



PURE COSMOS

Interreg Europe



European Union
European Regional
Development Fund

PURE COSMOS: The example of digital Birmingham

Tim Cordy

Project Secretariat

tim@studiolaudani.eu

Genova Smart Week | 21 November 2017



The PURE COSMOS project

Digital Birmingham

Birmingham's Digital Log Book

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Digital Birmingham

Birmingham's Digital Log Book

The PURE COSMOS project

- Financed by Interreg Europe
- 8 regions
- led by Genoa
- will improve ERDF policy instruments
- through interregional learning

Peer Review
Good Practices Register
Study Visits
Import Workshops
Regional Action Plans

<https://tinyurl.com/PURECOSMOS>

The PURE COSMOS challenge

Enhancing the competitiveness of SMEs by making the business climate more transparent and reliable.

To do this we will:



Increase the quality of the public administration services (e.g. government effectiveness);

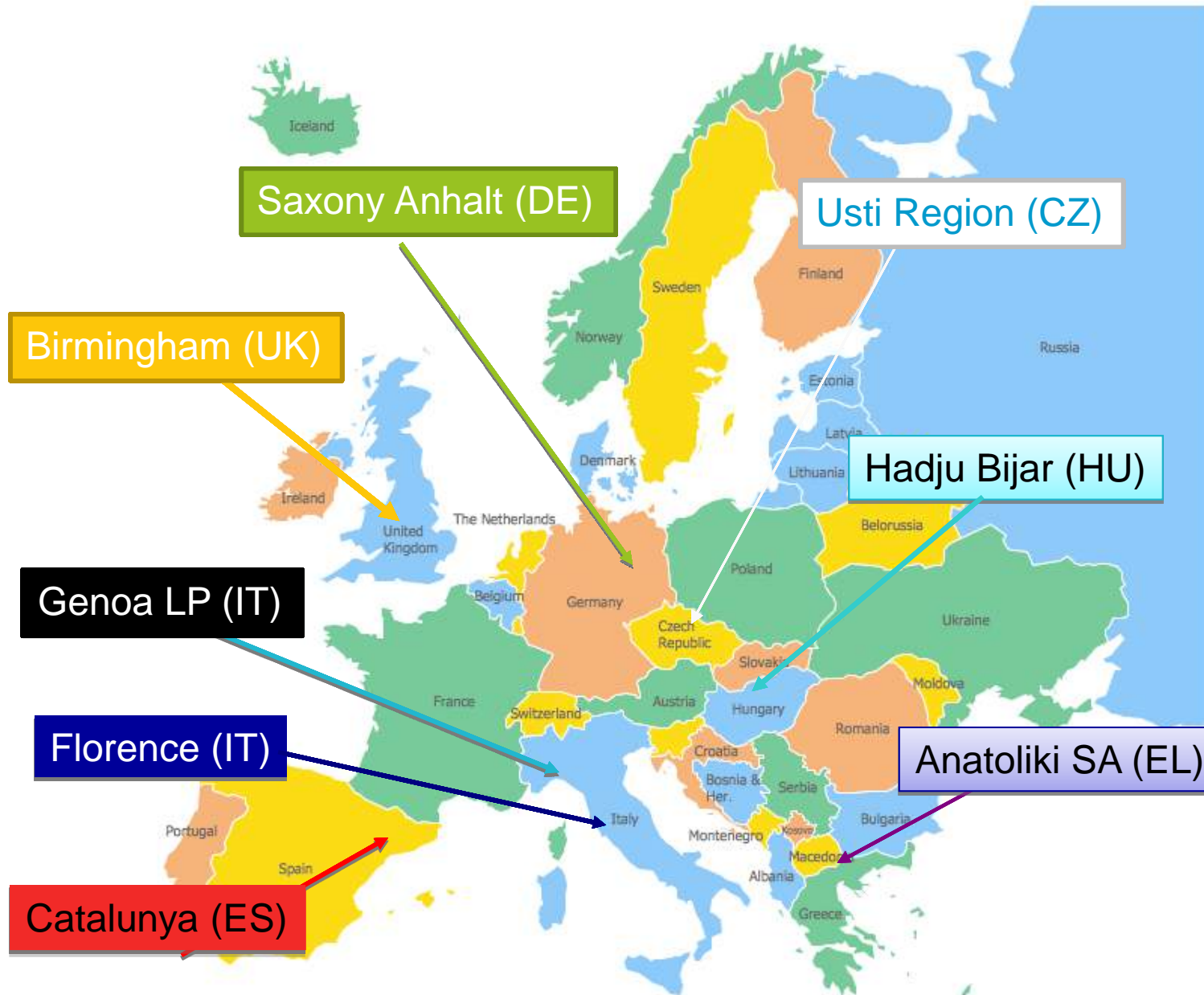


Use intelligent tools for modernising public administration (e.g. eGovernment; strategic human resources management, etc;



Find solutions to avoid administrative burden on businesses (e.g. time and cost to start up a business; time needed to obtain licences; tax compliance burden).

