercial <input checked="" type="checkbox"/>	
Description:			
<p>Fritidsbanken is like a library fixed with sports and leisure gadgets. Here citizens of Uppsala can borrow equipment for an active leisure, such as skis, skates, inlines, life jackets, snowboards and more. The loan period is 14 days and everything is for free. In 2013, the first Fritidsbanken was opened in Deje in Forshaga municipality. Much has happened to the Leisure Bank since then, but the foundation is and remains the same - a business that gives unused equipment new life, which stimulates an active leisure, which is always free and is for everyone.</p>			

U9	Myrorna (Second-hand stores)
Link: https://www.myrorna.se/	
Service provider: Myrorna	
Thematic service area: Social inclusion and local consumption	
Digital <input checked="" type="checkbox"/>	Analog <input checked="" type="checkbox"/>
Commercial <input type="checkbox"/>	Non-commercial <input checked="" type="checkbox"/>
Description:	
<p>Myrorna is Sweden's most important retail chain that sells second-hand with stores across the country. They are very prominent when it comes to collecting clothes and gadgets that can be reused. The business functions as any store chain: with budget, sales requirements and financial surplus. But we still differ from others because our financial surplus from sales goes to the Salvation Army's social work in Sweden. Myroma's mission also consists of contributing to a sustainable social change by getting more Swedes to reuse. But also by getting more people who are far from the labor market to get a little closer through work experience with us.</p>	

U10	Uppsala Cykelkarta (Bicycle Map)
Link: https://www.uppsala.se/boende-och-trafik/kartor-och-statistik/cykelkarta/	
Service provider: Uppsala kommun	
Thematic service area: Biking	
Digital <input checked="" type="checkbox"/>	Analog <input type="checkbox"/>
Commercial <input type="checkbox"/>	Non-commercial <input checked="" type="checkbox"/>
Description:	
<p>The bicycle map shows cycle paths in Uppsala and Storvreta. On the map, you can see the following: bike lanes in the main bicycle network, bicycle lanes in other/local cycle networks, recommended cycling in the carriageway, recreational bicycle paths, distance marking from the center and where bike pumps are located. The interactive map shows the cycle paths in Uppsala urban area. One can zoom, pan and search for places.</p>	

U11	Svalna (Cool down)
Link: https://www.svalna.se/	
Service provider: Svalna	
Thematic service area: Local consumption	

Digital <input checked="" type="checkbox"/>	Analog <input type="checkbox"/>
Commercial <input type="checkbox"/>	Non-commercial <input checked="" type="checkbox"/>
<p>Description:</p> <p>Cool down calculates your climate impact from transport, housing, consumption and food and gives you inspiration on how you can live more sustainably. To do so, an account needs to be created and all relevant data need to be shared. Cool down is therefore a service for those who want to keep track of your climate impact and help reduce it. Svalna believes that the transition to a more sustainable world will mean major changes in how our communities are organized and what that journey looks like, we do not know, but we think it can only begin with knowledge, participation and commitment. It guarantees to use scientific methods to make as reliable estimates of the emissions as possible.</p>	

7 Assessment of scaling potential for digital incentivisation

After the first collection of the RSUS and after the descriptions were done, workshops followed, where the services were analysed. The main aim of these workshops was to assess the services with respect to their potential for a final integration into the platform and therefore their potential for the planned (digital) incentivisation and related interventions. The first workshop took place during the second consortium meeting in Uppsala (March). The aim of this workshop and the related discussions was to come up with a concrete plan and detailed criteria to decide on those services that will find their way on the platform. This means, those services have enough potential to be (digitally) incentivised.

Before coming up with such a plan and criteria, a basic decision had to be taken, namely whether we focus in both cities on public services (= city services) only or whether we integrate private/commercial ones as well. After the first collection it was clear that we need to broaden the scope and include services from each category. This was especially relevant for Uppsala, because in order to guarantee openness, transparency and equal opportunities, all service providers within our three categories needed to be considered. Besides that there are not enough city services within the three categories in Uppsala. Also the question, if the services should be of the same characteristics in both cities has been thrown over, because they are generally speaking to different with the exception a few (e.g. bicycle maps in either cities or general second-hand shops). The last important issue concerning the assessment was brought in by Polycular and deals with the technical requirements they have to integrating the services properly at the platform. In order to deal with this issue, additional meetings between service providers (e.g. the City of Salzburg for several services) and Polycular were and will be necessary.

The second workshop was held in course of the pilot planning workshop in Salzburg. Based on the discussions held in Uppsala, the output of this meeting was the assessment of selected services based on the following criteria:

- **Customer benefit**
- **Service contribution to smart city goals**
- **Readiness of service**
- **Existence of service in both cities**
- **Evaluability/documentability**
- **Baseline data**
- **Intensity/extent of integration**

The output of this workshop was a matrix (see Figure xxx) that highlights the current status of the services and their potential for further integration.

