



# Smart City Cluster experiences from City of Tartu

Raimond Tamm, Deputy Mayor of Tartu

11.02.2020



TARK TARTU  
SMART CITY



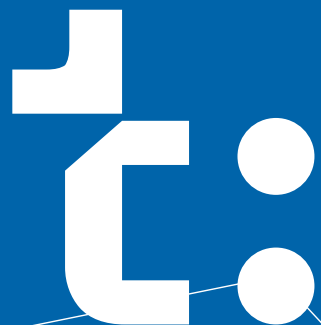
- Almost **100 000** citizens
- 50% are **under 35** years
- About **18 000** students
- Around **15 000** companies
- **3%** of unemployment
- **90%** uses internet
- **98%** holds ID-card



# Smart city since 1632

- Second-largest city in Estonia, well-known for its living environment
- Research and education centre
- Traditional university city





# Challenge for small & medium sized cities: limited in-house human & financial resources

## Strategy:

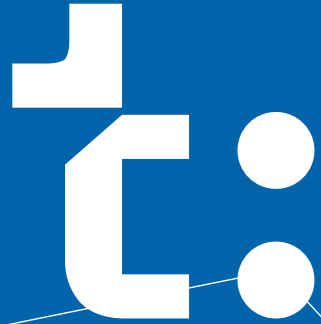
- Co-creation and collaboration with other sectors – clusters, common projects etc
- Tartu as open innovation platform

## Tactics:

- Collaboration with private sector
- Collaboration with universities & research centres
- Collaboration with neighbouring municipalities







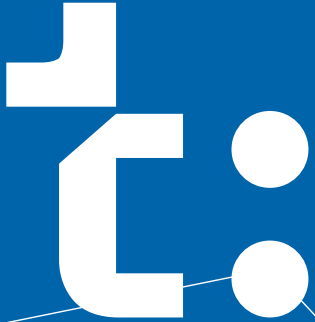
# Smart City Capability Framework

*If you need to go fast, go alone. If  
you need to go far, go together*

Ecosystem has the power to deliver  
creative new solutions that neither of  
the parties could have realized on its  
own



TARK TARTU  
SMART CITY



# Smart City Lab

## Cluster Initiative and Cooperation Platform for Smart Solutions for Cities

### Mission

- To support the development of smart city solutions in order to improve quality of life in the cities and to accelerate export (private sector).
- This is achieved via internationally valued innovation environment, where city authorities and citizens, scientists, enterprises etc are co-creating smart solutions

