

# Scaling Innovation Webinar

Examples  
from Smart  
Dublin

Friday  
Nov 12th  
12:00-13:15

#PublicSectorInnovationWeek

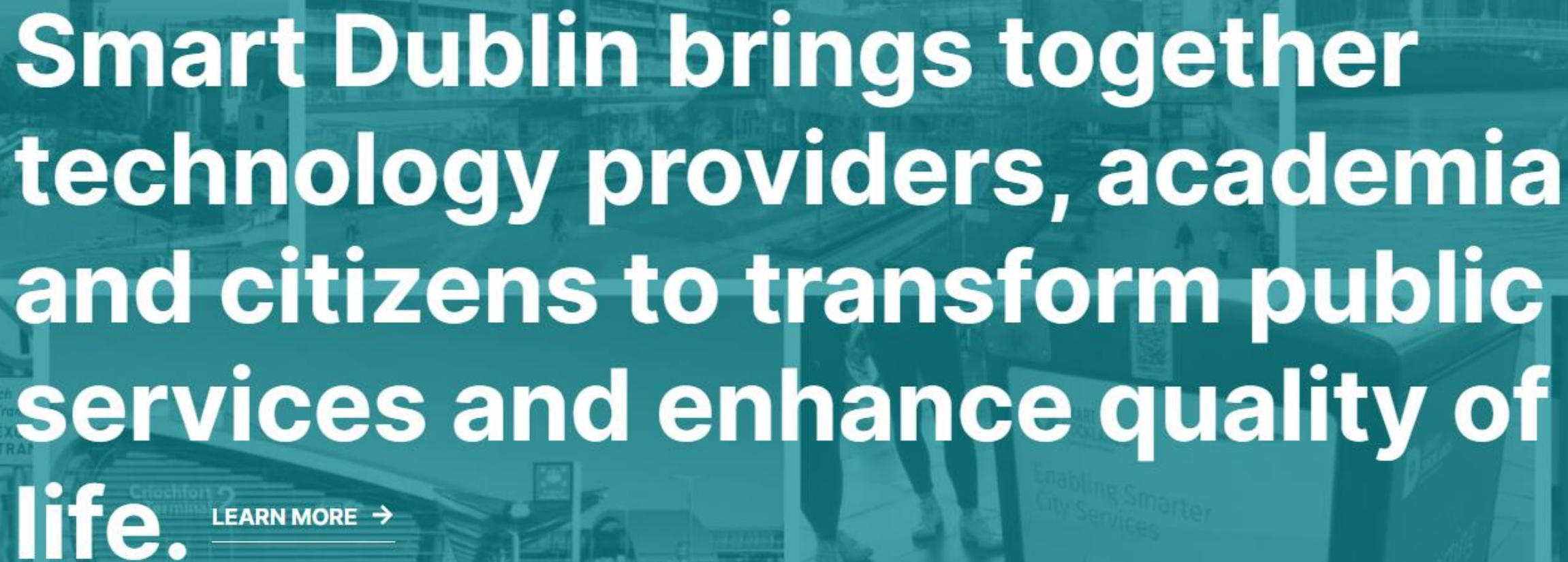


Comhairle Cathrach  
Bhaile Átha Cliath  
Dublin City Council



Comhairle Contae  
Fhine Gall  
Fingal County  
Council





**Smart Dublin brings together technology providers, academia and citizens to transform public services and enhance quality of life.**

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**Rialtas na hÉireann**  
Government of Ireland

# **Making Innovation Real**

Our Public Service.

Delivering Today, Shaping Tomorrow.



## Priority 1

### Citizen-centric Innovation

Put citizens and users at the centre of innovation to enhance their experience of public services



## Goals

- 1.1** Listen and engage with citizens and users
- 1.2** Design and deliver integrated and easy to use services

## Priority 2

### Culture of Innovation

Create a culture where all staff are inspired, empowered and enabled to innovate



## Goals

- 2.1** Lead with vision, empower staff and challenge the norm
- 2.2** Equip staff with the skills, mindset and tools to innovate

## Priority 3

### Scale up Innovation

Work across sectors and organisations to optimise efficiency by scaling innovations across the Public Service



## Goals

- 3.1** Connect and collaborate across the ecosystem to scale successful innovations
- 3.2** Capture and share insights, knowledge and lessons learnt

## Priority 4

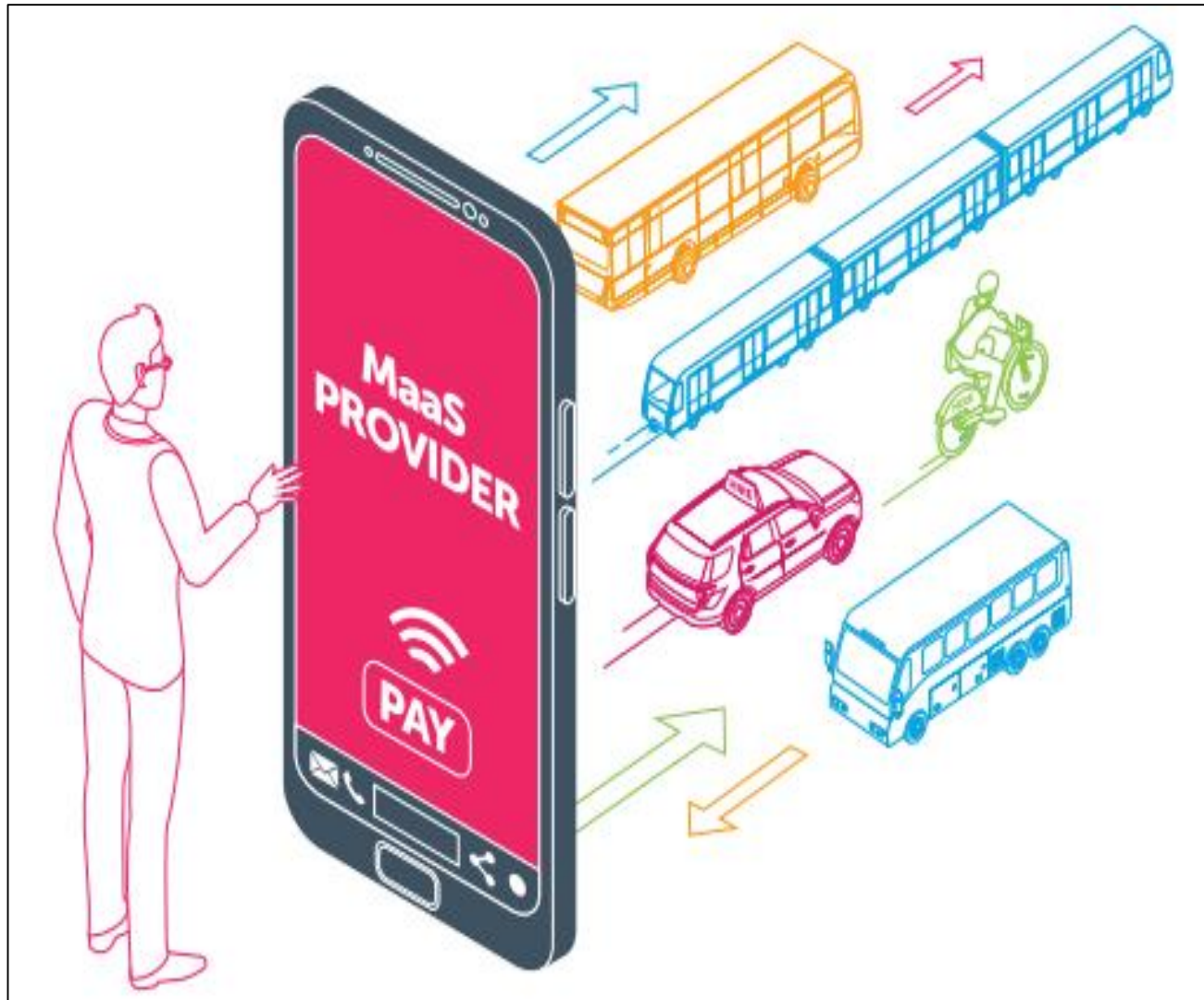
### Transformative Innovation

Drive innovation across the Public Service by pioneering change and long-term transformation



## Goals

- 4.1** Develop strategic insights for future trends and requirements
- 4.2** Support and promote policy for innovation, digital transformation and new ways of working through experimentation, testing and continuous improvement



# Mobility-as-a-Service (MaaS) for Ireland

Alan Murphy

November 2021

## 1. Background

- What is MaaS?
- Activities to date

## 2. MaaS for Ireland report

- The case for change
- Proposed MaaS model for Ireland
- Key next steps

# What is MaaS?

The *hardware* integration of transport services is already happening (e.g. Mobility Hubs, Interchanges).  
MaaS introduces the *software* integration layer.





# What is MaaS?

Whim Urban 30  
€59,7 / 30 days

Whim Weekend  
€240

Whim Unlimited  
€499

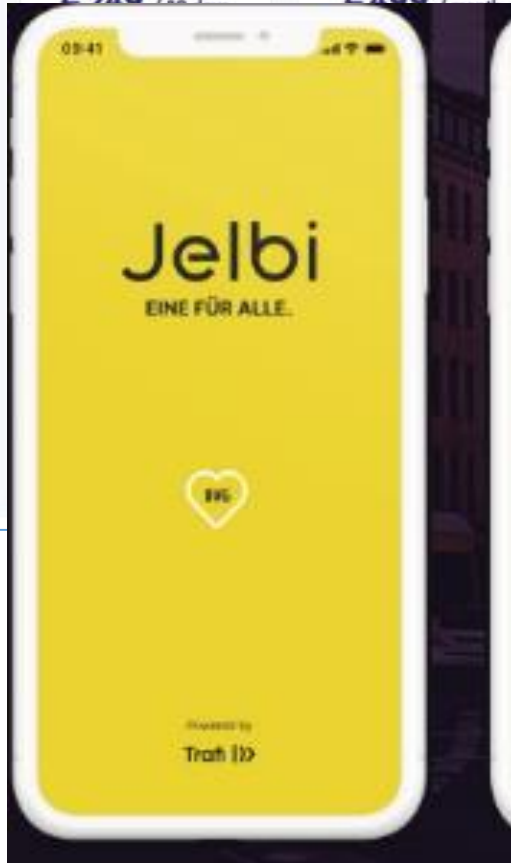
Whim to Go  
Pay as you go

Category	Price
Public transport	HSL 30-day ticket
City bike	Unlimited
Taxi (5km)	€10
Rental car	€49/day

Read more

Helsinki

Berlin



Vienna



## Other domains

- **Aggregation** - Netflix, Spotify, Just Eat
- **Marketplace** - Amazon, Ebay, Etsy

# Activities to date

	2019			2020			2021		
	Q2	Q3	Q4	Q1	Q2	Q3-Q4			
Activities	Meeting with DCC and NTA Chief Execs	DPER PSIF Award	City Visits	Smart Dublin PoV Paper	MaaS GAP Analysis Workshop	Workshop Report	Consultancy support	Stakeholder Engagement	MaaS for Ireland Report
Key Outcomes				Many forms of MaaS		National			Case for Change
				Very App focused		Benefits for All			Proposed model for Ireland
				Public Authority to lead		Transport Technology Forum			Key next steps

Learning curve, Facilitating the conversation, Understanding Wiifm, Stakeholder buy-in...

