

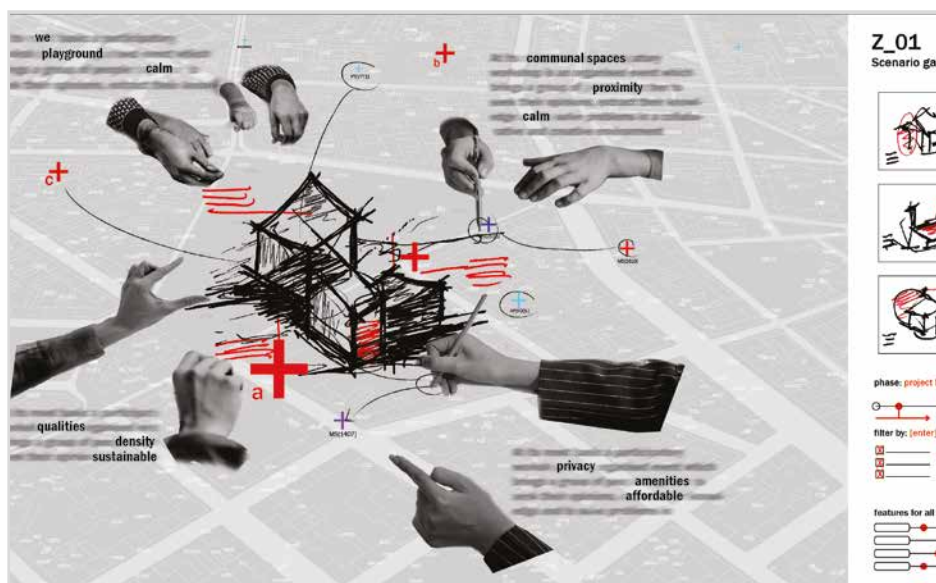
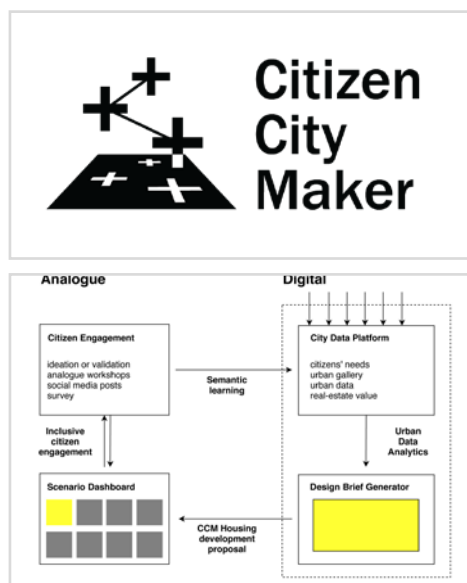
Digital Cities

# Citizen City Maker



STARTUP CREATION: CITIZEN CITY MAKER (GERMANY)

PARTNERS: TU Berlin (Germany), Engineering (Italy), Expert System (Italy)



## Generating data-driven housing scenarios

CCM family product is a data-driven platform that assists housing market stakeholders and city authorities in the planning, designing and execution processes by achieving timelier efficient, socially inclusive, and economically sustainable developments.

The current sustainable housing and real estate markets are suggested by a disparity between adequate demand and supply, mainly due to late citizen engagement in traditional planning processes; disparate and misinterpreted urban and demographic data; and miscommunicated and conflictual interests between stakeholders. The CCM responds to these lacunae by proposing (3) phase-specific approaches to improve and accelerate new and existing housing projects.

As a reference, the real estate developer can receive design scenarios from a data catalogue of public feedbacks at an early conceptual phase; thus, addressing citizens' demands within a shorter timeframe, with fewer conflicts, and higher acceptance rate. The overall goal is to support all stakeholders in productive negotiations and executions under one analogue-digital platform in accordance to EU housing policies.



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## Competitive Advantages

- Maximization of occupancy rate by matching supply to demand;
- Digitalization of stakeholders' interactions to enable faster negotiation and execution time;
- Early-stage participatory / feed-back processes using semantic learning + sentiment analysis to give more decision power to citizens;
- Integration of curated urban and demographic data on one platform, accessible and comprehensible to all stakeholders;
- Gamification methods to engage interest and foster dialogue between all stakeholders;
- Interactivity and flexibility of design parameters to offer an array of real-time solutions, easily understood via scenario dashboards.

## Target Markets

- State-owned housing associations
- Private real estate developers
- City authorities
- Concerned stakeholders (e.g. citizens)

## Status/ Traction

The product family CCM collects an expansive amount of accessible/available data about the customer through the integration and adaptation of already developed technologies by our team, in respective order:

- TU Berlin with its "Urban Gallery" (UG), a data-drive platform containing a data sets of text-based information from existing online/offline citizen engagement, and its first-run front-end "UI Dashboard" and "City Scenario Generator" CSG);
- Engineering (ENG) with its Data Visualization and Analytics tools for urban data processing of CDP and CSG.
- Expert System (EXP) with its Cogito Intelligence API, a deep semantic learning software that analyses natural language contents stored in the "City Data Platform" (CDP) and develop the ML Engine for CDP and CSG;

## Road Map

### 2020

- improvements in semantic analysis technology software (English)
- Hosting of analogue and digital workshops

### 2021

- Berlin prototypes in dual language (e.g. English and German)

### 2022

- Prototypes/first runs beyond the city of Berlin
- Implementations in other EU cities (scalability of project).

## Leveraged Technologies

The technologies have been developed and proven in the H2020/EIT projects CEDUS (by ENG), SSD (by TUB), COGITO Intelligence AP (by ES). The innovation lies in the combination of semantic ML technologies with state-of-the-art citizen engagement methods. The MVP will be made up of a set of dashboards and APIs to guarantee a more organic and homogenous solution to exchange data and information to pass from an analogue/physical workshop to digital data ones.

## Contact



**Prof. Raoul Bunschoten**  
Activity Leader

e: [raoul.bunschoten@tu-berlin.de](mailto:raoul.bunschoten@tu-berlin.de)  
t: +49 (0) 30 31421934 (sekr.)  
Strasse des 17. Juni 152 | 8th Floor,  
Room 805 | 10623 | Berlin | Germany



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