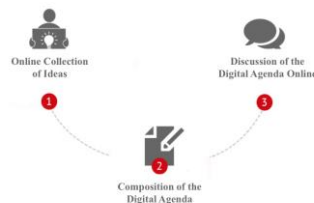


## Digital Agenda Vienna



The Latin origin of the word ‘agenda’ essentially means ‘things that ought to be done’. With this in mind, the Digital Agenda Vienna can be seen as a ‘to-do list’ for the city. It summarizes which projects and activities in the area of information and communication technology (ICT) will fall under the responsibilities of the city council.

This in itself implies that the Digital Agenda Vienna does not comprise a rigid set of rules, but is a working document – an overview that will continuously develop and improve. This makes sense, as the demands of our citizens and our technical possibilities are constantly evolving. How the City of Vienna can deal with these demands and possibilities is a question that the Digital Agenda Vienna ultimately aims to answer. In so doing, we address the following questions: How can the potential of new technology benefit the citizens of Vienna? How can we take advantage of these opportunities, while also avoiding the risks associated with these new technologies?

Considering these questions, the Digital Agenda Vienna is a logical addition to the existing strategic documents in the area of research, technology and location policy. Ultimately, however, it encompasses far more, as technological developments continue to play a decisive role in key aspects of city life.

### *Putting Users First*

The main focus of the Digital Agenda Vienna has been the various users that live within its (the) city. Their concerns, needs and interests have been the guiding principles for setting priorities, implementing projects and designing new services. That is why the involvement of users is an essential component in all related processes.

Digital Agenda Vienna’s current proposal has also been a result of this focus. It was not conceived behind closed doors but elaborated with the participation of hundreds of interested people. That is why any further development of the Digital Agenda Vienna will also be carried out in a transparent and open manner.

The Digital Agenda Vienna is consistent with the “Viennese principles” that have emerged in the course of this discussion process. This refers to the nine guiding principles that the city uses to lead the development of new technological opportunities. In addition

to transparency, openness, and participation, this also includes trust and security, inclusion and social sustainability, gender equality, citizens' orientation, the strengthening of business locations, consolidation, innovation, as well as flexibility and learning.

It is these principles that render Digital Strategy Vienna unique, and ensure that the opportunities and potential of digital development benefit all Viennese citizens. However, these principles must also be lived (experienced?). That is why we invite you – and all people living in this city – very cordially, to participate in this process and dialogue.

## **“The Nervous System of the Smart City”**

We live in the age of the digitization of all areas of life. The City of Vienna aims to meet this challenge by using the Digital Agenda Vienna as a strategy to show how to successfully deal with such a process of change. This strategy can also be seen as compatible with Vienna's development into a Smart City.

With the “Smart City Framework Strategy”, the city of Vienna has given itself guidelines on how to counter the challenges of the future. Focus will be placed on ensuring a high quality of life for the population, the protection of resources, and the added value of innovation. To achieve these objectives we require the use of advanced technologies, and processes. The digitization of infrastructures, organizations, and lifestyles (e.g. education or health) is therefore a key strategic objective for the city. Information and Communication Technologies (ICTs) have become the nervous system of “smart” cities.

### *Representing the Smart City Framework Strategy*

The importance of information and communication technologies in society cannot yet be fully grasped. New business models, the change of working environments and qualification requirements, a rebalancing of centralized and decentralized modes of production, as well as the acceleration and individualization of many processes, have led to fractures in the existing social conditions. It is not without reason that some writers are talking of the third and fourth industrial revolutions. It is gradually becoming clear what opportunities and risks the extensive use of ICT in most areas of life will bring about. The challenges of current technological developments, such as cloud technologies, big data-analysis, or the Internet of things, are already becoming apparent. Such breaks offer tremendous opportunities for innovative city management, but also lead to uncertainty among the population.

The City of Vienna has always responded to challenges in the public services seriously, and has found solutions to increase the quality of human life: Vienna is one of the most liveable cities in the world for good reason. With the “Smart City Framework Strategy” Vienna has formulated its goals for 2050: Smart City Vienna (accordingly) is the development of a city in which the issues of energy, mobility, building, infrastructure, and technologies, as well as health, education, social affairs, and inclusion as a whole, can be further developed. The aspect of inclusion is given special consideration. In 2011, with its Open Government Initiative, the city government laid another important foundation, which will continue to play a strategic role in the years to come. With the end of 2015, “Innovative Vienna 2020” – the strategy for research, technology and innovation

(RTI) – will be introduced, followed by further strategic statements on the development of the RTI-location, and on the use of the city’s innovative potential.

The Digital Agenda Vienna presented here, views itself as a contribution to achieving the Smart City-goals, by ensuring that new technologies are optimally utilized. Technologically driven innovations are thereby linked to socially driven innovations, and place the needs of people at the centre of this project. Smart City Vienna differs from other Smart City initiatives, because people are given priority, rather than the use of technology per se. As users of information and communication technologies are at the centre of its strategy, the Digital Agenda Vienna will seek to ensure that the services of the city will continue to be available to all. Nobody should be excluded from the Agenda, as the so-called “digital divide” – i.e. the disparities in technical expertise between citizens – must be prevented (ameliorated).