# Stakeholder Engagement

## Public Transport Authority

- NTA

## Public Transport Operators

- Dublin Bus
- Irish Rail
- Transdev

## Private Mobility Operators

- Bleeper Bike
- Moby
- Dublin Bikes (JCDecaux)
- Zipp
- Lime
- Bolt
- Zeus
- Dott
- FreeNow
- GoCar
- Yuko
- Enterprise

## Councils

- Dublin City
- South Dublin
- Dun Laoghaire Rathdown
- Fingal
- Limerick
- Cork
- Waterford
- Galway
- Belfast

## Other interested parties

- Failte Ireland
- Tii

## Other cities

- Munich
- Birmingham
- Barcelona

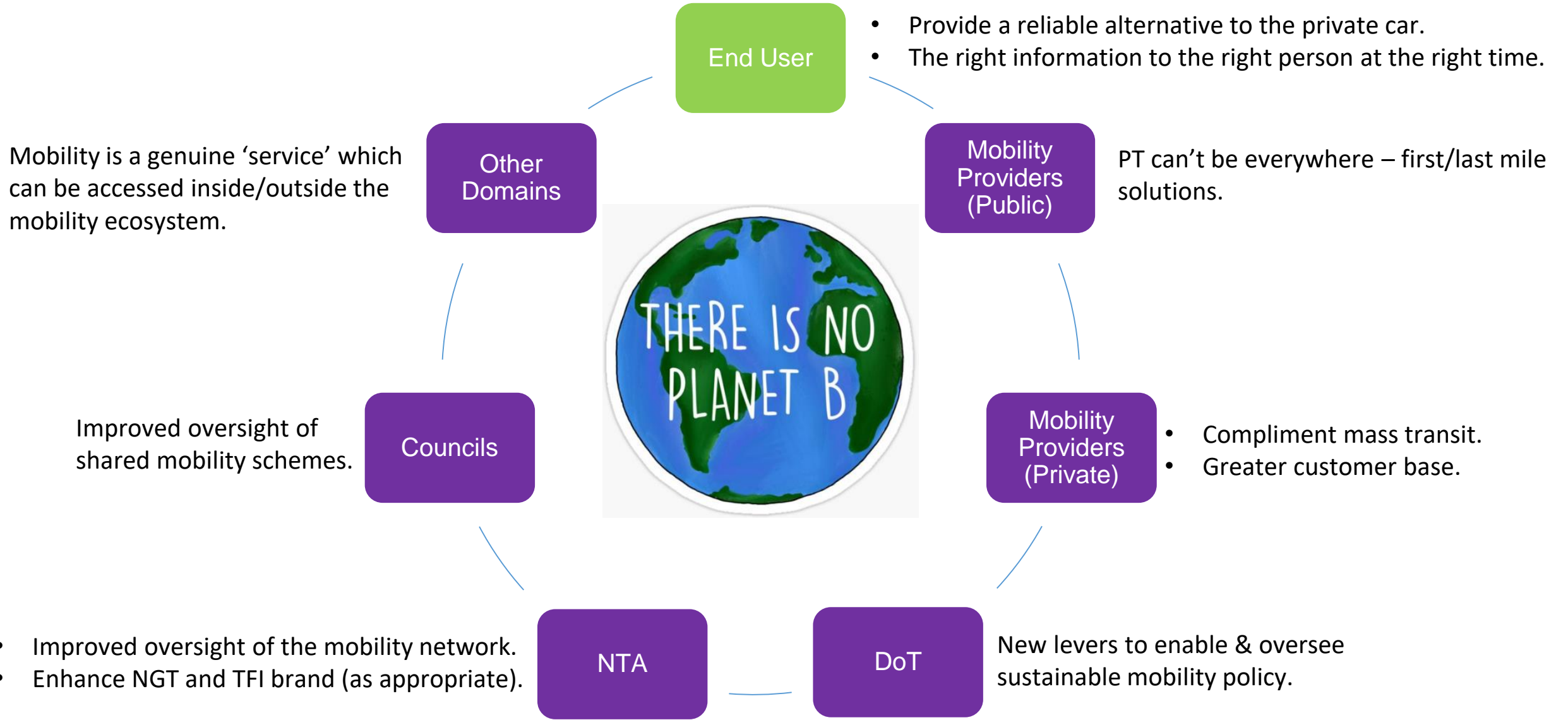
## MaaS Service Providers

- Trafi
- MaaS Global
- Citymapper
- IOMOB

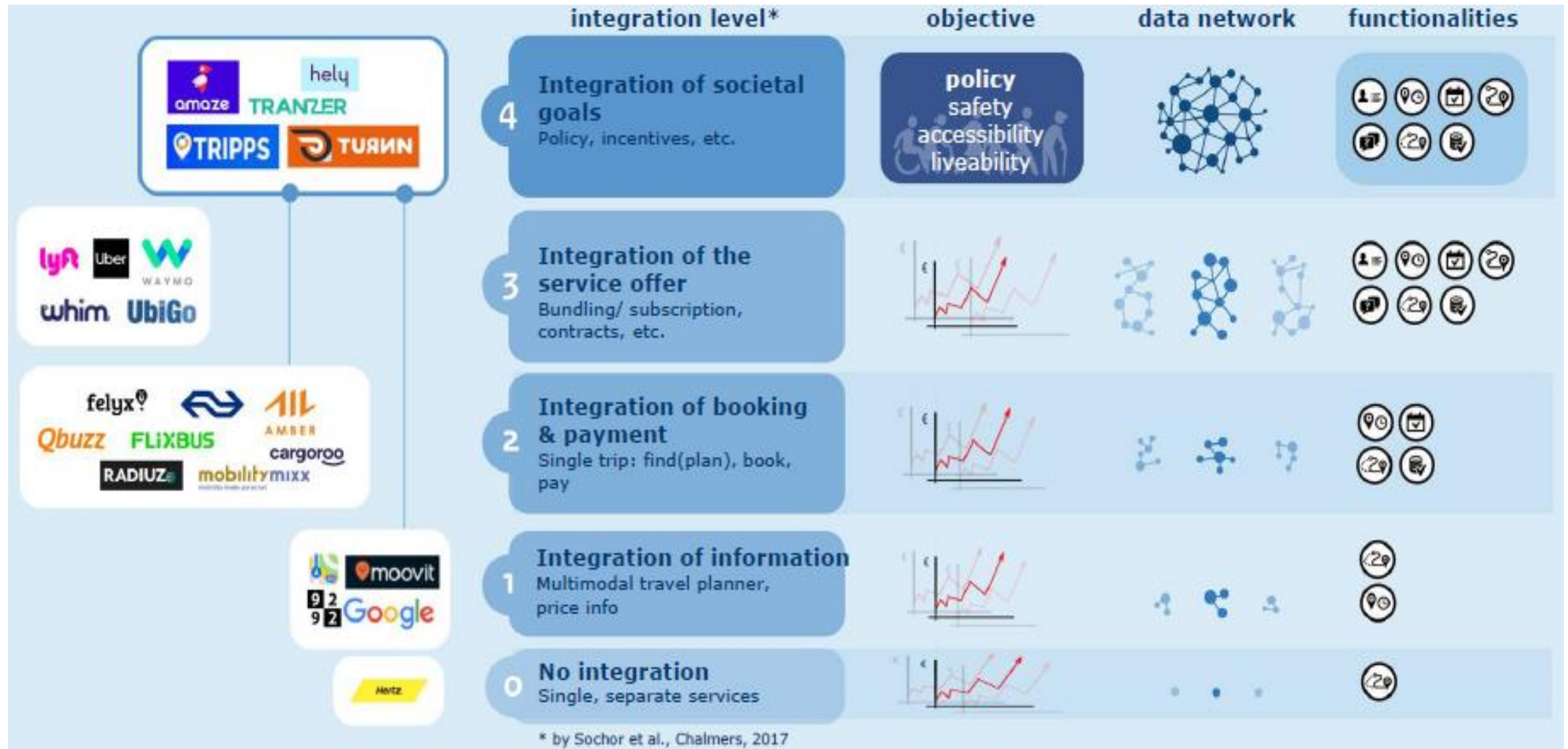
## Report Peer Review (informal)

