Acquisition Plan, Integration and Content Strategy

Version 4

Deliverable 5.3.

Project title:	SimpliCITY – Marketplace for user-centered sustainability services
Project acronym:	SimpliCITY
Project duration:	10/2018–03/2021
Project number:	870739
Work package/Task:	WP5 / T5.2
Project website:	www.simplicity-project.eu

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Document versions:

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Version	Date	Changes	Author/s
v0.1	20.03.2019	Outline Acquisition Process, Integration Intensity and Technical Service Integration (draft)	Thomas Layer-Wagner, Christoph Wörgerbauer, Irina Paraschivoiu
v0.2	25.06.2019	Update and Revision Acquisition Process, Integration Intensity and Technical Service Integration (draft)	Thomas Layer-Wagner, Christoph Wörgerbauer, Irina Paraschivoiu
v0.3	13.09.2019	Letter of Intent and Factsheet (DE)	Thomas Layer-Wagner
v0.4	30.09.2019	Document editing, formatting, initial data analytics	Irina Paraschivoiu, Thomas Layer-Wagner
v0.5	27.10.2019	Update and Revision	Thomas Layer-Wagner

List of abbreviations

API   Application Programming Interface

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1   Executive Summary

This deliverable is part of Work Package 5: Community of Practice for Curating SimpliCITY services and the current version represents a work in progress document in a draft status.

This deliverable provides an overview of the strategies for acquiring services to be listed on the platform, as well as the content strategy. The acquisition plan has been developed in conjunction with service provider meetings, detailing the possibilities for services to join the platform, based on their expressed priorities and interest areas.

More specifically, this deliverable provides information on:

- The acquisition process of services to be listed on the platform;
- The integration strategy, based on different levels of integration in line with service providers' preference;
- The technical integration strategy in line with possible technical specifications of different providers;
- The content strategy, including use of APIs and open/public data, as well as crowdsourcing mechanisms for platform content.

This deliverable is primarily targeted at consortium members, for a proper planning and preparation of service agreements and preparation of content material for the platform. It was derived from the D2.2 Mapping of regional sustainability services and developed alongside task T6.1 Pilot demonstration and citizens participation activities and deliverable D6.1 Community engagement guideline for partners and service providers. This deliverable and its content strategy will shape the D5.1 self-authoring-templates, which represents the last step in the service provider acquisition.

2 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
Funding	JPI Urban Europe, Innovation Actions (Call: Making Cities Work)
	Funding is being provided by Vinnova (Sweden) for the Swedish project partners, and the Austrian Research Promotion Agency (FFG) for the Austrian project partners.
Project nr.	870739
Deliverable number	D5.3
Deliverable title	Acquisition Plan, Integration and Content Strategy
Authors	Thomas Layer-Wagner (Polycular OG), Irina Paraschivoiu (Polycular OG), Christoph Wögerbauer (Polycular OG)
Version & status	Version 0.5 / Draft
Date	30.09.2019

3　Acquisition process

This section describes the acquisition process, as part of the acquisition plan, documented by the task leader Polycular. The project demands close collaboration between the consortium and the service providers in both cities. Service providers are both official city amenities and services and services offered by a third party (NGOs, businesses, associations).
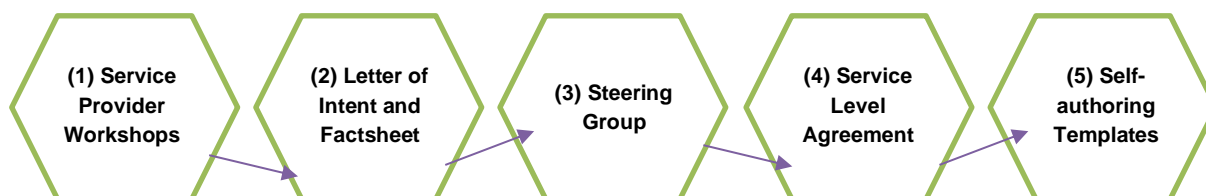
**Figure 1 planned acquisition process with 5 steps
to reach an optimal collaboration with the service providers**

