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MINISTERUL CERCETĂRII,  
INOVARII ȘI DIGITALIZĂRII

Parteneri:




Kingdom of the Netherlands

BUCUREȘTI

# UrbanLab for Green Cities

17-19 Noiembrie

 The Entrepreneurship  
Academy

PEOPLE SHAPING SMART/RESILIENT/SUSTAINABLE/FRIENDLY/INNOVATIVE/ GREEN/VISIONARY/ INCLUSIVE/CULTURAL CITIES



# I-Zone

UrbanLab for Green Cities  
București, 17-19 noiembrie 2023

13

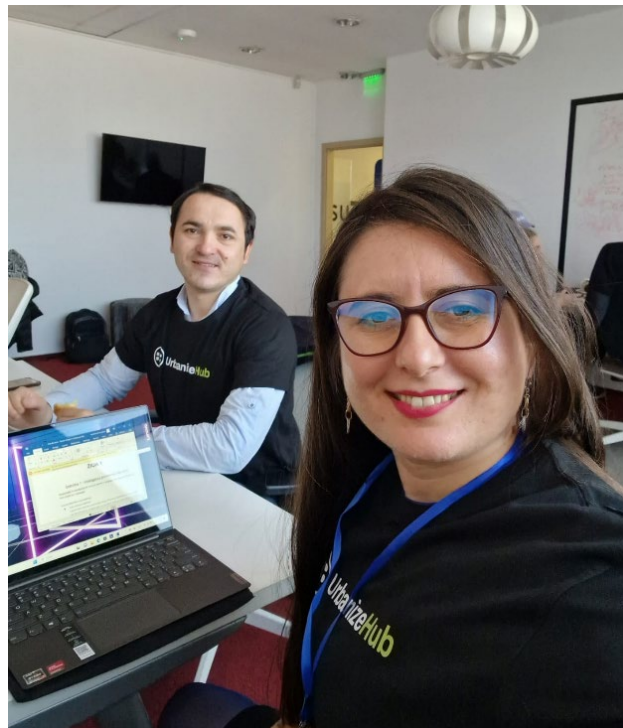
# 13. I-Zone

**Ramona-Elena**

Litigant layer

**Petre-Adrian**

IT & consultant



# Problem

## Short description of the problem:

- What is the problem?

Low capacity of the local authority Bucharest City Hall to identify problems and solutions regarding urban development

- How many people suffer from this problem?

The population of Bucharest

- What is the negative impact of the problem on people / the environment?

The reports submitted to the city hall are lost, they are not analyzed, they are not stored and they have not been analyzed by any team of specialists to find the solution to solve the reported problems.

## Marsul Biciclistilor, sambata, in Bucuresti - protest fata de "administratia care a bagat Capitala in faliment"



Sambata, 21 Septembrie 2019, ora 13:02

7307 citiri



Foto: Optar.RO

Bucurestenii sunt asteptati sa participe, sambata, la o noua editie a **Marsului Biciclistilor** pentru a protesta in strada fata de **administratia** care a bagat Capitala in faliment.

"Falimentul fata de care vom protesta este acela al ideilor bune care ar fi putut duce la cresterea calitatii vietii pentru cetatenii orasului, un faliment al infrastructurii si mai solicitate decat la preluarea mandatului actualului Primar General si al actualului

Consiliu General", se arata intr-un comunicat al Optar.ro.

Organizatorii marsului vor sa atraga atentia asupra efectelor nocive ale deciziilor gresite luate sistematic de actuala administratie.

"In cei 3 ani de mandat al Gabrielei Firea, problemele provocate de congestiile din trafic au trecut in plan secund. Dar nu pentru ca acestea au o amploare mai mica, ci pentru ca administratia a amplificat alte probleme: infiintarea cu incalcarea legii a zeci de companii municipale, ignorarea completa a promisiunilor facute in campania electorala sau

