



# Strategy SMART CITY ZURICH

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1

**WHERE  
DOES  
ZURICH  
STAND  
TODAY?**

By 2050, two thirds of the world's population will be living in cities. Similarly, the population of the City of Zurich could well increase by around a quarter over the next twenty years. Cities will be the driving force behind societal developments. And yet this growth is also presenting cities around the world with major challenges, such as maintaining or improving the quality of life of the population while reducing the consumption of resources. New technologies and the digital transformation offer great potential to achieve this.

The City Council has defined the fields of action with concrete perspectives for Zurich in their «Zurich Strategies 2035» as well as in specific expert strategies.

Many different kinds of projects are already making use of digitization options in their implementation. Building on an efficient, modern and highly available urban IT infrastructure, such projects will continue to be managed by the individual departments.

[The Smart City Zurich Strategy is designed to help bundle the future needs of the population, promote innovation and position Zurich as a Smart City. In this way, Smart City Zurich supports the implementation of the «Zurich Strategies 2035» and of a number of specific strategies.](#)

The strategy was developed in close cooperation with experts from both inside and outside the administration.



2

**WHAT  
PURPOSE  
DOES  
SMART CITY  
ZURICH  
SERVE?**

«Smart» means connecting people, organisations or infrastructures in such a way as to create social, ecological or economic added value.

The strategy Smart City Zurich establishes a framework for making the most of the opportunities offered by the digital transformation. Smart networks that connect data, sensors and applications facilitate new, more efficient solutions for users as well as for operating infrastructures. Stronger networks encourage contact between the population and the administration and foster opportunities for participation. In this way, the strategy reinforces the connectedness of politics, business, science, culture and society for the benefit of all – with the following objectives:

**Equal opportunities and high quality of life for all:** Smart City Zurich actively involves the entire population. This includes everyone who lives or works in Zurich as well as visitors to the city.

**Conservation of resources and sustainable development:** The City of Zurich is making use of the digital transformation to improve the quality of the environment and to bring about the 2000-Watt-Society.

**Innovation and attractive business location:** The City of Zurich is committed to providing a modern, reliable digital infrastructure along with attractive conditions for innovative entrepreneurship.



2

**WHAT  
PURPOSE  
DOES  
SMART CITY  
ZURICH  
SERVE?**



Digital connectivity can make it easier for the population to give feedback to the authorities and the administration, as well as facilitating the accompanying dialogue. Besides being even better informed, citizens are able to make use of the many avenues for participation, and so play their part in permanently shaping the city in line with their needs – both digitally and in direct contact.

The implementation of Smart City Zurich follows four key guiding principles:



**Focus on the needs of the target groups and the challenges facing the city:** Smart City Zurich is aligned to the city's long-term goals. New technological solutions are being adopted to help meet urban challenges. A user-oriented development as well as a focus on people's needs are at the heart of this effort.



**Availability, self-determination and privacy with respect to data:** Smart City Zurich promotes a reliable and open data infrastructure. Data and information of the city administration that is not subject to specific confidentiality constraints is made available to the public. In dealing with personal data, data protection and informational self-determination have the highest priority.



**Networking and cooperation of people, organisations, infrastructures:** Smart City Zurich promotes internal and external collaboration across the boundaries of the organisation's units and departments as well as between the city administration, the population, business, science and culture. This approach also places an emphasis on digital options for public participation and infrastructure sharing.



**Innovation and agile developments:** Smart City Zurich gives the city greater agility in the face of accelerated technological change. Innovative approaches are developed in experimental open spaces and tested in pilot projects or living labs. This is an approach that allows promising solutions to be identified and implemented early on.

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# WHAT ARE THE FOCUS AREAS OF SMART CITY ZURICH?

For the coming years, the City Council has set three strategic focus areas with respect to Smart City.

**Future forms of integrated public mobility:** Social and technical trends such as the sharing economy, individualisation, multimodality, digital booking platforms, electric mobility and autonomous driving are already changing the mobility market today. The City of Zurich is seeking to expand its range of public mobility services in a resource-friendly manner, allowing users to also experience them during trial operations: by replacing diesel buses with trolleybuses or e-buses, by setting up a mobility platform for the Zurich urban region, by conducting a pilot trial of demand-driven transport options and by carrying out tests in the area of autonomous driving.

