WELCOME

Digital Cities

Empower city businesses, mastering multi-source city data

WELCOME promotes a participated model for crowd monitoring at city scale and the empowerment of urban ecosystem with awareness on city dynamics. It offers personalised analytic solutions to drive decisions, strategies and economic impact assessment.

WELCOME supports citizens leading business activities in crowdsourcing and accessing knowledge on city dynamics impacting on their activity. They can gain awareness of passages, transformation rate and insights on people presences and composition, assess trends comparing with the city, improving their attractiveness and positioning accordingly, contributing at the overall transformation of the city.

Administrations are empowered with solutions for crowd dynamics monitoring benefitting from reduced infrastructure costs, assessment of their economic impact leveraging on analytics based on multi-layered urban data, tools fostering collaboration and information sharing.

eitdigital.eu

 @EIT_Digital

EIT Digital is supported by the EIT, a body of the European Union

Driving Europe's Digital Transformation

Competitive Advantages

The Solution:
- Comprehensive and cross-sourced Multi-Scale data analytics
- Includes both Real-Time and Post-Hoc Results.

For Cities:
- Participated business model (reduced infrastructure set-up and maintenance costs)
- Capability to monitor crowds and assess economic impact on the city
- Solution fostering collaboration between institutions and businesses
- Improved city liveness, attractiveness and economic fabric

For Business Activities:
- Business Potential, Positioning and Appeal assessment and comparison
- Support to Decision-Making and Planning

Target Markets

- City Administrators and Urban planners
- Tourism and Marketing Offices
- Commerce Districts and Consortiums/Associations
- Real Estate, and Commercial Landlords
- Events Managers
- Start from Italy and The Netherlands

Status and Traction

- Builds on CrowdInsights infrastructure and piloting cities in Italy and the Netherlands
- Further negotiations with new piloting cities
- Co-Design contributes from City Stakeholders and Commerce Districts
- Leverage on rooted market presence in local communities in the Netherlands and Italy

Road Map

2017-H1
- Local stakeholders' involvement (starting from consolidated)
- Analysis of the participated Business Model.
- Integrate data collection from IoT in Point of Interest
- Highlights extractions form city data
- Improvement of city monitoring solution and verticals
- Design improvement of customer services (personal and collaborative)

2017-H2
- Go-To-Market strategy completed
- Product Business Cases activated
- City verticals Integrated
- Piloting of Improved Collaborative Service
- Products sold on the market
- Marketing and dissemination actions

Connect

Michele Vescovi,
(Activity Leader) - TIM
e: michele.vescovi@telecomitalia.it
t: +39 331 6323 099

FLUXEDO

Fluxedo
(Business Champion in Italy)
e: welcome@fluxedo.eu
t: +39 333 7192 500

CHAINELS

Chainels,
(Business Champion in the Netherlands)
e: welcome@chainels.com
t: +31 15 3642 667

Location

WELCOME
c/o EIT Digital
via Sommarive, 18 - Povo
38123 – Trento (ITALY)

Partners
TIM, Politecnico di Milano, TU Delft, FBK, TeamDev, Fluxedo, Chainels
and the support of Olivetti

WELCOME

www.city-welcome.com
🐦 @city_welcom

*WELCOME is an Innovation Activity proudly supported by EIT Digital
and linked to CrowdInsights (www.crowdinsights.eu)*