The acquisition proves follows the steps as outlined in Figure 1. To integrate the potential partners early in the process, the consortium organized workshops (1) to introduce them to the SimpliCITY offerings, discusses together their requirements and the content strategy, so they potentially become partners in the first or second pilot phase or in a later stage. The workshops are discussed extensively in D6.1 Community engagement guideline for partners and service providers. As follow up to the workshops, we provided them with a letter of intent (2) and a factsheet to briefly describe their service (part of the service), integration option (see 4. Integration Intensity) and potential ideas for Challenges and Incentives. There are still workshops planned in Salzburg and Uppsala. After this phase we invite those interested into steering groups (3) to keep them updated and give them the opportunity to shape and give feedback to SimpliCITY. In this phase we will finish the Legal Framework, which will provide a service-level agreement (4) and addressing intellectual property, liability and data protection. Covering this, there is a dedicated sum allocated in the budget for subcontracting legal counselling. The final form of each agreement will vary depending on the type of services. For existing offline services such as community gardens, a partnership format will be preferred, for third party API integration we foresee license or use agreements with the partners involved. In the last process, which will be a continuous process, we will provide self-authoring templates (5) and there will be direct communication to guarantee minimal effort and a maximum of automation for the service providers involved (described later in chapter 4.3. *Technical Integration* and chapter 5. *Content Strategy*).

4　Integration Strategy

Service Integration is a major effort throughout the project. For successful partnership with third-party service providers we need to minimize effort and participation costs. This issue has frequently been pointed out in the discussions with the workshop participants. Therefore, we have a strategy that considers these needs on both the content and technical integration.

4.1 Integration

The platform provides several ways how to integrate services and during the pilot phases the following use-cases will be covered.

- **service widget** within SimpliCITY as digital version of an "analogue" service leveraging the available/new SimpliCITY modules as described in D3.4 and D5.1. This is meant for service providers that do not have any digital representation of their service readily available or the just have an analogue service that they want to test or convert into a digital service through utilizing SimpliCITY
- **third party service**, either as
    - web-app
      or
    - as a standalone version/app

4.2 Intensity

Services will be integrated in one of the two intensity levels. In connection to the intensity we listed benefits and obligations for the service providers.

- **Level 1**
  Listed with their basic information.
  (+ statistics on usage and where to access)
- **Level 2**
  Listed and additional will use challenges and other incentive methods of the platform.

4.2.1 Level 1

Benefits

- Listing on SimpliCITY platform
- Increased presence in the local bike community and personalized highlights of the service for potential users
- Ability to bring analogue services into a digital format, thereby increasing visibility
- Become a best practice example and part of the pilot phase

Obligations

- An active service (continuous / updated) that is immediately available
- The service improves the cycling experience or provides the infrastructure for existing and potential cyclists.
- Adhere to the values of the platform: Support sustainability city goals (Smart City Master Plan 2025 / Uppsala Environmental and Climate Programme), promote a

sustainable lifestyle, enable sustainable consumption and enable citizens to make informed choices.

4.2.2 Level 2

Benefits

- Listing on SimpliCITY platform
- Increased presence in the local bike community and personalized highlights of the service for potential users
- Ability to bring analogue services into a digital format, thereby increasing visibility
- Become a best practice example and part of the pilot phase
- Collect feedback from users via questionnaires, facilitates informed decision making
- Extension of service functions through platform
- Nudging and user incentives through gamification tools
- Cooperation across services, e.g. through challenges

Obligations

In addition to those of Variant 1 the following obligations apply:

- Readiness to share data (Data should be easily available; access via an open API OR can provide data directly via the SimpliCITY platform)
- Technical requirements met in coordination with Polycular (technical consortium partner)
- Cooperation and active participation to provide incentives

4.3 Technical Integration

On the technical integration we distinguish between two scenarios. They should guarantee minimal effort and a maximum of automation for the service providers involved.