**Digital City:** The City Council wants to step up the digitization process in the city administration for the benefit of the population and businesses. This includes the expansion of the city's online portal, "My account", and the development of new online services, e.g. in the area of tax. The further modernization of the digital infrastructure in schools is ongoing. Internal administrative processes are being optimized and consistently digitalized, and technologies such as the Internet of Things are being used citywide.

**Smart Participation:** Specific urban projects are used to test innovative forms of participation and the involvement of various stakeholders, with subsequent evaluation. «Smart Participation» connects the aspiration for participation by the population and stakeholders with the challenges of urban growth and technological change. Solutions that prove successful will be rolled out citywide. One of the first such projects is the process of reviewing the city/neighbourhoods interface, involving the use of eParticipation.



# HOW DO WE MAKE THE CITY OF ZURICH SMARTER?

The strategy Smart City Zurich promotes innovation, cooperation, communication and dialogue. The following tools are being implemented, effective from 2019.



Smart City Strategy

## TOOLS OF THE STRATEGY SMART CITY ZURICH

### Fostering innovation

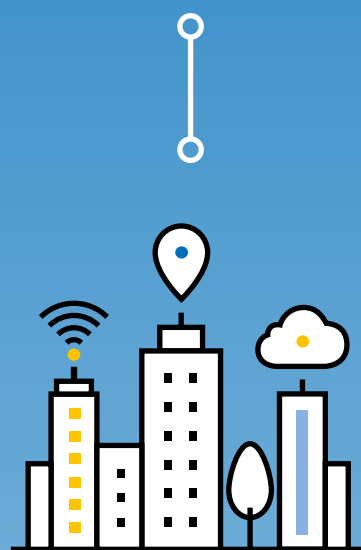
Innovation grant to support novel projects  
Innovation box to support staff ideas  
Innovation Fellowships

### Collaborations

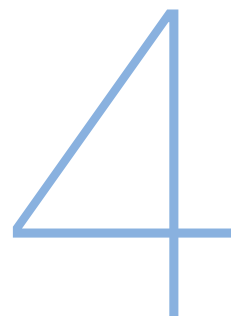
Smart City Lab  
National und international collaborations  
Kickstart  
Hackathons

### Communiation and dialogue

Project website  
Participation portal  
Monitoring and reporting



Smart City



# HOW DO WE MAKE THE CITY OF ZURICH SMARTER?

## FOSTERING INNOVATION IN THE CITY ADMINISTRATION

**Innovation grants to support novel projects:** An innovation grant provides initial financing for innovative projects of the city administration – especially if they are submitted jointly by different service departments and have a pilot character.

**Innovation box for staff:** Staff of the city administration are given the opportunity to develop and concretise their own ideas and thus participate in an open innovation process. This supports the cultural shift towards thinking and actions that are more goal-oriented, customer-focused, innovative and interdisciplinary.

**Innovation Fellowships:** This program lets experts from companies or universities contribute their expertise on ICT and innovation. The «Fellows» work in the city administration for six to twelve months. This fosters knowledge-sharing and innovation.

## COLLABORATIONS WITH THE CITY

**Smart City Lab:** The Smart City Lab facilitates the implementation of projects with different partners. Digital transformation ideas are tested in pilot projects.

**National and international collaborations:** Participation and exchange improve collaboration with the private sector, the canton and other cities at national and international level.

**Datenpool:** The administration is pursuing the option of sharing internal and external administrative data with institutions or the public, as well as of integrating and visualizing sensor data from public infrastructures. The protection of personal data is ensured at all times.

**Kickstart:** This innovation programme brings together start-ups, companies and the public sector. Smart City is a complex of topics in which start-ups develop solutions for urban challenges..

**Hackathons:** Within a defined framework, various groups from Switzerland and abroad draft innovative solutions to specific issues facing the city.

## COMMUNICATION AND DIALOGUE

**Project website:** Anyone interested in current Smart City projects of the City of Zurich can find the details on a central website, which makes the projects more concrete for the broader public.

**Participation portal:** The population is given a single point of access that enables them to participate in urban projects and processes. At the same time, participation options are being developed further and new forms of digital participation are being tested and established.

**Monitoring and reporting:** We publish an annual report to update the City Council, local council and the public each year on the progress of the implementation. In addition, the tools and the implementation thereof are regularly reviewed, evaluated and, if necessary, modified or supplemented by new tools.

Smart City Zurich is coordinated and guided by a lean organisation, and implemented incrementally. Our clear communication conveys the goals of Smart City Zurich both internally and externally, itself becoming part of the dialogue between all those involved.