



SMART CITY WIEN

**... or there is no smart city
without smart citizen**

Thomas Madreiter, Director of Planning – City of Vienna

**Meeting the Urbanization Challenge
Smart City Solutions from Austria and California**

**October 11, 2013
Los Angeles City Hall**

- Why cities worldwide should discuss „**Smart City**“
- What´s the current position of Vienna
- Challenges of urban development in Vienna
- The process „**Smart City Wien**“:
 - „**Smart City Wien**“ a strategic project of the city of Vienna
 - Smart City Agency TINA-Vienna
 - Aspern smart city research GmbH
 - Implementation strategies
- Lessons learned



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Why cities worldwide should discuss
„Smart City“



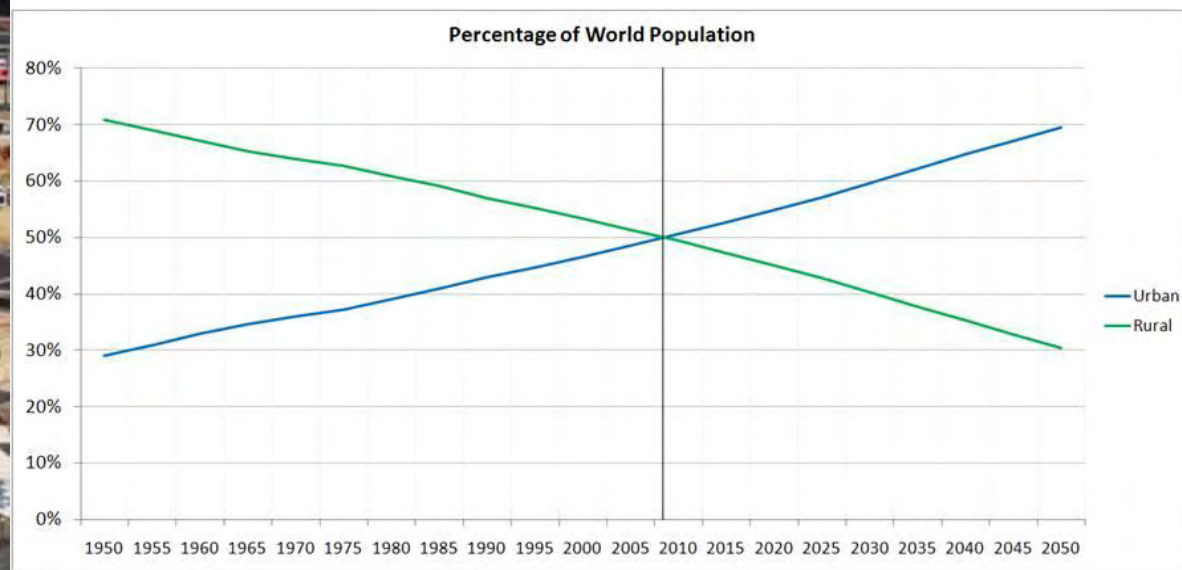
PLANEN FÜR DIE STADT VON MORGEN

MA 18 – Stadtentwicklung und Stadtplanung



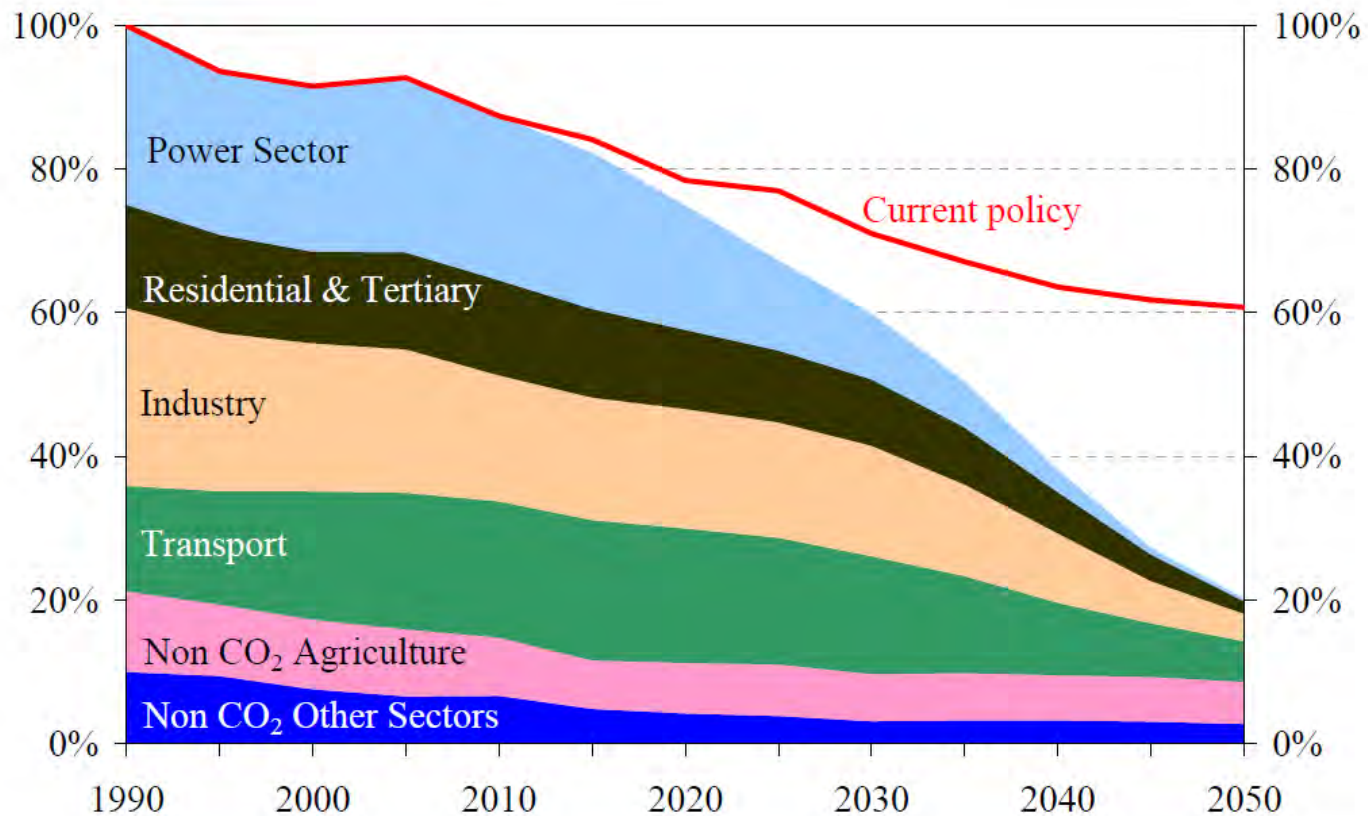
The fight against climate change will be won or lost in urban areas

