

/ Sharing members' experience

Good practices of the implementation and development of public mobile services in member cities.



/ Table of content

Editorial	3
Wireless technology	4/5
Good practices of several GCD member cities:	6
• Belo Horizonte (Brazil)	6/7
• Segrate (Italy)	
• Issy-les-Moulineaux (France)	
• Dubai (The United Arab Emirates)	8/9
• Riga (Latvia)	
• Bremen (Germany)	
• Metz (France)	10/11
• Cologne (Germany)	
• Helsinki (Finland)	
• Luxembourg (Luxembourg)	12 / 13
• Guro (South Korea)	14
Coup de coeur	15
Contact details	16



/ Editorial

The Information and Communications Technologies revolutionize the traditional ways of accessing information and providing new services. It is now largely acknowledged that services should be provided not only some hours per day but permanently; not only to a few but to all citizens; not only somewhere but everywhere: at home, on the streets, in any public places.

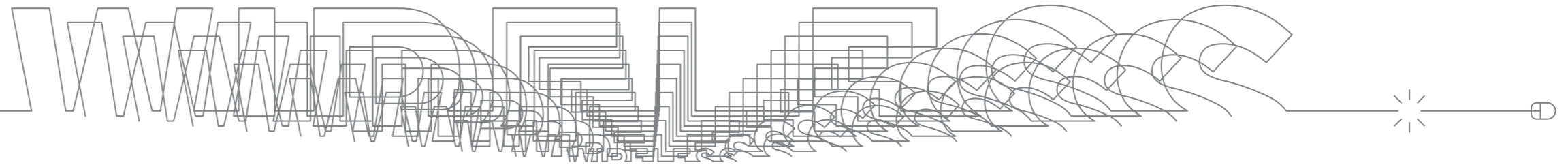
Citizens are increasingly aware of the tremendous advantage public mobile services offer and are open for using this new way to communicate with their local administration before finally adopting it in most cases. Nowadays, citizens expect to use mobile services in order to access services around-the-clock. Many local authorities have understood that this form of interaction has become an essential mean of communication and commit themselves to satisfy their citizens' needs. They are developing a wide range of challenging user-friendly public services, which are now assimilated in everyday life.

The members of the Global Cities Dialogue have been successfully implementing various public mobile services in their cities

over the last decade and are now sharing some of the knowledge they gained in this brochure. Cities benefit from learning from each other. They can exchange views on similar implemented projects or get inspired and take advantage of others' successful innovative ideas.

This brochure is therefore the outcome of a close co-operation between the GCD-cities accomplishing its design and content. It offers a valuable insight into the members' projects dedicated to mobile services, as well as a detailed description of the available infrastructure, the provided services and good practices. The brochure is an invitation to browse the subject and should be seen as an incentive for all GCD-members who would like to push the issue in their cities.

Members of the Steering Committee, involved member cities and their sherpas.



WIRELESS TECHNOLOGY IS DIVERSIFIED. HERE ARE SOME OF THE MOST POPULAR APPLICATIONS AND TECHNICAL INFRASTRUCTURE USED BY THE GCD-MEMBERS ACCORDING TO A STUDY CONDUCTED AMONG MEMBER CITIES IN 2008.

Global System for Mobile communications (GSM: originally from Groupe Spécial Mobile) is the most popular standard for mobile phones in the world. Its promoter, the GSM Association, estimates that 82% of the global mobile market uses the standard. GSM is used by over 3 billion people across more than 212 countries and territories. Its ubiquity makes international roaming very common between mobile phone operators, enabling subscribers to use their phones in many parts of the world. GSM differs from its predecessors because both signalling and speech channels are digital and thus is considered a second generation (2G) mobile phone system. This also means that data communication was easy to build into the system.

The ubiquity of the GSM standard has been advantageous to both consumers (who benefit from the ability to roam and switch carriers without switching phones) and also to network operators (who can choose equipment from any of the many vendors implementing GSM). GSM also pioneered a low-cost alternative to voice calls, the Short Message Service (SMS, also called "text messaging"), which is now supported on other mobile standards as well.

Enhanced Data rates for GSM Evolution (EDGE), Enhanced GPRS (EGPRS), or IMT Single Carrier (IMT-SC) is a digital mobile phone technology that allows increased data transmission rates and improved data transmission reliability. EDGE is generally classified as 2.75G, although it is part of ITU's 3G definition. EDGE has been introduced into GSM networks around the world since 2003, initially by Cingular (now AT&T) in the United States.

