



THE NETWORK
OF MAJOR
EUROPEAN
CITIES

Knowledge Society Forum LAB first pilot

'The citizen card -providing access to digital services to create digital inclusion'

Powered by EURO CITIES

Call for expression of interest

Do you want to take your city to the next level of digital transformation? Are you looking for ways to improve the access to digital services for citizens in your city in a participatory and inclusive way? Join our pilot on the citizen card.

1. Introduction

In 2020, we are testing new ways of working in EURO CITIES. Responding to a clear request from our members, we want to move towards achieving clear results and tangible benefits for cities and citizens through the knowledge sharing activities in our network.

This ambition mirrors the development in our knowledge society forum (KSF) aiming to explore new working methods for cities to co-create digital solutions to tackle common challenges and to scale up existing successful solutions. The KSF steering committee has agreed support the development of a methodology that seeks to implement an innovation process in cities and an infrastructure to upscale digital solutions between cities. We call this the LAB.

Over a decade, several smart and sustainable solutions have been developed and tested in cities. However, limited resources, legal and governmental barriers, technological skills shortage, lack of common methodology and innovation potential prevent or hinder the large upscale and uptake of those solutions - such as interoperable digital platforms and services - in Europe preventing citizens to benefit from more innovative, high-quality and cost-effective services.

The LAB aims to respond to this situation in full alignment and collaboration with three EU level initiatives:

- Join, Boost, Sustain: EURO CITIES is currently partnering with the European Commission, member states, the Committee of the Regions and the main organisations and networks of cities on the initiative 'Joining forces to boost sustainable digital transformation in cities and communities in the EU'. The initiative comprises a joint political declaration and a joint investment plan for upscaling digital solutions in Europe's cities. It is a first step towards shaping a European approach for digital transformation, that puts cities and citizens at the centre, making sure we use what works well in one city the best possible way in other cities.
- The digital transition partnership of the urban agenda: in its final action plan, the partnership proposes the establish an innovation accelerator to strengthen innovation processes locally and boost the upscaling at EU level.
- URBACT's Citizens card project (ongoing), developing a feasibility assessment of the possibility to implement Gijon's smart card in other smaller European cities with different digital capacity and local contexts.

2. The LAB pilot: EUROCITIES citizen card

Based on the model of Zaragoza and Gijón's citizen card, we will develop a 'white label'¹ for cities to easily implement a card with similar functions and services within their own city. This white label will be validated with a few cities to test the scalability of the concept.

Zaragoza's citizen card is a city multi-service card which enables citizens to use inclusive digital services in daily life which are integrated in business and government. One of the services that were already applied is the mobility solution for disabled people to enable them to use regular taxis (in cooperation with Volkswagen) in which the payment services with financial aid are managed automatically in the administration of the municipality. A solution in which the system works for the citizen and shows how digital inclusion is secured. It has been the starting point and from there on more digital services in other sectors could be implemented.

Gijón started with the idea of a Citizen Card 1999 after analyzing similar experiences developed by other cities. Three years later, in 2002, it was implemented in Gijón as a tool to integrate services and a very useful resource one could have, be it residents or visitors. The card's objectives from the beginning were: to offer citizens and visitors good quality services, have one card for all municipal services, improve existing functions and add new ones. It has become an essential tool to the quality of life in Gijón City: "Smart living". Citizens of Gijón, businesses and tourists could access municipal services, allowing a reduction in bureaucracy, time saving, ensuring access to services, promoting policies of social inclusion, sustainability, smart growth and sustainable mobility.

The card is a physical product supported by digital instruments. The power of the solution is that every citizen has one card and it enables cities to customize their local identity. The card is a scalable solution which enables the city and businesses to add extra services on the 'platform'. Because the card is operational the business case is in place which helps in the decision-making process of local authorities.

The multi-services smart card, including payment processing services, aims to:

- Facilitate and encourage citizens' access to public services with a single document.
- Put a viable mechanism in place for adjusting fees paid for public services to different user profiles. The holders of the Citizen Card can access and pay for 20 public services. They can choose between pre-paid and post-paid plans.
- Reinforce the sense of community and support digital inclusion. It enables citizens to participate in society by using human-centred digital solutions, giving access to the digital world.

2.1 Goal

To develop and scale up a model of a citizen card as instrument for cities to provide inclusive digital solutions to their citizens.

2.2 Objectives

- To transform the Zaragoza and Gijón card into a scalable solution which can be easily replicated by other cities allowing adequate flexibility to adjust it to the local context and autonomy.
- To validate the concept of the citizen card in other cities.
- To secure the conditions for upscaling by finding partners (business and government) that can help deliver and scale the solution
- To develop the toolbox which cities can use as plug 'n play platform to implement the citizen card within their cities.