- Selection of the above
- POLIS
- ITF

# The case for change - Wiifm



# MaaS is maturing – cities/countries are looking to deliver societal goals

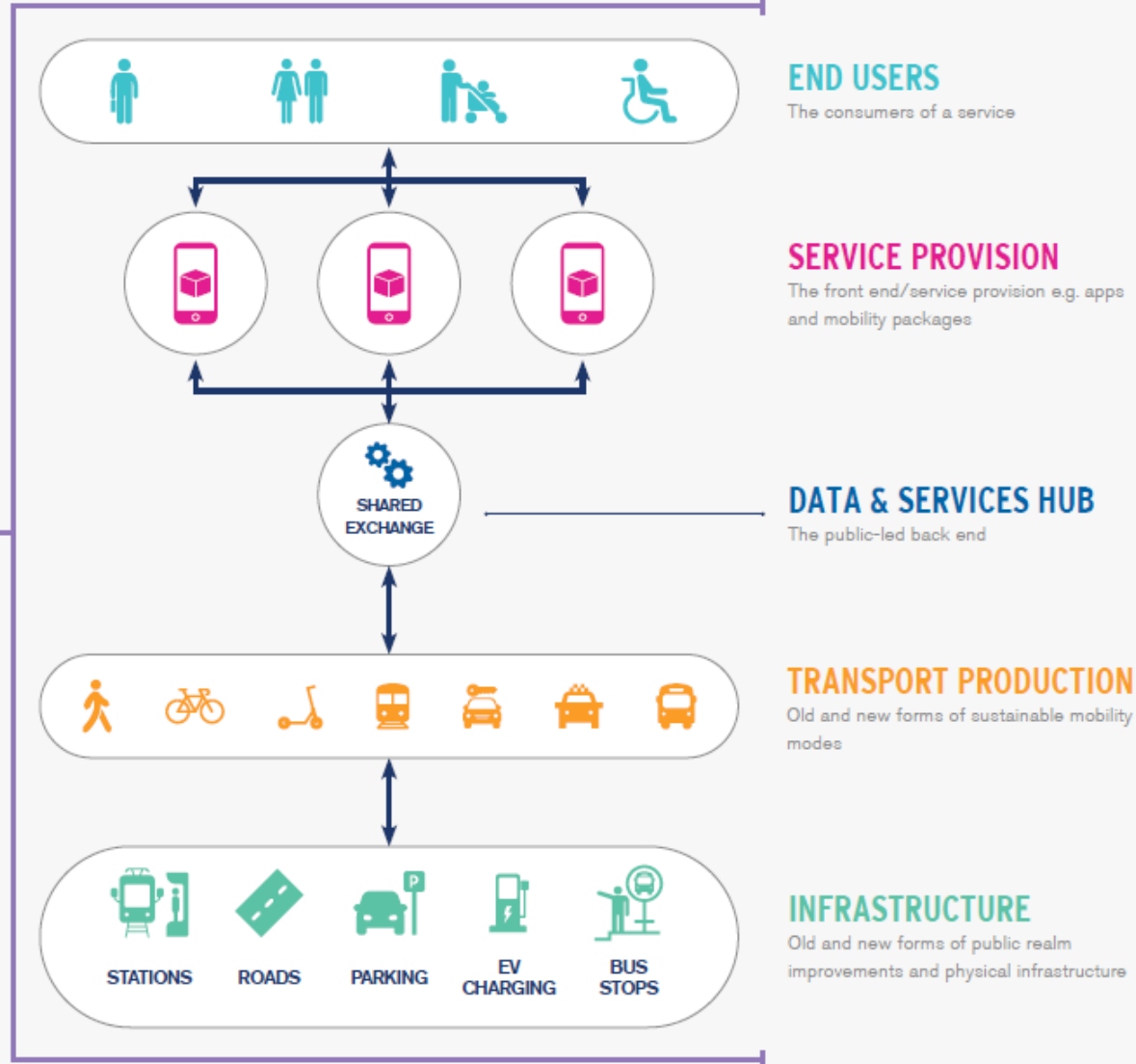


# Proposed MaaS model for Ireland

Rethinking Mobility in Ireland

## POLICY & REGULATION

Policy has an opportunity to influence each of the components using existing and new levers



Model adapted from UITP, 2019 and EMTA, 2019<sup>22</sup>

## Innovation

- Bundles
- Pricing
- Target market – National vs. Hyperlocal

## New Public Body Oversight

- Interoperable services
- MVP Data Sharing & Reporting

## # Design Principles

- 1 Ability to reflect public goals in MaaS
- 2 Respect consumer app choices and user needs
- 3 Avoid walled gardens
- 4 Practical for public authorities and keep options open
- 5 Encourage innovation in mobility

# Key next steps

## Public Authorities

1. MaaS is acknowledged in strategic public authority plans/projects – *now needs execution:*
  - *Department of Transport:*
    - Sustainable Mobility Policy (Nov)
    - Five Cities Demand Management Study
  - *NTA*
    - Revised Greater Dublin Area Transport Strategy 2022-2042
    - Next Generation Ticketing
  - *Department of Enterprise Trade & Employment*
    - Dublin Regional Enterprise Plan to 2024
  
1. *Councils*
  - Shared mobility operations – drive data collaboration with regulated operators (e.g. scooter schemes)
  - Unlock the public realm to support increase in shared mobility operations

## Mobility Operators (Private & Public)

- Get MaaS-ready
- Avoid walled gardens

# Thank You!



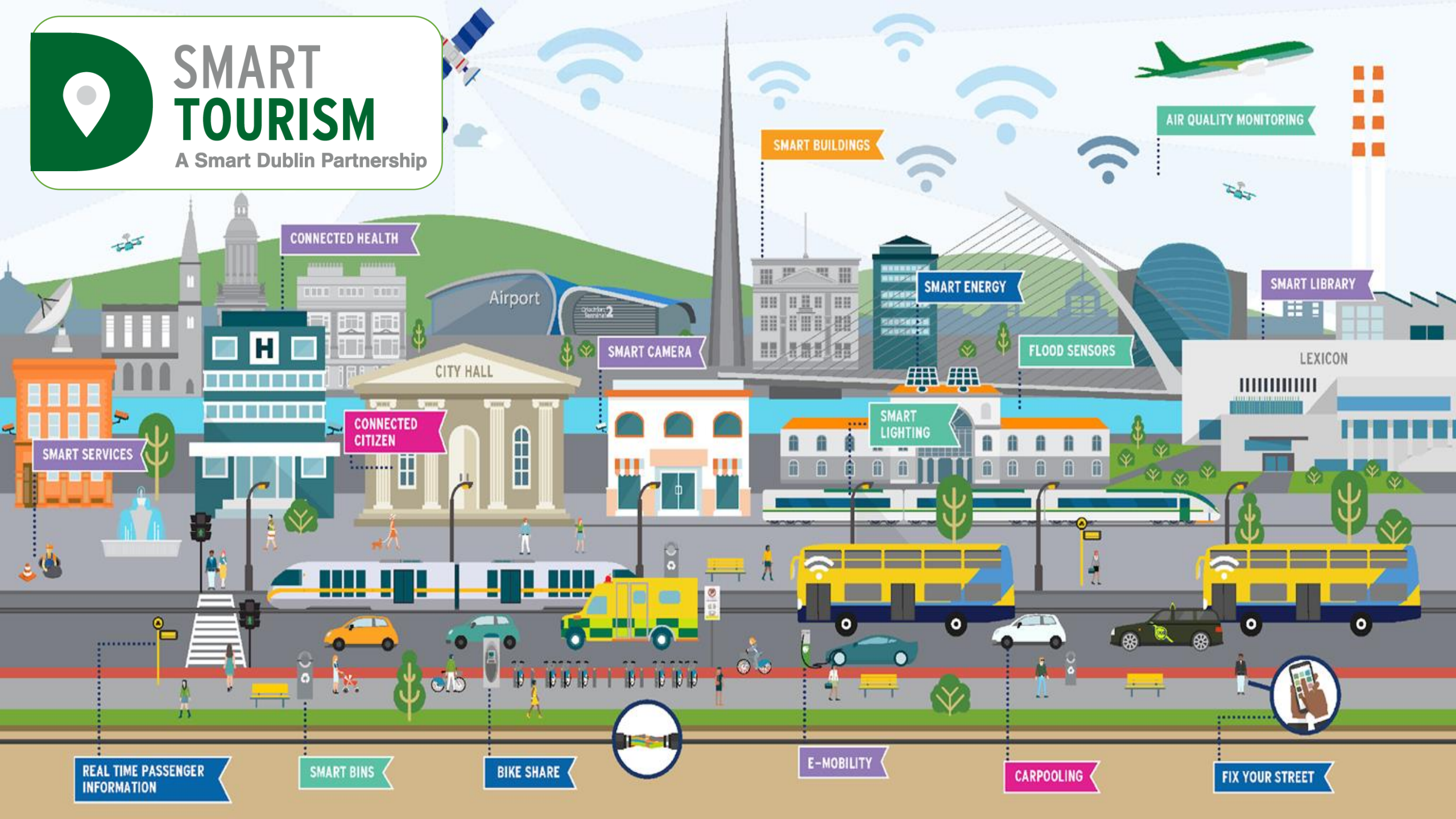
[www.smartdublin.ie](http://www.smartdublin.ie)