The first is the information regarding the service (e.g. contact data, locations). Here we investigate with the service provider the availability of APIs to directly access this information without the need to of the service provider to administer these on SimpliCITY. Of course, if there is no data available, we will invite them to provide data through self-authoring templates. This will be covered more extensively in chapter 5 *Content Strategy*.

The second scenario is the communication of user actions regarding challenges and incentivisation. Primarily, SimpliCITY will provide means of tracking user activity on the SimpliCITY platform and the related app with e.g. a bike tracker in place, but also provides integration through 3 variants explained below.

4.3.1 Variant 1

The following technical description in figure 2 precedes an "Service Pairing" between the 3rd Party Service and Simplicity. All communications between Service & Portal then occurs among a secured paired channel.
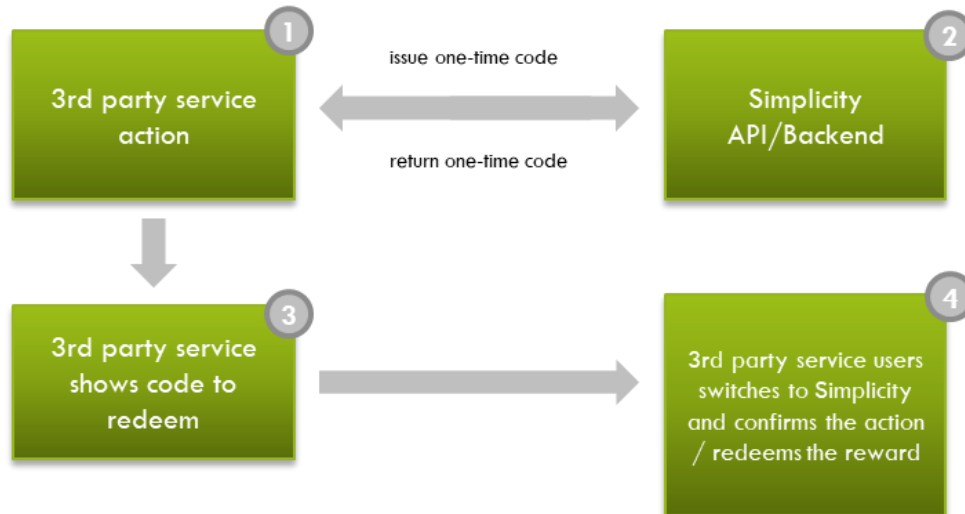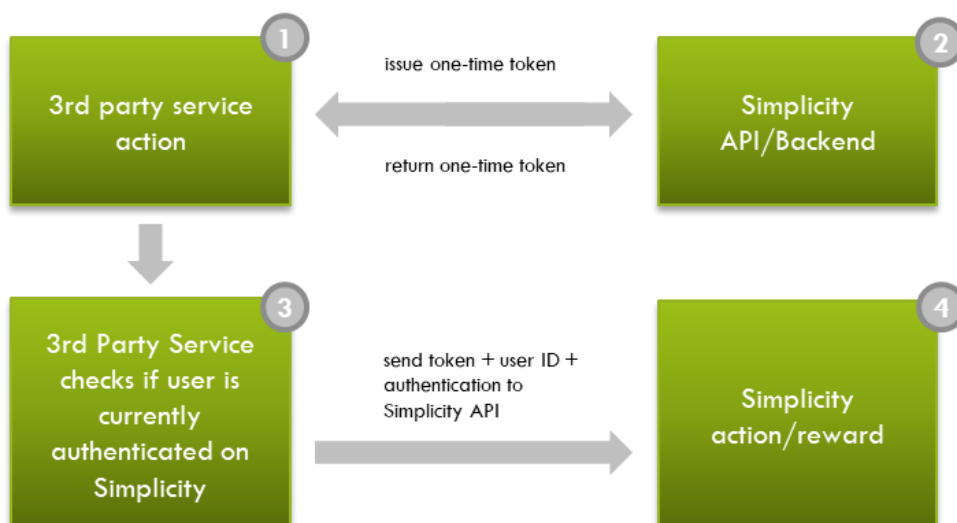

Figure 2 Integration variant 1

Variant 1 is a very simple method, but does not have the best user experience, because the user must switch the platform to confirm his action or redeem his reward. Works for services with no registered users.

