

# Competitiveness of Small & Medium-Sized Cities in the Baltic Sea Region

4 JUNE | RIGA, LATVIA





# Co-creation of sustainable Tartu

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City of Tartu



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# Challenge#1: Decreasing number of inhabitants & urban sprawl



## Strategies:

- Creation of exceptional living environment
- Attracting of new businesses and jobs

## Tactics:

- Green city developments
- Smart city developments
- Remaining a compact city: in case of distances and human relations
- Potential of universities







- Digital signature
- Digital-ID
- Mobil-ID
- ID card

**Tartu was the first city in the world which started to use mobile parking service (year 2000)**



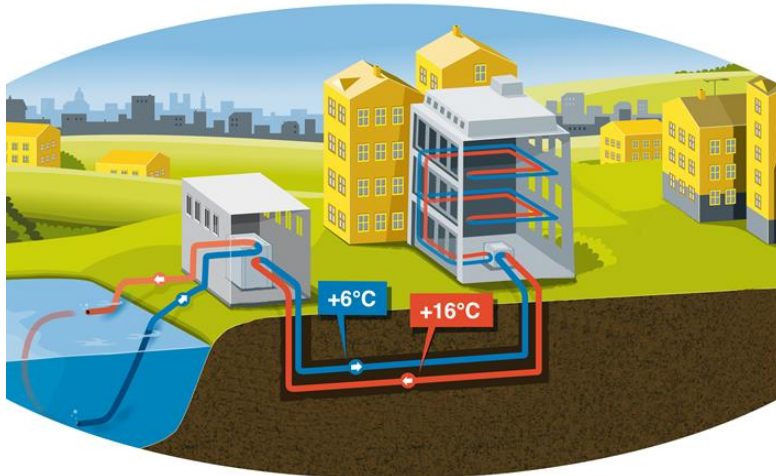


# Paperless city government



- was implemented in **2003**
- **document management** and daily work
- **digital signature** and **mobile-ID**

# Decreasing negative impact on climate/city environment





# Bike sharing system (will start operation on June 8, 2019)

- ✦ Integrated into public transportation system
- ✦ 750 bikes (incl 520 e-bikes) and 69 stations
- ✦ Docking system with possibility to lock the bike and finish session out of station – more flexibility for users
- ✦ Possibility to create virtual stations





# Challenge#2: Lack of high-value-added jobs

## Strategy:

- Creation of exceptional business ecosystem

## Tactics:

- Development of entrepreneurial universities
- Development of sTARTUp ecosystem – Fast Track Tartu (incubators, accelerators)
- Strengthening of strong sectors – biotechnology, ICT, wood



*Tartu Silicon Alley: Jaak Vilo and Anne Jääger (University of Tartu)*

# Entrepreneurial centres



- **SPARK**
- sTARTUp **HUB**
- University of Tartu **Delta**
- Tartu **Science Park**
- Tartu Centre for **Creative Industries**
- Tartu **Biotechnology Park**
- etc.

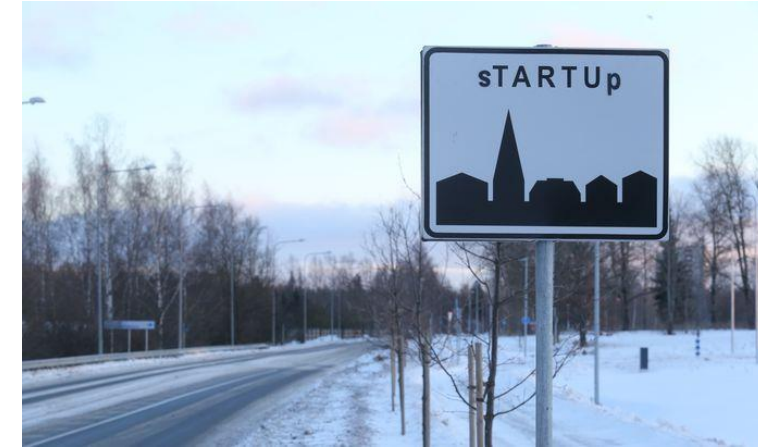


# European Space Agency Business Incubator in Tartu



- ESA BIC Estonia was opened **07.11.2017**
- Technology transfer from space to non-space applications