# SMART TOURISM

A Smart Dublin Partnership



SMART SERVICES

CONNECTED HEALTH

CONNECTED CITIZEN

SMART CAMERA

SMART BUILDINGS

SMART ENERGY

FLOOD SENSORS

SMART LIBRARY

SMART LIGHTING

AIR QUALITY MONITORING

CITY HALL

Airport

LEXICON

REAL TIME PASSENGER INFORMATION

SMART BINS

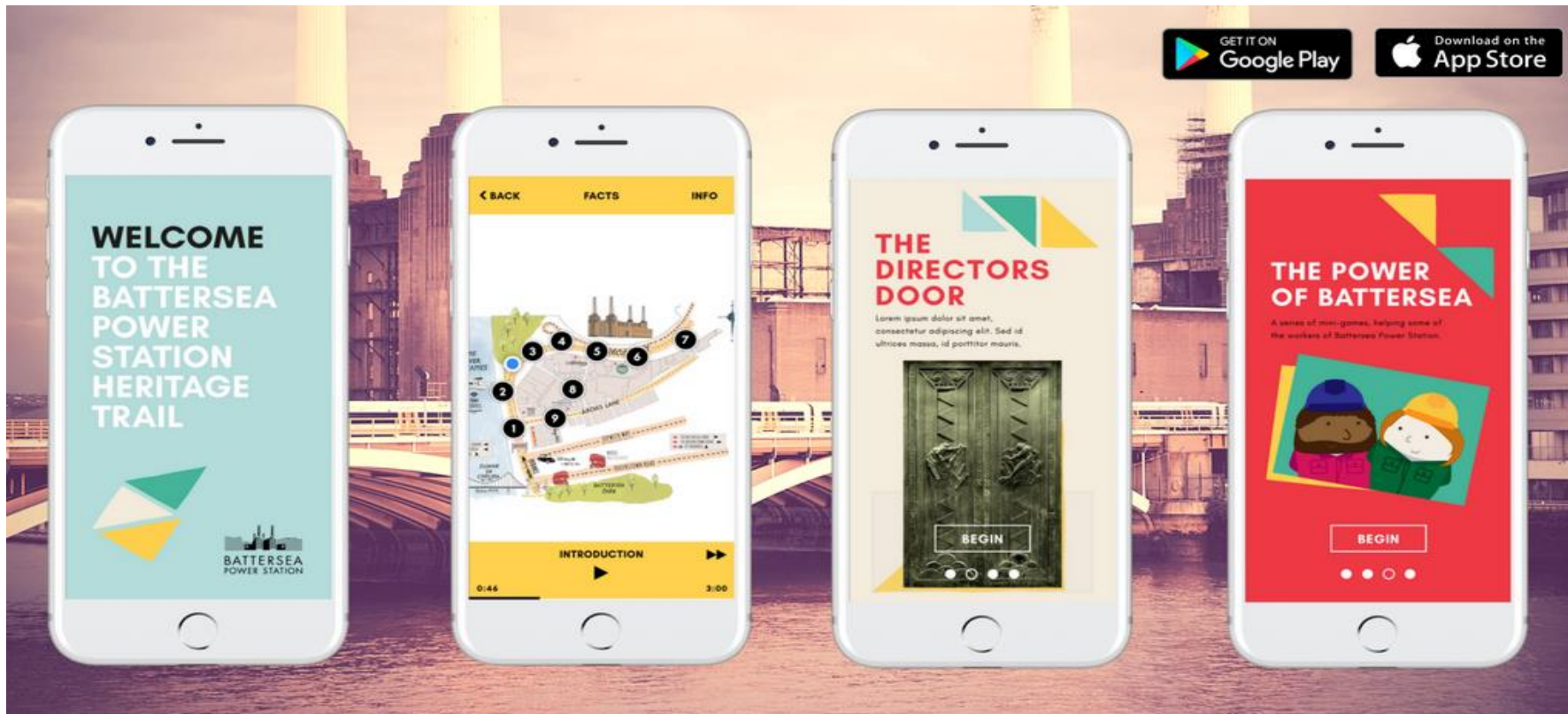
BIKE SHARE

E-MOBILITY

CARPPOOLING

FIX YOUR STREET

# What are Digital Trails?



# Advantages of Digital Trails



Create a  
Holistic  
Experience



Visitor Flow



Sustainability



New Audiences

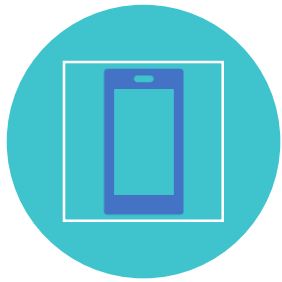


Share  
Experiences



Revenue  
Stream

# Context



Covid-19 & Digital  
Acceleration



Mobile App for  
Heritage Trails Dublin  
Tender



European Best  
Practice



Industry Demand

# Digital Trail Knowledge Gap



Lack of known examples



Unclear path to development



Unknown Suppliers



Assumption based development



Technical skills gap




Unclear cost & investment



# Collaboration and Innovation



# Toolkit



DESTINATIONS AND TOURISM ORGANISATIONS ARE INCREASINGLY TURNING TO DIGITAL TRAIL DEVELOPMENT AS A METHOD OF INTERPRETING AND ENHANCING THE VISITOR EXPERIENCE.

## CONTENTS

DIGITAL APP DEVELOPMENT IN TOURISM

executive summary	02	what are the advantages of developing a digital trail?	06		
steps to develop the best content for your digital trail	10	bringing your content to life through technology	13	technology options for your digital trail	16
measuring success	23	appendices	25		



# Digital Trail Development Steps



## STEP 1: IS A DIGITAL TRAIL THE RIGHT CHOICE FOR YOU AND YOUR VISITORS?

Identify your audiences and the potential audience(s) for your digital trail



## STEP 2: CLARIFYING YOUR BIG IDEA

Clarify your Big Idea and the stories that will showcase it



## STEP 3: DEVELOPING CONTENT FOR YOUR DIGITAL TRAILS

Identify your existing assets and the potential new assets required to tell your stories



## STEP 4: CHOOSING YOUR TECHNICAL AND CONTENT COMPONENTS

Explore different types of interpretation



## STEP 5: SELECTING THE RIGHT PLATFORM FOR YOUR DIGITAL TRAIL

Consider which platform approach is best for you and your organisation



## STEP 6: DIGITAL TRAIL APP LIFECYCLE

Specify the benefits of your project and identify how you will recognise and measure success

# Is a Digital Trail Right for You

Have we identified an audience for a digital trail?  
**Toolkit: Sharing Our Stories: Identifying Audiences**

Is a digital trail the best way to develop our Big Idea  
**Toolkit: Dublin's Surprising Stories: Focus on one Big Idea**

Do we have internal support to develop content for a digital trail?

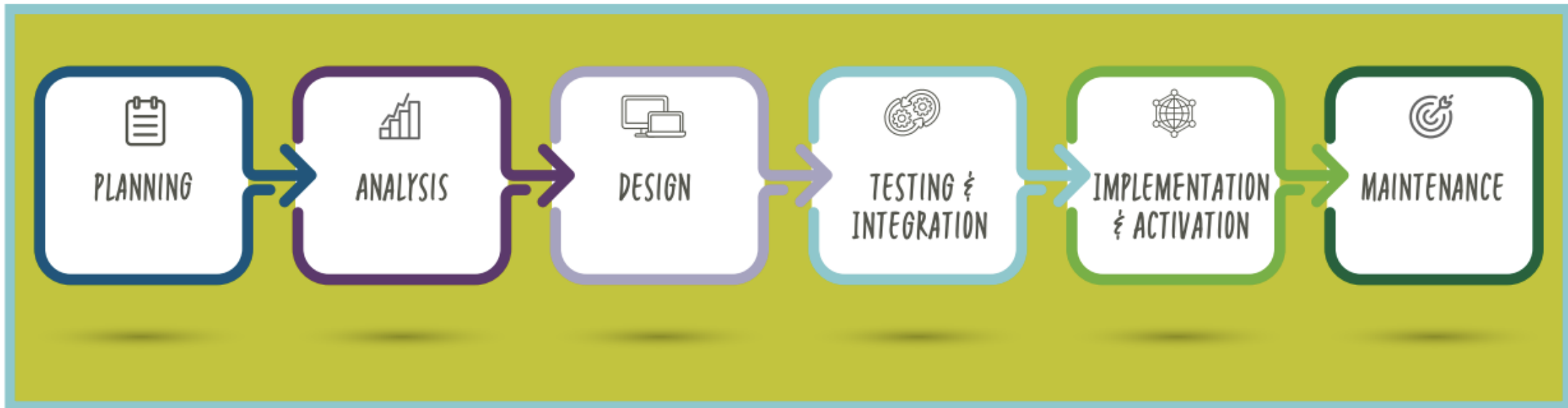
Does this fit into our organisation's interpretation strategy?

Does a digital trail fit into our brand?

Do we have the IT framework to support a digital trail?

# The Lifecycle

## Digital trail app lifecycle



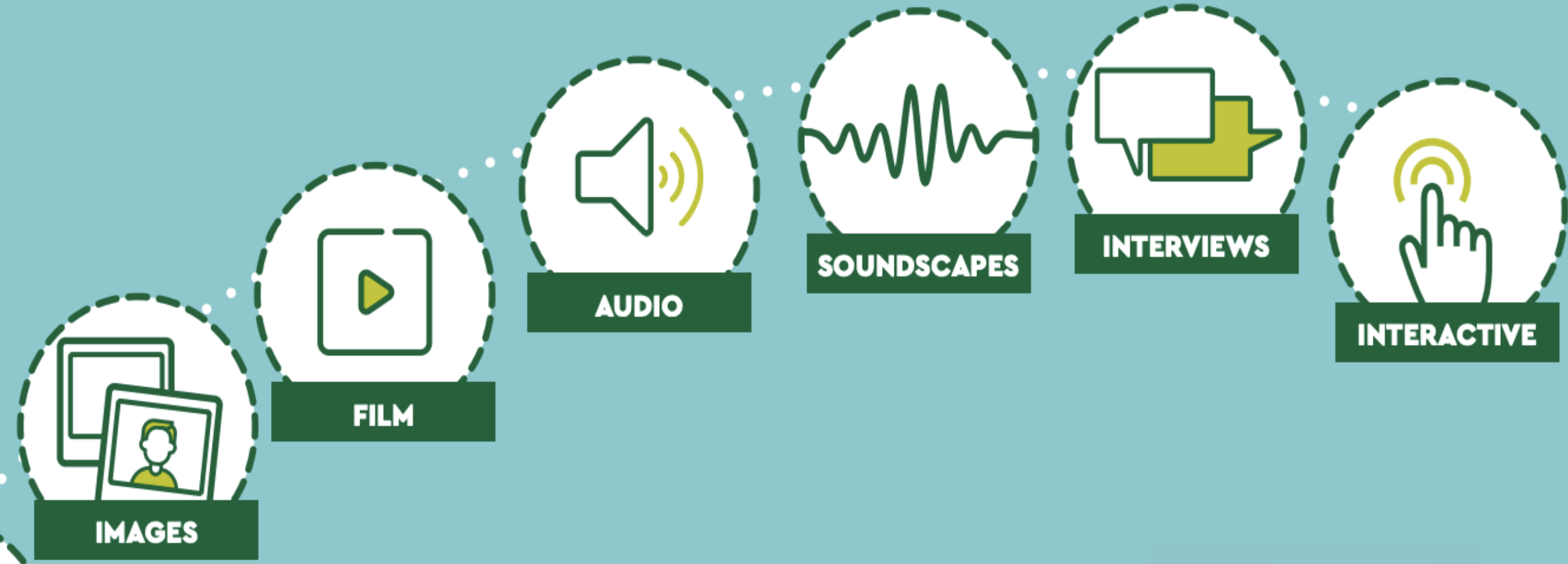
# What's the Big Idea?



