SMART CITIES
MARKETING STRATEGIES
& BUSINESS MODELS

in changing realities
HELLO!

I am Elena Petrova
STRANGERS IN THE TOWN

*marketing and business models*
Largest accommodation provider who owns no real estate.
“Home sharing is changing the way we travel, expanding tourism beyond the city center and allowing visitors to live like a local,”

Airbnb’s Director of Civic Partnerships Stephanie Hodges.
Airbnb guests stay 2.1x longer than typical visitors.

Airbnb guests spend 2.1x more than typical visitors.

42% of guest spending is in the neighbourhoods where they stayed.

Just for the weekend
Discover new, inspiring places close to home.

Budapest
Prague
Ljubljana

See All Destinations
“When visitors decide to spend the day not in the typical tourist areas? How does this type of behavior shape cities? How can cities capitalise on the power of these new platforms (e.g. Airbnb) to become more connected and liveable?” (Gemma Ginty, Future Cities Catapult)
Developing vibrant town centres together

The project EUPLETT (March 2014 – December 2015) is funded with the support of the European Union under the Programme "Europe for Citizens" (EUPLETT.eu)
TYPES OF TOWNS:

**Shopping towns**
- Wide range of retail choice
- Strong retail anchor(s)
- Large catchment area
- Accessible by choice of means of transport
- Organise themselves to compete with other comparison towns and channels

**Speciality towns**
- Offer something unique and special
- Anchor(s) not retail
- Attract visitors but serve local population
- Have longer dwell time
- Organise themselves to protect and promote identity and positioning

**Convenience/community town**
- Focused on local community (offer, opening times, events etc)
- Convenience anchor – work, public transport, food shopping, markets
- Offers convenient mix of goods and services
- Accessible and locally connected
- Facilitating/strengthening networks and connections, active on social media, inclusive, passionate and active.

Source: http://euplett.eu/, High Street 2020: Vitality and Viability by Simon Quin, Institute of Place Management
Smart City is not the infrastructures or architectures it offers, but the ways in which its citizens interact with these systems as well as each other.

Walravens, N. Qualitative indicators for smart city business models: The case of mobile services and applications
Be present in cyberspace: City website, really good and useful content on the first place, AdWords — advertise your town, web analytics for website.
Social networks.

For what?

- Generate interaction: in real time to have meaningful conversations
- Create content that people want to talk about (that’s not easy)
- General recommendation: to post around 5-10 times a day on Twitter and 1-4 times a day on Facebook for optimal outcome.
“know thyself”

Social listening: what are people saying on Facebook, Twitter, etc. For what?

- Issues management
- Reputation management
- Risk management
- Future planning
Mentions about Velenje

Sort By: Date ▼ Results: Anytime ▼

Results 1 - 15 of 140 mentions.

- Zavod Zadihaj. Institut za trajnostno mobilnost in prijazne energije -seveda sem ga peljala-el. vozilo...zdej pa ne vem kam zdej z levo nogo...

Zavod Zadihaj. Institut za trajnostno mobilnost in prijazne energije -seveda sem ga peljala-el. vozilo...zdej pa ne vem kam zdej z levo nogo ;), pred vrati radija Vele...

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3 minutes ago - by Karolina_2008 on photobucket

- SNOP BANDA.. na obisku radija Velenje :).. junij 2014..vprašanje nekoga:"od kdaj si se tako na bolš spremenila"..odgovor:"Capoeira to dela"...

SNOP BANDA.. na obisku radija Velenje :).. junij 2014. vprašanje nekoga:"od kdaj si se tako na bolš spremenila"..odgovor:"Capoeira to dela" :) ..PRIMER :
http://www...

s251.photobucket.com/albums/i57/Karolina_2008/?action=view+i=DSOF1928_zpsf2cfca6.jpg
3 minutes ago - by Karolina_2008 on photobucket

- Sloven Ligi 22.Hafta Triglav 0-2 MArbor 11-12

Sloven Ligi 22.Hafta Triglav 0-2 MArbor 11-12 -
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s1070.photobucket.com/albums/u497/mehmetsabi/?action=view=TriglavMariborInformation_Overview.png
3 minutes ago - by mehmetsabi on photobucket

- Včasih tudi v vlogi literata...nalogo smo opravili več, kot zadovoljivo, se je strinjala avtorica Dana Tisa Ograjenšek - maj 2014, Kultur...

