



Case Almere Smart Society

Media Future Week

CASE

Create a vision and strategy, and work out a concrete example of how Social Media makes living, working, learning and playing easier and more fun in Almere in the year 2018.

CLIENT

Raymond Versteegh is movement entrepreneur, strategist and founder of Smart Cities Strategies and program manager of the Consortium Almere Smart Society. This consortium consists of Alliander, Cisco, IBM, Philips and Living PlanIT. The consortium is working with the municipality of Almere and local citizens, businesses and institutions to create an Almere Smart Society.

ALMERE SMART SOCIETY

Almere Smart Society is a movement of citizens, businesses and institutions working on "Towards Almere Smart Society" (See Appendix: Vision Document 17 Nov 2011). A Smart Society stands for a society in a city that strives for better, easier, more enjoyable and affordable working and living in the city using the full potential of ICT.

EXAMPLE: URBAN PLATFORM

This is an example of optimal use of ICT in the city: an urban (urban) platform (Smart Grids & Smart Meters as vertical vs. horizontal platform).

"Take energy consumption in the house. You need smart meters with smart apps to give you information on your energy consumption per unit of time, such as days or hours, but also per unit. The intelligence is then mainly in the device, the smart meter. Imagine that you not only have a smart grid of one network, such as the power grid, but many different, interconnected networks such as street lighting, camera, lights, bollards (retractable poles), buildings (management), housing and roads. These networks all have all devices and both the network and the devices are coupled to an open platform. Studies have shown that the total energy decreases by 65% and reduces the total cost of maintenance by 90%." [Research by LED Roadway Lighting, Canada]

TRANSFER - INNOVATION - CO-CREATE

The move towards a Smart Society in Almere aims to connect people and the city better, have them work together easier, to innovate simpler and ultimately co-create new fun new services and products. And all this in a sober, pragmatic approach to fully use the potential of ICT.

EXAMPLE: SHOWCASE BIG MARKET

See article below: "New Urban Creatives Help Almere Smart Society".

TECHNOLOGY - GOVERNANCE - VALUE

Why do we want a smart society? We want to live in an environment that makes us happy: a place, a city, a society in which we live better, easier, more affordable and with more fun. And ICT and technology can help us with that. Although, smart is not just



technology. Smart is also the approach: how to make new partnerships? How do you organize this? How to determine the so-called governance? And how do you determine everyone's value in the new governance? How do you translate the value that ultimately yields from the Smart approach? For the individual partners? For the whole? And for the user? Thus, these three components are the pillars of a smart society: value, governance and technology.

Article from Almere Zaken (www.almerezaken.nl)

Date: April 25, 2013

New Urban Creatives Help Almere Smart Society

A consortium of Cisco, Liander, IBM, Living PlanIT, Philips is working with Almere on the Almere Smart Society. The consortium receives input from the New Urban Creatives: a group of 'young guns' with fresh ideas.

Amongst others, they devised a showcase for the Market, where it is examined how the restaurant and bar square of Almere can improve using new technology. Thus, the security cameras at the square also record how many people walk on the square and maps the walking routes they take. The operation of the fountains can be adjusted in hot weather. But the catering business can also present offers through smartphones present in the square. So there are many other possibilities that go far beyond the imagination of non-experts. Time for the new generation. We propose four of those New Urban Creatives that are thinking about the Almere Smart Society.

Danielle van Zuijlen

"I graduated last year at the University of Applied Sciences Amsterdam. I studied Communication and Management. At that time I did an internship at the municipality of Almere. They asked me if I wanted to join the movement New Urban Creatives. Well, I wanted to." From her communication expertise Danielle has a unique role within the movement. "The movement has several disciplines. When an idea arises then I look at the extent the idea matches the target groups. So for example, I organized the panel sessions that eventually the showcase around the Market came from. Students of the ROC and Windesheim also took part. That way we could pick up the needs. Mustafa then helped me with the way it could be technically executed. It is fantastic to be able to work on the project. As an Almeerder I'm really excited about this development. I really feel the connections between people and also have a lot of contact with entrepreneurs. There is a lot twittered and posted on facebook. What will it cost me? Well, surely one day a week. "

Mustafa Akpolat

Playing "four in a row" with strangers on the Market via your smartphone. Promote real-time actions for entrepreneurs: you have to be very creative to utilize all possibilities. Mustafa Akpolat with his company Dutchnovum.nl is such a creative person. "I think of innovative concepts in the form of apps, games and interactive installations for known and unknown needs of an individual or a group of people with a strong and sustainable business model," said Mustafa. "My contribution to the movement is unbonded, I make no money from it. I look at the strategic level what can be done to increase the attractiveness of an area, and eventually attracts more visitors. There is so much data available and I translate this into useful information that I can control things with. For



example in the field of entertainment, but also for the benefit of businesses. Consider Smart Apps that police can use to view camera images to view from different angles with a mobile device." In the movement Mustafa acts as a bridge to make the translation of strategic priorities for the Town of Almere to innovative concepts that are technically feasible. "If Matthijs and Brian develop a website I tell them to what requirements it must conform and for Danielle I devised a communication matrix to present information about Almere Smart Society through various online channels"

Brian Florea

"I am working with the future of the city through Almere Smart Society and that is a challenge. You are part of it. Together with Matthijs I build the website. He the technical side and I do the design. I learn a lot from working with him, but also with Mustafa and Danielle." From his company Zenze.nl Brian designed the distinctive logo of Almere Smart Society. "You see the V of 'Victory'. But in Dutch it is also the V of 'Vrijheid' and 'Vrolijk'. It radiates positivism. I did not want the ICT world to come back in the logo. Anything ICT is in fact very important in Almere Smart Society, but the technique is at the service of the people. It's about humans. Care for each other, connect. That is the key."

Matthijs Neijenhuijs

The major force behind the technique of Almere Smart Society is Matthijs Neijenhuijs. "Everyone always asks," But what does Almere Smart Society exactly?" The funny thing is that it is still unclear to many people who are involved also. It is the ICT future of Almere. That much is clear. And in that ICT future we discover what's possible. Almere Smart Society is supported by large companies. Citizens and companies with ideas may participate in that process. On the one hand for the input, what do we really want? On the other hand also to build public support. Currently I am building a site with Brian as the basis for that. That is the portal through which the Almere Smart Society is visible. But we are also working on an app. It's all about technique and the use of the available data. But how do we ensure that this technology is at the service of the city. The technology must be at the service of the city and its residents. My wish is that this leads to new, beautiful initiatives.