

“PLANNING OF SMART GOVERNMENT OF BELGRADE”

- Striving for a single EU market, which Serbia is entering in the years to come - means guaranteeing labor mobility in the era of crisis, reducing barriers for the entry and eliminating restrictions for business and professional services
- to improve digital exchanges between administrations and enterprises as well as citizens, to promote the use of public sector information, to open public data and to implement trans European services
- to develop EU wide on line service
- to modernise public administration.



SMART: combination of urban innovation, human networks and the environment

Planning of Smart government of Belgrade

Cultivating a community and bringing people together represents one of the most important aspects of how we choose to use these tools/technologies to make an impact on cities:

- smart mobility approaches and examples
- opportunities of connectivity
- future concepts of smart buildings
- mostly: comfort, security, sustainability
- the Mayors like initiators (more then 50%)
- Jen_Euro_Dolar Regime, cities are less adventurous and more predictable ¹



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- there is a high level of E-environment in Serbia, thanks to globalization & fast implementation of digital Era as well as the presence of smart and intelligent highly educated people
- in Serbia we can notice a “Silicon Valley Syndrome” as it was once in Dublin or Tel Aviv - but, unfortunately, with a significant exodus of educated young people to abroad
- younger generation is in fact a real auditorium for smart governance, and a gap between generations can be easily concluded as a problem
- Big data has no limits – so there is intention to achieve a full level of smart governance in Serbia, especially and primarily in the context of social data.



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- planning of the smart cities: adaptive management and integrated development
- a detailed analysis of the potentials and needs of existing urban infrastructure, public spaces and its users is needed
- advanced cities are using smart concepts to enhance their locational competitive advantage, promoting their sustainable and smart credentials to attract new business and talent
- smart advertising is building stronger communities
- the advertising message aims to be detected, understood, remembered and to direct to a specific type of behavior characterized by specific types of functionality
- one of the most important instruments and tools that advertising message uses is a mechanism of persuasion
- each advertisement is in fact the message: it has a sender (company, which owned released and acclaimed product) and the recipient - the public, as well as the transmission channel, which is called advertising medium. In smart cities advertising medium can be mobile application, internet sites, programs etc.



Belgrade

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- by simulating city in virtual reality, with interactive maps found on your phone, you can easily access all needed data for your planned activities
- Jean Baudrillard shows that media simulation and staging the event is a key to "historic triumph of the West." Postmodern for Baudrillard means that "civilization has overcome its boiling point, it is now getting cold." It survives, and many things are taking place, but nothing is happening any more. There are no more events, and if they take place, then it's just a simulation of them. By simulating real city in virtual reality we have to be careful not to be trapped by it.



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- architecture and urbanism have to respond to these newly established challenges
- technologies are changing the way we live and work, how we learn and communicate, and they also represent new tools that can be used to make an impact in our world
- the power of internet brought us the opportunity to scale and **spread our ideas**, products and services throughout the world
- Big data and data mining are giving us opportunities to collect and analyze vast amounts of data, thus giving us an insight into the factual state. Predictive analytics enables us to form new patterns or models and apply them accordingly to improve our cities.



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A set of strategies should insure the influx of creatives and engineers:

- efficient administration has to be able to serve citizens and satisfy their needs
- to open policies of inclusion and participatory processes
- to open the data for analysis and experimentation
- enabling a network of collaborative and cooperative spaces, making an ecosystem for innovation and entrepreneurship, creating incentives and tax breaks for newly established enterprises, better connectedness with the world, diversifying community etc.
- within these frameworks entrepreneurship, creativity and innovation can be developed
- culture represents a way to bring people together, to nourish intellectual, emotional and spiritual sensibility, which are directly connected to innovativeness and creativity. A city must also be a cultural hub in order to be an entrepreneurial hub, offering its residents vibrant life and interesting content.



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- Considering that big data, data mining, predictive analytics and various other technologies will have a vast impact on how we think and plan our cities
- we have to find new ways to integrate these methods into our practices and use them as tools to enhance our living environment
- We, as architects and urban planners, have to define new frameworks and work within them to achieve our common goals.



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“BELL_APP_GRADE”

Authors of the new platform - students of Master class named “City and Design” at the Faculty of Architecture University of Belgrade, under the mentoring of Prof. Dr Eva Vaništa Lazarević represent newgrowing young specialists; those who will be responsible for the development of cities in the 21st century, new *soft* leaders which should be soon incorporated in planning of smart government of Belgrade.



belappgrade

Create playful future



<http://home.etf.rs/~mirko/temp/belappgrade-demo-scroll/index.html>

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- The aim of this project is to create a digital platform in the form of a web application that maps different places in the city such as startups, collaborative spaces, cultural events, public art etc
- a mission is to promote innovation and creativity in Belgrade, the capital of Serbia
- Students used entrepreneurship as a modality through which they created a sustainable framework and dynamic process of creation, so that we could realize our project efficiently.
- MVP – Minimum viable product is used: a product built with minimum investments in time and resources and put into action as soon as possible to be tested.