EDGE can be used for any packet switched application, such as an Internet connection. High-speed data applications such as video services and other multimedia benefit from EGPRS' increased data capacity.

UMTS/3G is the third generation of mobile phone standards and technology, superseding 2G. 3G technologies enable network operators to offer users a wider range of more advanced services while achieving greater network capacity through improved spectral efficiency. Services include wide-area wireless voice telephony, video calls and broadband wireless data, all in a mobile environment. Additional features also include HSPA data transmission capabilities able to deliver speeds up to 14.4Mbit/s on the downlink and 5.8 Mbit/s on the uplink.

In December 2007, 190 3G networks were operated in 40 countries and 154 HSDPA networks were operated in 71 countries according to the Global mobile Suppliers Association. In Asia, Europe, Canada and the USA, telecommunication companies use W-CDMA technology with the support of around 100 terminal designs to operate 3G mobile networks.

A wireless LAN, WLAN or Wi-Fi is a wireless local area network, which is the linking of two or more computers without using wires. WLAN utilizes spread-spectrum or OFDM modulation technology based on radio waves to enable communication between devices in a limited area, also known as the basic service set. This gives users the mobility to move around within a broad coverage area and still be connected to the network.

WiMAX, the Worldwide Interoperability for Microwave Access, is a telecommunications technology aimed at providing wireless data over long distances in a variety of ways, from point-to-point links to full mobile cellular type access. It is based on the IEEE 802.16 standard, which is also called WirelessMAN. The name "WiMAX" was created by the WiMAX Forum, which was formed in June 2001 to promote conformance and interoperability of the standard. The forum describes WiMAX as "a standards-based technology enabling the delivery of last mile wireless broadband access as an alternative to cable and DSL" (and also to HSPA).

WiBro (Wireless Broadband) is a wireless broadband Internet technology being developed by the South Korean telecom industry. WiBro is the South Korean service name for IEEE 802.16e (mobile WiMAX) international standard. The speed on most wireless networks (typically 1-108 Mbit/s).

/ Good practices of several GCD member cities:

BELO HORIZONTE / Brazil

"PORTAL OF SERVICES"

www.portal7.pbh.gov.br/portalservicos/



The Municipality of Belo Horizonte is engaged in the modernization of the services for the population. Therefore several projects are being developed following that line of thought. One of these projects is the Portal of Services of the Municipality of Belo Horizonte, which is a channel of information and interaction with citizens.

Primarily it aims to democratize access to information and municipal public services, improve efficiency and quality of services and continuously increase transparency in the actions of the government. The portal provides electronically information on municipal services offered to the citizens. It has a specific system content management that allows the insertion, queries, deletions and updates of data on services, ensuring the sustainability of information over time and the decentralization of responsibilities.



SEGRATE / Italy

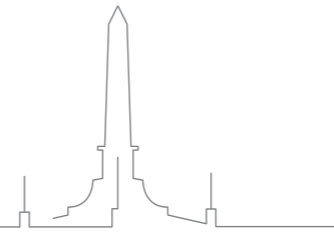
"SERVICES VIA SMS"

www.comune.segrate.mi.it/



The city of Segrate is located in the proximity of Milan and is well-known for having launched a significant number of information services.

These innovative services are delivered via short message service (SMS) and they range from administrative procedures to cultural events that take place in the city. The citizens can register by simply sending an e-mail or filling in a form and choose the services they are interested in and to which they would like to have access.



The Portal of Services covers all persons seeking for information about the municipal public services offered by the City Hall. Within the Portal, the services are classified considering three types of audiences: citizens, businesses and tertiary sector.

The portal of services represents a step forward in terms of information to the citizens, companies and third sector, because it gathers information about all services that the City Hall offers to its population in one single portal. Therefore the population gains in agility and transparency and the City Hall can more easily register and monitor the requests of the citizens.



More than 3,000 citizens make use of this service with highly satisfactory results.

This modern action is one of the numerous ICT projects developed and implemented by Segrate, which can bring essential contribution to the local development. The "Wireless Segrate" project, for instance, already set up dozens of Wi-Fi terminals in public places such as libraries, public offices, parks, being welcomed by the citizens of Segrate.