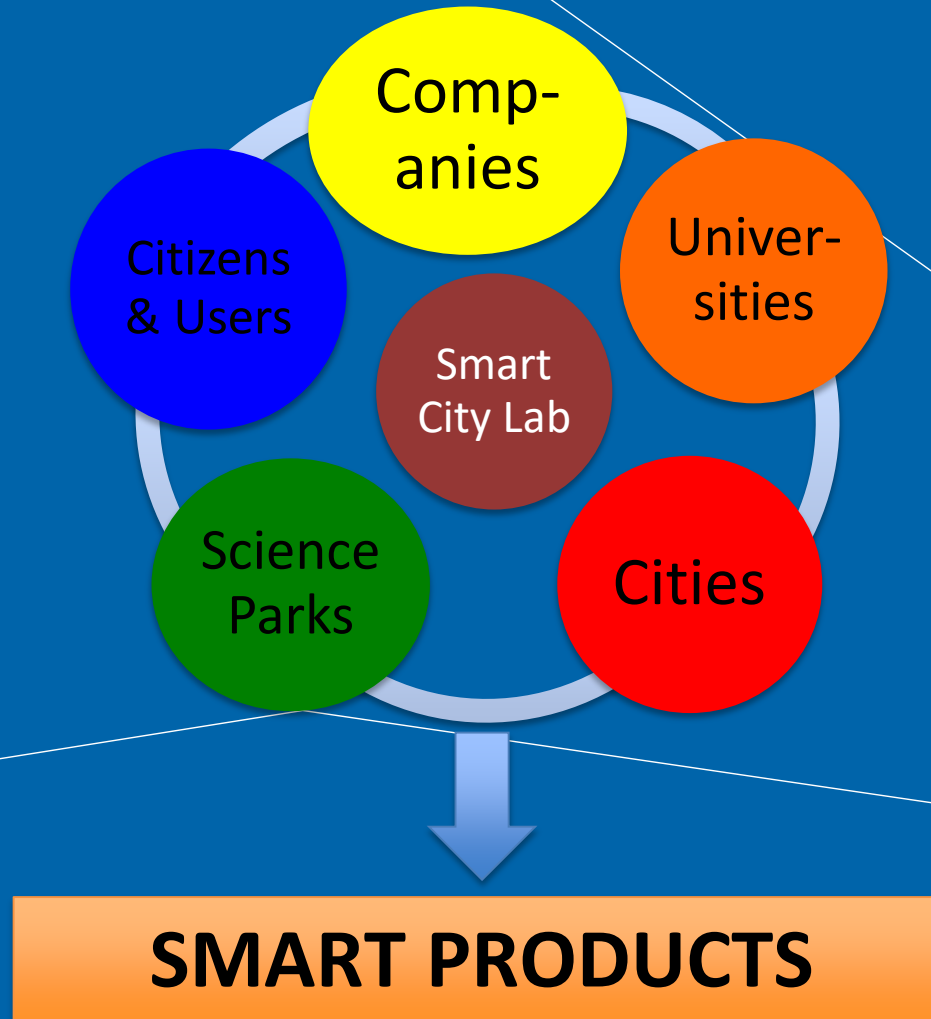


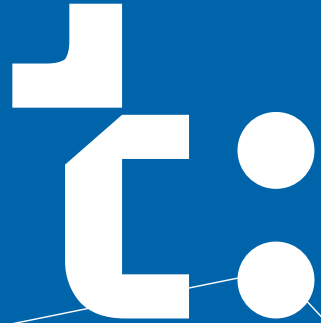
TARK TARTU  
SMART CITY



28 members from  
private, public and  
academic sector

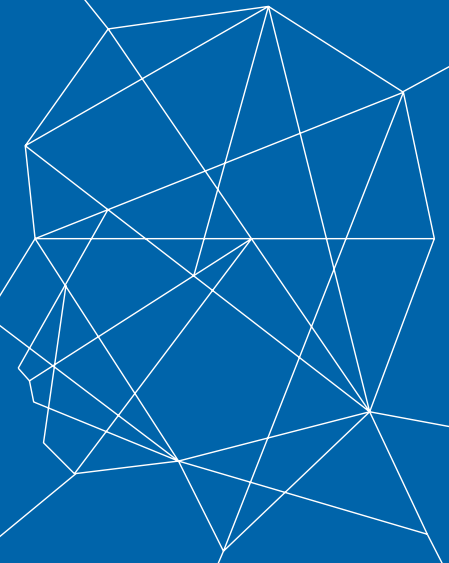
# Cluster Initiative and Cooperation Platform for Smart Solutions for Cities

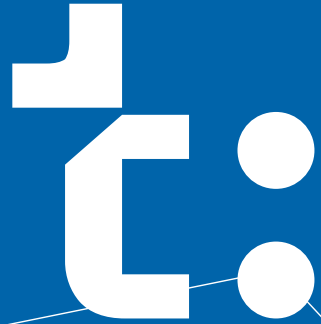




## Cluster partners the city has collaborated with:

- Positium – mobile positioning data based solutions, public transportation network
- Cityntel – smart management of street lighting, sensor network
- Ridango – public transportation ticketing and real-time information solutions
- MobiLab – public transportation m-application
- Reach-U – street-view solutions
- Jiffi – hands-free ticketing solution in public transportation
- Bercman Technologies – smart pedestrian crosswalks
- CGI Estonia – infosystem developments
- Tartu Science Park – international collaboration projects
- Baltic Innovation Agency – international collaboration projects, SmartEnCity