Convenant of Mayors



Data Source: United Nations, <http://esa.un.org/unup/p2k0data.asp>

Low Carbon Economy Roadmap 2050



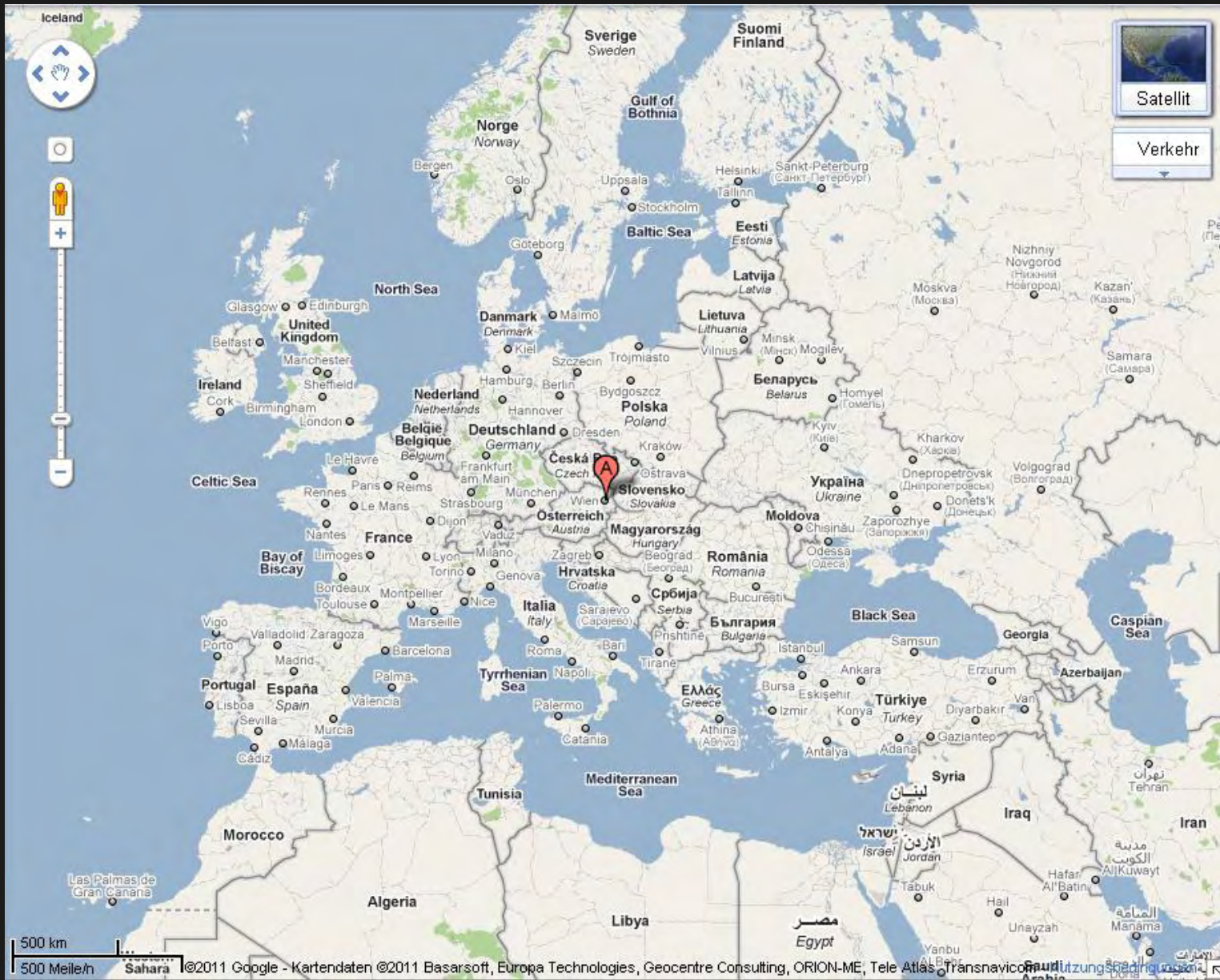
EU GHG emissions towards an 80% domestic reduction (100% =1990)

What's the current position of Vienna?

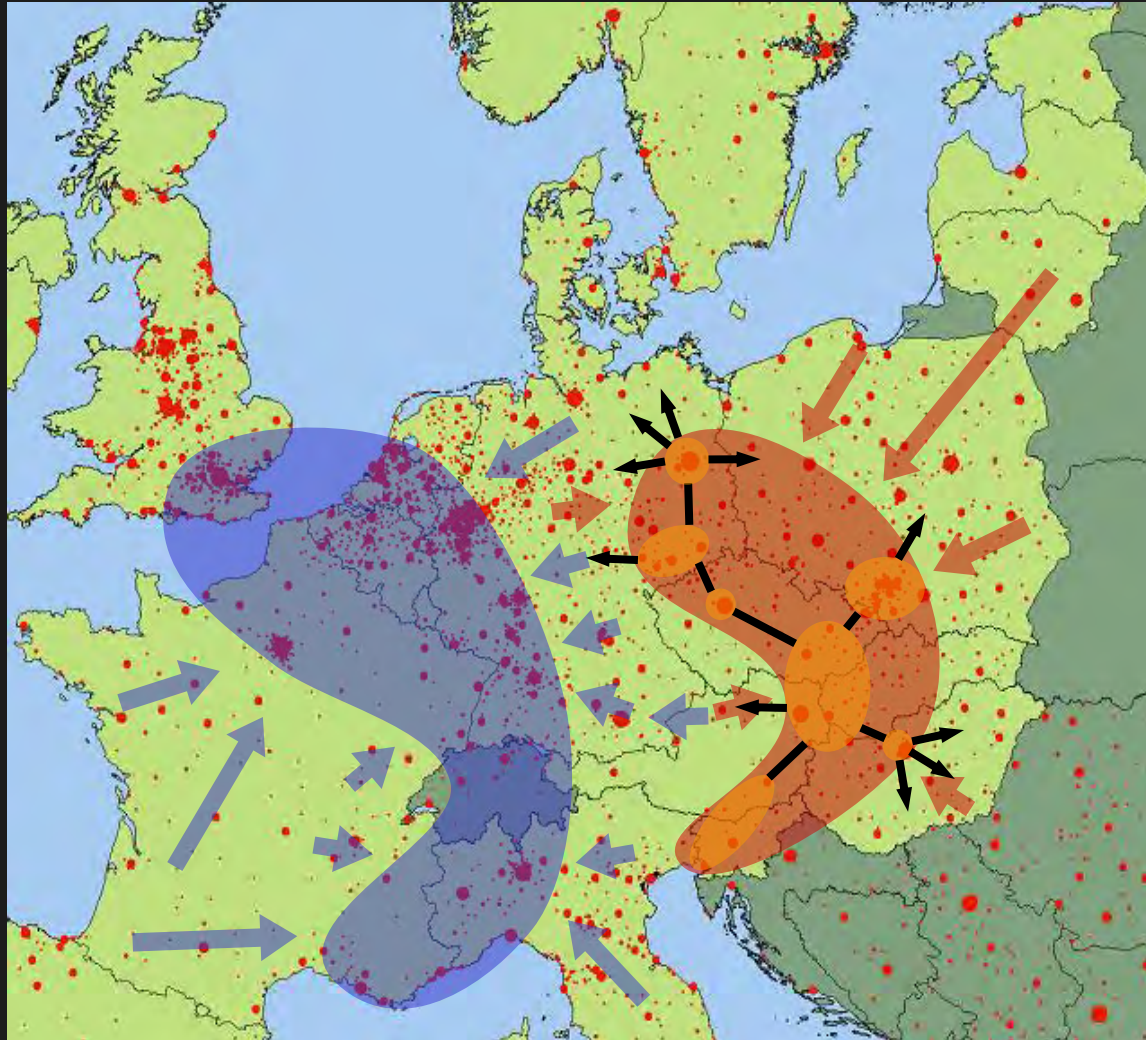
... geographically situated in the center of Europe