ISSY-LES-MOULINEAUX / France

"PUBLIC MOBILE SERVICES AND INNOVATIVE APPLICATIONS"

www.issy.com

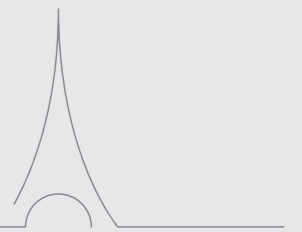


Being the first city to introduce wireless internet access points free of charge in Spring 2003, the city of Issy-les-Moulineaux set up a Wi-Fi network in autumn 2006. The objective was to give the opportunity to its inhabitants to easily access the internet from cafés, bus shelters or public gardens, as well as from the city hall or the media library.

Now there are two different outdoor Wi-Fi networks run by private operators. The setting up of these networks had been financed by fees for using these facilities and not by spending the tax payer's funds.

Along with the Wi-Fi network, Issy-les-Moulineaux proposes manifold SMS services to its citizens: Information on passports is being sent since December 2005 (a system to disseminate information related to national ID cards being already presented at the national level). From this date on, every citizen can be informed as soon as his or her identity papers are ready at the city hall, as well as other official document like proofs of residence or family record books.

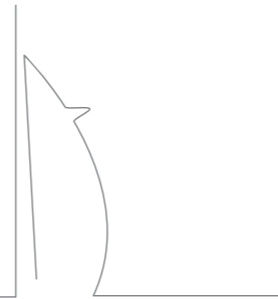
Further public mobile services delivered by the city administration for the benefit of all citizens are e.g.: the Internet broadcasting of City Council meetings with citizens' interaction or the participation in the Budget-Making process promoting citizens' input on local investment priorities.



Besides these general services concerning all citizens there are those designed for some specific subgroups like Smart Cards for students lunches, Cyber Kindergartens, Cyber Tearooms for older people or an online voting for neighbourhood councils and many more applications like weather and pollution forecast or an information point on upcoming cultural events.

As the chair city of the Global Cities Dialogue, Issy-les-Moulineaux seeks in a powerful manner to encourage average citizens to build a web-based way of life that actually strengthens their ties to the community.

DUBAI / The United Arab Emirates
 "LEADING INVESTMENT IN MOBILE SERVICES"
www.dubai.ae/en.portal



The city of Dubai eGovernment refers to the Government's use of Information and Communication Technology in order to provide government services to citizens, residents and visitors, to businesses, other government entities and government employees, by using multiple channels, in line with its vision of easing the lives of people and businesses interacting with the Government.

Since 2005, the city of Dubai has been one of the leading investors in the development of the public mobile telecommunication services. Through its m-Dubai portal, bi-directional communication services have been made available to the citizens. By sending a text message from a mobile phone connected to Wi-Fi, citizens can have access to a wide range of services. For example, they can seek information on flights from the Department of Civil Aviation or verify the status of their transactions at the Dubai Economic Department with regard to traffic fines payment or water and electricity bill payment. In only one year since its establishment, 140,000 messages were sent to the administration

by the citizens and 2,3 million text messages were exchanged between the administration and citizens.

The administration, through the same means of communication, can inform citizens about events, developments in different fields, etc. The citizens can also pay online for educational and professional courses through an eLearn platform as well as management courses at eTOM by using ePay.

Direct Debit is becoming another popular choice of ePayment thanks to the partnership between Dubai eGovernment and participating banks: Commercial Bank of Dubai, Abu Dhabi Commercial Bank & Union National Bank with others set to join. The account holders at any of these banks can use the convenience of a direct debit option.

The vision of Dubai's municipality is to ease the lives of people and businesses interacting with the government and contribute to establishing Dubai as a leading economic hub.



RIGA / Latvia
 "PUBLIC MOBILE SERVICES AND INNOVATIVE IT-APPLICATIONS"
www.riga.lv

Public mobile services and innovative IT-applications provided by the Riga municipality can be found on the "Riga City Portal (RCP)". The RCP offers a wide range of services helpful for different groups of users like tourists and inhabitants as well as for entrepreneurs and young businessmen.