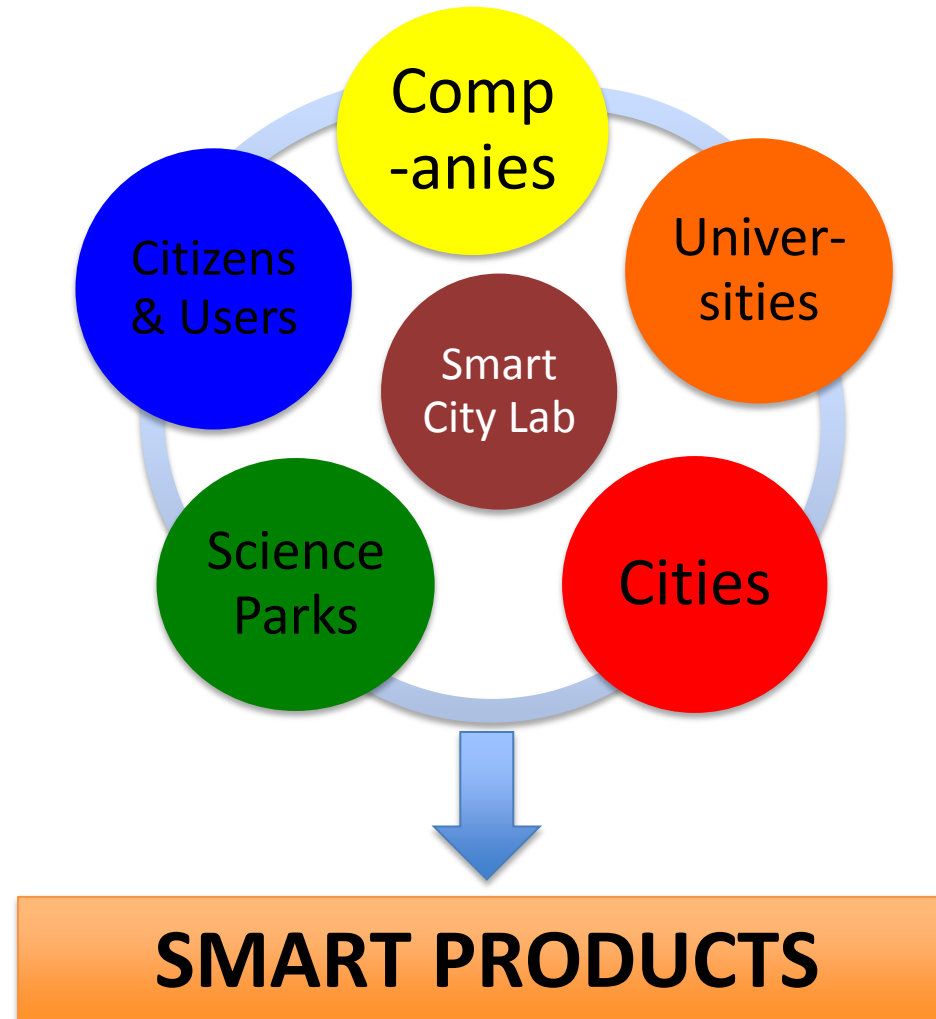


- **More than 3000 visitors**
- **65 different countries represented**
- **Focused on early stage startups – From Zero to Hero**