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...a hub in Central Europe
with a traditionally strong position in
the Danube Region



... World heritage



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... a brand as a cultural capital



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... but also an international showcase
for environmental protection



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... sustainability for over 100 years!



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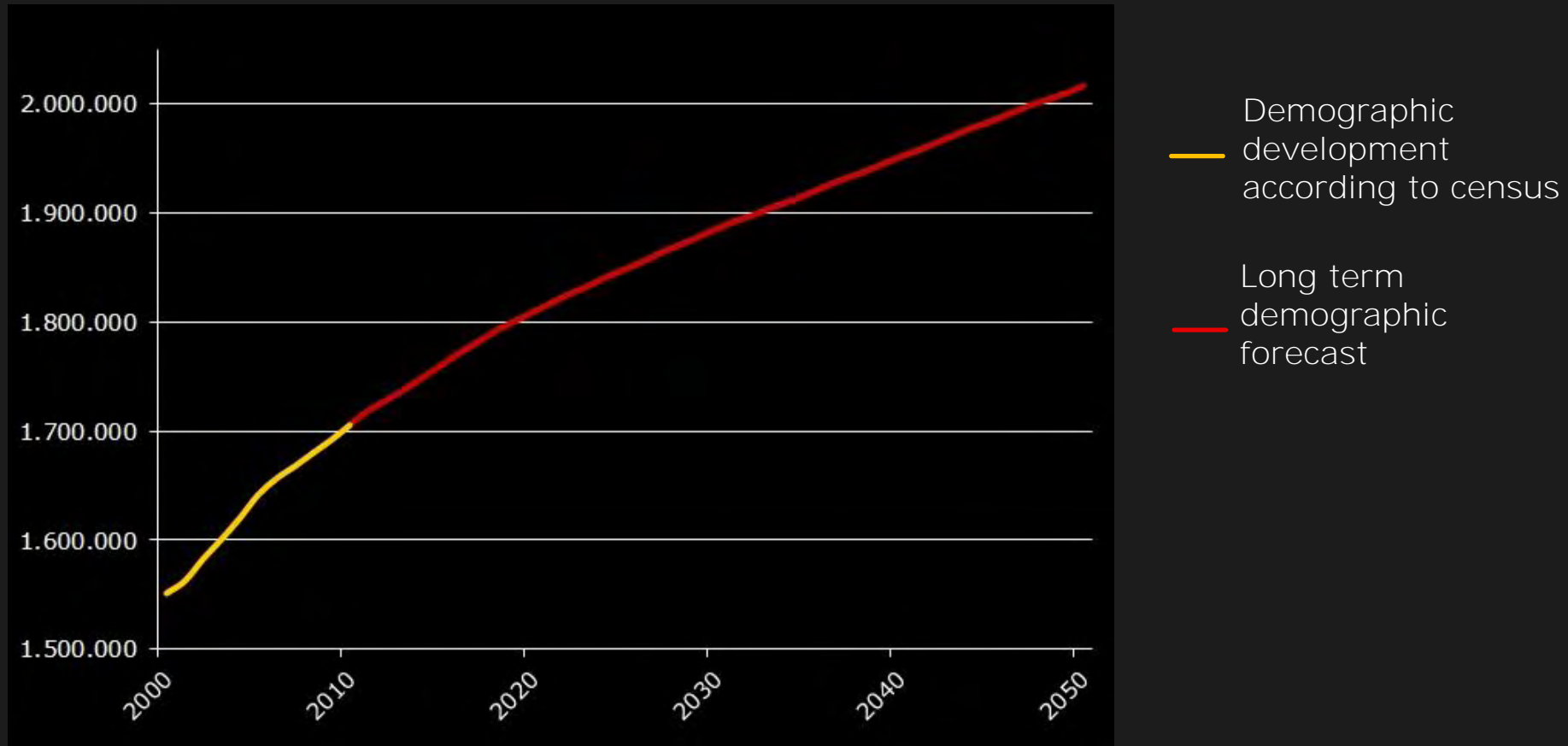