Inhabitants are offered manifold online services with regard to different areas such as "Home and Property", "Health and human affairs", "Taxes", "Education", "Rights" and "Environment". The main tools to get authorized access to Riga city municipality portal are provided by the means of bank

BREMEN / Germany
 "JOURNEY OF DISCOVERY THROUGH BREMEN'S INNOVATIVE MOBILE LANDSCAPE"
www.mobile-solution-group.de



One of Bremen's objectives was to be among the ten largest technological sites in Germany by 2010. This has been achieved!

Mobile services, such as paying car park with cell phone or sending SMS to answer calls for proposals, is now an integrated part of Bremen's strategy relying on a strong co-operation between the public and private sectors providing more than 100 Wi-Fi hot spots covering the whole city and notably at the university. Bremen enjoys up-to-date infrastructure such as GSM, WiMax, UMTS and Wi-Fi.

A key institute positioning Bremen as a ICT leader in Germany is the University's Technology Center for Computational Science (TZI) concentrating most of its activities on mobile solutions, especially on computer-aided mobile applications. TZI has been implementing various leading European funded projects e.g. "wearIT@work", publishing reports and organising event for the last decade and gained precious expertise in this field.

In the context of the 32nd German Protestant "Kirchentag" held in Bremen in May 2009 a "Kirchentag 2009 App" has been created and offered by Bremen and one of its partners, i2dm, providing to around 300,000 visitors an interactive guide to several hundred events, organised by date, location or category. Event locations were displayed on a map that came preloaded with the App on mobile devices, in particular for iPhone. <http://apps.i2dm.de/>

Bremen's success in the field of mobile services is largely due to concerted action. Most of the city's mobile services are developed with local partners and within the "mobile solution group", which gathers around forty companies active in this field and several research institutes based in Bremen and Bremerhaven. These partners work together on the development of innovative projects and make thorough research for future projects.



authorizations, Mobile ID authorization (with mobile phones), a user name and password login (issued by the municipality) or an e-signature.

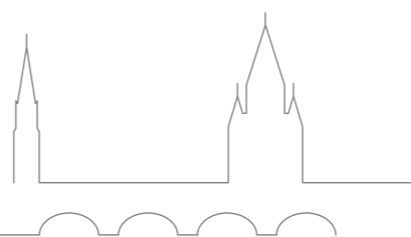
For everyone interested in politics, the RCP offers live broadcast of sessions of Riga city

council. The portal offers also a virtual tour of the historical centre of Riga - where one can find interactive 360° panoramic photos with descriptions about Riga's history and architecture, as well as 3D models of the most significant architectural monuments of Old Riga.

METZ / France

"MOBILE PAYMENT - EASY PAYMENT PLATFORM"

www.mairie-metz.fr/



Metz is the capital of Lorraine and is situated near Germany, Belgium and Luxembourg. As close to Paris as it is to Frankfurt, Metz is truly a European city.

It was the first major city in France to open its own web site in 1995 and since then, it has been developing an innovative set of actions aiming at a "better way of life" for the citizens, tourists and professional visitors.

The biggest public "Internet access point" was opened in 1999, including free high speed access to internet, dedicated training and support in all its 30 stations. Metz is also the main sponsor of Norapolis, a festival of multimedia arts which, every year since 2003, proposes live events and indoor exhibition, including content made locally by elementary schools.

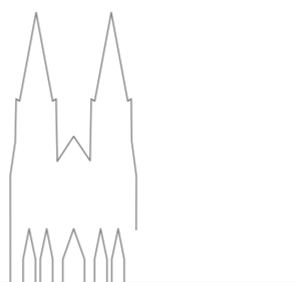


The city of Metz has developed a successful partnership with Internet operators,

becoming one of the few cities in France to be able to offer FTTH (Fibre to the home) to citizens, Wifi on the squares and inside public building and FTTB (fibre to the building) for professional use.

New services are about to be launched, using mobile phones as an easy payment platform. First service will concern parking but it should be expanded to most city services, including sport, culture, bike rental, etc. Therefore, Metz aims to become a national experimental platform for mobile payment.

This evolution is continuing and reinforcing the move towards a service-based economy which has been picking up speed in the region. It reflects the dynamic and enterprising spirit of the local population.



COLOGNE / Germany

"USING PARKEON FOR MOBILE PAYMENTS"

www.dubai.ae/en.portal



Since late 2006, the city of Cologne has been offering mobile payment for its parking meters. In partnership with NCS mobile payment bank GmbH and its "Crandy" system, "Parkeon", a global leader in parking systems, has offered the ability to pay parking tickets using a mobile phone.