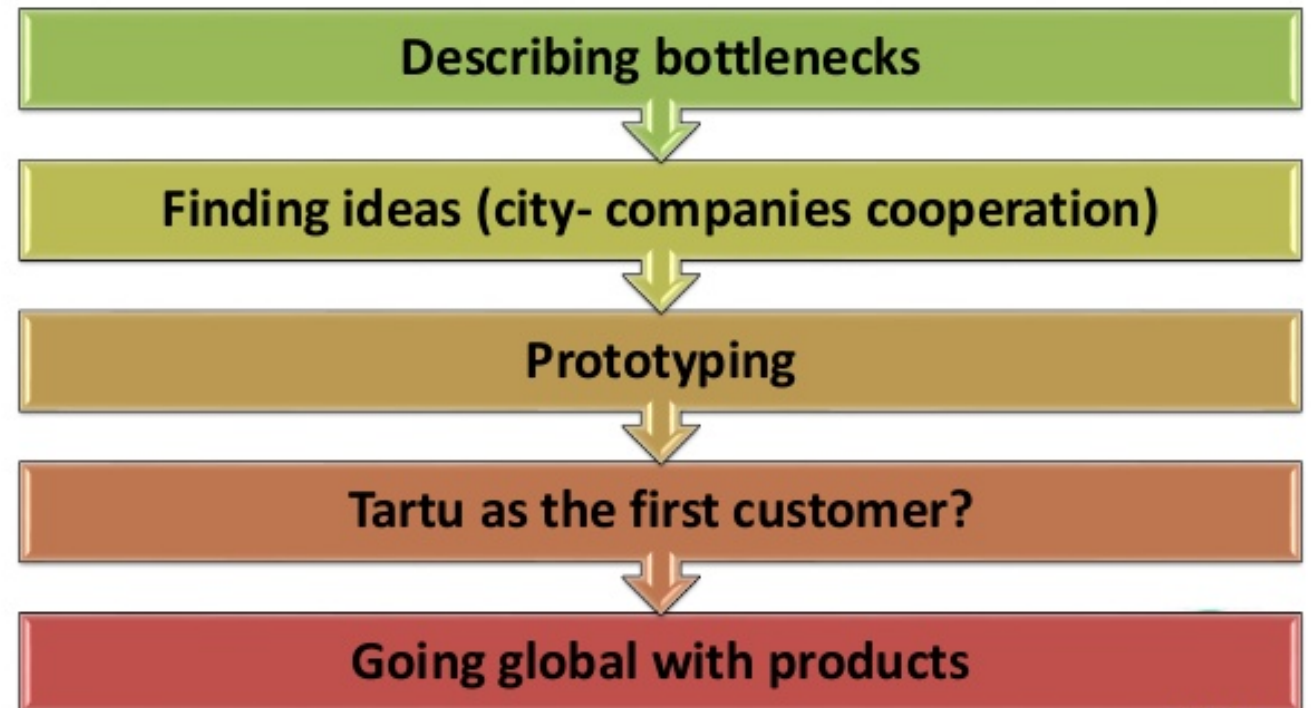


Focus topics:

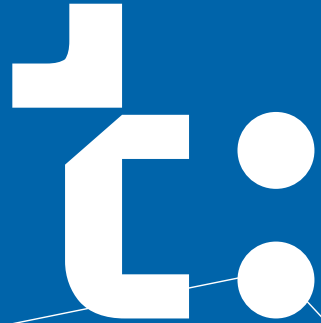
- Intelligent transport
- Energy Efficiency
- Healthcare and Social Care
- Government and Governance