4.3.2 Variant 2

The following technical description in figure 3 precedes a "Service Pairing" between the third-party service and SimpliCITY. All communications between Service & SimpliCITY backend/API then occurs among a secured paired channel.
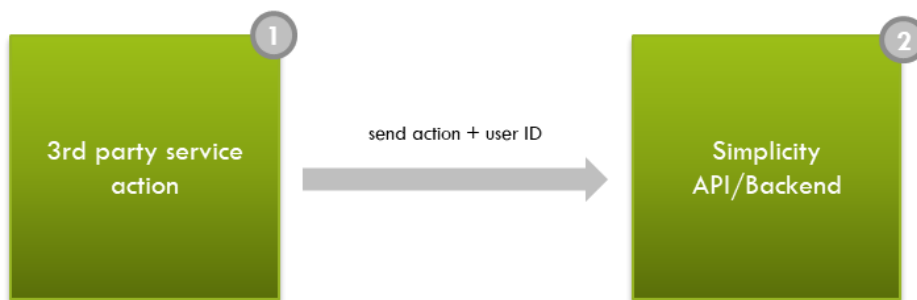

Figure 3 Integration variant 2

Variant 2 is a technical more complex one. Here the 3rd Party Service will check via a SimpliCITY-Plugin if the User is currently authenticated in the SimpliCITY backend/API. This is technical possible if the SimpliCITY authentication is global accessible. Otherwise it is possible to let the User authenticate himself with his SimpliCITY credentials. This variant is used on many social platforms to share, like and more via third-party sites.

4.3.3 Variant 3

The following technical description precedes a "Service Pairing" between the third-party service and SimpliCITY. For this variant there is also the prerequisite that the third-party service has registered users and is able to share unified user-IDs (android/apple advertising ids or social ids like facebok)


Figure 4 Integration variant 3

Variant 3 is the technical most complex solution. Here the third-party service authenticates with SimpliCITY, but then directly sends user actions. This variant is similar to commonly used analytic tools and platforms.