The user dials a telephone number, enters the parking meter code, and sees their balance in euros on their screen.

They select how long they intend to park and then receive their ticket. NCS authenticates the transaction and then dispenses the selected

HELSINKI / Finland

"HELSINKI SERVICE MAP: OPENESS AND TRANSPARENCY"

www.hel.fi



The Helsinki Service Map is a comprehensive map-based service, which is located on a Data master File of the city's physical service points and offices. It combines all public services provided by the city and part of the private third sector services. Users are able to search the location of over 3.000 public building, offices or service points and to find information about the services provided.

Information of the service point is also combined with e-Services, public traffic services and web sites of each service provider. It also enables mash-up applications: the service data can be utilized via KML interface in other map applications as well, provided for example by city quarter associations, research projects, entrepreneurs or NGOs. In this way the data provided by the municipality can be utilized in various map-based websites, thus enhancing the production of innovative applications and multi-actor services.

The Helsinki Service Map is based on a broad integrated databank that makes it possible to combine citizen feedback with the official high quality data provided by the city. Citizen can give feedback, proposals and ask questions related directly to the

municipal service point. Both the feedback and official's answer are published, creating an open discussion that can be commented by other citizens too. This application of social web challenges the municipal governance to develop their services through direct dialogue with the citizens.

The service map has proved to be a good platform for the citizens to state out errors and deficiencies in both the map and the services they use. Also the municipal officers have benefited from the Service Map as for the first time they can examine all the city's services and their information on a single web-based platform. The experiences of the interactive discussion forum have been quite positive: the city appears more open and transparent when answering publicly to the questions of the citizens.

The Service Map will be a platform for many other kinds of data in the future. Next challenges refer to the integration of accessibility data of the city's service points as well as the data related to different happenings and events organized by the municipality. The Service Map also enables web-based administration of city's premises.



Helsinki

rate to the customer's Crandy account. To avoid discouraging login procedures, users who wish to use the service for the first time must simply call the parking meter to activate their Crandy account and receive a half-hour credit. This new electronic money service offered by the city of Cologne has a larger

scope in integrating with other applications, like mobile payments for vending machines and ticket machines.

IN 2008, DURING THE ANNUAL MAYORS' SUMMIT IN LYON, FRANCE, THE CITY OF LUXEMBOURG SUGGESTED ONE OF THE THREE THEMES OF THE ACTION PLAN 2009-2010: MOBILE GREEN CITY AND ITS PUBLIC SERVICES. THE MUNICIPALITY OFFERED TO SHARE ITS EXPERIENCE AND TO LEAD AN ACTION ON THE ITEM MOBILE GREEN CITY. THE CHALLENGE IS NOT ONLY TO REDUCE ENERGY CONSUMPTION BUT ALSO TO UNDERSTAND HOW MOBILE TECHNOLOGIES CAN IMPACT ON OUR DAILY LIFE AND TO OPTIMISE OUR BEHAVIOUR.

CALL2PARK®

CALL2PARK® is a pay-by-phone parking system for public parking spaces in the City of Luxembourg. Electronic parking ticket can be ordered using the mobile phone and pay with a credit card. Prior to using the mobile phone parking system, motorists just need to complete a registration process.

Once the user completed the registration process, a special vignette is issued which is to be displayed behind the car's windscreen. This vignette indicates that the motorist uses the CALL2PARK® system, so parking attendants can check if the user has an electronic ticket.

When parking or leaving the parking space, the user only has to send an SMS in a predefined format from a registered mobile phone or call the voice server. The system will immediately return an SMS confirming the issuance of a ticket and then will calculate the fee and debit the amount from the user's registered credit card.



SMS4Ticket®

SMS4Ticket® is a public transport payment system offered by the municipality. Bus tickets can be bought via mobile phone by sending an SMS to the provided number. The system then sends a confirmation and the transport fees are debited to the user's mobile phone bill. This service can be used without prior registration.

Should a ticket inspector want to see the users' ticket, he just asks to see the confirmation SMS.

P8BYSMS

The City of Luxembourg offers electronic services on its homepage, which are provided within the framework of the virtual e-Bierger-Center. Some of these services are subject to a fee, not higher than 2€. Most of the electronic services are offered on the basis of electronic payment for small amounts (micropayment) P8BYSMS ("Paid By SMS") – a solution built on existing infrastructures as well as on up-to-date and known technologies.

