



Digital public services: insights from the German city of Pirna

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- 1. Introduction: The city of Pirna**
- 2. Approach to smart city concept**
- 3. Concept development process**
- 4. Lessons learned so far**

1. Introduction

The city of Pirna



38.000 inhabitants
Saxony · Czech border
· Elbe river valley ·
Tourism and services
sector



2. Approach

Why a smart city concept in Pirna?

- Active role in shaping digital transition in administration and city
- Existing single measures without a clear objective

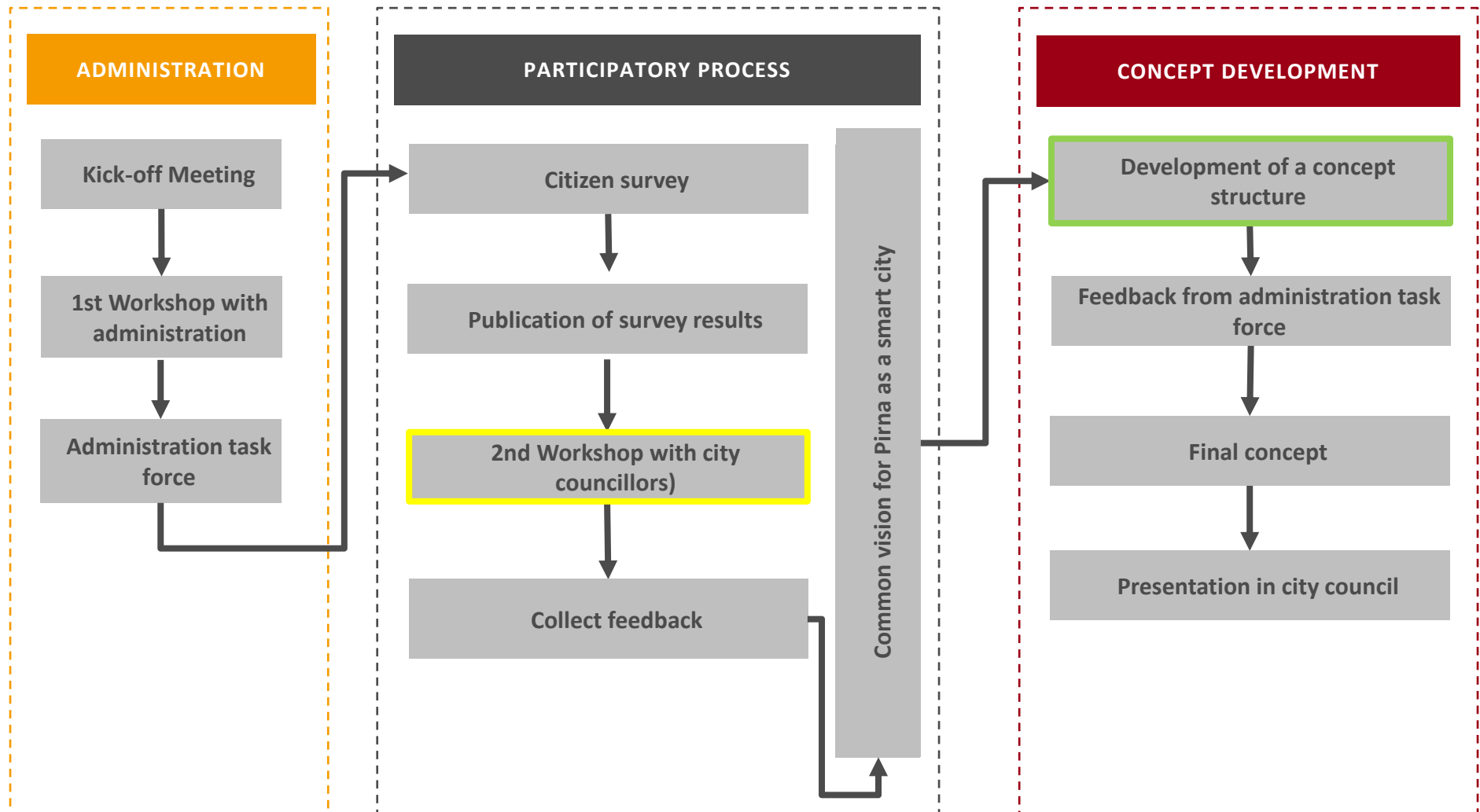
Goal: Participative and intra-departmental concept development