PURE COSMOS partners



8 Regions
exchange good
practices
on Digital reforms
for SMEs

#1: Apr-16 > Mar-19
#2: Apr-19 > Mar-21
Budget: €1,8m

PURE COSMOS themes

Policy Themes and project-partners	1 Genoa	2 Florence	3 Hajdú-Bihar	4 Saxony-Anhalt	5 Birmingham	6 C Macedonia	7 Ústí	8 Catalonia
One stop shop model	✓	✓				✓	✓	✓
Government to business		✓		✓	✓			
Digital by default	✓				✓	✓	✓	
More effective / transparent public services	✓	✓	✓	✓	✓	✓	✓	✓
Increasing the digital skills of SMEs		✓	✓	✓				✓
e-commerce services			✓		✓			
Better intra-regional e-communication						✓	✓	✓

PURE COSMOS themes

The 29 good practices and the Policy Themes	N
One stop shop model	13
Government to business	8
Digital by default	13
More effective and transparent public services	16
Increasing the digital skills of SMEs	8
e-commerce services	1
Better intra-regional e-communication	3

Birmingham's good practices

Digital Log Book

Online, secure and personalised portal for the delivery of bespoke public sector services in a collaborative approach e.g. housing tenants; public authority; community services and SMEs.

Together Birmingham

Collaborative digital tools to support effective stakeholder engagement and service user involvement in the design and delivery of public services.

Virtual Library of Birmingham

Use of digital planning tools by public authorities to enable greater interaction of SMEs and citizens in design and build of new planning developments, thus also boosting business supply chain growth.

Greater Birmingham Growth Hub

A one-stop shop to support SMEs and start-ups across the area to aid their growth and to advise, guide and connect them to information, opportunities and specific support.

The PURE COSMOS project

Digital Birmingham

Birmingham's Digital Log Book

#digibrum

Birmingham Smart City

why Smart Cities?

- ❑ Increase in UK Population to 70 million by 2027 – fastest growth in 70 years
- ❑ Pressures; housing, energy, transport, carbon reduction
- ❑ Ageing populations and skills shortage
- ❑ Silo-ed systems and piecemeal development of services designed for efficiency, but connected and not designed for collaborative and cross sector working



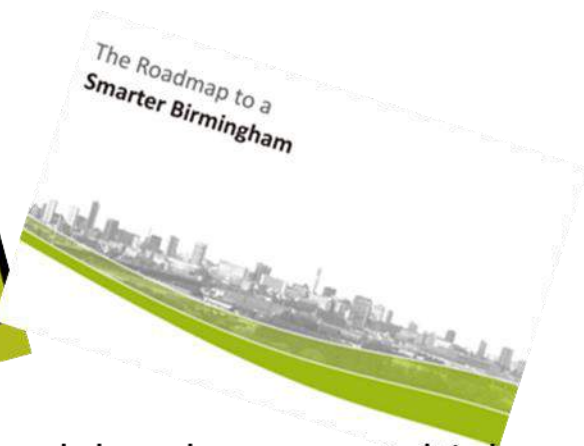
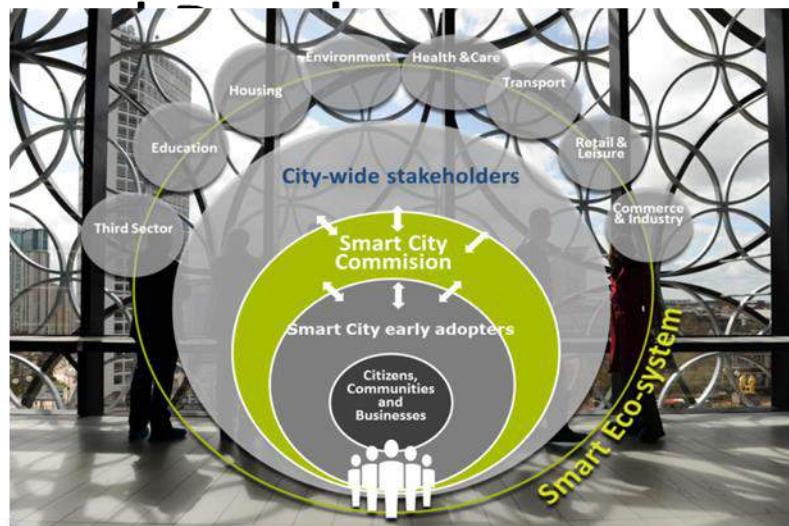
City Local Challenges and Opportunities