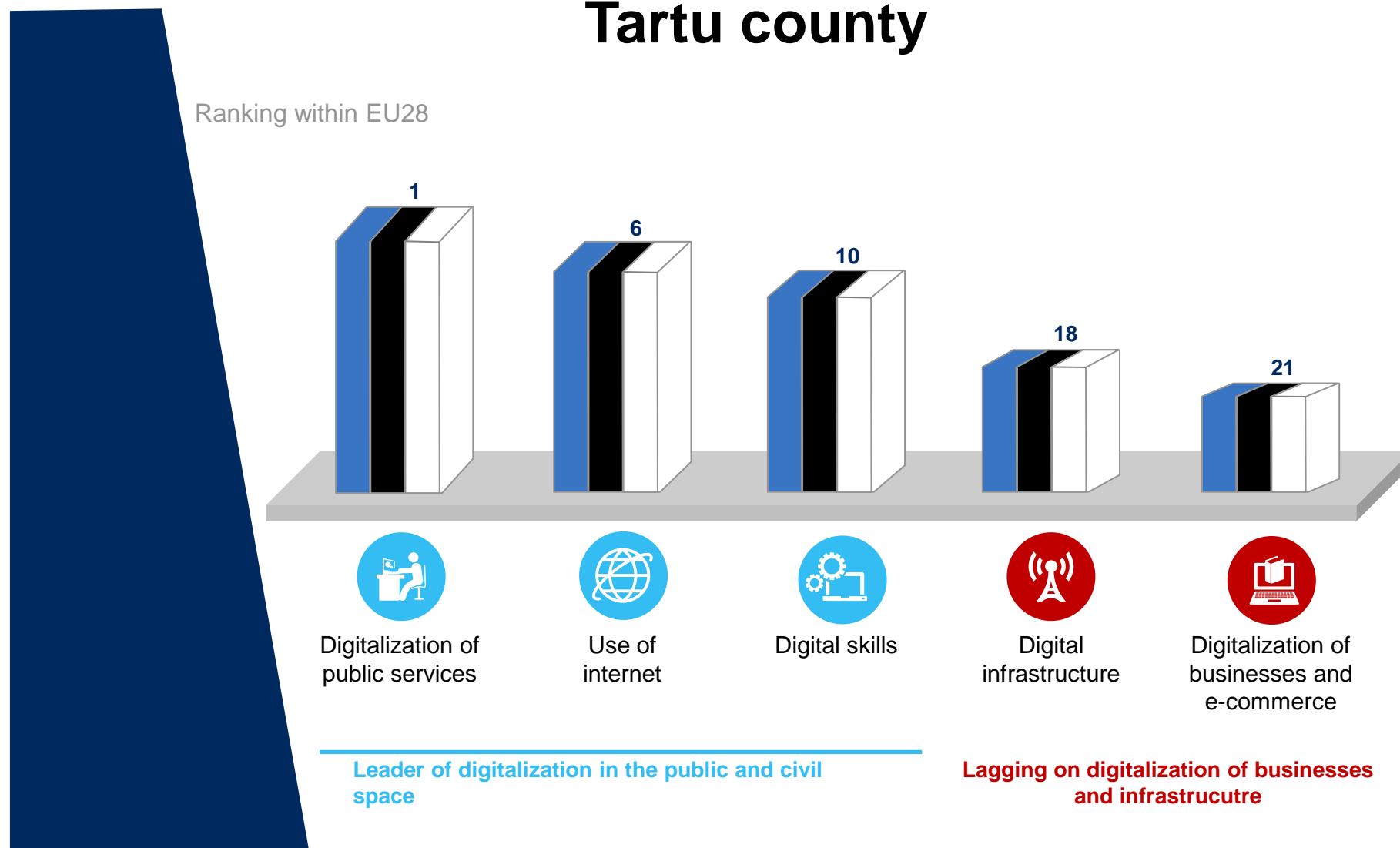


# Cluster Initiative and Cooperation Platform for Smart Solutions for Cities

Ca 30 members from private, public and academic sector



# Digitalization support measure for manufacturing companies in Tartu county





# Challenge#3: External transportation connections