Challenges of urban development in Vienna

... dynamic population growth since 2000



Demographic development in Vienna 1750 - 2050



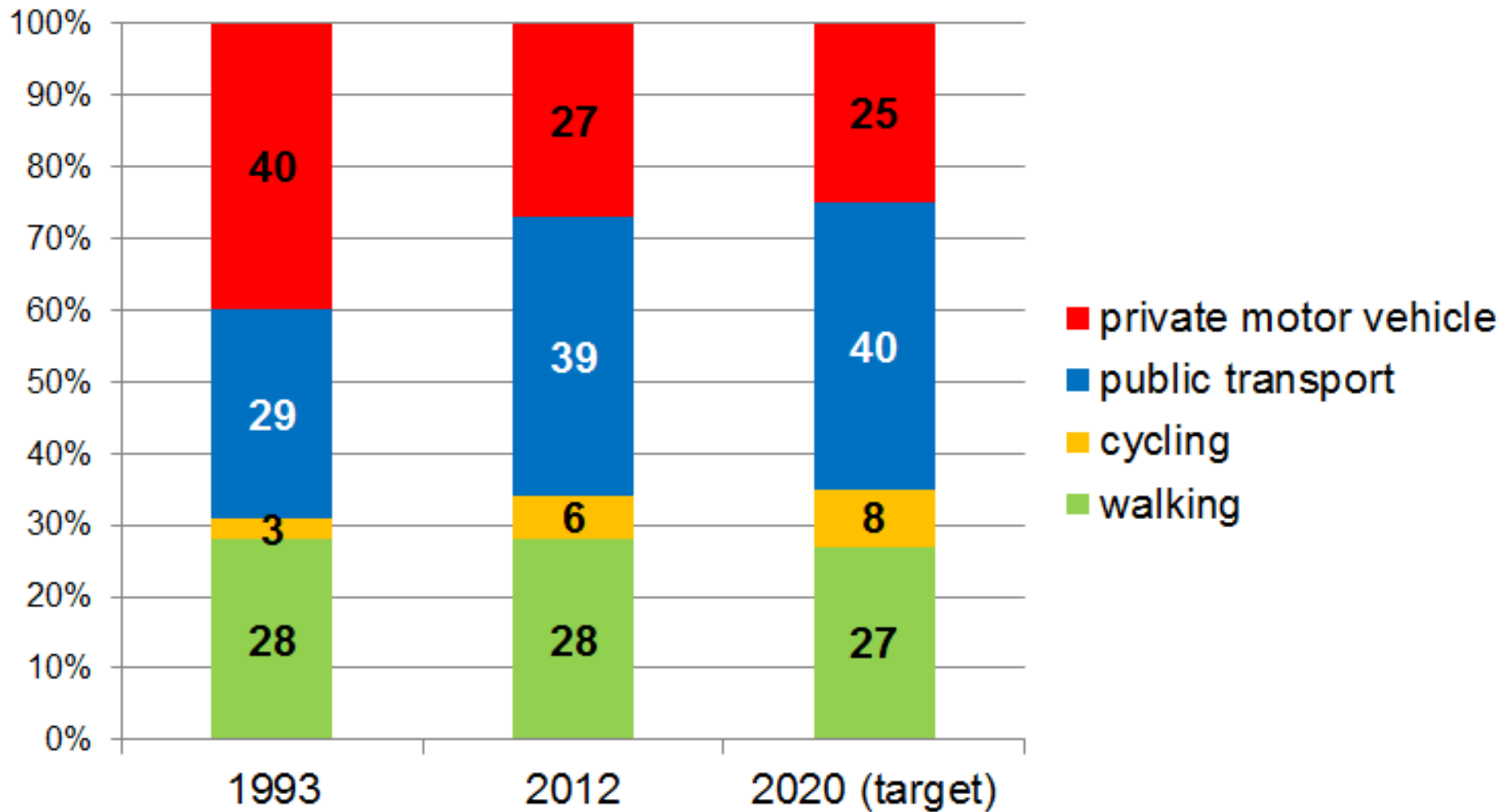


mobility

mobility

96% of residents have excellent access to public transport

Modal split in Vienna



... a very compact urban framework, but ...



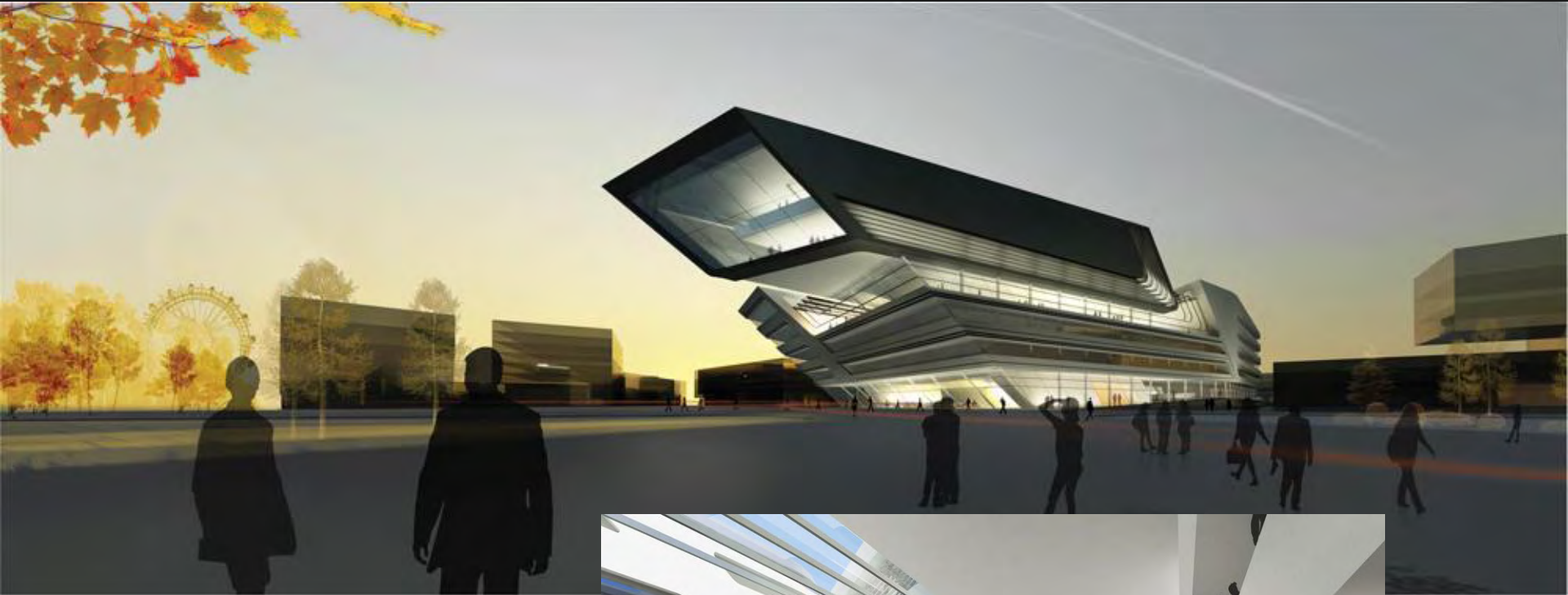
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... a change in the economic basis
of the city



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... high standards of public services



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... a true commitment for
being inclusive



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... diversity management as a
planning principle



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... number 1 in the worldwide Mercer
quality of living ranking



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... innovation as a permanent process



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The vision: a sustainable future

