# FI Monitor[1] : Spain

***By Ignacio Gurría, Javier Gurría, Daniel Menchaca,*** *February 2015*

## THE APP FOR THE SMART CITIES UNDER A PUBLIC-PRIVATE PARTNERSHIP FRAMEWORK

Thanks to technology, cities are more and more converted into sensory (IoT, M2M…). The cities must establish systems capable of handling and process all this massive amount of data (Big Data) generated by their residents, services and infrastructure, generating value to the citizen.

SmartAppCity (http://smartappcity.com/en/) was created with an integrated vision to show and mapping all this information to the citizen in real time providing value information for citizens, improving their quality of life and generating wealth.

SmartAppCity is the first App that brings together all the city services and information on the Cloud (arrival information on city bus, tram or subway, traffic cameras, alerts, news, events, open pharmacies, gas stations, ability to report incidents, tourist information and routes, city street guide, shopping, weather forecast, QR reading, WiFi zones...), boosting the commercial sector and generating value to the residents, tourists, public administration and local businesses; facilitating interaction between different agents and generating added value for decision-making and citizen participation.

Under a framework of public-private partnership, the city councils will show their open data to serve the citizens, and the city shops and businesses will offer their products and services. The corporative brand of each municipality together with their services, encourages users to download the App and, at the same time, encourages shops and businesses to find in the app their target audience directly referenced by its position in the city. This innovative business model allows a no-cost implementation for the city.

### Public-Private partnership (PPP) model[2]

*SmartAppCity* has been developed thanks to an innovative business model based on previous successful implementations in other cities in Spain under a framework of public-private partnership. Example of some of these cities are the apps implemented at the following public city institutions: Ayuntamiento de Logroño (App called “Logroño.es”), Ayuntamiento de Jaén (App called “Jaén24h) or Ayuntamiento de Antequera (App called “Clever Antequera”).

The corporative brand of each municipality together with their services, encourages users to download the App and, at the same time, encourages shops and businesses to find in the app their target audience directly referenced by its position in the city. This innovative business model allows a non-cost implementation for the city.

---

[1] FI Monitor (Future Internet Monitor) is an edition of ceFIMS-CONNECT Monitor contributed from a project or initiative with special interest in Future Internet topics

[2] http://smartappcity.com/en/#section3

Depending on the type of PPP contract signed by the city administration: incomes to support the project could come from different sources, from a mix of some of them or from all of them: shops and business registration (regular or VIP subscriptions), banner inclusion for every section (sponsorship), subsidized funds… Each municipality could choose the kind of implementation model adapted to its philosophy or economical situation. These incomes are used for app license, implementation (customization for each city), app annual maintenance, help desk, new features demanded by the city, R&D for new developments, communication and advertising campaigns, attracting shops to be placed on the app…

Additional, non-financial, benefits to public authorities are countless: improving the corporative brand of the municipality, bring services directly to the citizens' pocket, rebrand the city as a smart city, boost the commercial sector, improving the quality of life, expand the city portfolio of services and solutions, creation of a new communication channel, getting closer the municipal activity, bring more transparency, create value information with existing data…

## Innovative advantages of the solution

The *SmartAppCity* project covers the three pillars supporting a smart city: public administration, citizens and local business:

- The local administration knows the impressions of citizens and the impact of their decisions, analyzing the social information provided, and opening a new communication channel.
- The city shops and businesses use this technology as a geo-marketing tool, opening a specific communication channel with customers or prospective customers.
- The citizens have a channel to provide updated information about life in the city sharing information about their culture, habits or infrastructures conditions.

The most competitive advantage is that the App could be implemented for free to the city. The business model linked to the public-private partnership makes the project economically viable, profitable and sustainable.

Another competitive advantage of the App is the boost of the commercial sector.