## From bottlenecks to smart products

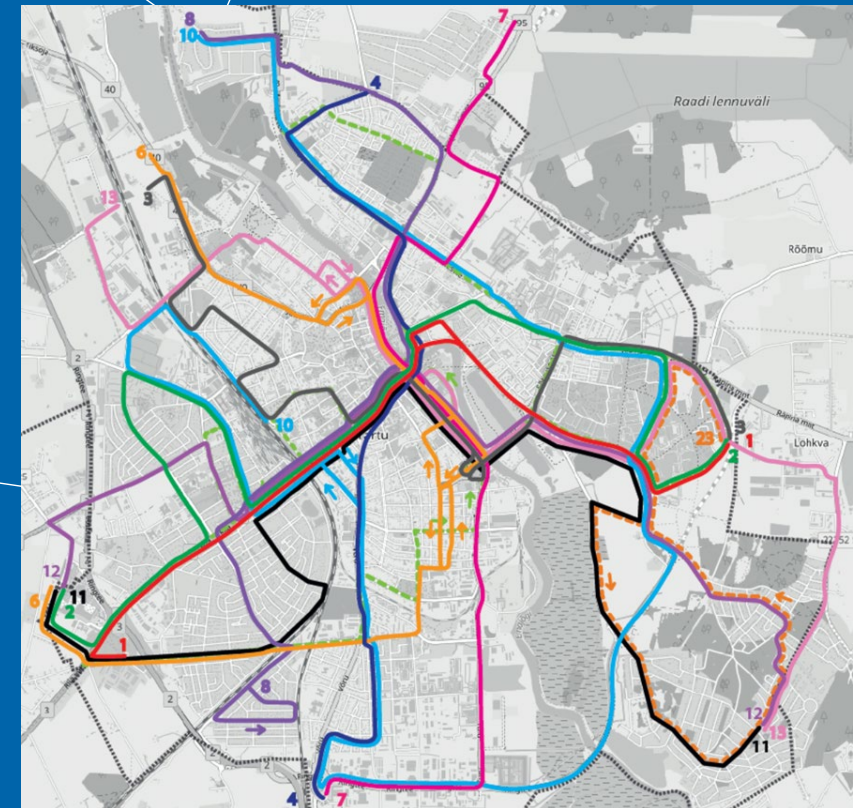
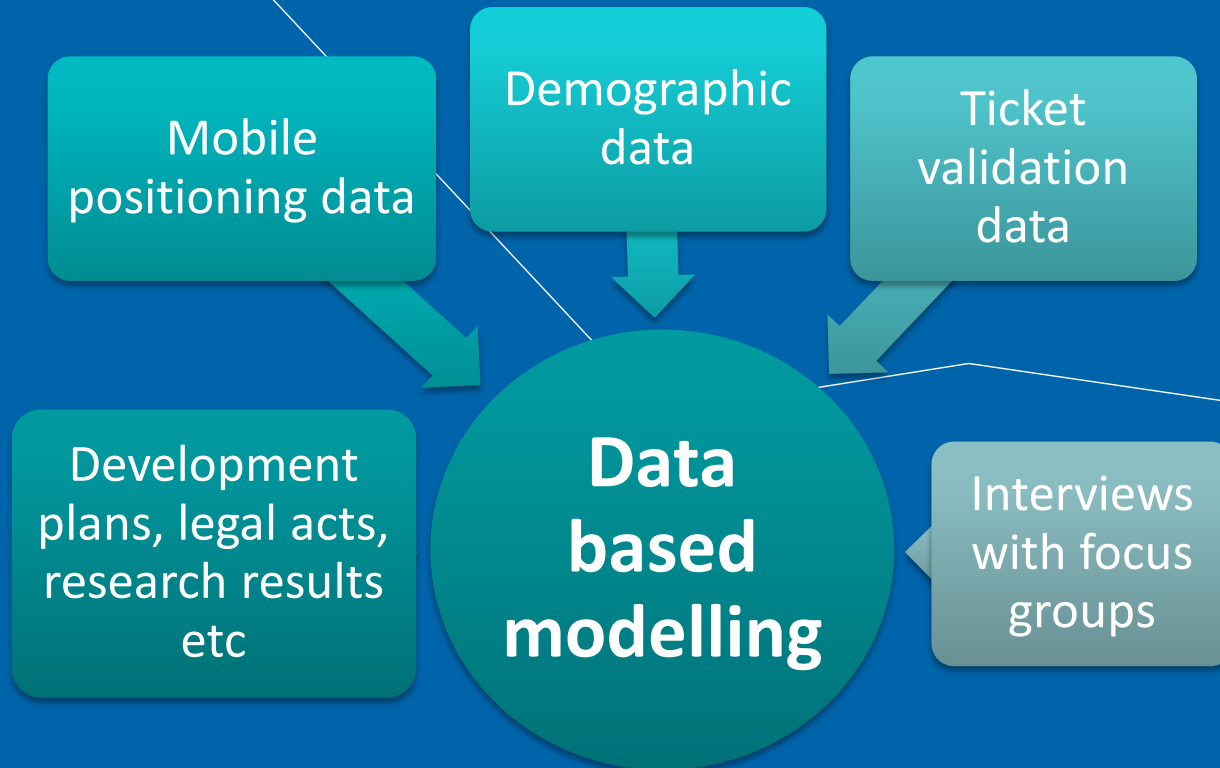






## Examples of collaboration projects with the Smart City Lab cluster:

- Mapping and rearranging of public services provided in Tartu
- Geo-archive citizen interface – analysis on technical requirements and usability
- Open Data – analysis on usability of Open Data
- Public transportation network based on data
- Study on public transportation mobile application – analysis of user needs, technical requirements and usability
- SmartEnCity Project (Horizon 2020)



[Benefits](#)[Features](#)[News](#)[FAQ](#)[About Us](#)[Contact](#)

We're hiring!

# Jiffi is world's first hands-free ticketing system for passengers.

Board, validate and pay. Without doing anything.

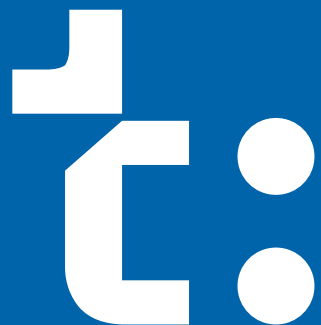
HOW IT WORKS

Uses secure Bluetooth Low Energy (BLE) beacons & micro-location technology to detect, when smartphone-equipped passengers enter and exit the public transit vehicle.



Failures are OK!

# Collaboration projects besides clusters



## SmartEnCity (Horizon 2020)

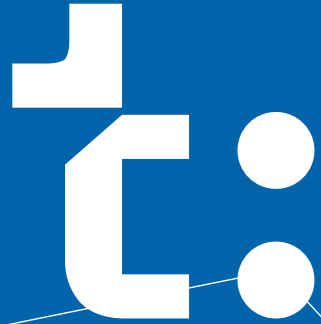


## Robots4Future : Urban Innovative Actions (ERDF)





TARK TARTU  
SMART CITY



# Thank you for your attention!

**Raimond Tamm**

**Deputy Mayor, Tartu City Government**

[Raimond.Tamm@raad.tartu.ee](mailto:Raimond.Tamm@raad.tartu.ee)