The city: Vienna, 1.7 million people

The commitment:
transformation into a Smart City



Mayor Dr.
Michael
Häupl started
the "Smart
City Wien" in
March 2011



strategies

Vienna is the City of programs



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strategies



Integrated planning approach



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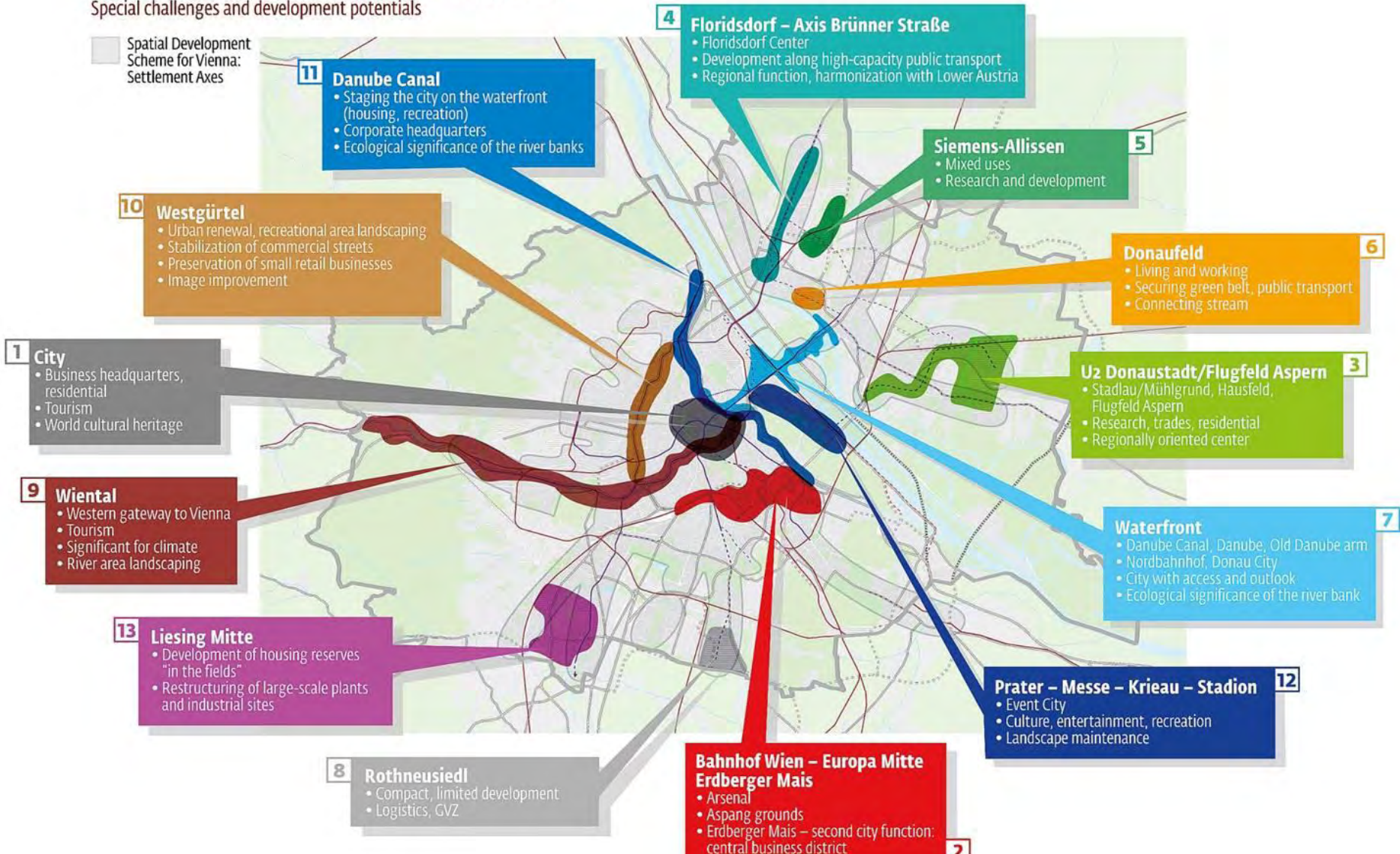


We write our plans according to smart ideas/principles; c.g. the urban dev. plan, ...

