

Philips Lighting University

Question	Response
When do you think internet security issues will be sufficiently solved to allow true smart cities?	I don't see internet security as a show stopper. If it is, we are holding cities to a higher standard than any other industry or domain. Most people do internet banking. We file our taxes online. We shop online. And, many people date online. Cities must protect their infrastructure and applications with the most recent technologies, and train their executives and employees in the latest best practices for data management and governance. Improving data maturity in cities is a top priority and a pre-requisite to them truly becoming smart.
What is the most significant technology add on for smart cities: sound, traffic, environmental etc?	The most significant technology add-on is data and its use to improve city operations, service delivery and "customer" experience – whether individuals or businesses, residents or tourists.
moving towards smart cities planning, esco is very a crucial role. What could the possible business models of them to help realized smart cities?	Several vendors use outcome based pricing, similar to an ESCO model, to facilitate technology adoption and smart city initiatives. They take a benchmark prior to deployment of the new technology and then monitor improvements in the metrics and costs over time. The vendor guarantees the projected improvements and cost savings to facilitate 3rd party financing.
Hi Jennifer, its true that to build a smart city, its key that the various departments collaborate, but that is the biggest challenge that we have - people outside lighting in cities are not willing to speak to a Traditional Lighting manufacturer	Overcoming this reluctance to collaborate requires leadership – a top down mandate for change. We've seen the need for this with CCTV cameras. Emergency services, transportation, parking and others can benefit from a coordinated initiative, a shared service. Failure results in overlapping initiatives and duplicate spending. Take the issue to the top!
Governmental entities utilizing data number seems dismal, are they deficient in training of staff?	Agree that improving data maturity should be (and is for many) a top priority.
Which city right now do you think is making the best they can and becoming a smart city? or Which city we could copy?	Many cities have adopted smart city initiatives. The first step is to identify your "pain points" or the priorities of your citizens. One city started with a survey of citizens asking them (1) which services they used the most and (2) which ones were the most onerous. The city prioritized the most frequently used and most difficult services to improve their citizen experience. There are a number of other strategies for capturing citizens input. Before you pick a model "smart city" you need to know what kinds of initiatives you need.
What If the company that has the smart data got hacked, wouldn't the data ownership become an important issue?	Responsibility and liability can be worked out contractually.
On first thought, Smart city is for few people who can afford it. So are there any simple actions to make smart cities economically feasible ?	Citizen engagement doesn't have to be costly and that is a first step toward becoming "smart." Prioritization of projects based on need and feasibility also ensures that resources are not wasted with a plethora of proofs of concept.