Making a positive difference everyday to people's lives

Birmingham Smart City

Early Trailblazers – Birmingham Smart City Vision



Recognised that there are multiple approaches to establishing a smart city but any approach needs to;

- Regard cities as a system of systems
- Enable the integration of infrastructure and processes
- Promote the use of data and digital technologies
- Involve citizen and ensure citizen focused service delivery

Technology & Places

Connectivity

Affordable and reliable digital connectivity is accessible from anywhere in the city. Fast speeds are supporting the growth of new telehealth solutions, virtual learning, mobile entertainment, and our businesses are thriving taking advantage of new online service models to support new applications, services and ways of working.

Planning for Digital Infrastructure

New commercial & residential developments and priority intervention areas are benefiting from the early deployment and investment in the right digital infrastructure, such as fibre optic cabling and smart sensors that make Birmingham an adaptable, resilient city, capable of supporting healthy and prosperous communities.

Information Market Places

Publicly available and accessible 'open' data and information is being used and combined by SMEs, entrepreneurs and city stakeholders to provide new insights and the opportunity to make better decisions, deliver new services and apps creating a valuable city asset for social and economic gain.

People

Digital Inclusion

A digitally capable city, where everyone is enjoying the social, economic and cultural benefits of being online, access to jobs, education, civic participation and health are improving choices and opportunities for a better way of life.

Skills & Employment

Workforce digital skills and talent training education to employment has built cross sector capacity to support innovation, SME growth leading to increased job opportunities and entrepreneurship.

Innovation

People and businesses come together to collaborate and exploit the city's assets, data, technology and networks to design new solutions to our societal and economic challenges and are valued for what they do.

Economy

Health & Social Care

New models of people centred digital health and care and use of data in its widest forms is making it easier for individuals to manage their health and wellbeing and bring the people with needs closer to the people that can help to support a better way of life.

