

# SMART CITIES STAKEHOLDERS PLATFORM

## SURVEY

Source: <http://eu-smartcities.eu/blog/user-survey-results>

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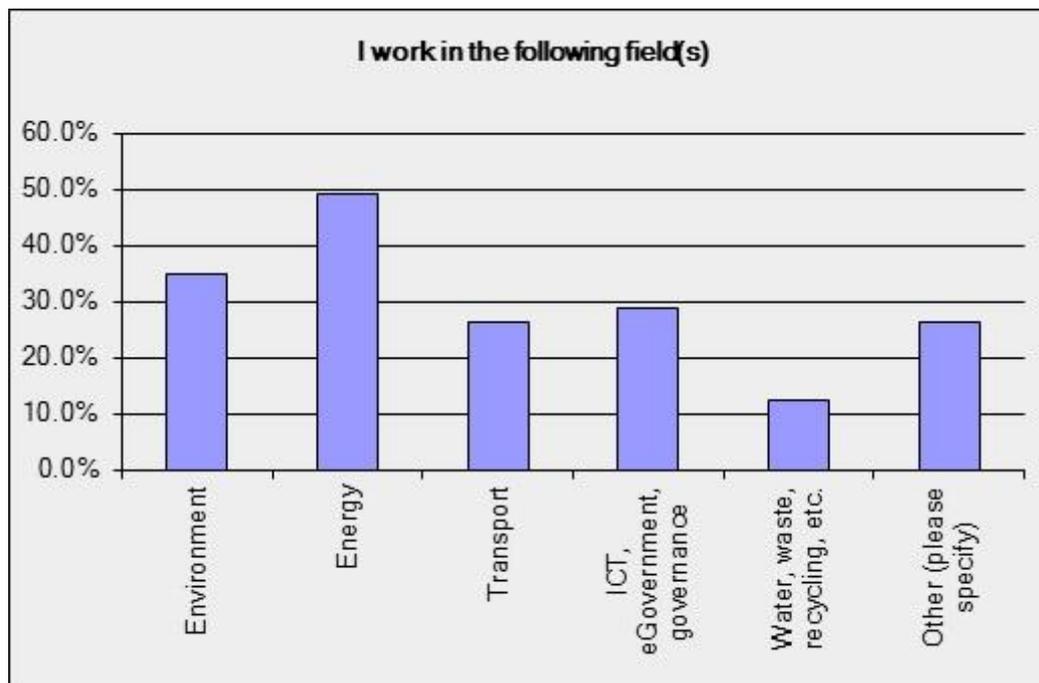
### Who were our respondents?

264 responses came from all EU countries excepting Estonia, Hungary and Malta, with another 17 from countries outside the EU. There was the predictable overrepresentation of Brussels-based respondents (21%), but there were also substantial contributions from Spain (13%), Germany and Italy (both 10%).

We got a good mix of respondents, who described themselves as working in the 'Public sector' (31%), 'industry' and 'Research Organisations' (23% each) and 'Alliances and networks, including civil society' (14%), with media and 'other' accounting for the remainder.

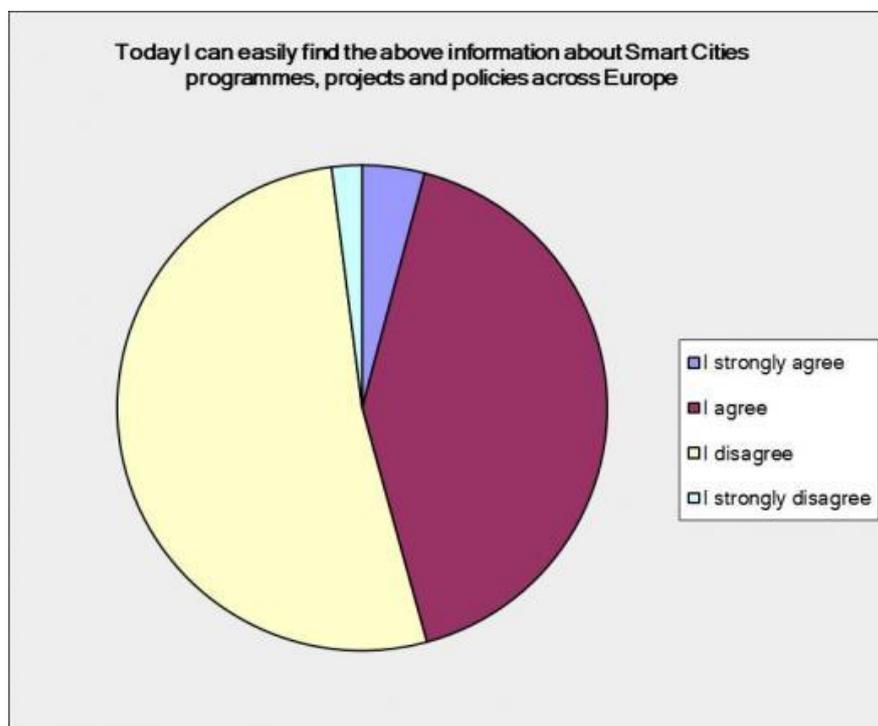
Those in the public sector, moreover, were divided almost equally between city/local, regional and national, with EU and international public servants accounting for 15% and 3% respectively.