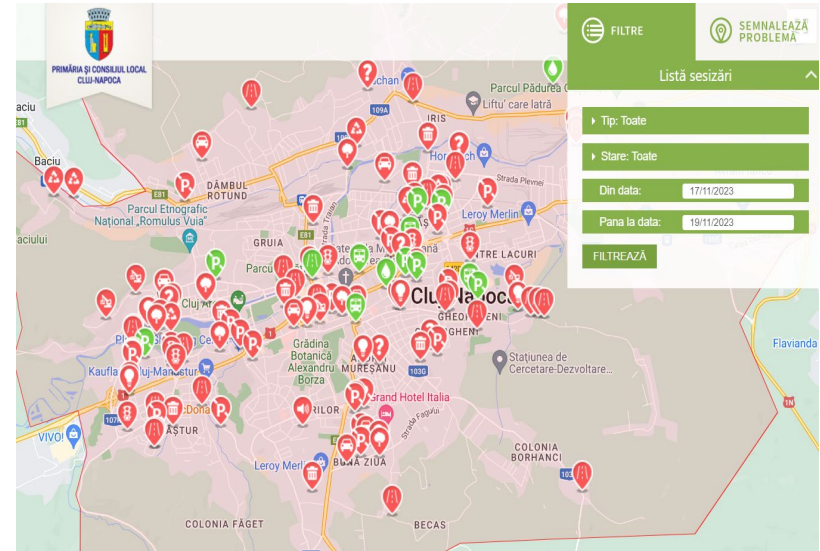
# The problem - VISUAL



# Already existing solutions



# Already existing solutions



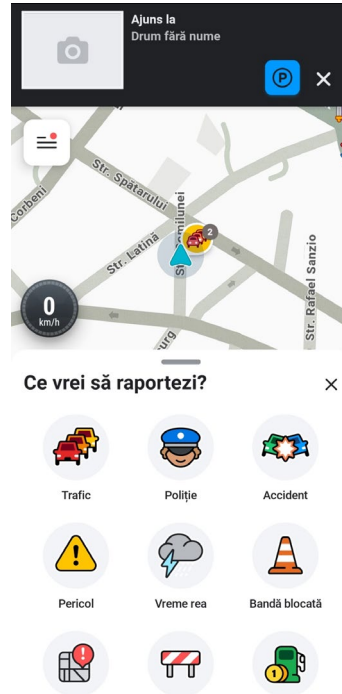
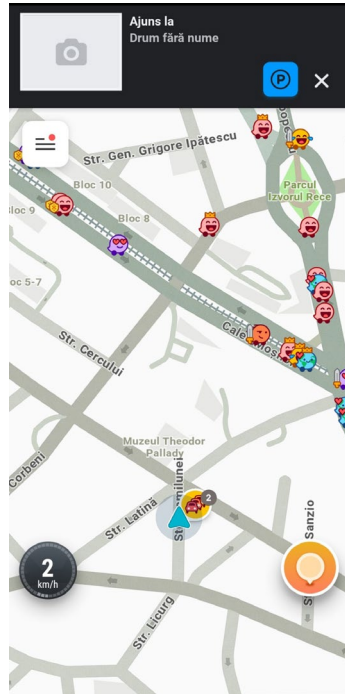
**Our solution**

**Tablet in  
public bus station  
for city problem  
identification**





# Our solution - VISUAL



The future solution to be efficient and to be implemented easily:

✓ Interactive map tablets in public transport stations and malls

✓ Very easy access system without downloading the application, creating an account and completing sections that make access difficult

✓ Possibility to be accessed through gadgets by scanning a QR code

✓ The tablet will be powered by photovoltaic panels placed above the public transport stations.

# Our solution

## Brief description of the solution:

The implementation of interactive tablets in public transport stations, as well as in the area of mall-type stores, where problems identified by citizens of the Municipality of Bucharest can be sent.

Tablets to be powered by photovoltaic panels.

To free citizens from the effects of past experiences and bureaucratic conditioning.

Not to allow the creation of confusion or insecurity.

To convey the idea of Observation, Need, Request.

To develop the relationship between citizens and local authorities based on mutual respect, compassion and cooperation.

To have an **AI algorithm** in the back that categorizes the suggestions introduced by citizens, to notify the authorities after a number of notifications and a certain importance (for example, after 10 notifications about public lighting, after 100 notifications regarding small potholes, etc.)

The digital part should be simple in order to allow every citizen to access the application, without limitations due to age, computer training.

# The Solution - Competitive Advantage

	<i>Soluția noastră</i>	<i>MyCluj</i>	<i>Panoul De Bord (Buc)</i>	<i>Sesizari telefonice</i>	<i>Sesizari scrise</i>
Popularizing the application through access from public spaces	✓	✗	✗	✗	✗
To convey the idea of Observation, Need, Request.	✓	✓	✗	✗	✗
Can be accessed by anyone in in public transport stations and malls	✓	✗	✗	✗	✗
The ease with which he makes a complaint to the municipality	✓	✓	✓	✗	✗
Instant feedback, low waiting time	✓	✓	✓	✗	✗
To free citizens from the effects of past experiences and bureaucratic conditioning.	✓	✗	✗	✗	✗

# Potential for replicability

After the testing and implementation period in 10-100 public transport stations and malls, the interactive tablet will be able to be extended to other stations and can be implemented in Bucharest in all sectors.

After the implementation in Bucharest, the model will be able to be implemented in other cities in the country.



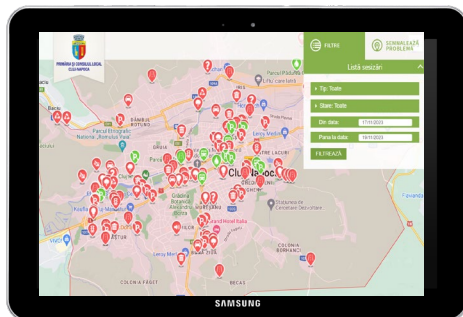
# Implementation plan

**Describe the implementation plan for the pilot project, taking into account the time indicators:**

- Months **1-3**: testing the application with beta users
- Months **3-12**: implement in 10 stations
- Months **12-24**: 100 stations
- **24+** months: other cities

# 13. I-Zone

*Thank you for your attention!*



# Investments required

<b>Investment</b>	<b>Price</b>	<b>The number of pieces</b>	<b>Total</b>
Application development	20,000 eur	1	<b>20,000</b>
Tablet	500 eur	10 (for stations)	5,000
Photovoltaic panel	250 eur	10 (for stations)	2,500
<b>Total</b>			<b>27,500 EUR</b>

# Monthly expenses

<b>Costs</b>	<b>Price</b>	<b>The number of pieces</b>	<b>Total</b>
Application maintenance	500 eur / month	1	500 eur
Maintenance of 10 tablets and 10 photovoltaic panels	500 eur / month	1	500 eur
<b>Total</b>			<b>1000 EUR</b>