Some innovative advantages of the solution are:

- Massive data collection to analysis and projections of future behaviors.
- Processing and analysis of current and geo-located information for making real-time decisions faster and lifelike.
- Able to hold specific applications and services with very broad uses, multi-sectorial and multi-platform.
- Facilitate PPP, impacting positively on the platform life cycle, offering businesses and shops a broadcast channel with high impact and institutional support.
- Multiplatform (iOS, Android, Windows Phone…)
- Multilanguage
- Easy and fast implementation for new cities.

## Scalability

*SmartAppCity*, the app for the smart cities, is easily scalable and quickly customized for new cities interested in the smartphone application.

The app is built with long-term vision. The attractiveness of the information provided by the app guarantee a daily use of the application. Recurrent information needed as: arrival time for city transportation, open pharmacies, weather, live city cameras, free parking spots, free city bikes, suggestions and incidents tool, cheapest gas stations… bring a recurrent use of the tool. And adding the attractive offers, events and promotions launched by the city shops and business make this app alive with a long-term and active lifecycle.

The app is prepared and designed to add new sections containing new features without new developments. It is also prepared to be multi-language enabling the inclusion of new languages. Also it is ready to add temporary sections; these sections are only active during a short period of the year informing about festivals, city celebrations, fashion weeks, main congress, etc.

Customization for every city is made easily, depending on the number of features to implement and depending on the number of Operating Systems they want: iOS for iPhone (iPad and iPad Mini), Android for Android Smartphones (and Android Tablets), and Windows Phone for Windows Mobile Smartphones.

Code sources are available to cities allowing future improvements or new features. Implementation, it could be done by local companies.

Ready to adopt it easily in different contexts. Small cities can also have a lite version of the app including less sections and services. It is also possible to individualize in a single app some of the section as suggestions, parking, city bus information, tourist information…

## About the authors


**Ignacio Gurría de la Torre –** JIG Internet Consulting

Diploma in Business Studies at The University of La Rioja (Spain), Master in Business Administration at The University of Barcelona, Diploma in Business Studies in Handels Scoland (Göteborg, Sweden), Bachelor in Management and Business Administration in Univerteit Gent (Gent - Belgium). Professor teaching in different courses and masters. Speaker. Co-founder of JIG Group. CEO & Corporate Development. Founded in 2001, JIG is a company specialized in outsourcing of services, Internet, Ecommerce & Mobility. With a consolidated 2013 turnover € 3.1 million, the group employs more than 100 people in all its business units.

**Javier Gurría de la Torre –** Get-App Spain

Degree in Business Administration at University of La Rioja (Spain), Master in Business Administration at University of Barcelona. Professor teaching in different courses and masters. Speaker. Co-founder of JIG Group. Project Manager and Human Resources director at JIG Internet Consulting and Get-App Spain. Founded in 2001, is a company specialized in Internet, Ecommerce & Mobility. In this moment working full time developing new business tools for cities and companies based on mobile


**Daniel Menchaca Martínez –** JIG Internet Consulting

Telecom engineer with more than 12 years of seasoned experience in designing, implementing & coordinating ICT innovative projects and providing technical expertise to public & private entities worldwide (France, Spain, Poland, Romania, India, Brazil, US, Colombia, and Morocco).

University degrees: Telecommunications Engineer, Masters in International Business Administration, Masters in Telecommunications Economics and Masters in Project Management (including studies at The University of Texas and INP de Toulouse).

*ceFIMS-CONNECT (www.cefims.eu) is a project funded by the European Commission within Netfutures Directorate (E), Experimental Platforms Unit (E4) .*

*The ceFIMS-CONNECT Monitor is an ongoing tool for Member States and Associated Countries to publish and share their national best practices, success stories and developments in the area of Future Internet and 5G , as well for European initiatives to share their news with national stakeholders, on a regular basis.*

*If you would like to publish an item via the ceFIMS-CONNECT Monitor, please email to the contacts below:*

*ceFIMS-CONNECT Project Coordinator: James Clarke: jclarke (at) tssg (dot) org*
*ceFIMS-CONNECT Dissemination Coordinator: Alicja Laskowska: alicja (at) man (dot) Poznan (dot) pl*