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The screenshot shows the 'ADD EVENT' screen of the belappgrade application. The background is a dark map of Belgrade. On the left, there are three menu items: 'CULTURAL EVENTS >', 'PUBLIC ART >', and 'ADD EVENT >', with a white hand icon pointing to the last one. At the top left, there are two circular icons: a lightbulb and a theater mask. On the right, there is a form with several orange input fields and a 'SEND' button. The form fields are labeled: 'Ime', 'Prezime', 'email', 'Broj telefona', 'Naziv događaja, mesto, datum', 'Opis događaja', and 'SEND'. The 'belappgrade' logo is visible in the top right corner of the app interface.

Ime

Prezime

email

Broj telefona

Naziv događaja, mesto, datum

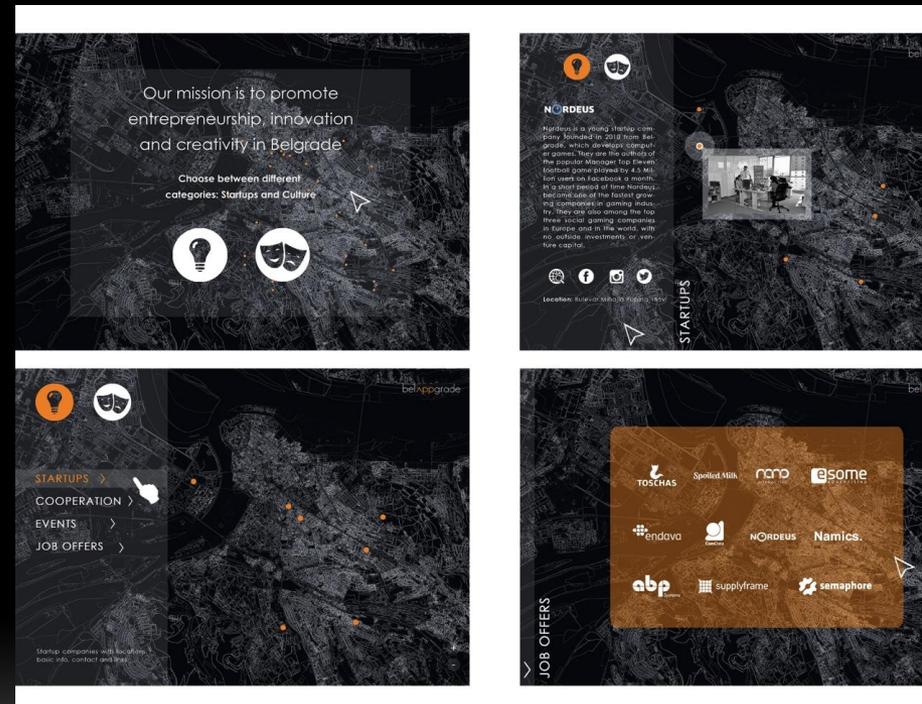
Opis događaja

SEND

Mogućnost slanja zahteva za dodavanjem događaja na mapu.

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- the digital platform has been made with high levels of flexibility and adaptivity
- the potential users of this app are students, job applicants, organizations, companies, and other individuals interest in these topics
- the concept of an open platform can take significant amounts of data and information, and allows a participation of different companies, organizations and partners, as well as a gradual integration of all important aspects
- the application consists of two major categories: „Startups“ and „Culture“.



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- within the category of “Startups” you can find subcategories that include mapped companies, collaborative spaces, events such as conferences and meetups, and job offers.
- all of the startup companies in the city are mapped and contain basic information about them, along with contact info, addresses and links to their profiles on social networks
- collaborative spaces include entrepreneurial and innovation hubs which serve to provide spaces work teamwork, offices and workshops.



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Events include conferences, meet-ups and workshops

- companies can also register, log into their profiles and post job offers to potential job seekers in the job offers category. In this category user can click on the name of the company, search for a suitable job, and then apply with a CV template through our web application
- in “Culture category” subcategories are divided between cultural events that include workshops, exhibitions and gatherings, public art which includes different kinds of performances, urban art, graffiti etc.
- there is also a possibility for organizers of these events to add them to the platform by clicking on ADD EVENT, and then filling a form with description and info, and sending it to the administrators.



Mikser Festival Belgrade / Performance

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- this platform offers opportunities to connect physical places to potential users and inform them about possibilities and activities
- integration of different options, filters, criteria on an interactive map, has the objective to empower users with wider range of opportunities and make a quest for information much easier.



Mikser house Belgrade, creative industries

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- smart cities require smart people who are able to coordinate and articulate transformations on ecological, economic and socio-cultural level
- efficient integration of these people into the system is needed
- precise information will provide a strong feedback to the administration and urban planners and it can be used to inform the decisions made by these actors
- the systems that insure a good feedback channels are able to build frameworks that enable participatory processes and more democratic distribution of resources.



BIG DATA

- concepts such as Big Data and predictive analytics enable us to distinct relevant information from vast amounts of data and recognize meaningful patterns
- we are easily able to detect meaningful patterns and organize them into well structured models, we can make informed decisions and integrate these conclusions into our plans, concepts and models of development.



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2015/2016