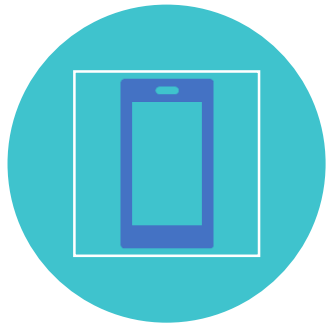
## STEP 2: CLARIFYING YOUR BIG IDEA

Clarify your Big Idea and the stories that will showcase it

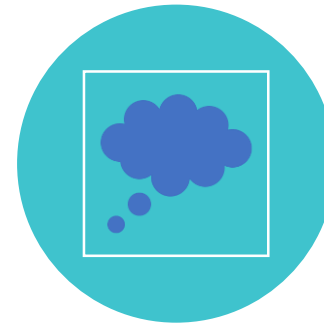
# Content Development



# Technology

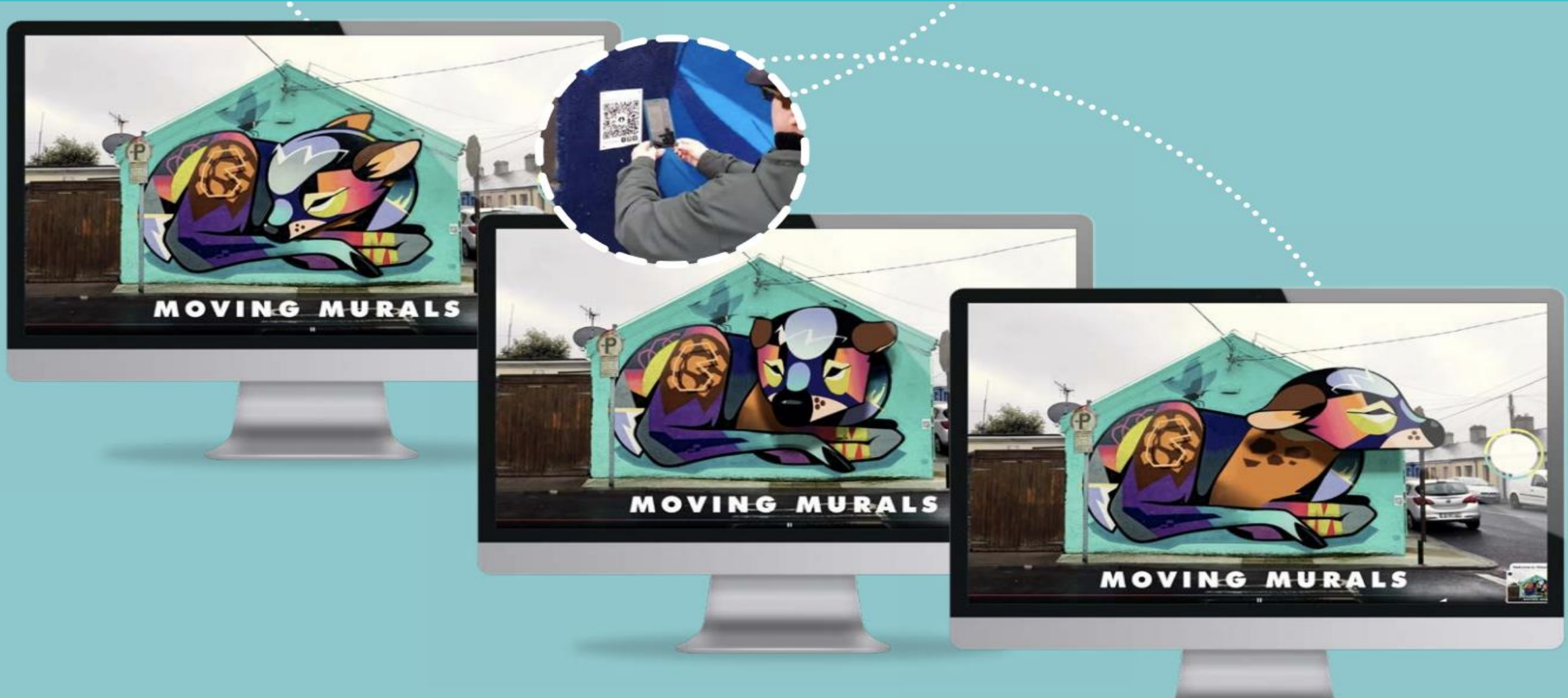


Platform



Bespoke

# Activation



# Making it work

## REASONS WHY SOME APPS DON'T STICK!

**Problem:** Visitors do not find the app intuitive to use

**Solution:** Use simple and effective user design, make your wireframe simple and easy to navigate.

**Problem:** Visitors don't have enough space on their device for the app

**Solution:** Don't develop digital trails that require large amounts of downloadable information.

**Problem:** The content wasn't developed for a specific audience

**Solution:** Put your core audience at the center of your digital trail design process.

**Problem:** The app requests personal data or location data

**Solution:** Be strategic about what user information you want your app to be able to give you.

**Problem:** The app freezes or crashes frequently

**Solution:** Ensure you have tested your digital trail thoroughly before launching.



'e





# SMART TOURISM

A Smart Dublin Partnership

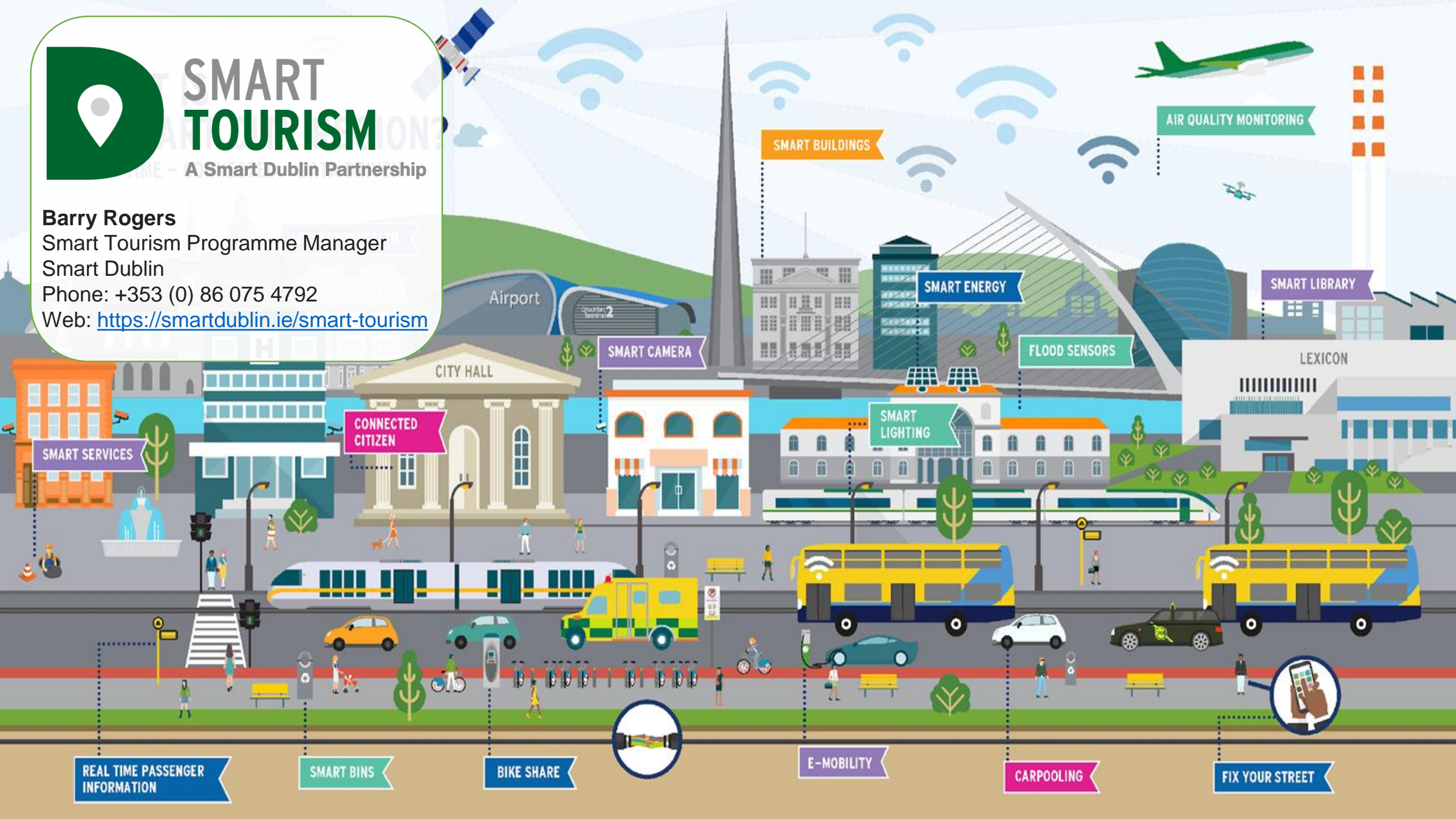
**Barry Rogers**

Smart Tourism Programme Manager

Smart Dublin

Phone: +353 (0) 86 075 4792

Web: <https://smartdublin.ie/smart-tourism>



SMART SERVICES

CONNECTED CITIZEN

SMART CAMERA

SMART BUILDINGS

SMART ENERGY

FLOOD SENSORS

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AIR QUALITY MONITORING