Neither the city’s cleaning services, energy supply, schools, transport, health facilities, food supply nor the general administration of Vienna can function without ICT. Information and communication technologies do not only ensure the safe functioning of the city, but also offer a major opportunity to provide innovative and clever services to citizens, in accordance with our understanding of a Smart City.

In addition, the ICT sector has become a very important economic factor (force/contributor) in (the city of) Vienna. About 54,000 employees, more than 5,700 companies, and an added value that is four times as high as the Viennese tourism industry (study by Technopolis: “ICT location Vienna – Facts and Figures”, 2013) speak for themselves. Even in its first official RTI strategy proposal in 2007 (“Vienna thinks ahead”), the City of Vienna had already defined ICT as a key issue. Thus, the Digital Agenda Vienna sees itself as a logical complement to the city’s research and technology strategy, as well as supplementing the objectives and measures of the Vienna Business Agency, within the scope of a comprehensive regional economic policy.

Moreover, a greater part of the population has an increasing desire for participation (involvement), collaboration (cooperation and contribution) and a range of services that accommodate their own personal circumstances or usage behaviour. Digital democracy, social participation, and transparency are key concerns. With creative and innovative products, the City of Vienna is entering into a dialogue with its citizens, and is thus contributing to the democratization of knowledge and information. On national and international levels, Vienna will continue to fight for net neutrality and for net freedoms to be enshrined as fundamental human values.

This process of change, which is currently carried out in connection with the process of digitization, is no short-term trend. It will continue to preoccupy the City of Vienna for the coming decades, and is not an exclusive issue for IT departments, but an important strategic issue, that is relevant for the future of public institutions, such as the economy and society as a whole. It requires the questioning of previous patterns of thinking, and the learning of new technological skills and management approaches.

The Digital Agenda Vienna will also identify spaces within the city, so that its citizens and its guests can shape and promote these developments together. For the City of Vienna, information and communication technologies have been promoted from an initial supporting role, to an essential component of strategic planning.

## **Creation and Development of the Digital Agenda Vienna**

### The Development Process

The current draft of the Digital Agenda Vienna is already the result of the “new way of thinking”, which it elaborates on. It is not created behind closed doors, but is the result of a collective work process. Over several months, a few hundred interested colleagues from the City of Vienna and urban enterprises have been involved in the development of ideas. In five working groups these ideas were then examined and discussed. Work on the final text is currently open to public participation once again.

This cooperation was only conceivable and possible through the advent of innovative technologies. Above all, it required a break from the traditional and hierarchically imprinted working methods that had been the norm. It is only when new technologies and new ways of thinking come together that the impossible becomes possible.

### The Current Draft

The following chapter, also called “Fields of Action”, presents the possibilities that become available through increased digitization. In each field of action “flagships” are set as centrepieces, and will be drawn up as guiding projects for the next five years. Some of these flagships are already being realized as a result of this participation. Moreover, short and medium term priorities will be formulated, which need to be strengthened in combination with the institutions of the City of Vienna. The fields of action are based on the ideas developed during the participation phase of the development process, and the work produced in the working groups. In the footnotes the respective proposals will be referenced as clearly as possible.

In addition to implementing the flagship projects and the priorities that we have set ourselves, there are many more ideas and measures that have been discussed by the working groups, which extend beyond the contents of the fields of action. These projects can be understood as impulses for the City of Vienna. They should be discussed in the next few years and gradually implemented, provided that a consensus and the necessary financial resources are available.

### Continuous Development

The result of the whole process – the Digital Agenda Vienna – should not be seen as law carved in stone. As a working document it aims to stimulate its readers to reflect, set guidelines, identify flagships projects, propose ideas, and define accountability. The Digital Agenda is a strategic planning process, the value of which unfolds through collaboration, and will continue to develop dynamically over the next few years.

In the future, the City of Vienna will reflect on the implementation of the planned key priorities, measures and projects online ([www.digitaleagenda.wien](http://www.digitaleagenda.wien)) and offline via working groups attended by its citizens and the Viennese ICT industry. In addition, the online platform will provide an annual opportunity to propose new projects and ideas for the further development of the Digital Agenda Vienna.

## **“Viennese Principles” as Guiding Principles**

Following the creation of the Digital Agenda Vienna and the thoughts and actions of all those involved, nine guiding principles have emerged from the process. These are enshrined in the following “Vienna principles” of the Digital Agenda Vienna. We should abide by these principles, because times of great change require principled action.

