Report dialogue: Smart Cities

The digitization of our society is becoming increasingly far-reaching and rapid. But how do you ensure that all that digitization doesn't make you take your eye off the human dimension? KPN, as an ICT player and the one and only green connector from and for the Netherlands, is also at the center of that society. We take responsibility for various social issues. Themes that are at the heart of our company and where ICT is an important driver for bringing the Netherlands, together with others, really further. Everyone's opinion, experience and expertise are of particular value to us and provide great insights. A good dialogue with our stakeholders is therefore essential.

This is the report of the dialogue of the Smart Cities theme

The possibilities of the smart city appear endless. By using technology and data, we are able to quickly create livable cities that are clean, safe and free of traffic and noise pollution. So while the inhabitants of a city benefit a lot from it, they also have to make some concessions. First of all, city dwellers must be prepared to share their personal data. The more data, the more successful a smart city will be. They also have to accept that decisions in cities are increasingly being made by technology and less by policymakers with whom fellow city dwellers can engage in discussions about the environment they live in. What are the opportunities and threats that face us as we develop successful smart cities, without losing sight of the individual human aspects??

Participation op representatives of the following organizations

Amsterdam ArenA	Gemeente Utrecht
Amsterdam Economic Board	Pakhuis de Zwijger
EY	Saxion Hogeschool
Ericsson	The Venture Generator
Floriade	TNO
Gemeente Amsterdam	University of Amsterdam
Gemeente Den Haag	YES Delft
Gemeente Rotterdam	

Representation on behalf of KPN

Maximo Ibarra	-	Board of Management KPN
Martijn Koning	-	KPN
Willem Offerhaus	-	KPN
Hans Etman	-	Moderator
Silvana Lefel	-	Note taker

The definition of a Smart City

In a Smart City digital technology is integrated in a city environment. The technologies help to improve our everyday lives and make it able for everyone to participate in our society. It becomes more inclusive and more convenient. In a Smart City people, planet and profit are in balance and technology facilitates it. It makes a city livable with clean air and a green environment. It also reinforces cooperation between people, organizations and other establishments.

Furthermore, in Smart Cities it is not just about efficiency anymore. Extracting and using data becomes a business model and Smart Cities facilitate that. At a certain point the discussion will not be about efficiency and the applications of technology, but about ethics.

Also, Smart Cities will change the way we live. It will hack our lives as we know it. Life hacks from the past were products such as color TV, in home internet, computer, telephone, Walkman, mobile phone and telefax; many of us mention connectivity technologies. Even though we cannot imagine it anymore, but these products once changed our lives and we did not know they would. Are we at the beginning of such a change? And how will it hack our lives today?

On our way to a Smart City

It is difficult to point out a Smart City. However, you know you have once been to a Smart City the moment you realize you are not in one. It is easy to get used to different smart services, like finding your bike with GPS on a busy street or tracking free parking space with your mobile phone. We do not recognize these conveniences when we have them, but we miss them when they cannot be used and it almost seems like we cannot do without anymore.

Therefore, it can be stated that many smart services are already available. However, there are still tests to be run. For example the application of 5G is still in a testing phase. Also, exchanging energy with our neighbors is not a common occurrence yet. And of course there is the issue of safety and security.

To the limits?

As stated earlier, a Smart City will make our lives more convenient. However, the downside is that you have to be connected to be part of it. This means that the lives of the rich and young will become easier and the lives of the poor and old will not. Just because they have a bigger change to become disconnected from the Smart City. Loneliness already is an issue. Therefore, we have to add new layers to our society. In the previous industrial eras we did something similar, we invented unions to stand up for everyone's right. If we try to stay in these old habits, there is no inclusiveness in the new world.

Also, the technologies in a Smart City become so convenient that we cannot live without them anymore. For many people it is difficult to switch of their smartphone for a day. Therefore, the constant need for information is important. People want to be able to check their bank account multiple times a day. Also, tuning in to the digital world helps in awkward situations. When you are in

a room full of strangers, your smartphone makes your life easier. Looking at your phone is now the new normal.

Ownership and entrepreneurship

Nowadays the top 5 largest companies is different from 10 years ago. The changes go faster and accelerate, so are we able to keep up? One of the biggest issues here is the issue of trust. Everyone will give their data away for free. The question however is whether participants have the choice to keep the data to themselves. Or does that immediately mean you will exclude yourself from smart services and with that the society? It can be stated that companies like Facebook, Amazon and Google have too much power. Perhaps we need these companies to aid globalization from a central perspective, but we need Smart Cities for decentralization, so we improve life and create a better society.

Several solutions that deal with the issue of trust are claimed, however not one is solid enough for everyone to agree on it. Blockchain, for example, can help us to create trust. Also, privacy as a service is mentioned. Here you can use the service for free and if you want to keep your privacy you have to pay for it. Furthermore, the government should play a role in this. Regulations help us to create a trustworthy environment. That is not different from an analogue situation. However, sometimes it is difficult to measure what the impact of these regulations is.

Next step and commitment

Originally KPN was owned by the government, which still reflects on its reputation. When it comes to trust from society, this reputation is one of the most valuable assets of KPN. This is what KPN has in favor of the large and foreign corporations like Google. Therefore, KPN has to be very careful when it comes to damaging that reputation by using data to improve its services. To live up to that reputation KPN has to listen to its customers and constantly check how they want KPN to act. Many companies deliver what they promise, but forget what their customers ask for. So stay connected to your client and their wishes.

Furthermore, it is important for KPN to provide inclusiveness with its services. Currently many people are not able to participate in society due to their age, illness or disabilities. Digitalization can make their lives easier and include these people into society.

Besides that the question comes whether KPN should provide services besides its core business of transporting data. Transporting data is very important, especially in the future when not only people but also things are connected with each other. It is a big advantage for platform operators to also provide services, simply because they will literally have all the data.

Finally a few keywords that sum up the essence of a Smart City:

- Efficiency
- Convenience
- Safety
- Health
- Good place to be
- Interactive
- Fun
- Sustainability (people, planet, profit)
- For everybody
- Fulfilling your needs
- Personalized
- Smart society
- Clean
- Smart people
- Involving nature
- Free internet

Wrap-up by Maximo Ibarra

KPN should do what people expect it to do in order to keep its good reputation. When KPN does not do its job, there is no more connection and the rest of The Netherlands will be less efficient. With this power KPN should create a better society and help to make it green again. In this case technology is key and will support this. This makes us optimistic about the future of our society. Life becomes more inclusive, it is for all the people. The role of KPN in society is to focus on being the real partner. People want us to be honest and tell it straight to their faces, because people look at the facts and not necessarily at what they want.

Currently our struggles are with the speed of technology. It is about improving our lives, but we have to make sure it is for everybody and it is safe. At the moment we are not 100% percent aware of what will be there in the next 10/15 years. When we discuss Smart Cities, we talk about the intelligence of a city. We get very excited about it, which then raises questions. These questions eventually need to be answered, because we cannot go back and live without these smart services. In the past we could share what we wanted when we wanted. These days it is shared anyway, whether we want it or not. One of the key elements of this discussion about Smart Cities regards trust. Nowadays we take trust, transparency and democracy for granted, but it belongs to all of us.