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FIX YOUR STREET

# The Smart Ring Buoys

## Ring Buoy Theft Prevention Project

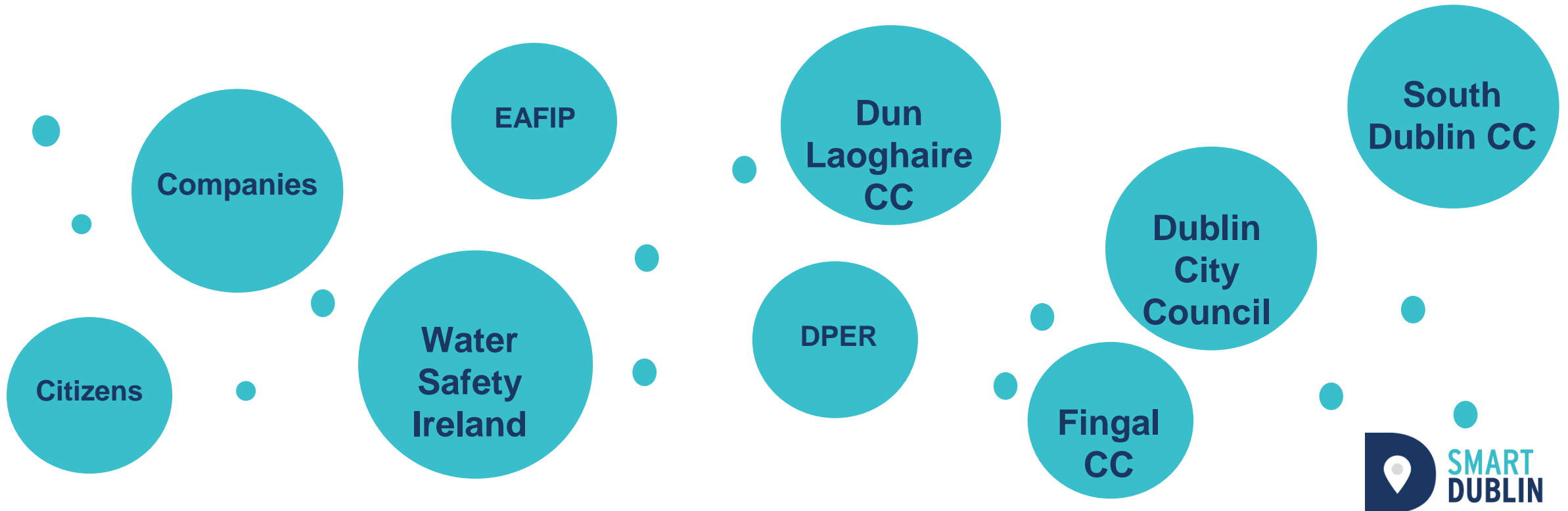
Presented By: Payal Pandya



# What?

## The Purpose and the stakeholders:

The project is an innovative approach to the monitoring of the ring buoys in real time by deploying IoT solutions to detect the missing ring buoys and replacing them in timely manner.



# Why?

**130**

Ring buoys managed by Dublin City Council along River Liffey and the Docklands

**25**

Ring buoys goes missing every week (approx.)

**2-4**

Weeks – could be the time to replace a ring buoy



- Sustainability Issues - Ring Buoys ending up in Landfill sites resulting in plastic wastes.
- Water Safety issues – Delays in installing new ring buoys.
- Significant Costs to replace the ring buoys.

# How?

Use of Low cost Low Power Wide Area Network (LPWAN) sensors to monitor the ring buoys.



Inviting tech companies to propose solutions and testing the solutions in real environment.



Working across sectors and organizations to optimize the efficiency of the solution.

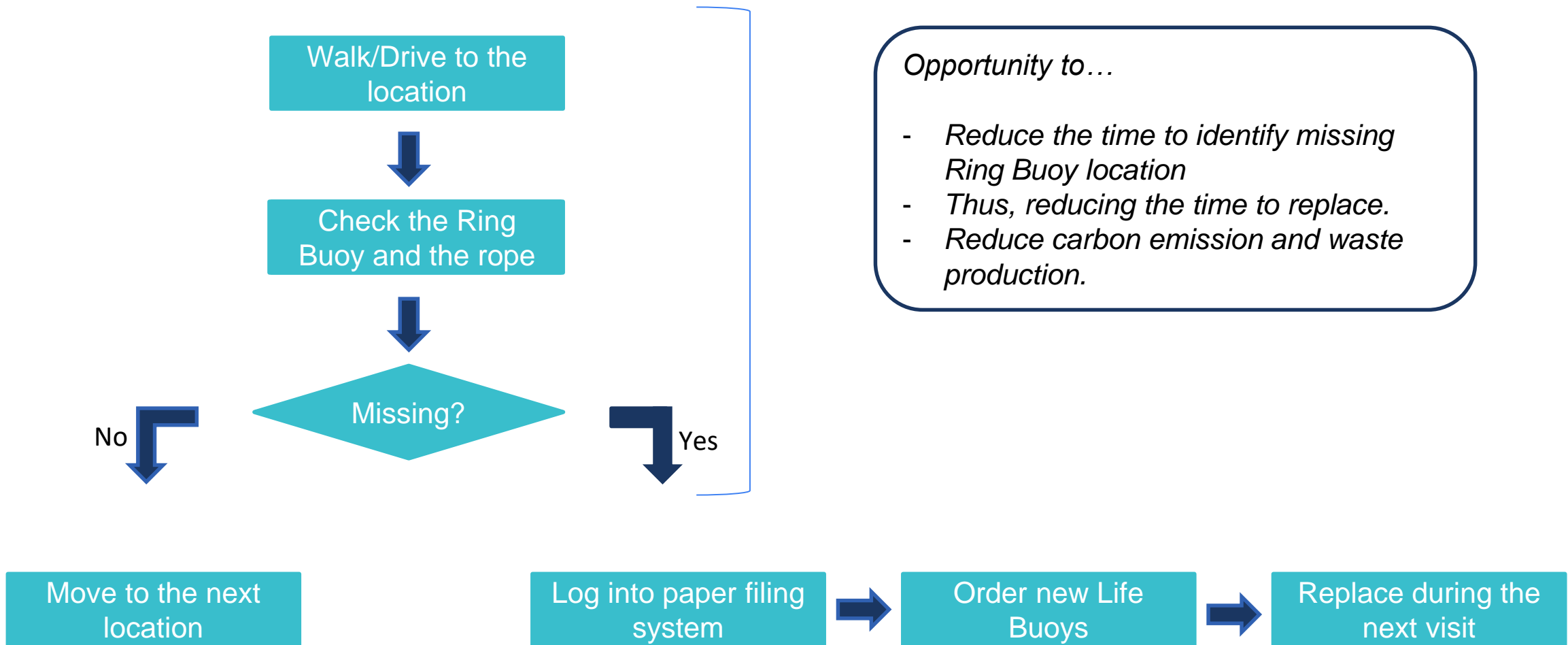


Share insights, knowledge and lessons learnt to scale successful innovations.



## Two Phase Multi-Supplier Procurement Framework

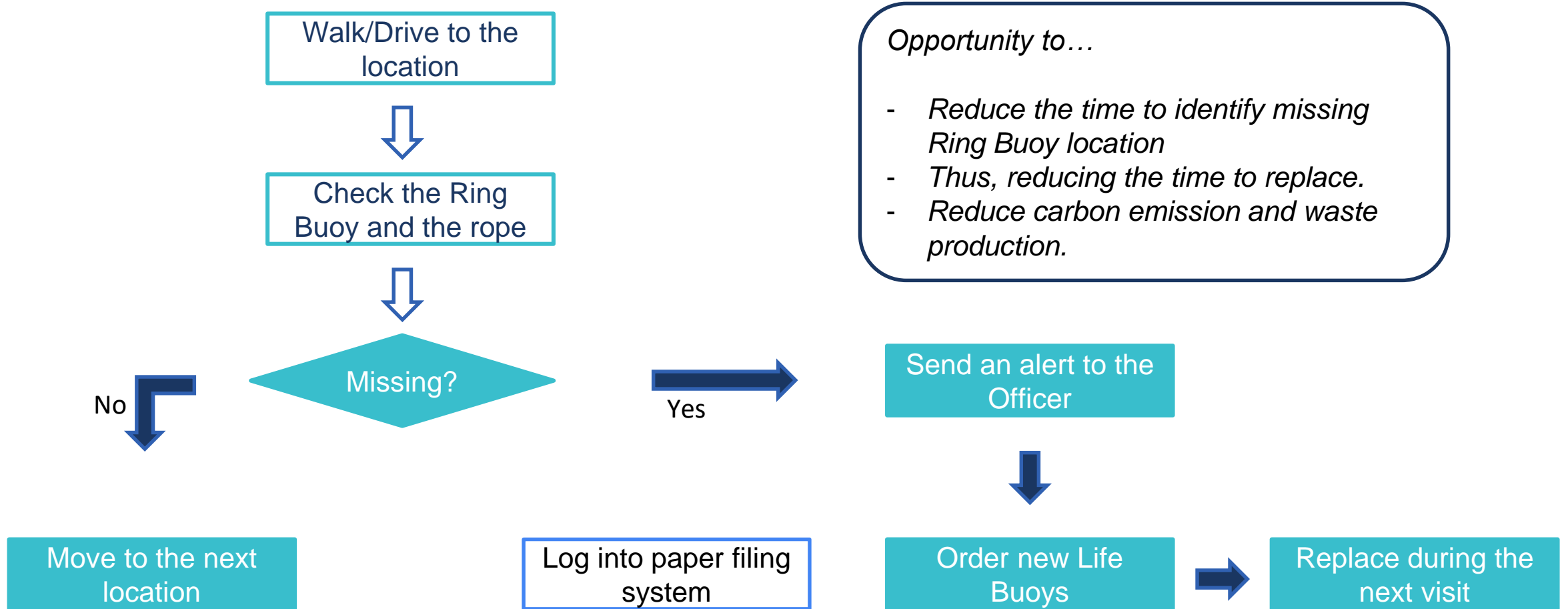
# The Current Process



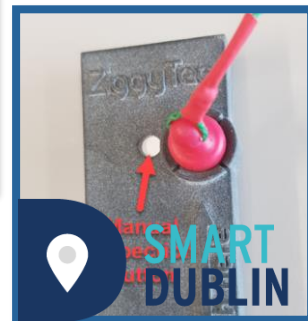
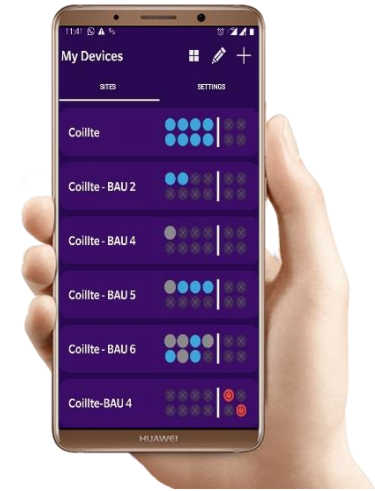
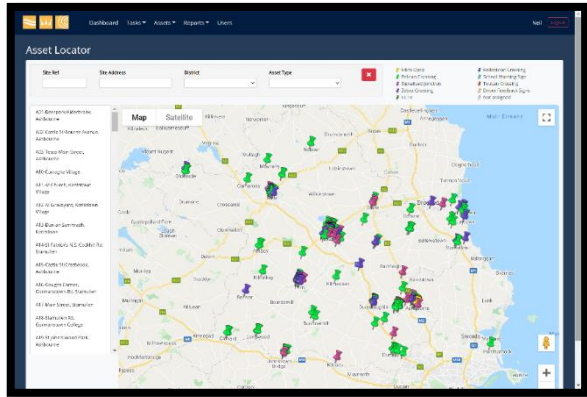
## Opportunity to...