P8BYSMS is a mobile phone-based electronic payment system, offering the opportunity of effecting payments by SMS. This solution for micropayment by SMS is a joint development of the City of Luxembourg and proprietary companies.

HOTCITY / A Wifi-based local wireless network.

By the end of 2010, this network will have 500 access points and will provide wireless Internet connectivity on the entire territory of the City of Luxembourg. HotCity is Europe's most sophisticated local Wifi network addressing all inhabitants, visitors and tourists as well as internal services of the City.

HotCity is the masterpiece of the City's very tangible realization of its new brand image and is mainly based on the following values: Innovation – Transparency – Durability – Dialogue.

In this regard, HotCity is far more than a mere Internet access. All users will benefit from the leveraged functionality offered by the following HotCity applications:

- › **nAutreVille** is a neighbourhood application aimed at the inhabitants of the city quarters of Luxembourg offering the opportunity of sending and receiving multimedia messages in a virtual mailbox (Wifi access point);
- › **Find my friends** is an application that allows users to find and contact friends in the City (via text messages and phone calls);
- › **112** is an application based on push technology for html content, giving the Police of the Grand Duchy and the Civil Defence the possibility to intercept the communication traffic on the platform or on the Internet in order to instantly create emergency pages providing information on missing persons, alerts, etc.;
- › **Chasse au trésor** is an application especially aimed at schools, nurseries and youth centres, helping young people to discover the city and to familiarize themselves with technology;
- › **Find in the city** is a search engine for points of interest (authorities, playgrounds, etc.) containing hundreds of categories and a wide range of search criteria. Most of the data is provided by the geographical information system of the City's Topographic Service;
- › **Agenda & news** provides the latest news (RTL, L'Essentiel, Tageblatt, etc.) and offers a complete list of events taking place in the city (culture, business, etc.);



- › **Jeux** is an application offering numerous games for one or several players to be played against the platform (time filler) or together with other registered HotCity users (HotCity social network);
- › **Guide hôtels & restaurants / iRestauLux** provides information about hotels, restaurants, etc. Two versions are available: Web and iPhone;
- › **Guide touristique / iLuxCity** is a tourist guide offered also in two versions: Web and iPhone;
- › **Urban Promenades** is an extension of the iLuxCity application, allowing to create a kind of public "travel booklet" – before or during trips;
- › **Mobilité** is an application that provides all kinds of information concerning mobility (bicycle, bus, taxi, airport, parking, CITA). It is available in 2 versions: Web and iPhone;
- › **PTA** is an extension of the **Mobilité / walker** application, covering the border region of Luxembourg, France and Belgium. With this application, one can easily calculate distances and find the cheapest and most environmentally friendly way of getting from A to B.



Thanks to the very intelligent combination of high technology, useful and well-structured content and applications, as well as a high level of user friendliness, HotCity users benefit from a wide variety of concrete advantages, whether they are citizens of Luxembourg, tourists or business people.

GURO / South Korea

"INNOVATIVE APPLICATIONS: DIGITAL MOSQUITO DETERRENT SYSTEM AND U-HEALTHCARE"

www.eforum-guro.com



Guro developed and maintained a Digital Mosquito Deterrent System which applies information technology to mosquito deterrence. It is an advanced digital system, which combines an Automatic Mosquito Measurement Device (AMMD) with a Geographical Information Epidemic Prevention System.

Developed by Guro, the AMMD automatically shows mosquito occurrence in real time. Using equipment to induce the tendency of mosquitoes to be attracted to carbon dioxide, the device separates mosquitoes from other insects, counts their number through an infrared sensor and sends the information to the Epidemic Prevention Center using a wireless communication device.

This innovative device presents mosquito occurrence data immediately and does not require a labor-intensive mosquito collection device. It proves to be very efficient as it has reduced the time and labor required to generate information on mosquito occurrence. Moreover, the Deterrent System contributed to reducing the number of personnel required for epidemic prevention by a half so that the budget could be cut by over \$ 150,000 (USD).

The Geographical Information Epidemic Prevention System applies the Geographical Information System to epidemic prevention. It identifies locations of epidemic prevention vehicles in real time and manages the related data instantly.

