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

4 JUNE I RIGA, LATVIA
Co-creation of sustainable Tartu

Raimond Tamm
Deputy Mayor
City of Tartu
Challenge #1: Decreasing number of inhabitants & urban sprawl

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

Strategies:
• Creation of exceptional living environment
• Attracting of new businesses and jobs
• 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

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

Strategy:
• Creation of exceptional business ecosystem

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

Citizens & Users

Companies

Universities

Smart City Lab

Cities

Science Parks

Ca 30 members from private, public and academic sector

SMART PRODUCTS
Digitalization support measure for manufacturing companies in Tartu county

Ranking within EU28

- Digitalization of public services: 1
- Use of internet: 6
- Digital skills: 10
- Digital infrastructure: 18
- Digitalization of businesses and e-commerce: 21

Leader of digitalization in the public and civil space

Lagging on digitalization of businesses and infrastructure
Challenge#3: External transportation connections

Tactics:

• Procurement for international flight connection

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

Tactics:
• Collaboration with private sector
• Collaboration with universities
• Collaboration with neighbouring municipalities
• Data-based management
• E- & M-services

Strategy:
• Co-creation and collaboration with other sectors
Collaboration with WSP Finland & Positium – new bus line network for Tartu

Data based modelling

- Mobile positioning data
- Demographic data
- Ticket validation data
- Development plans, legal acts, research results etc
- Interviews with focus groups
Collaboration with Telia – collection, analysis and opening of IoT data

Cloud based IoT & M2M Platform

Cumulocity

Connect to Innovate

Integration
Visualization and Applications
Real-time Analytics
Device Management
Connectivity

Cumulocity IoT Platform

all verticals – all use cases – all networks

Telia

smart city
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
• 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!