5 Content Strategy

To minimize effort, we rely on automation if possible. Therefore, we already were in exchange with both cities' IT departments. In this process we investigated the availability of open API and open government data. For the city of Salzburg, we are able access several GIS information layers providing location and contextual information about e.g. bike infrastructure and smart city projects. We are working on automated transformation to be able to import these layers into the SimpliCITY database. For Uppsala we investigate a similar approach.
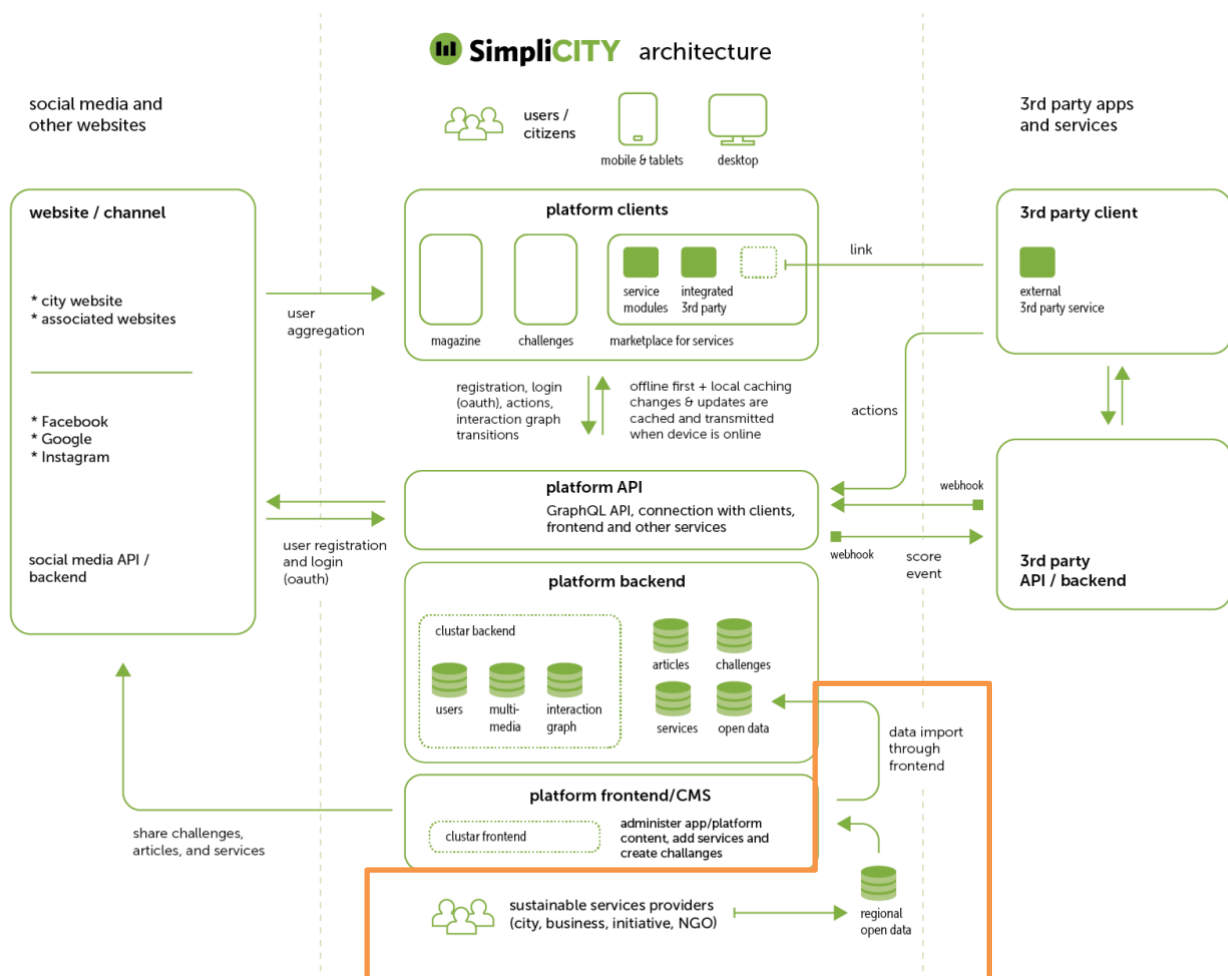
**Figure 5 highlights the use of open data and public APIs
in the SimpliCITY architecture**

To keep effort for service providers at a minimum, we will offer API connection when feasible and the rest of the data will be administered via self-authoring templates. More details about the templates can be found in D5.1. Self-authoring templates for modules.

A feedback channel for citizens was requested quite extensively in our user surveys. To address this, but prevent spam, filter and reduce effort in the handling of request for city

managers (1) users have to temporarily spend heartbeats for each suggestion or report and (2) a threshold is that has to be reached before city administration gets a notification about a report or suggestion. This solution introduces a crowdsourcing layer and reduces the effort compared to the current solution in place at Salzburg city report platform "Salzburg Direkt", while still leveraging an existing channel to communicate the issue to the city. A similar approach will be investigated for Uppsala.

6 Conclusion and next steps

The workshops T6.1 to gather user requirements was also the start of the involvement of service providers in both the design process and later the pilot demonstrations. The process showed that a smooth transition requires time, patience and early involvement of the service provider stakeholders. Service providers predominantly asked for minimizing their effort and maximize automation, so a proper content strategy is needed to cover these demands.

The next step will be to finish the remaining workshops and then progress with presenting preliminary results to the steering groups and work in parallel on the service level agreements and then provide the self-authoring-templates as outlined in figure 1.

The current version of this document represents work in progress in a draft status.

Appendix I: Letters, agreements and templates

- DE – Factsheet.pdf
- DE – Letter-of-Intent.pdf