Above all, the system has made it possible to prevent epidemics caused by mosquitoes and as a result complaints from the residents have fallen by 82 %.

u-Healthcare, a type of telemedicine

Another innovative application established by the city of Guro is the u-Healthcare. Korea has the world's fastest aging population while eating habits have been westernized. As a result, nine out of ten elderly and more than half of the adult population suffer from chronic metabolic diseases such as hypertension, diabetes and obesity. Healthcare costs are skyrocketing and the medically most vulnerable group of the population (low income, disabled and elderly people) cannot easily access hospitals.

In response to this situation, the Guro-gu Public Health Centre developed the u-Healthcare Chronic Disease and Health Management System and put it into action in 2007 in order to offer quality medical services to these people without limitation of time or space. u-Healthcare medical services have already been provided to 10,200 people. A total of 1,486 new patients, including those with hypertension and/or diabetes, were identified, medically treated and followed up, thereby preventing complications. More than 80% of the citizens have shown satisfaction, especially old people with mobility problems, who have expressed a satisfaction level above 95%.

Digital
GURO

GURO



GCD is not only sharing the experience of its members but also any promising initiative dedicated to the Information Society that may be of interest to their members: they are called "coup de coeur".

You may read more about upcoming "coup de coeur" that will be regularly posted on the GCD website since such dissemination and sharing of good practice are quintessential purpose of the network.

So please remember visiting us on www.globalcitiesdialogue.org soon again!

Introducing DIAL4LIGHT
A project by **DÖRENTROP** / Germany



The German city of Dörentrop, of successfully developed a modem and software that enables citizens to turn on the streetlights by cell phone after 11 p.m., thus saving money and the environment. **Dial4light** is considered the first of this kind in Europe and is worth promoting across the world.

This doesn't mean inhabitants are doomed to obscurity. Three steps are enough for the inhabitants to switch on lights on a specific street whenever they like. They first have to register their phone on a given website. When needed, they call a special number and recite or punch in the six-digit code that corresponds to the street they want to lit up. This code is available on the website and on every lamp in each street. Within a few seconds, the lights are on, switched by a control centre, and stay on long enough for people to walk from one end of the street to the other.

The project pilot proved to be so popular that the system runs now in the entire city. The move is expected to cut the city's carbon emissions by around 12 tons each year. At the same time, the electricity bill is cut, making the system environmentally and financially viable. The local utility company who established this innovative project plans to launch "dial4light" in other countries. The idea is definitely worth it!

GCD Headquarters
Saint Bernard, 67
1060 Brussels - BELGIUM

For further information regarding the Global Cities Dialogue, its members and activities or if you are interested in becoming a member of this international network, please don't hesitate to contact the chair-city in your region or the Secretary-Generals.

Secretary-Generals

City of Issy-les-Moulineaux
Chair city of the Global Cities Dialogue

Mr. Eric Legale
Email: eric.legale@ville-issy.fr
Phone: + 33 141 23 82 61

white balance – projects pool agency GmbH

Ms. Claire Klindt
Email: gcdbremen@whitebalance.de
Phone: + 49 421 36 95 40

Vice-Chair Cities for the regions (contact points)

Africa:

Rufisque (Senegal)
Mayor: Mr Badara Mamaya Sène
Sherpa: Mr Ibra Niang Faye
Email: infaye@ucad.sn

Asia:

Guro (South Korea)
Mayor: Mr Dae-woong Yang
Sherpa: Mr Byungnam Yoon
Email: yunkuro@guro.go.kr

Europe and Middle-East:

Segrate (Italy)
Mayor: Mr Adriano Alessandrini
Sherpa: Mr Andrea Moroni
Email: an.moroni@comune.segrate.mi.it

Latin America:

Viña del Mar (Chile)
Mayor: Ms Virginia Reginato Bozzo
Sherpa: Mr Wladimir Espinoza
Email: wladimir.espinoza@munivina.cl

Publication information

Name of the brochure:

*Sharing members' experience -
Good practices of the implementation and development
of public mobile services in member cities.*

Publication number at the Royal Library of Belgium:

D/2009/12060/2

Publisher:

Global Cities Dialogue

Editor:

*Sherpas of the Steering Committee
white balance – projects pool agency GmbH, Bremen*

Coordination:

white balance – projects pool agency GmbH, Bremen

Design:

Concept Factory, Luxembourg