ICT & Energy Efficiency

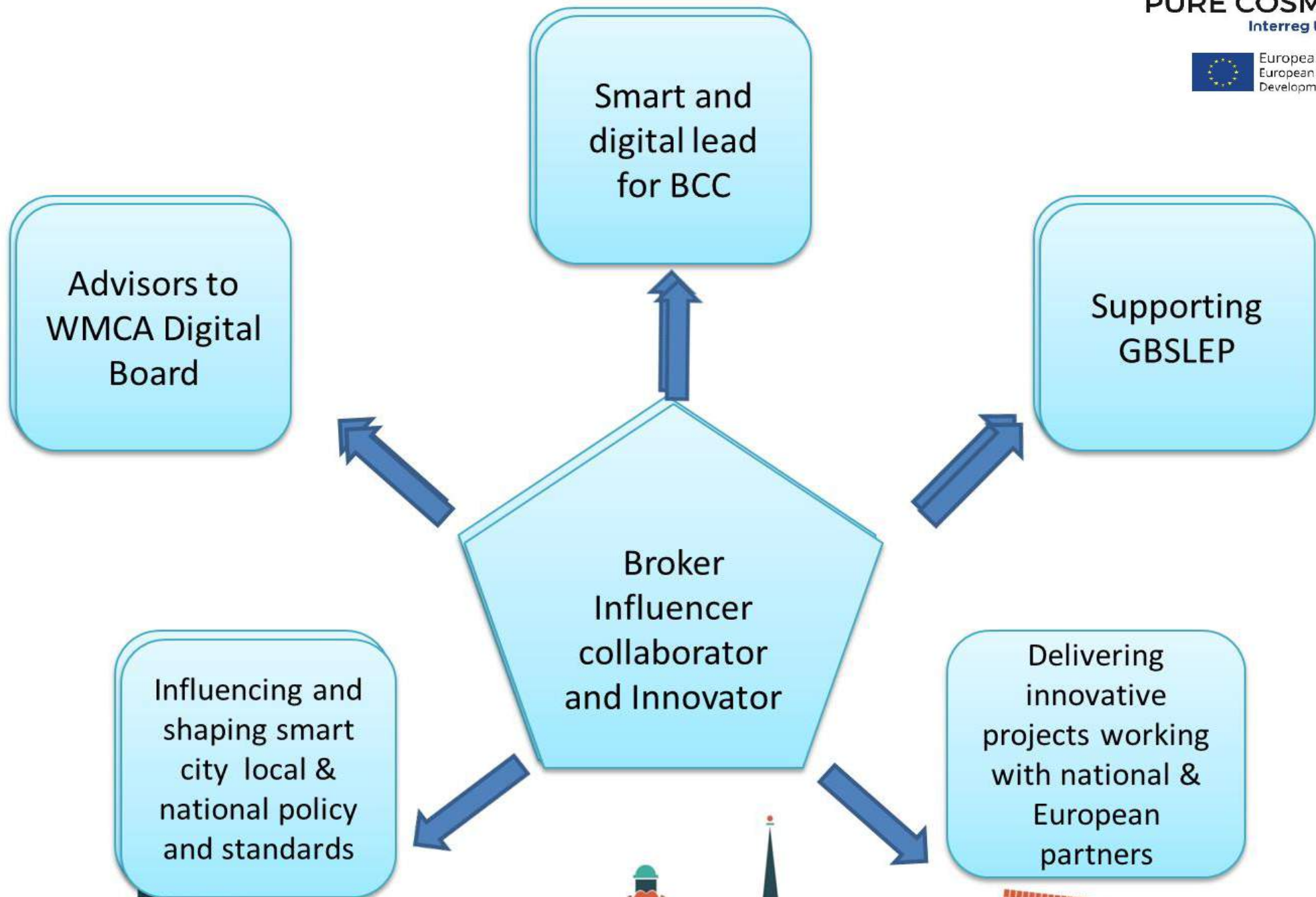
Increased decentralised energy, low carbon energy generation with buildings that use technologies such as smart grids, use of smart meters and apps are helping control the supply and demand of energy in the home and at work.

Mobility

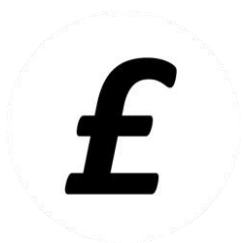
Our city is an easier and more enjoyable place to get around providing travellers and commercial operators with better journey planning and up to date transport information that has helped to ease congestion, reduce air and noise pollution and enhance the travel experience whether by foot, car, train or bus.



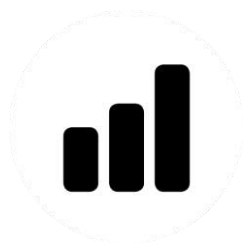
Digital Birmingham's Role?



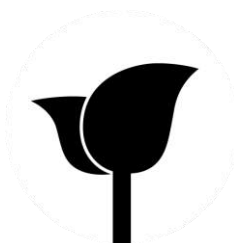
Accelerating city outcomes



*Economic
prosperity*



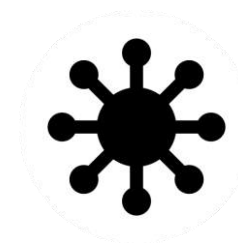
*Stimulate
Enterprise*



*Sustainable
Growth*



*Better Quality
Of Life*



*Civic
Engagement*

Taking a smart approach

Intelligent & integrated approach

Use of digital and ICT

Open collaboration

Optimise use of resources

Co-produce with the city and its people



Joining it together

Smarter Birmingham



Technology & Places

Creating the infrastructure for growth

A: Connectivity

B: Planning for Digital Infrastructure

C: Information Market Places



People

Creating an inclusive & skilled society where citizens thrive

A: Digital Inclusion

B: Skills & Employment

C: Innovation



Economy

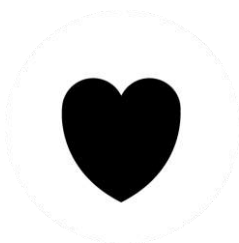
Creating a sustainable and prosperous future