## Tactics:

- Procurement for international flight connection
- Lobbying



# Challenge#4: Limited in-house human & financial resources

## Strategy:

- **Co-creation and collaboration with other sectors**

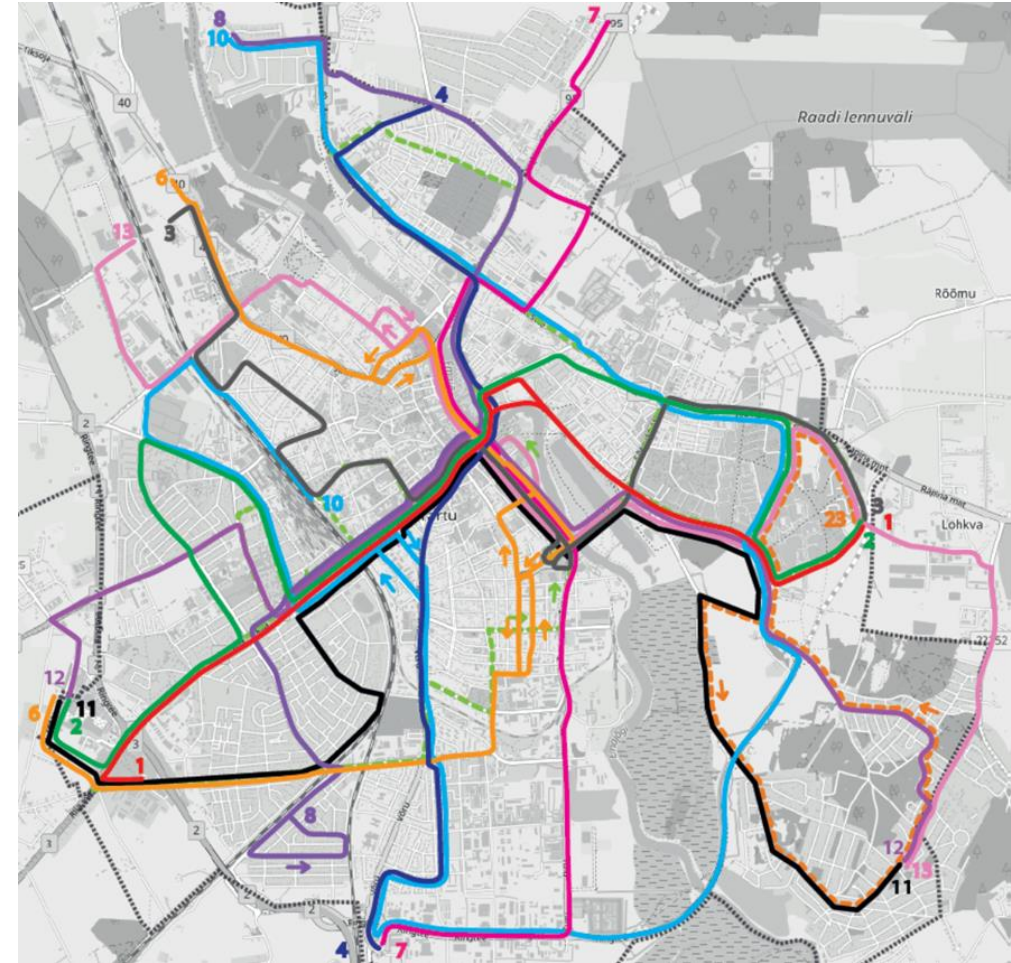
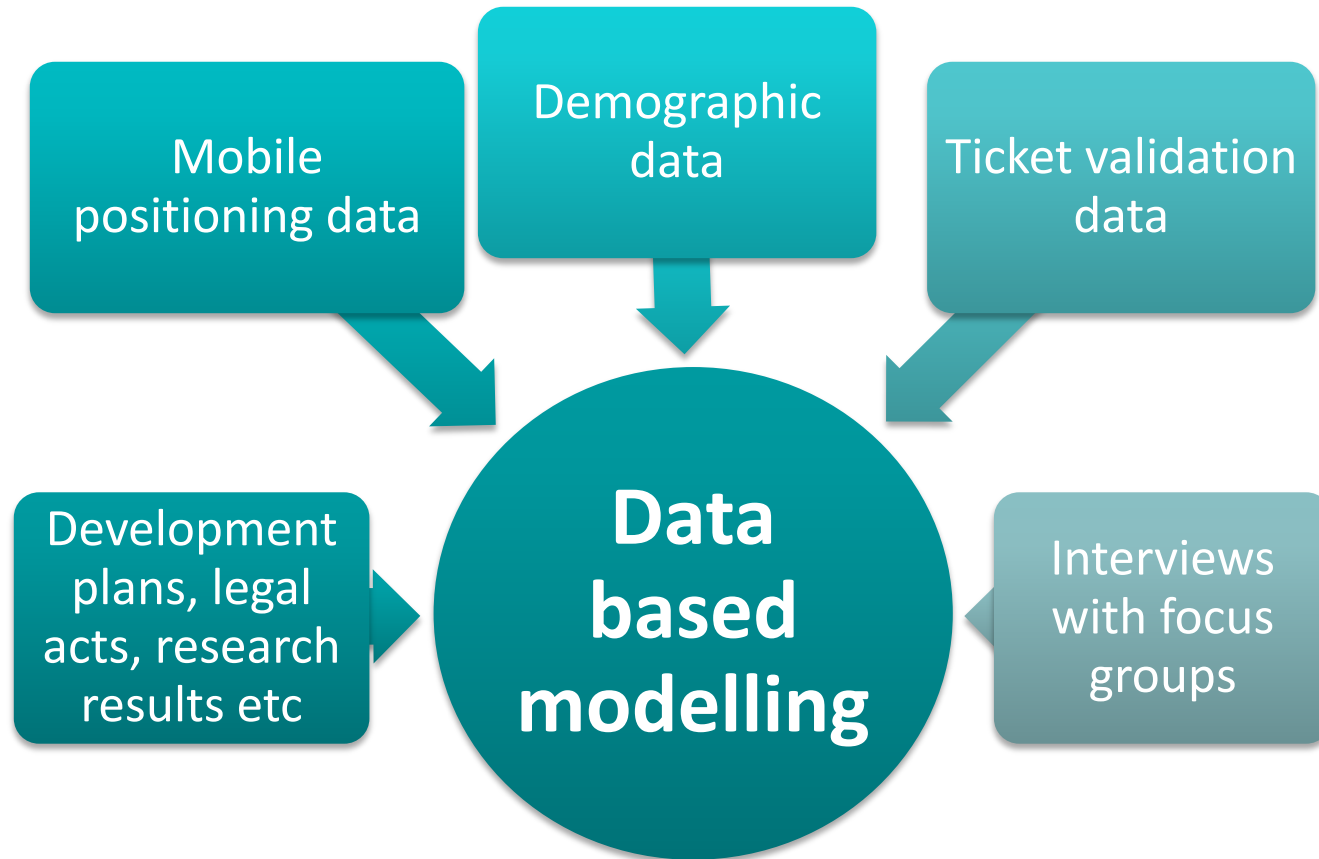
## Tactics:

- **Collaboration with private sector**
- **Collaboration with universities**
- **Collaboration with neighbouring municipalities**
- **Data-based management**
- **E- & M-services**



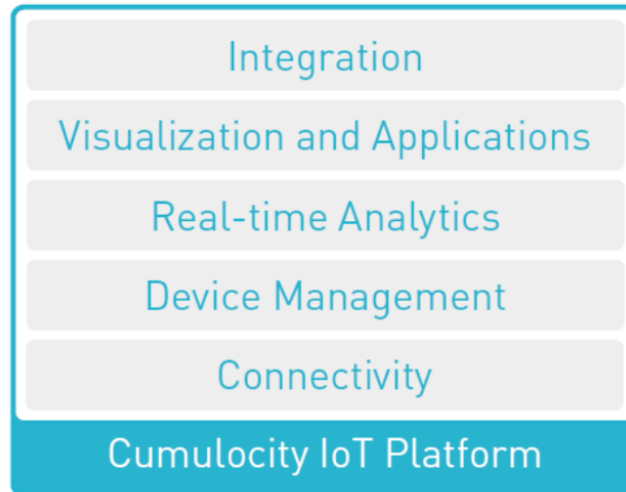


# Collaboration with WSP Finland & Positium – new bus line network for Tartu



# Collaboration with Telia – collection, analysis and opening of IoT data

## Cloud based IoT & M2M Platform



all verticals – all use cases – all networks





**AURA Water Centre (100%  
owned by City of Tartu)**

**Renovation of technical  
systems based on Energy  
Saving Performance Contract**



# Challenge#5: Make everybody speak about Tartu

## Tactics:

- Smart City branding
- Outstanding projects





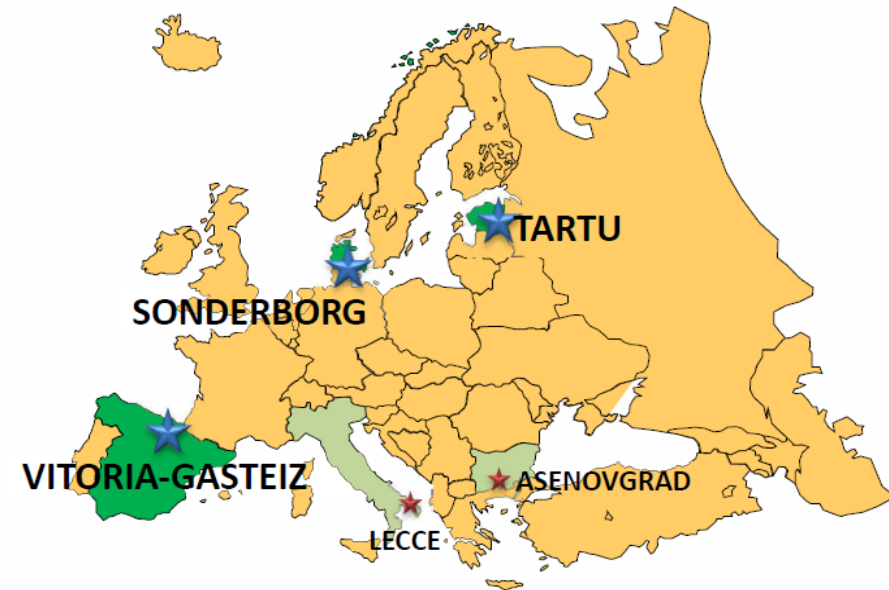


European  
Commission

Horizon 2020  
European Union funding  
for Research & Innovation

smar+  
en  
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- Initiative „*Smart cities and communities*“
- 42 proposals were placed, only 4 are funded
- Project period: **Feb 2016 – July 2021**



**TARTU – the first and only SCC Lighthouse from Eastern Europe**







**You are always welcome to Tartu!**