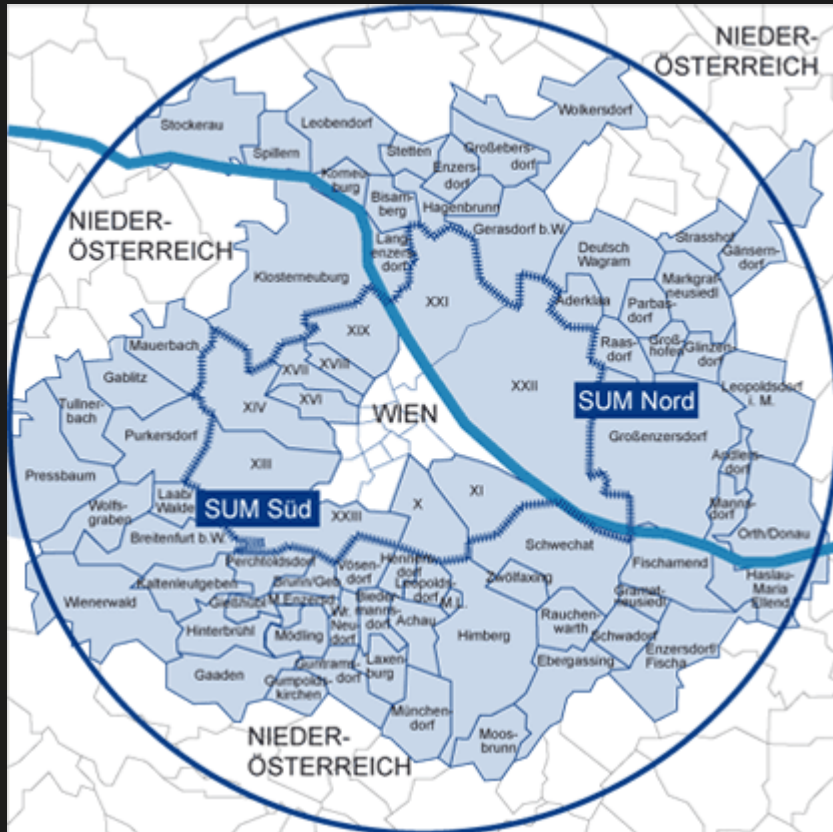


13 Key Areas of Action for Urban Development – Special challenges and development potentials

Spatial Development Scheme for Vienna: Settlement Axes



cooperation with neighbours - SUM

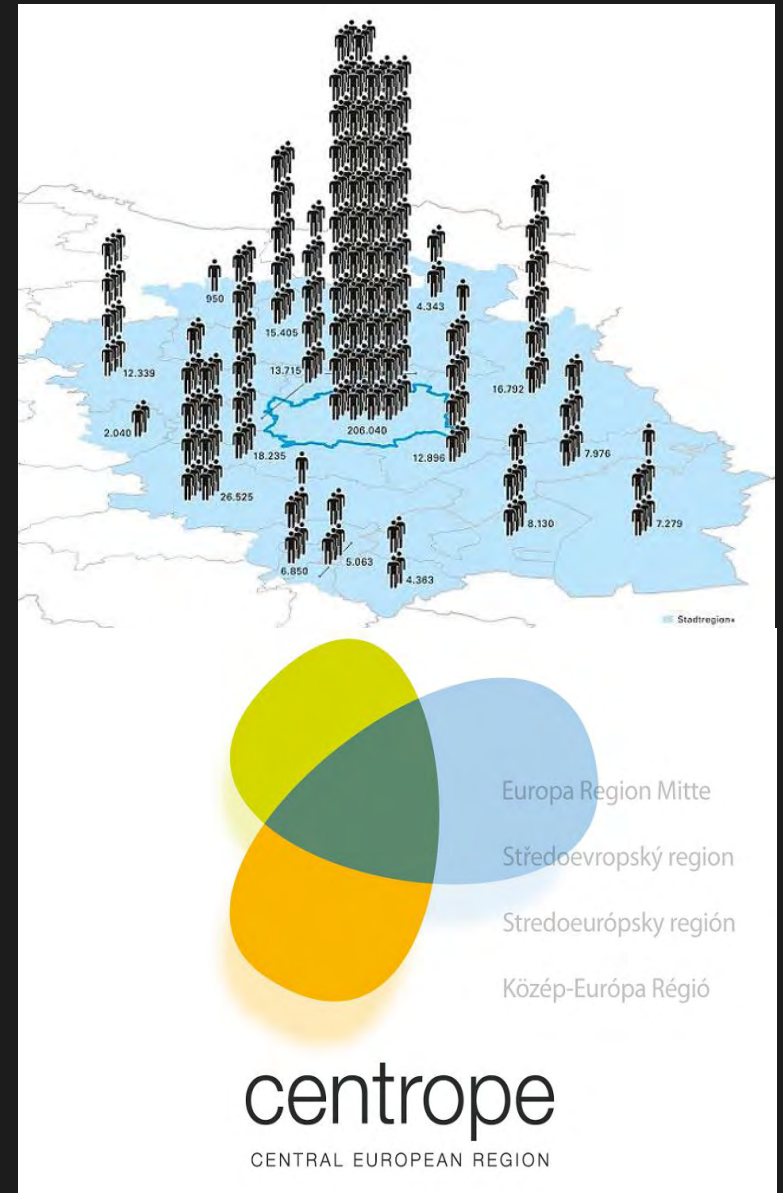
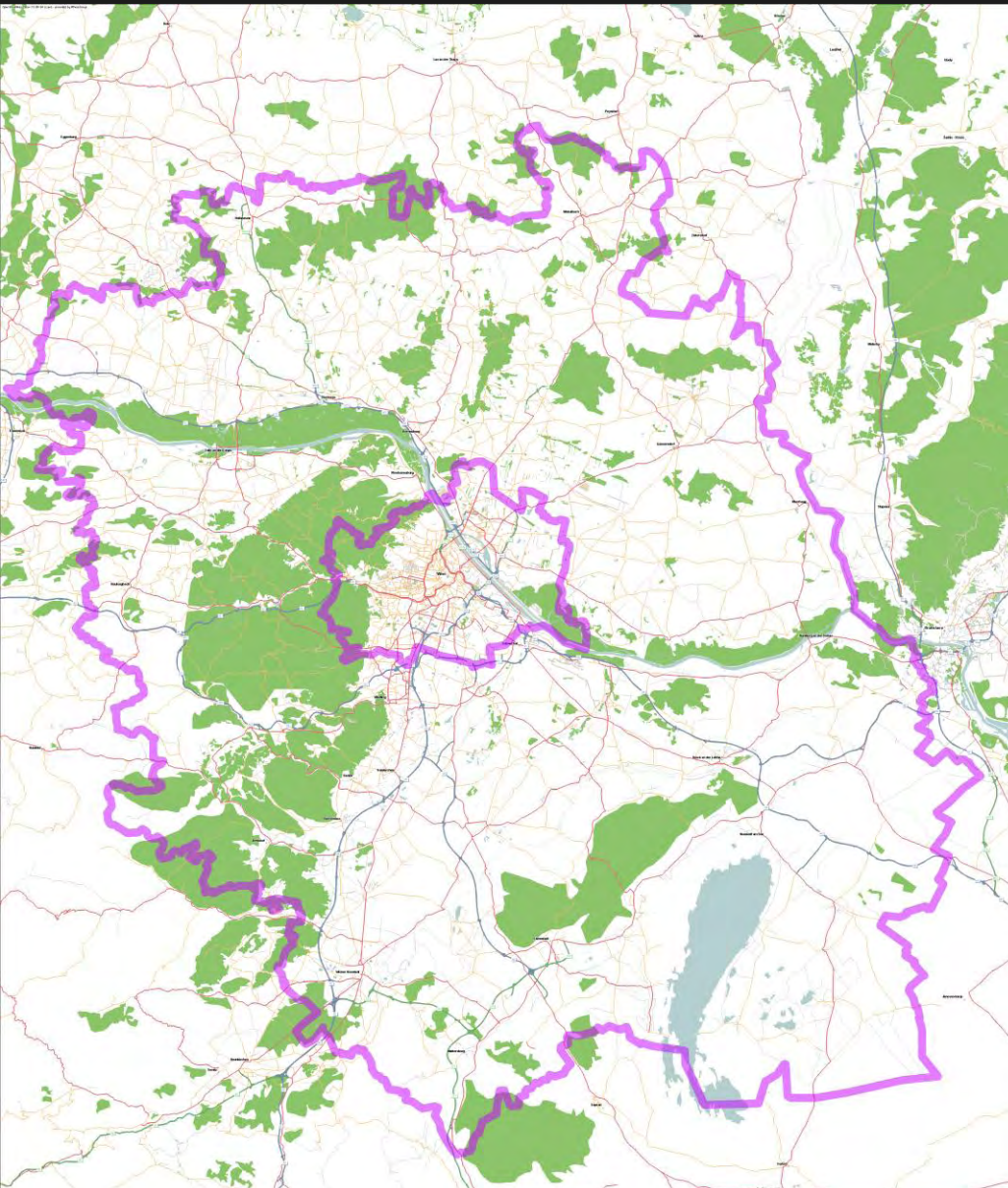


Supports co-operation and conflict resolution, establish mutual trust and common understanding of regional dimension, assist in the exchange of information, provide support and management in the development of solutions to common challenges. Main issues are spatial and landscape planning as well as traffic issues.

cooperation in the metro area



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... or our integrated
mobility masterplan, ...



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... or our climate protection plan, ...



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... or our energy protection plan



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... participatory planning



Continuity in planning principles



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- Compact urban development
- Development along axes of public transport
- Prioritise urban renewal over urban expansion
- Preserve a dense public transport network
- Safeguard and improve accessibility to green spaces
- Sustainable supply services and waste management

The process „Smart City Wien“

Vienna is well prepared



Complementary concepts and activities



EU SET project application:
TRANSFORMation Agenda
for Low Carbon Cities Project

High share of public transport



... The stakeholder process:
NGOs, researchers, enterprises,
administration



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- Objective:
the Project supports cities in the
realisation of the EU 20-20-20
targets

Amsterdam
Genua
Hamburg
Copenhagen
Lyon
Wien

Results:

- Integrative approaches and
concepts for energy-efficient
urban planning
- Stakeholder Processes and
financing strategies
- Smart energy Cities Planning
Master Classes
- Smart Energy City Handbook

TRANSFORMAtion Agenda for Low Carbon Cities



Co.EXIST

FAST COMPANY



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Vienna among the leaders in the European Smart City comparison

(2012 Vienna number one in the global smart city ranking)

#1 Vienna

- innovation city (3)*
- regional green city (4)
- quality of life (1)
- digital governance (8)

The Top 10 Smart Cities On The Planet

WRITTEN BY: [Boyd Cohen](#)



IMAGE: Sergii Vozniuk/Shutterstock

* in parenthesis Vienna's position in the respective rankings

The next step: Walk the talk!