- Reduce the time to identify missing Ring Buoy location
- Thus, reducing the time to replace.
- Reduce carbon emission and waste production.

# The New Process



# Ring Buoy Pilot: The Companies



SMART DUBLIN



# Ring Buoy Pilot: The Test Beds

04

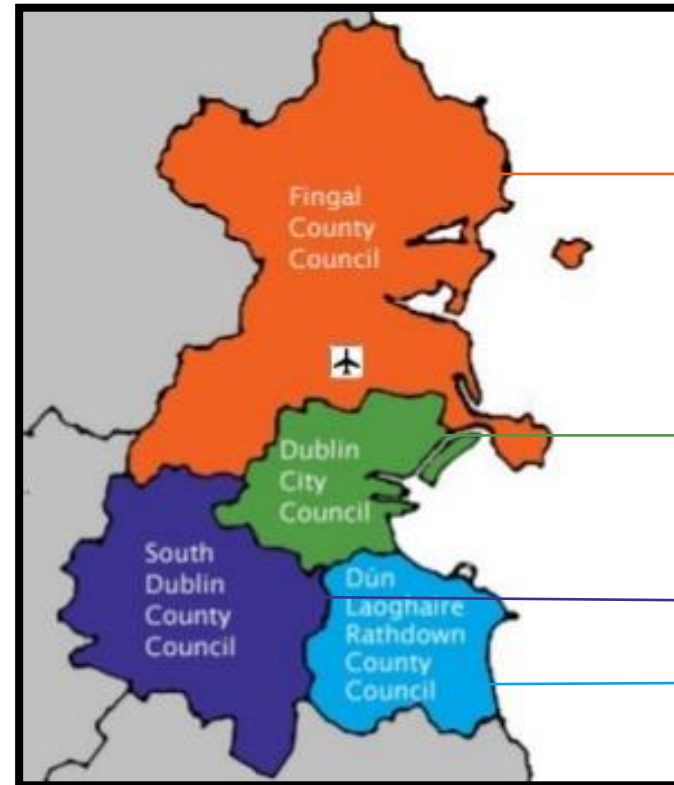
Companies

04

Local Authorities

25

Ring Buoy Sensors



Civic Integrated Solution

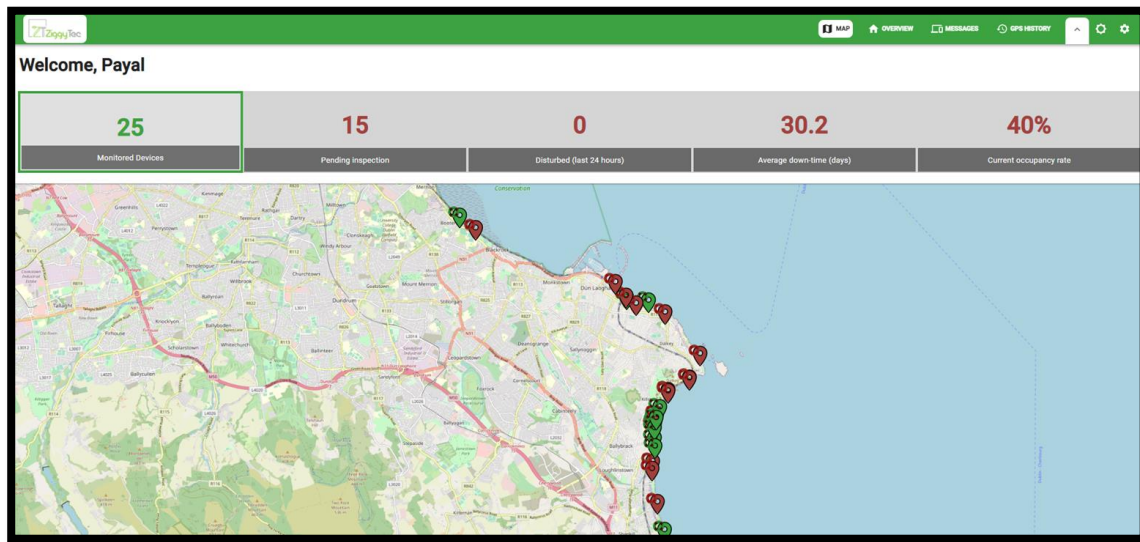
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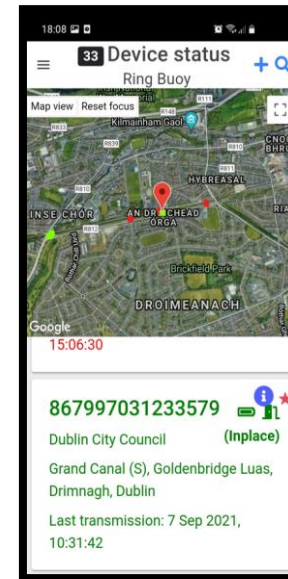
ZiggyTec

The Dublin Region

# Live Dashboards



The Web Application



The Mobile Application



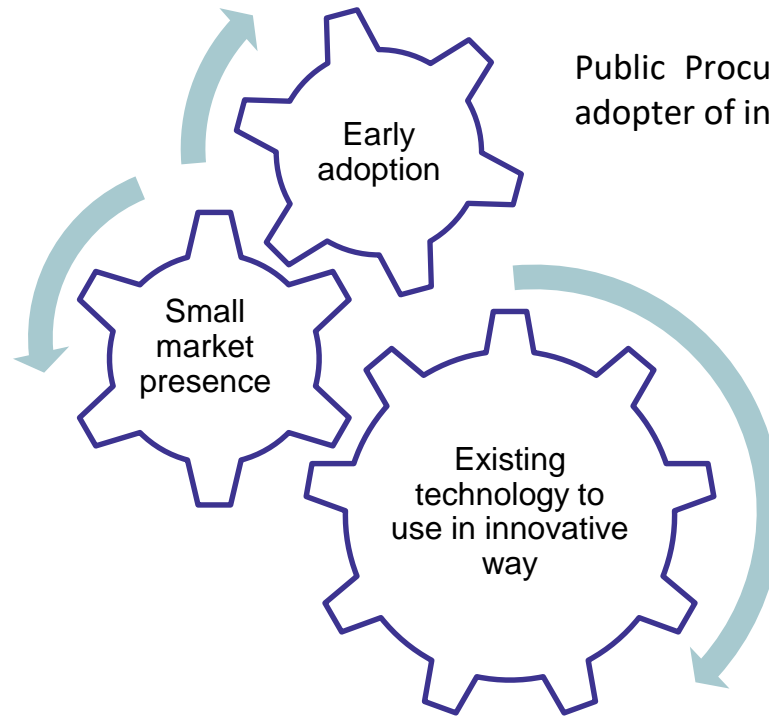
The Sensor

# Procurement Framework: PPI Process

PPI –Public Procurement of Innovative solutions

**First time implementation in Ireland**

These solutions publically available in the market but not on a commercial level

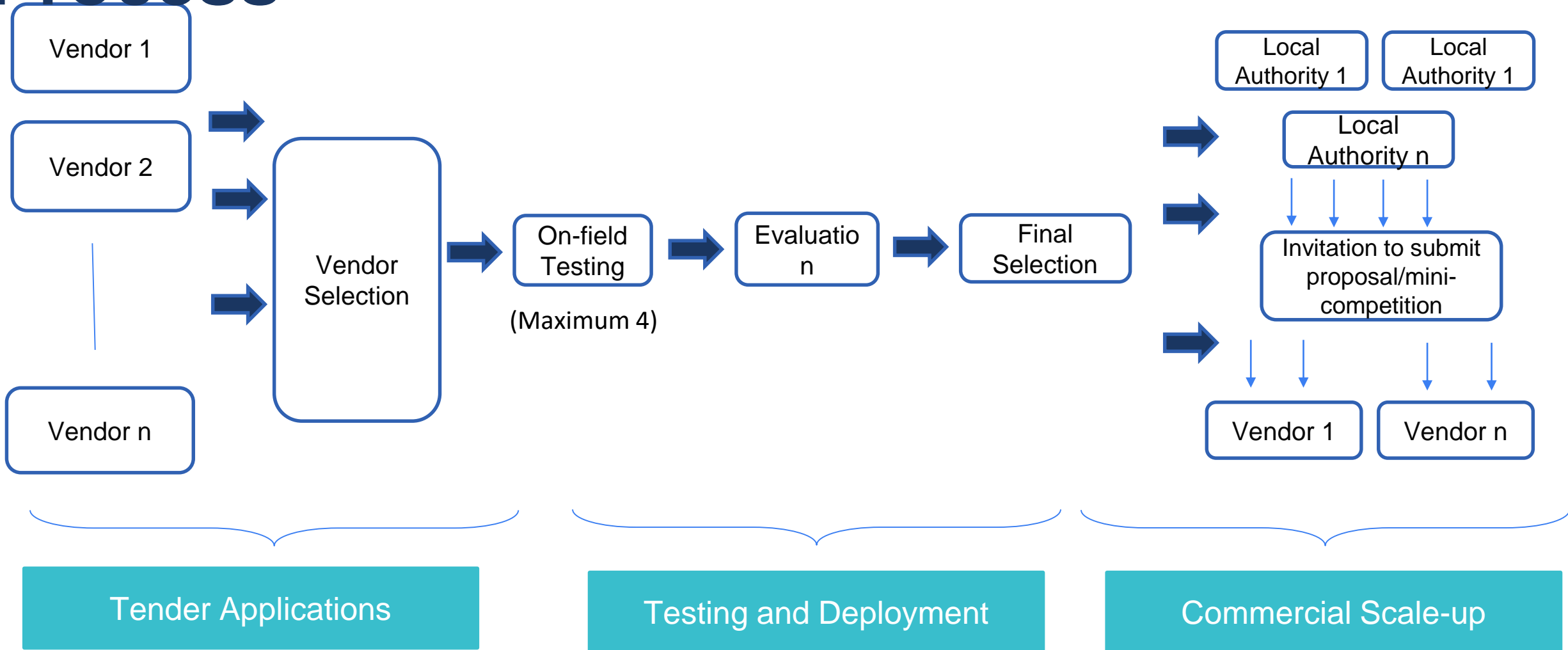


Public Procurer act as a launch customer, also called early adopter of innovative goods and services.