There was also a good mix of thematic interests:



## Needs and overall priorities

The survey confirmed one of the assumptions underlying the Stakeholder Platform: that information about smart cities programmes, projects and policies across Europe is difficult to find for many people.



Weighting each response gives the following overall ranking of priorities:

Respondent Priority	Average score
Find smart city solutions (best practices, case studies) relevant to my city, or the cities in my region/country	3
Follow relevant research and policy developments across Europe	3
Influence the development of smart city policies and programmes at regional, national or EU level	2.9
Discuss smart city solutions with cities and solution providers	2.9
Raise awareness of your smart city experiences, research results and solutions	2.8
Conceive and assemble smart city research proposals	2.6

(Top priority = 4 points; High = 3; Average=2; Low=1; Irrelevant = 0)

## Site Content Preferences

What sort of content did respondents want on the site?

Preferred Site Content types	Average score
Analyses of smart cities technologies, approaches and related policy recommendations	4
Smart city profiles and best practices from across Europe	3.6
General information on relevant EU programmes and projects	3.5
General news on smart cities policy development from across Europe	3.1
General information on relevant national programmes and projects	3
Webinars (online audiovisual training sessions) on smart city issues	1.8
Integrated machine translation of site content (Platform content will be written in English only)	0.8

(Top priority = 6 ... Lowest priority = 0)

Users are also particularly enthusiastic about online interactivity:

Interactivity preferences	Average score
I would use networking and partner search tools	2.2
I would welcome comments to my submissions from other registered members	2.1
I would submit articles about smart city best practices, solutions, research results, policy, etc.	2
Membership of the web platform should be open to everyone, without moderation	2
As a member, I would publish a 'public profile' on the platform describing myself, my organisation, my city, etc	2
I would comment on website content	1.9
The platform should be present on social media platforms	1.9
I would like to help define the content of the platform's events – e.g., through online Calls for Papers, etc.	1.8
I would use online forums to discuss smart city issues	1.8
I would use wikis to work with others on developing documents within the platform	1.7

(Top priority = 3; High = 2; Average=1; Low=0)

## Who wants what?

The above preferences were derived from the overall responses, but digging a little deeper shows how a respondents' working context affects their preferences. For example:

Respondent	More interested than average in:	Less interested than average in:
Public sector	Discuss smart city solutions with cities and solution providers	Follow relevant research and policy developments across
Industry / private sector	Influence the development of smart city policies and programmes; Conceive and assemble smart city research proposals	Find smart city solutions
Research organisations (e.g., universities, higher education, RTOs, etc.)	Conceive and assemble smart city research proposals	Discuss smart city solutions with cities and solution providers; Find smart city solutions
Alliances and networks, including civil society	Discuss smart city solutions with cities and solution providers; Raise	Follow relevant research and policy developments across

## Key conclusions

While there's nothing particularly startling about the above results, it's always useful to validate one's assumptions. Overall, the survey endorses the original vision of the

Platform as a multi-directional space where:

- the EU Institutions can provide information to stakeholders;
- members can give feedback, influencing policymaking (at all levels);
- members can network amongst themselves, creating public and private projects.

The Platform, in other words, needs to provide:

- High-quality, added-value content, particularly analyses, to all involved;
- Practical services for problem owners (i.e., cities);
- Business opportunities for solution owners;
- The opportunity to influence policy to all involved.

We're busily translating the above insights into site specifications, content plans, event architectures and so on, but we'll still open to any ideas submitted using the comment form, below.