The scw+ project: **tangible steps towards a smart city**

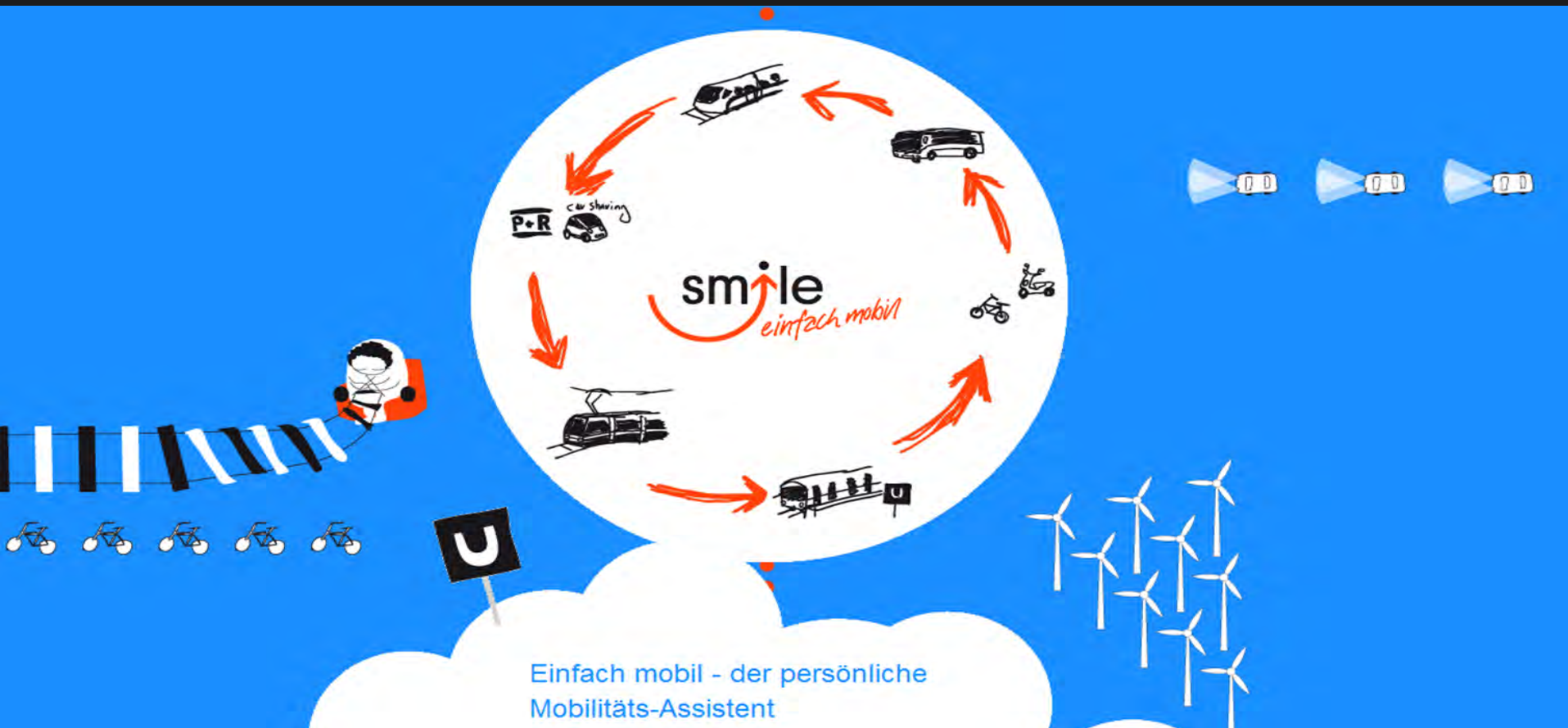
- Concrete actions at all levels
- Develop “smart city components” and system designs
- Demonstrate their performance
- Shift from sequential to integrated planning
Design a building plan for the smart city Wien:
STEP 2014



... or our new „**smart city agency**“ to connect the people and to foster our „**smart city process**“



... one key-project for integrated mobility is the project smile



... or a successful program of solar power plants financed by citizens of Vienna.



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... or the biggest passive-house residential area in Europe



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Seestadt Aspern – the first Smart City District