These solutions can be existing technology that is used in new and innovative way.

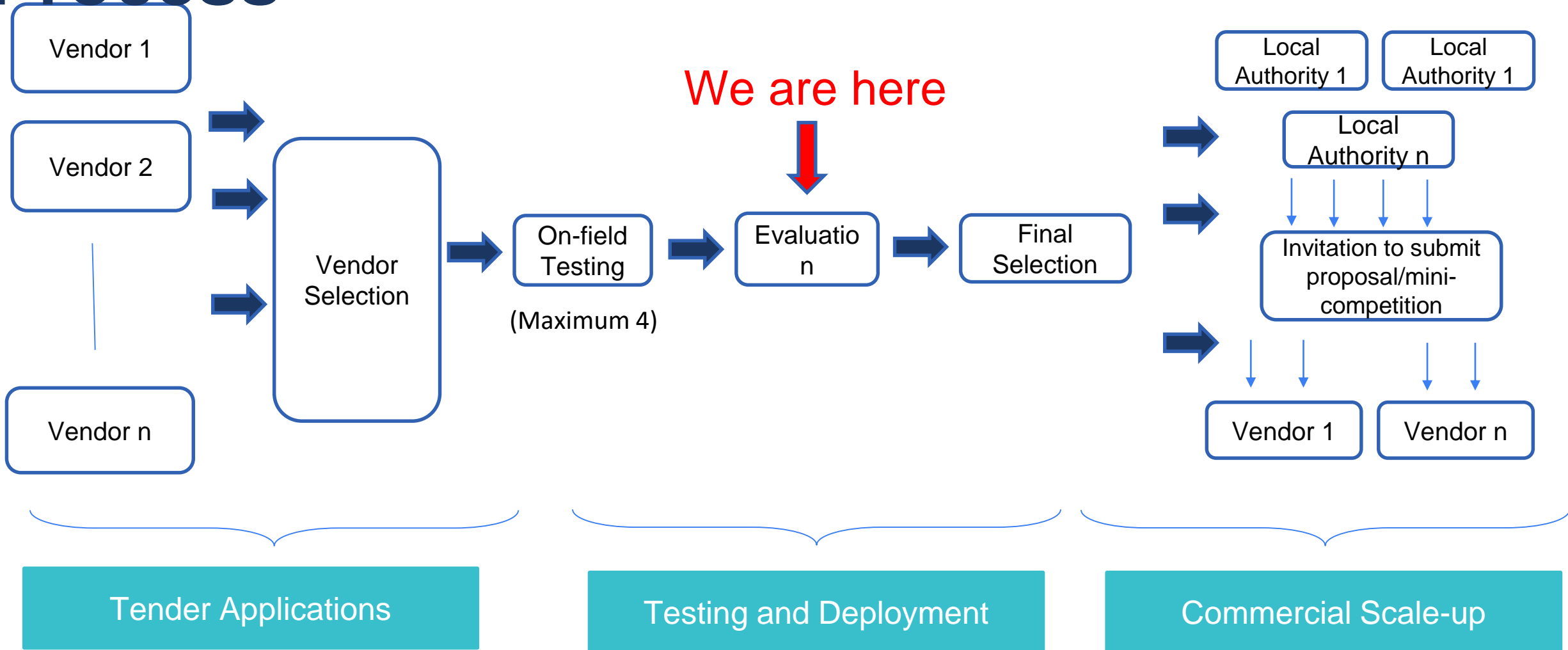
# Procurement Framework: PPI

## Process



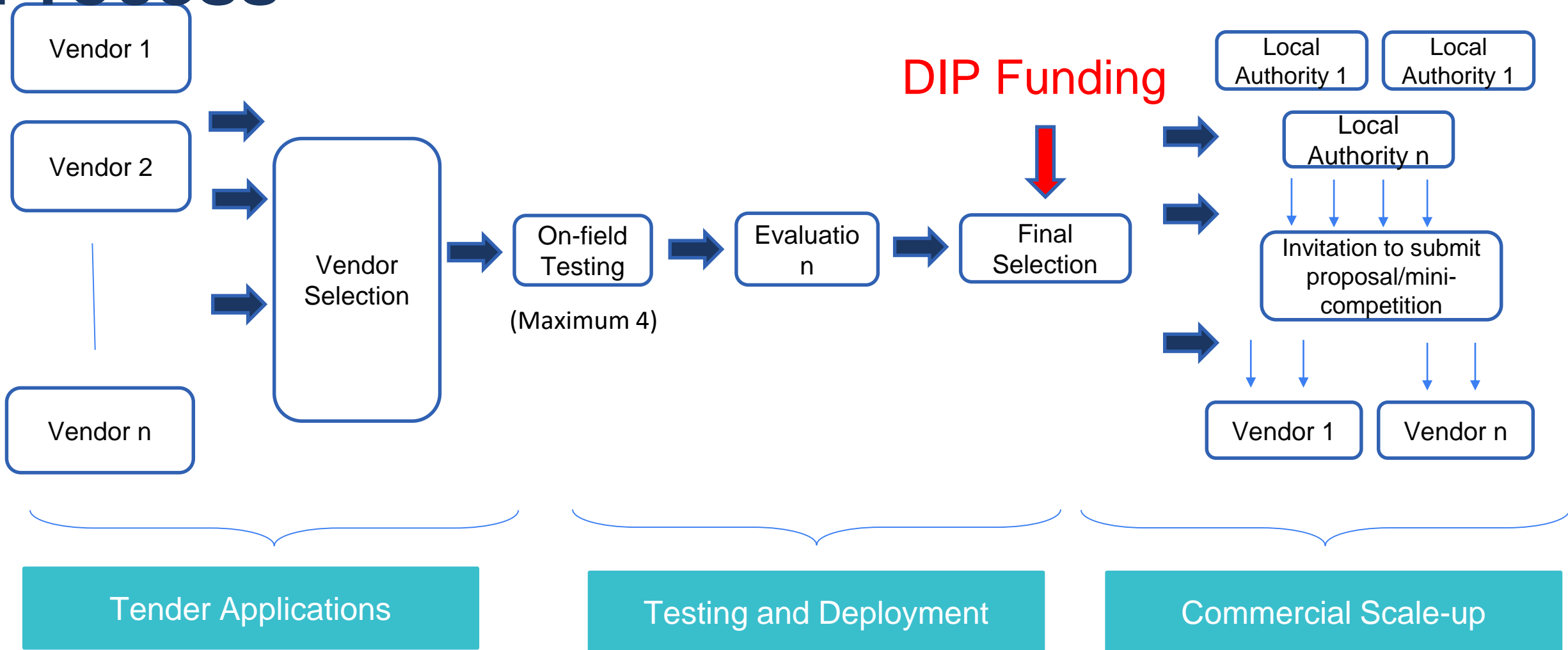
# Procurement Framework: PPI

## Process



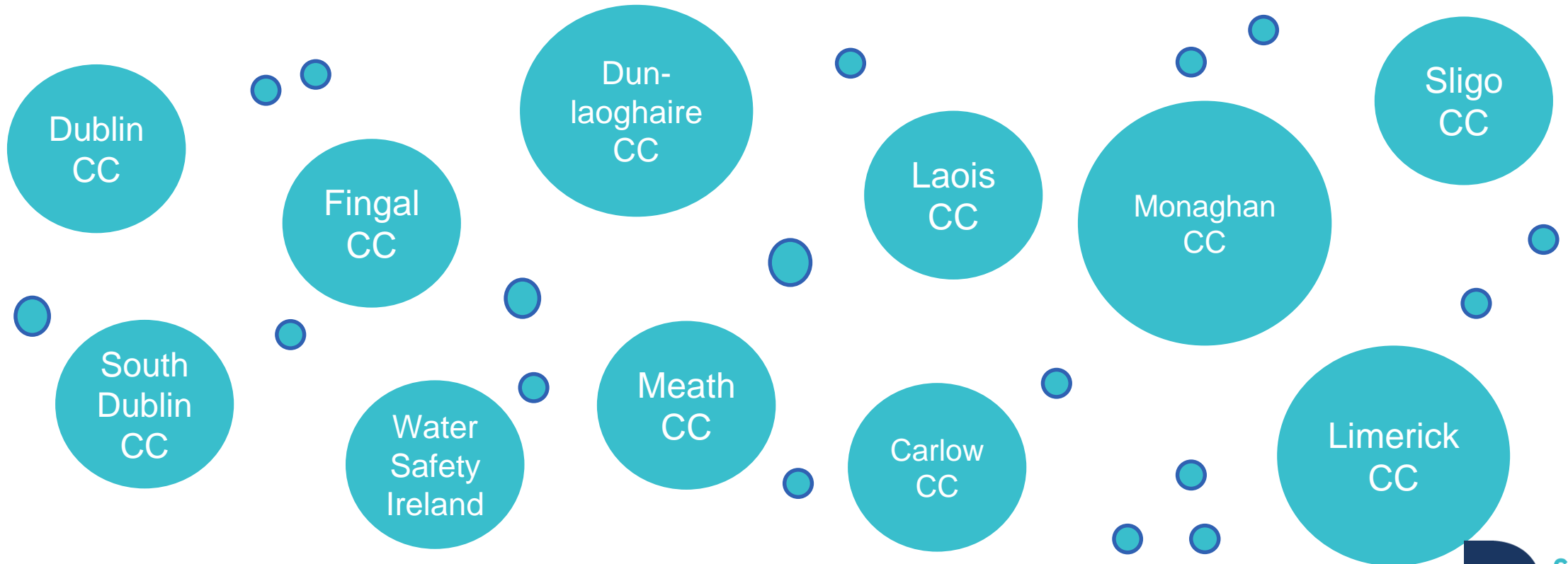
# Procurement Framework: PPI

## Process



# Scaling Innovation

## DIP (Digital Innovation Program) Funding



# Thank You!

Presented By: Payal







# INNOVATION WEEK

## SCALING INNOVATION: EXAMPLES FROM SMART DUBLIN

**Thank You!**

**#PublicSectorInnovationWeek**