1. Trust and Security: The citizens’ trust in information security is critical for every aspect of the City of Vienna’s activities, and is the basis of a modern city. The security of infrastructure, information, and communication is a top priority, and is to be continuously examined.
2. Transparency, openness and participation: More than ever, the City of Vienna is developing from a closed bureaucratic model to an open and participatory city. The active involvement of citizens with smart IT platforms is becoming the standard in the City of Vienna, and this gives rise to creative and innovative partnership solutions. Transparency and openness guide the attitudes and practice of administrative procedures.
3. Inclusion, solidarity and social sustainability: Digital change is a major challenge for political institutions, public management, the economy, and for the entire population. The City of Vienna will ensure that no one is left behind and that all services remain accessible to all people of the city – regardless of education, background, and income. The principle of inclusion is central to Smart City Vienna.<sup>1</sup>
4. Gender equality: Women of all ages are underrepresented in digital professions, and in the digitized world in general. Establishing gender equality in this significant social and economic area is an essential priority for the City of Vienna.
5. Citizen’s orientation: Public administration is a service for the citizens. The City of Vienna justifies the digitization of processes and services as a result of the changing lifestyles of its citizens. For their concerns, the city is available online seven days a week and 24 hours a day.
6. Strengthening the business location: The ICT industry has evolved in recent years into one of the most important economic forces in the City of Vienna. The further expansion of this industry is an important task for all those involved.
7. Consolidation: The City Council of Vienna and its companies are perceived in a citizen-centred manner. A coordinated and consolidated approach is a prerequisite for the efficient and effective development of information and communication technologies for the City of Vienna.
8. Innovation: In times of dynamic change, characterized by new ideas and multidisciplinary approaches, information and communication technologies have

an even greater strategic importance and must be kept in mind. The City of Vienna is meeting this challenge by not only providing an additional framework for innovative projects, but also actively supporting the growth of a culture of innovation. Together with the RTI strategy, “Innovative Vienna 2020” aims to contribute to the Digital Agenda.

9. Flexibility and learning: Meeting the challenges of the digital transformation requires a learning organization with a high degree of mobility (agility) and flexibility, which allows mistakes to be made and an openness to change. This in turn requires the use of new management methods that support the City of Vienna’s innovation culture, the modification of processes, and the use of the innovative technologies of the digital age.

These principles serve as a guide in order to guarantee that the values that made Vienna prosper in the last century also hold true in the era of digitization ahead. Digitization should be used in the context of these 9 principles as an opportunity for enhanced solidarity, as embodied by the City of Vienna. The risks inherent in this process of digital change, as a result of the power of the Internet and the rapidly increasing volume of data, must be seriously considered and discussed at every stage.

## “I like IT – Digital City Vienna”

Approximately 5,700 companies with about 54,000 employees and a gross added value of 5.6 billion euros make up the ICT sector in Vienna. The ICT sector has not only become the most promising and innovative pillar of the Viennese economy, but it also provides the key and cross-sectional technologies for all other sectors and areas of life. In providing citizens with a modern and useful value-added ICT infrastructure, the ICT industry is the driving force of Smart City Vienna – for example in the fields of energy, mobility, health or transport.

With the help of the Vienna Business Agency, the City of Vienna has already sent powerful signals to strengthen the business location. At [www.technologieplattform.wirtschaftsagentur.at](http://www.technologieplattform.wirtschaftsagentur.at) the Vienna Business Agency operates a technology platform for Viennese innovation drivers. On this site, current projects, finished prototypes, and development expertise “made in Vienna” are presented. The platform also helps in the search for project partners and pilot customers. In addition, the business agency is already



a strong service provider for consulting IT companies. ICT experts can inform themselves about appropriate programs and funding opportunities. One focus is the networking of Viennese technology developers, innovative companies, and potential pilot customers, such as the event “Business Meeting”.

For the future, the City of Vienna wants to create the right conditions for innovative and successful companies by cooperating closely with the TINA Vienna as a Smart City agency, the local IT industry, and with research institutions. This is to ensure that the ICT business location Vienna remains successful, and is made even more attractive in future. The flagship project in this area of action is:

### **Digital City Vienna**

The “Digital City Vienna” initiative is an independent and non-profit initiative of the City and dedicated ICT companies located in Vienna. Numerous ICT topics are addressed in accordance and coordination with the “Smart City Vienna Framework Strategy of the City of Vienna”<sup>2</sup>. The aim is to take action against the shortage of skilled workers, to support digital competence and excellence, and particularly to inspire and promote women in IT professions. Other important objectives are an acute responsiveness to eruptive technology trends, and the strengthening of economic power in Vienna. An important feature of the initiative is its participatory approach: ideas and collaboration platforms form the basis of an active exchange between experts of research institutions and Viennese citizens. This gives rise to future Smart City Vienna projects.

To draw particular attention to the importance of the ICT sector in Vienna, the “Digital City Vienna” brand will be promoted both nationally and internationally.

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<https://www.wien.gv.at/stadtentwicklung/projekte/smartcity/rahmenstrategie.html>

# DigitalCity.Wien-Themenschwerpunkte