net zero energy

net zero CO₂ emissions



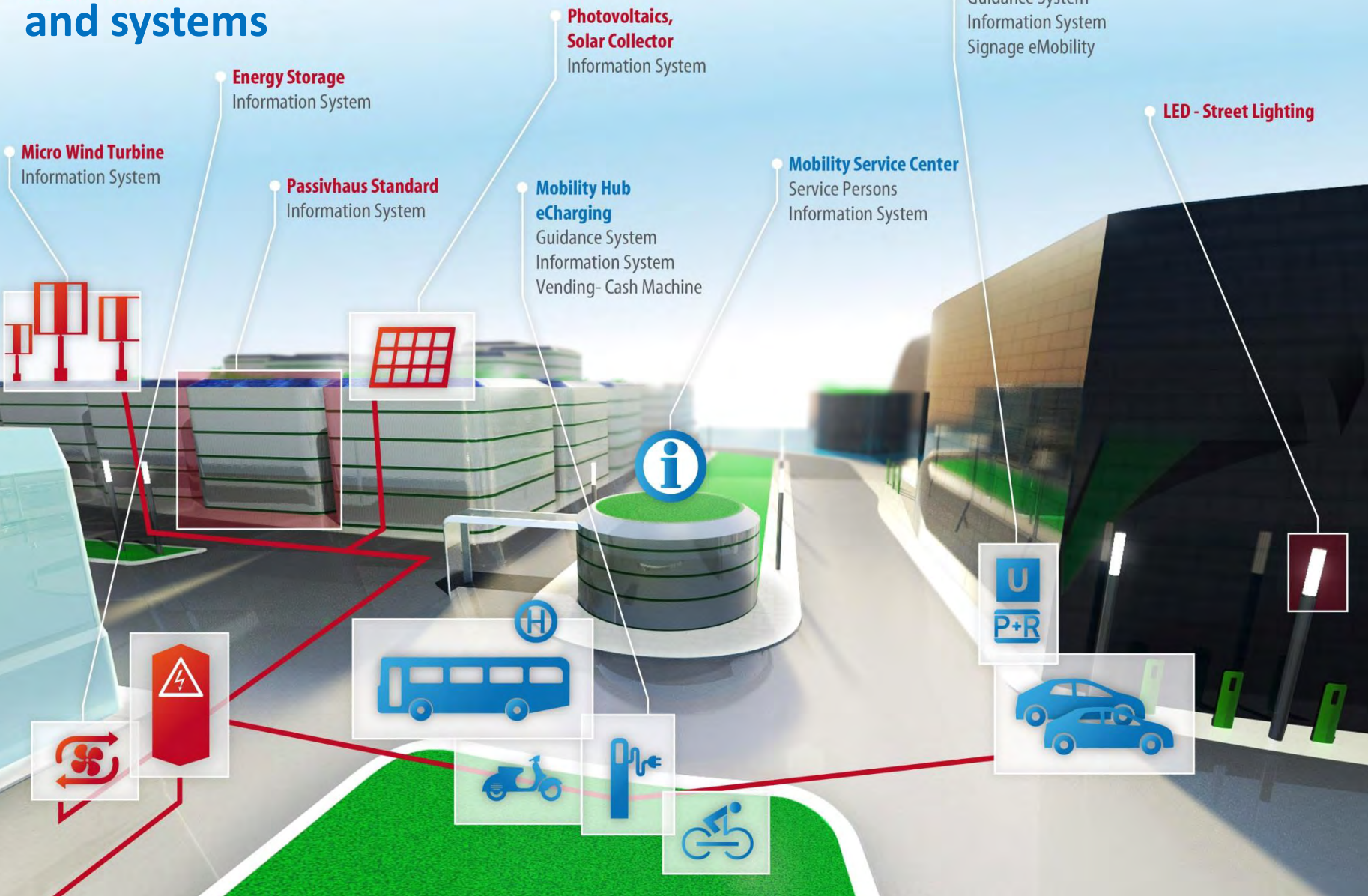


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ASCR
Aspern Smart City Research



Smart city components and systems



Smart mobility

Public shared space as living areas



Multimodal mobility services

- Bike and (e-)car sharing
- Transport vehicles for rent
- Stations as mobility hubs
- Charging spots
- Mobility information



... to become globally high visible
as a Smart City showcase.



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... and with it, create smart jobs
for smart citizens



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People make change happen – smart citizens build smart cities



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- Awareness for smart city issues and the need for change
- Information, communication and active participation

... so we have to interest the people for their future: we need smart citizen



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Conclusion

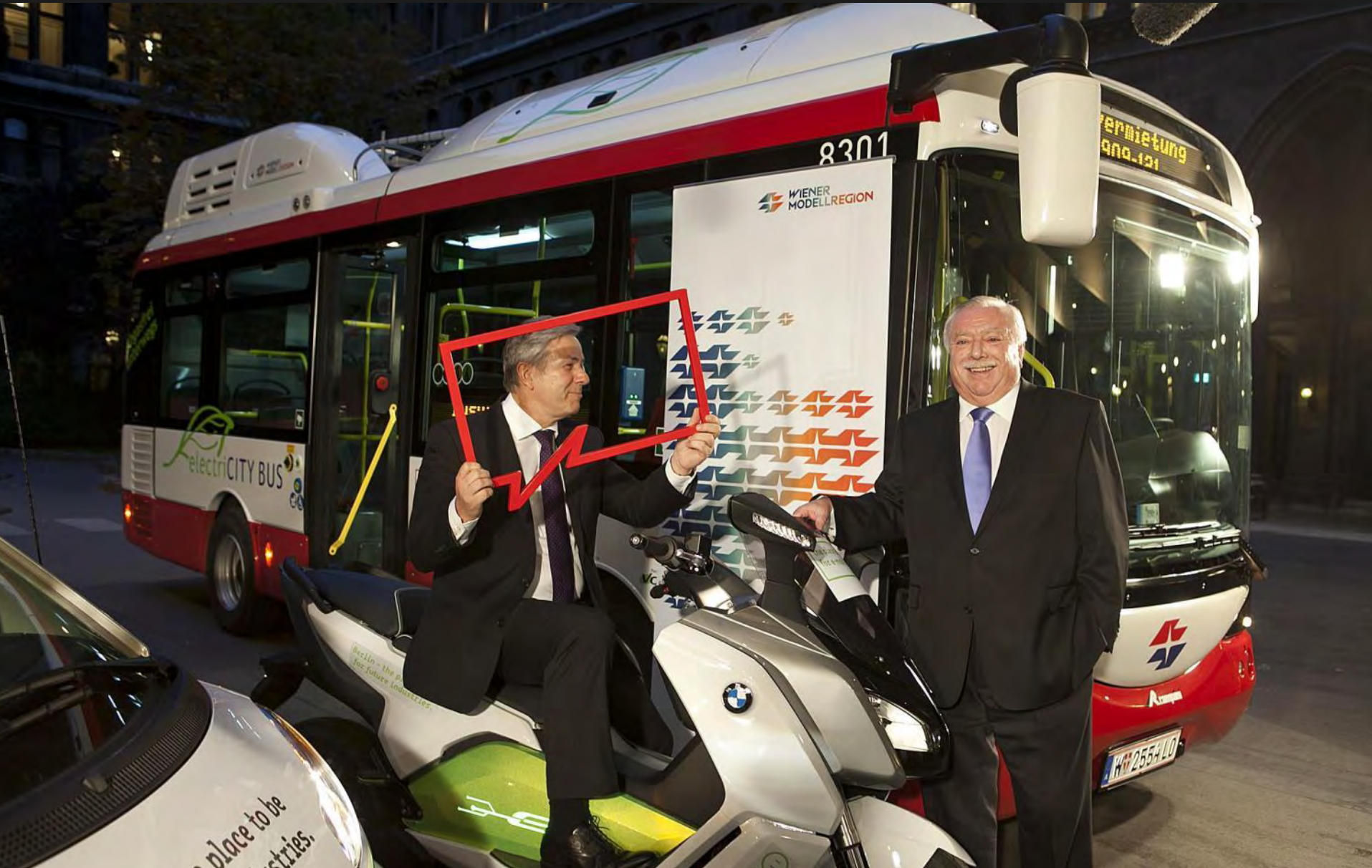


- The Smart City requires a holistic approach.
- To become a smart city needs a kind of change management.
- understand urban life primarily as a social, and only secondary as a technical and logistic problem. You have to involve the people.
- build strong partnerships between the city, the research sector and the industrial sector. Smart city is an economic opportunity.
- So, focus the money on internationally visible projects
- the goal is appliance, not basic research
- The Smart City approach is a fundamental economic and political issue for Europe

... and last not least –
you need the backing of your mayor!



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and Technology, Head of Urban Planning Group**

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Thank you for your attention