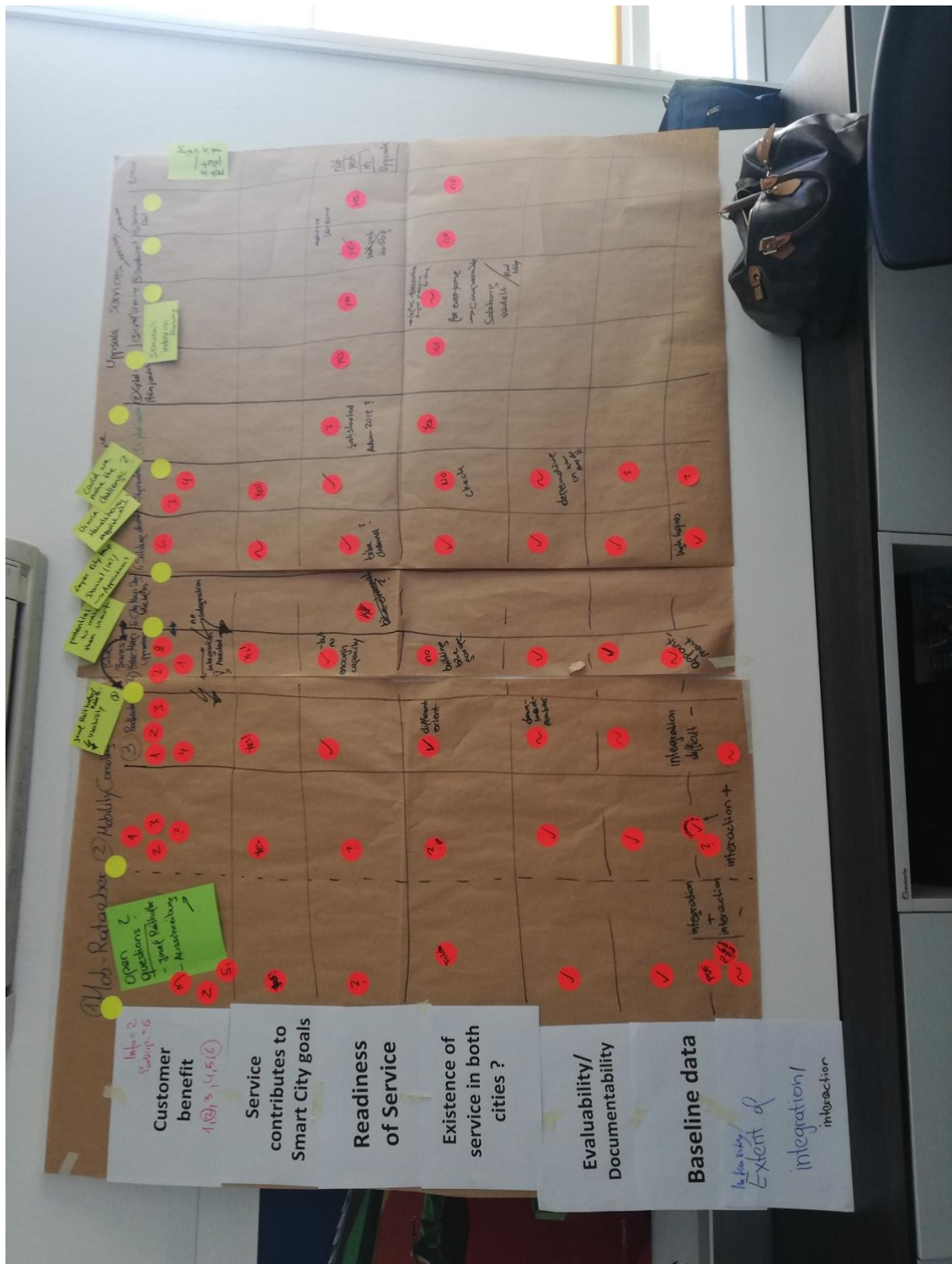


Figure 6: Output matrix of service assessment

Before the services will be integrated into the platform, another workshop of this format is necessary, because the services can change over time or new ones join.

8 Lessons learned and next steps

The main takeaways of the service mapping process so far are the following:

- In Salzburg and Uppsala exist several services that fit perfectly into the SimpliCITY project framework. As argued in the proposal, there are (city) services that are ready from the technical side, but still lack a broad user base. First research and discussions have revealed that this is mainly due to the fact that they are still unknown by the majority of citizens (see Deliverable regarding User Requirements).
- The structure of the services is different in the cities. While it was easy to come up with city services of the City of Salzburg (especially for biking), most of the services available in Uppsala are offered by private service providers and usually, one service provider offers one service. The City of Salzburg offers several services, what makes it easier to clarify different terms, because the requirements are the same, whereby different providers have tendentially various ones.
- While the focus regarding the service selection and listing for the first pilot lied basically on bicycle mobility that had to be reconsidered, mainly because of missing services regarding bike mobility in Uppsala and the “overcovering” by other projects in the city. Therefore, services of all three areas of focus will be part of the first pilot, but with themed weeks.
- Most of the services (still) have an analogue component or they are completely analogue. They are usually harder to integrate in a proper manner (e.g. use digital features), because citizens mostly have to go to a physical place to use it.

As the final selection of the services is still in process, the following steps will follow before the services enter the platform:

- A final assembly of the services for both cities need to be found. These services are displayed in the service listing and also used for the different challenges and incentivisation methods. The assembly should be of right size and a solid composition of services out of the three focus areas.
- There are still some answers and expressions of interest of the service provider missing, which makes the further planning and integrating difficult. When this hurdle is taken, another workshop about the detailed requirements from both sides will be organised. What has already been stated by the service providers, is that their effort should be as little as possible. This means that some of them are interested in a platform presence only, when most of the work is done by the SimpliCITY team (e.g. design and presentation of service, descriptions).

- The right way, how the services are displayed on the platform, needs to be found. Citizens, who visit the platform, should get the best information and incentive to use the services as possible. That means offering the advantages of the individual services, connect different services to useful bundles and design stories and challenges around them.

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