Včasih tudi v vlogi literata...nalogo smo opravili več, kot zadovoljivo, se je strinjala avtorica Dana Tisa Ograjenšek - maj 2014, Kulturni dom Velenje - DanaTias...

s251.photobucket.com/albums/i57/Karolina_2008/?action=view=DanaTisaOgrajenscaronekninjaz2014-maj_zpsf1f6ee53.png
3 minutes ago - by Karolina_2008 on photobucket

- In the castle of the little town of Velenje, we unexpectedly found a huge collection of African masks, art, pictures.

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s487590_10151039295527477_1715517475_n.jpg
3 minutes ago - by photobucket
Go to the town:
One day as a tourist in your town — interesting things can be found. Do you have easy answer: What's interesting happening on in the city? What’s open right now in the early morning, e.g. hairdresser? in the middle of the night? e.g. pharmacy? And where are public WC and that police station?!
Can you hear me?

Do citizens have ways to let city authorities know about:

Potholes / Waste / Lightning / Incidents / Parking / other issues

Create points of contact: cyber and personal.
ARGE Glasfaser Waldviertel
Austrian villages build their own FTTH network

FTTH isn’t just for big cities. A trio of small market villages in the northeast of Austria have installed a community-owned fibre network that is breathing new life back into the region.

“The network has created a special regional feeling, and is helping to boost the local economy. You cannot see it in clear numbers at the moment because the project is too young, but you can see it in how our municipalities present themselves and how they start to prosper,” commented Martin Bruckner, Mayor of Großschönau.

ideal setting for pilot projects

short (shorter) installation time when an investment in new infrastructure is needed

more flexible in planning, approval, and funding decisions

open for public-private-partnerships (3P models)
“The smart use of data and digital modelling can not only enable neighbourhoods to be better designed for the people who use them, but can also enable significant savings in the implementation, on-going management and service delivery stages.

BSI, PD 8101 Smart city planning guidelines
Sensing the town.
Car2Go Vehicle:
039/3510JJR

Shared
The car engine is: electric engine. The interiors are GOOD and the...
fuel_value 93%

Updated 18 days ago
SMALL CITY – COMMUNITY:

- Citizen-Driven Innovation
  A guidebook for city mayors and public administrators
  Written in a collaboration between the World Bank and the European Network of Living Labs
SMALL CITY COMMUNITY

- sense of local identity — easy to involve citizens and municipality can be facilitator;
- build relationships
- different stakeholders have different agendas and goals: municipality, citizens, retailers, restaurant owners, property owners, citizens
Form partnerships, build trust, and test innovation
WHAT CAN BE DONE:

○ Local authority can integrate city systems thus create ecosystem
○ Implement evidence-based culture of decision-making
○ Build trust by opening performance data to the public and give explanation behind it. Start communication.
○ Engage with the community e.g. allow citizens come and see how municipality works. The day in the municipality: excursions for citizens / tourists.
WHAT CAN BE DONE:

- Start collaboration between stakeholders and facilitate this communication.
- Join to Open Data initiative
- Organise hackathons.
- City administration as Venture fund: venture investments by public administration “can help address critical market gaps and boost a city, state, or region's innovation ecosystem”.

WHAT ABOUT FINANCE?

○ FINANCING MODELS FOR SMART CITIES by FINANCE WORKING GROUP, GUIDANCE DOCUMENT, November 2013:


Organise with other municipalities

It is not only can help reduce costs, it is creative

Public private partnership

New ideas, innovative solutions

Open data

Consider under which terms data is opened up
Thanks!

You can find me at:
info@iseeidea.org
CREDITS

Special thanks to all the people who made and released these awesome resources for free:

- [https://www.airbnb.co.uk/economic-impact](https://www.airbnb.co.uk/economic-impact)
- High Street 2020: Vitality and Viability by Simon Quin, Institute of Place Management
- Margo Akermark, Hotel in Falkenberg, [https://flic.kr/p/5QXTbh](https://flic.kr/p/5QXTbh)
- Pero Kvrzica, Dubrovnik 058, [https://flic.kr/p/344FEH](https://flic.kr/p/344FEH)
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- News Oresund, Torvet i Koge_2015maj30_0208, [https://flic.kr/p/tCaRjR](https://flic.kr/p/tCaRjR)
- Stròlic Furlàn - Davide Gabino, modern praying
- Presentation template by SlidesCarnival
- Backgrounds by SubtlePatterns