2.3 Activities

¹ For 'white label' we intend a series of guidelines and minimum requirements at e.g. legal, technical, capacity building etc. level a city should follow to be able to implement the citizen card in its city.

- Translation of the Zaragoza and Gijon card into the white label version (minimum viable product - MVP) of the citizen card (incl. regulatory framework, technology and standards, branding, user perspective e.o.)
- Apply and validate the white label within 3-5 cities by either prototype the implementation or piloting one service in every city.
- Find the partners (in business & government) to support in hardware, software & knowledge.
- Develop all instruments (technology, legislation, marketing) to secure the possibility of upscaling in the next phase
- Secure funding for the next phase of upscaling through investment and partnerships (public/private)

2.4 Expected results

- The MVP of the citizen card (based on the model of Zaragoza and Gijon) is available
- The citizen card is validated by 3-5 cities in 2020 and the lessons learned are described
- The partners to support the development and scaling of the citizen card are in place and committed
- The toolbox for cities as plug 'n play solution, is in place and can be applied.

The broader benefits of citizens cards are the provision of simple, effective seamless digital services for all citizens within Europe from government and businesses in which people have control over their own data. The citizen card plug and play solution for cities to easily provide digital services towards their citizens. It can be customised with respect for the local culture and autonomy, using solutions which are already there and decreasing societal costs. The citizen card will accelerate the development of an interoperable digital identity. The technology will provide a unique identifier which can easily be connected to the core identity of the country (if available). This can facilitate in the bottom-up movement of a European digital identity for all European citizens.

3. Implementation

3.1 Overall time schedule (2020)

- 16 March: launch of call for expression of interest
- 30 April: deadline for expressions of interest
- 1 June: final commitment from participating cities
- June - Sept: development of the white label
- June-Sept: 1 or 2 study visits in Zaragoza/Gijon by pilot cities + expert
- 15 Dec: Validation of the MVP by 3-5 cities

Early 2021, the next phase of scaling (10-100 cities) will start. Participating cities will learn about the case and all its aspects - including business model, regulatory framework, technology and standards, user perspective and much more - and will start co-designing and co-developing the pilot (MVP).

3.2 Marketing and communication

The pilot will be showcased as:

- An example of how digital solutions delivered benefits to citizens, when implemented through a city-led and citizens focused approach
- An example of new way of working for EUROCITIES, delivering concrete results in cities for citizens, showing the way forward
- A contribution to the implementation of the Join, Boost, Sustain initiative, developing an instrument (the LAB) for upscaling of effective digital solutions with and for cities

We will communicate through existing channels, including EUROCITIES internal and external communication tools, social media, as well as the communication structure developed in relation to the *Join, Boost, Sustain* initiative via living-in.eu.

3.3 Resources

There is no external funding, EU or otherwise, available for the pilot. Costs and investments will be shared by the participating cities and EUROCITIES Brussels office, working in coalition with the Join, Boost, Sustain partners.

The participating cities, having received formal support by the city government, commit resources in-kind to ensure the business development locally, including local expertise, technical skills and budget to implement the citizen card. The cities also cover all travel and accommodation costs related to potential study visits and partner meetings during the implementation of the pilot. The project is considered part of the KSF activities. No formal

EUROCITIES Brussels office supports the implementation through

- the overall coordination of the pilot activities
- financing the development of the white label by an expert
- communication activities, ensuring the wider visibility of the initiative

The estimated break down of resources and tentative assessment of in-kind investment for 2020 are as follow:

Description	Investment	Who
Resources		
Technical expert (MVP)	20 days (out-of-pocket)	EUROCITIES
Support & administration	30 days (in kind)	EUROCITIES
Communication and marketing	30 days (in kind)	Members + coalition JBS
Business development	40-45 days (in kind)	Members + coalition JBS
Technical expert (local)	40-45 days (in kind)	Members + coalition JBS
Development white label	10 days (in kind)	Zaragoza + Gijon
Legal knowledge	10-20 days (in kind)	Members

3.4 Governance

The KSF steering committee oversees the implementation of the Citizen Card to ensure lessons learnt benefit the further development of the LAB as an instrument to scale up effective digital solutions. The steering committee:

- Describes the innovation process and stages (including criteria) for upscaling of digital solutions based on the citizen card
- Describe, develop and implement the building blocks of the innovation infrastructure based on the citizen card by re-using existing building blocks from cities.
- Organise the conditions for success via leadership, governance (including reporting schedule) and funding within EUROCITIES and the upscaling coalition Join, Boost, Sustain.

Within the steering committee, the city of Eindhoven, assumes the responsibility for the implementation of these actions. The pilot is implemented in collaboration with VNG, the Dutch association of local authorities, who provides resources in-kind and expertise into to process in coordination with EUROCITIES Brussels office.

Annexes:

1: KSF LAB – Background information