European Union – World Cities
City Pairing Results
Melbourne and Hamburg Collaboration

Presentation in Canberra by
Michelle Fitzgerald, Acting Director City Strategy & Place, City of Melbourne
Thomas Jacob, Senate Chancellery, Head of International Projects
March 2018
Greater Melbourne introduction

City of Port Phillip:
Area: 20.7km²
Population
• Residents: 109,000
• Businesses: 7,600

City of Melbourne
Area: 37km²
Population
• Residents: 148,000
• Daytime: 903,000
• Students: 227,000
• Businesses: 13,000
Hamburg introduction

- 4.3 M Inh.
- 1 Metropolis
- 14 County Councils
- Int. airport
- Port:
  - No 14 worldwide
  - No 2 Europe
- Industry:
  - Aeronautics
  - Media
  - Maritime
  - Copper
Melbourne – Hamburg Collaboration

Invaluable government – academic partnerships

**Hamburg**
• City of Hamburg
• Senate Chancellery
• State Agency of Geoinformation and Surveying
• Spatial Competence Centre
• HafenCity University

**Melbourne**
• City of Melbourne
• City of Port Phillip
• RMIT
• University of Melbourne
• AURIN
• Resilient Melbourne
Melbourne – Hamburg Collaboration

Three phase prioritisation approach

Phase 1. Three Themes
May 2017

Phase 2. Two Ideas
October 2017

Phase 3. Two projects
March 2018
Melbourne – Hamburg Collaboration

Phase 1: Agreed **three themes** for collaboration (May 2017)

1. **Urban data platform** – sharing technology and data solutions

2. **Smart city urban / living lab** – sharing urban test beds with cultural heritage as a component / driver for smart city service developments

3. **Governance** - finding innovation solutions for smart urban planning

- Target outcomes from the collaboration:
  - Exchange information about strategies, policies, tools
  - Share best practice
  - Explore opportunities for joint research/ projects where there are common challenges or gaps
1. Urban data platform

Melbourne + Hamburg

3D Development Activity (3D DAM)

Pedestrian counting system

Land Use & Infrastructure Planning

CityScope 2.0/ DIPAS

Urban platform masterportal/ API

City Cockpit/ City Keys
2. Smart city urban / living lab

Melbourne

Queen Victorian Market Redevelopment

CityLab

Melbourne Innovation Districts

Hamburg

Smart Square

eCulture/ CityScienceLab of HCU

Smart City Lighthouse Projects
3. Governance

Melbourne

Open Data Platform

Census of Land Use & Employment

Smart Planning

Hamburg

Open Data

Organization of Digital Hamburg

Smart Square
Phase 2: Identify **two ideas** for potential collaboration (Oct 2017)

- Focus: overall principle of knowledge exchange and collaboration

- Identified two potential collaboration projects that bring together data, digital tools and community engagement to solve city problems:

1. **Community engagement via digital and data tools to co-design urban renewal areas**: consider trialling selected, relevant tools from Hamburg in Melbourne such as My SmartLife, City ScienceLab, Urban Labs, Citizen Cockpits, Smart Square to address community priorities and enhance citizen participation in city planning and development, e.g. For Melbourne Innovation Districts, Arden-Macaulay district

2. **IOT solutions for sound and security management at major events**: consider trailing MONICA (Management of Networked IOT Wearables – existing EU project) at selected City of Melbourne events to address sound and security issues, e.g. New Years' Eve, Moomba
Phase 3: Refine **two projects** for potential collaboration (March 2018)

Project 1. Manage City Disruption  
**Theme: Urban Data Platform**

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>To use digital and data tools to better plan and manage road closures due to major city projects (e.g. Metro and apartment construction) and improve customer experience of the city</th>
</tr>
</thead>
</table>
| **Key Issues** | Major construction projects causing road closures  
Impacts residents and visitors – pedestrians, cyclists, drivers  
Causes congestion, inconvenience, noise and safety risk |
| **Hamburg Expertise** | iBake – traffic management & sequencing  
IOT sensors  
City Cockpits  
Data governance & standards  
Hamburg HafenCity University competences into practice |
| **Melbourne Expertise** | Open data platform  
Resilient Melbourne  
CityLab human centered design  
University of Melbourne/AURIN  
World Council on City Data (Gold Status) |
| **Target Outcomes** |  
• Enhance community satisfaction  
• Reduce road congestion  
• Improve safety  
• Enhance digital standards and tools – open, secure & interoperable |
Phase 3: Refine two projects for potential collaboration (March 2018)

Project 2. Manage / Engage People at Events & Major Precincts
*Theme: Living Lab*

<table>
<thead>
<tr>
<th><strong>Opportunity</strong></th>
<th>To use digital and data tools to improve public event safety and customer experience</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Key Issues</strong></td>
<td><strong>Hamburg Expertise</strong> Running EU-project MONICA Safety and security Urban Laboratory Data governance &amp; standards Citizens engagement Tools and methods improvement</td>
</tr>
<tr>
<td>Growing audience numbers at public, city-run events</td>
<td>Hamburg Expertise Running EU-project MONICA Safety and security Urban Laboratory Data governance &amp; standards Citizens engagement Tools and methods improvement</td>
</tr>
<tr>
<td>Increased security standards</td>
<td>Melbourne Expertise Social media listening CityLab human centered design Open innovation competitions Melbourne Innovation Districts Queen Victoria Market Redevelopment</td>
</tr>
<tr>
<td>Customer complaints, e.g. neighbours and noise</td>
<td>Target Outcomes</td>
</tr>
</tbody>
</table>

**Target Outcomes**
- Continue to grow audience numbers
- Improve safety for participants
- Strengthen public identification
- Reduce security costs
- Raised efficiency of public services
Next steps

1. Validate potential projects with relevant decision-makers at City of Hamburg and City of Melbourne

2. Activation of funding sources
   • Own resources (MEL and HAM) – cash & in kind, subject to approval
   • European program Horizon 2020

3. Scope and commence projects over 2018-19, including:
   • Short-term exchanges of operational staff (2 weeks vice verse) for
     - Urban Data Management, standards & governance
     - EU-Project MONICA participation
     - Site/disruption management
     - City planning urban 3D model
   • Remote membership of Project Control Groups or Steering Committees
   • Signature of a formal memorandum of understanding