A: Health & Social Care

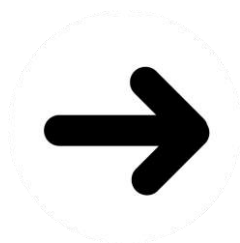
B: ICT & Energy Efficiency

C: Mobility

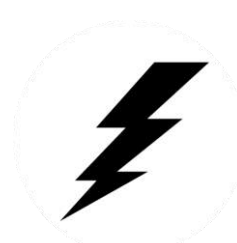
Addressing city priorities



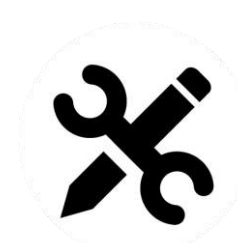
*Health &
Wellbeing*



Mobility



Energy



Skills

= a better life for everyone

Our smart eco-system



The ecosystem in practice



A civic economy organically grown

Ideation.innovation.enterprise

INCUBATORS

Future Shift & Civic Foundry
Women's enterprise hubs
Balsall Heath Forum

COLLABORATORS

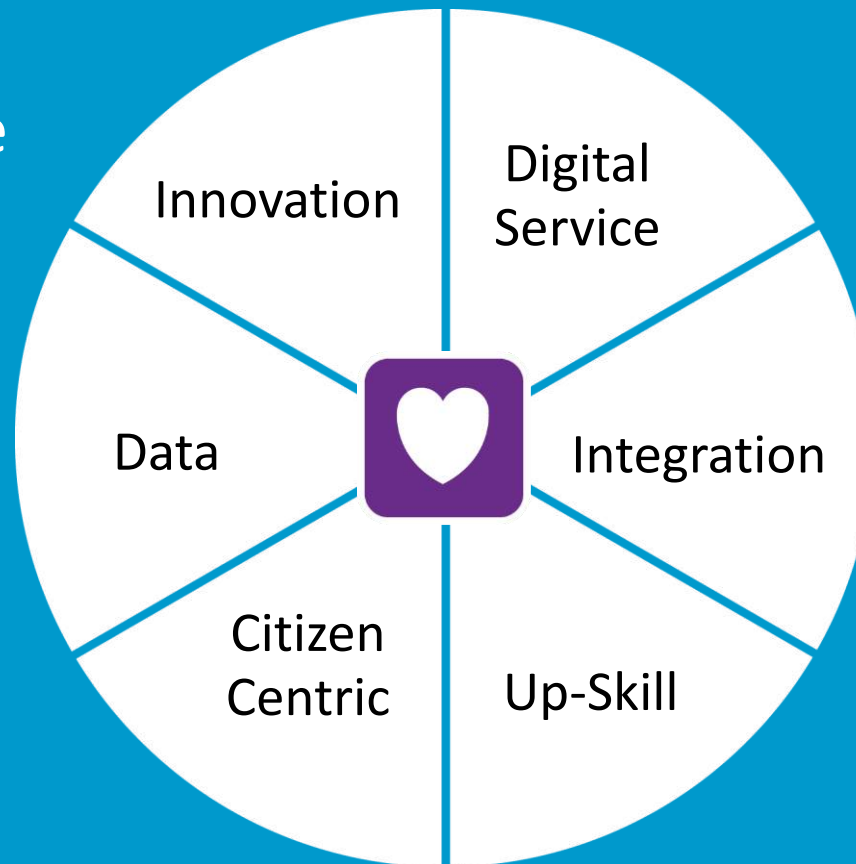
Smart City Alliance
Housing Associations