5 Focus areas:

- Public administration
- Citizen participation
- Marketing & tourism
- Mobility
- Energy & environment

3. Concept

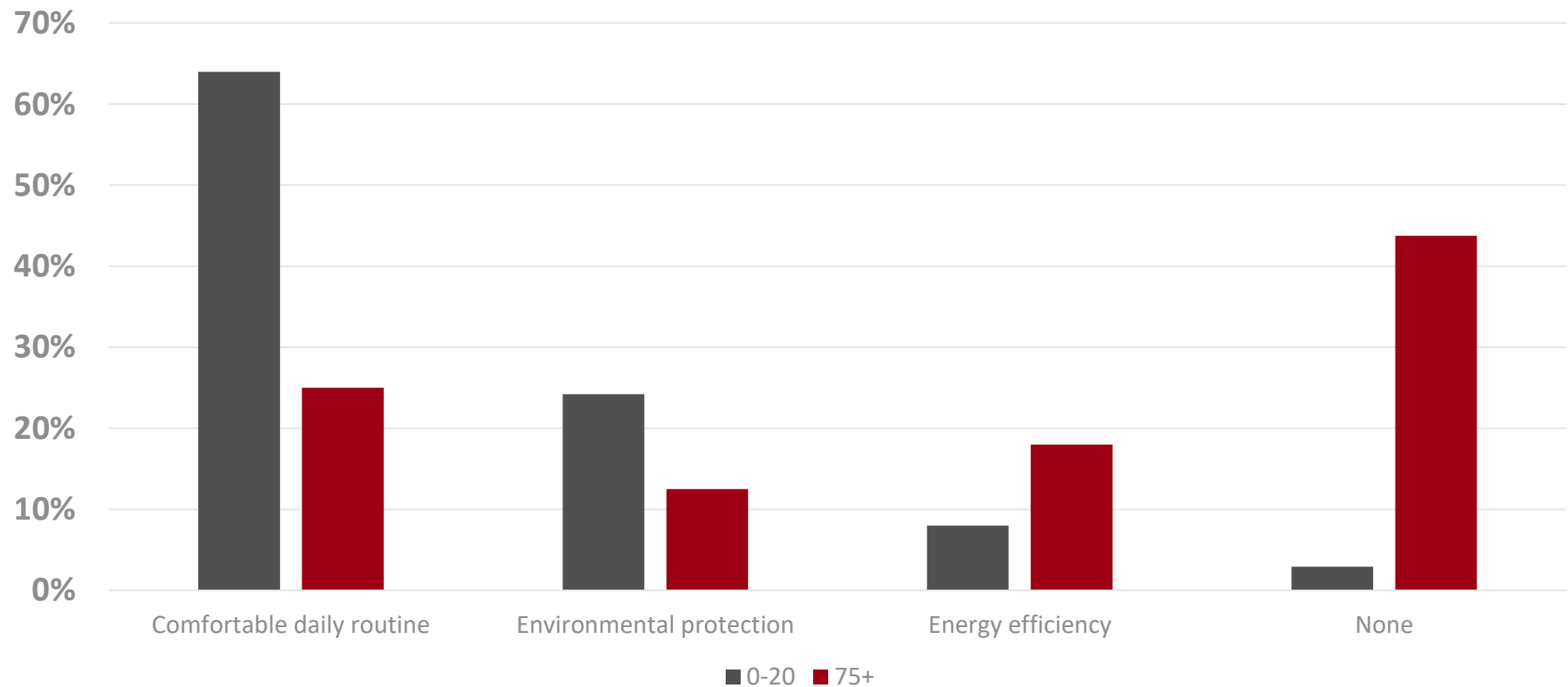
Process development



3. Concept

Preliminary results from administration and citizen survey

Expected positive effects of a smart city



3. Concept

Preliminary results from administration and citizen survey

- Age cleavage in citizens' priorities and expectations
- Enhancing the quality of life as a major goal of a smart city
- High demand for smart public services
- Capacity building needed in the administration
- **Pragmatic** rather than visionary approach (cost-benefit analysis)
- Need for tailored solutions

4. Lessons learned

- Positive feedback from administration workshop and citizens
- Involving all affected admin. departments and companies in the process is key
- Reluctance of certain actors to participate (e.g. transportation company)
- A solid base of data and information is crucial to develop a tailored approach

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