DIGITAL CODERS & MAKERS

BBC - Mailbox
Hub Birmingham - Millennium Point
Community spaces

Better quality of life

Predictive,
preventative
healthcare



Greater
independence

Support self management

Integrated health & care



Digital Neighbourhood

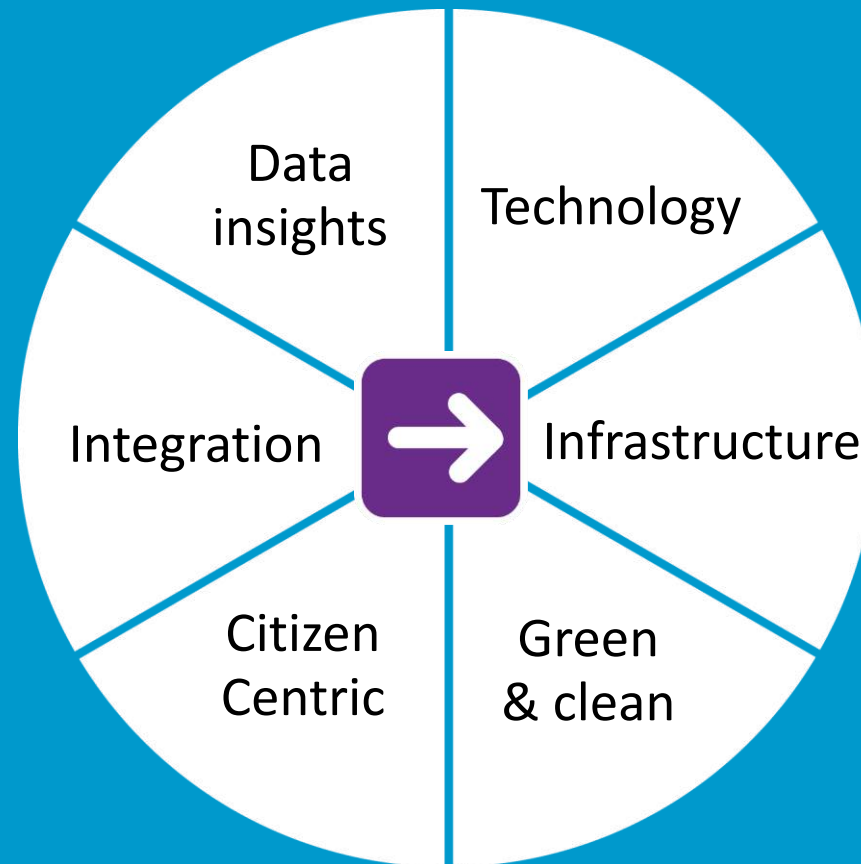
Free community wi-fi integrated services



Easy and affordable connections

Ease
congestion

Better journey
planning

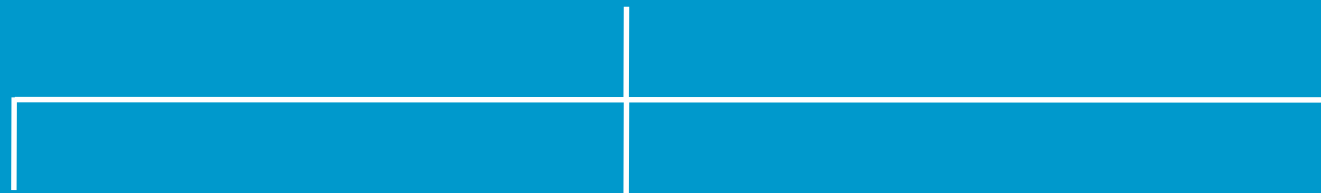


Enhanced travel experience

Easy & affordable connections

Effective & Seamless Mobility

UK Smart Cities Forum – Mobility lead



SOCIAL INNOVATION

My Neighbourhood

CITY INFRASTRUCTURE

Smart street lighting

Smart Parking

Ultrafast mobile street network

Birmingham cycle revolution

FULLY INTEGRATED NETWORKS

Traffic prediction

– Opticities

Traffic control platform

– WM Urban Traffic

Control Major Scheme

Birmingham Mobility Action Plan

The PURE COSMOS project

Digital Birmingham

Birmingham's Digital Log Book

Birmingham's Digital Log Book: the challenge

- ❖ Pressure to cut operating costs
- ❖ New City Council system for allocating social housing
- ❖ New UK government system for supporting people in need “Universal Credit”, to be administered online (high risk for vulnerable people)
- ❖ Tenants’ need for more support in using online services

Birmingham's digital logbook: the solution

- ❖ Track the prospective tenant's journey from start to end
- ❖ Use a 'gateways of influence' model, to evaluate the level of support required
- ❖ Develop a set of tools enabling tenants to manage their
 - housing application
 - personal finances
 - house move (rent, utilities etc)
 - employment and training
- ❖ Create seamless links to all support-service providers
- ❖ Provide targeted support by Council staff for 12 weeks

Birmingham's digital logbook: the outcomes

- ❖ Simple to use digital-by-default tenancy-journey
- ❖ More effective use of front-line teams
- ❖ Reduced system costs
- ❖ Tenancy sustainability increased by 5%
- ❖ Reduced evictions within first 12 months, saving £400K
- ❖ Reduced rent arrears within first 12 weeks, saving £144K
- ❖ **On-line** housing benefit claims rose from 26% to 92%



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THANK YOU

and enjoy the following
sessions

Tim Cordy

tim@studiolaudani.eu

QUESTIONS?

mg@purecosmos.eu

#digibrum

www.digitalbirmingham.co.uk

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