



www.akillisehirenstitusu.com



Holland Partner Country
**Turkey Holland
Business Forum**
ICC Istanbul Congress Centre

Türkiye İnovasyon Haftası 2014 | Turkey Innovation Week 2014

4th of December, 2014
İstanbul Congress Center



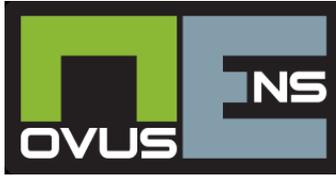
**Sustainable Innovation for
Sustainable Life**

Innovation and Entrepreneurship Institute

**BERRİN
BENLİ**

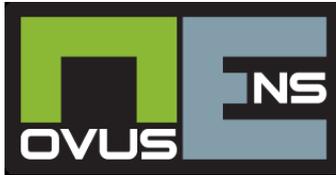
Founder

www.novusens.com



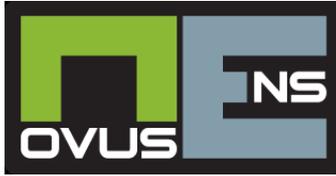
Vision...

Accelerating
the economic and social growth of Turkey
by increasing the
'Innovation and Entrepreneurship'
Capacity and Ability
for 'Sustainable Development'
at the Country Level
through
PPP model
at the local and global markets



Profile...

- Ankara, Turkey based, 2009
- 1st 'THINK TANK' organization in Science, Technology, and Innovation field in Turkey which is independent and for-profit
- Professional training and consultancy services at the local and global markets
- Strong global network and business partners
- Innovative organizational structure
- Strong pool of SMEs (Subject Matter Experts)
- More than 30 years of ICT Industry experience both in Turkey and abroad (MEA, EMEA, US, and Global Regions)



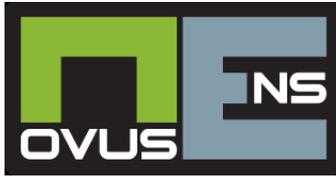
Focus Industries...

- ICT
- Education
- Health
- Energy
- Defence
- Agriculture, Rural Development
- Creative Industries

Data Innovation

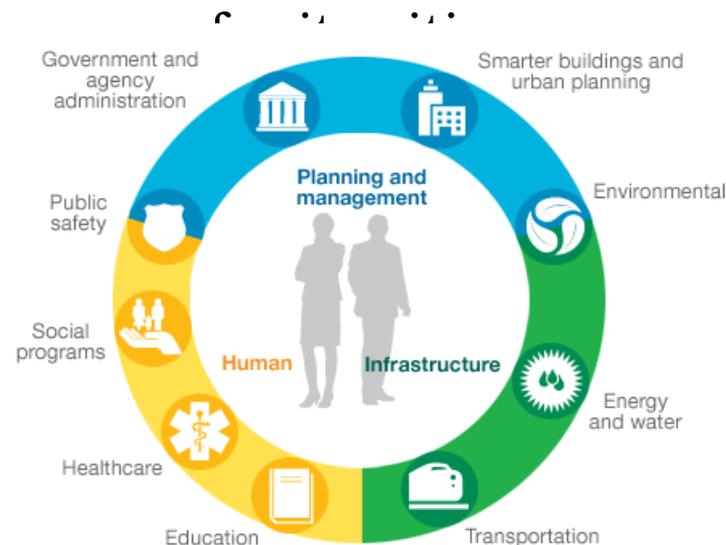


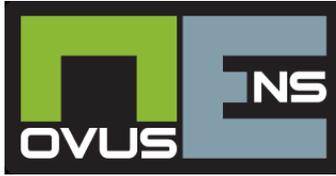
Smart Cities



What is a 'Smart City'?

A Smart City consists of effectively integrated Digital and Human systems in an 'urban environment' to deliver a 'Sustainable', 'Prosperous' and 'Inclusive' future





Why 'Smart Cities'?

Prediction by UN

'More than %70 of world population will be living in Cities by 2050'





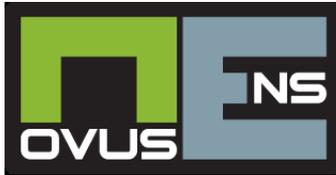
Why ‘Smart Cities’?

Cities increasingly need to be capable of
doing more with less
to complete a globally-interconnected
economy
and
to provide for the well-being of their citizens
in a truly sustainable way.

Shortly to “become Smarter”

Ensuring future, sustainable economic
activity, globally!





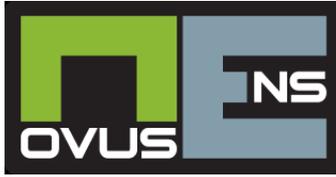
ICT and Innovation...

**'BIG DATA'
INSTITUTE**



**'SMART CITY'
INSTITUTE**



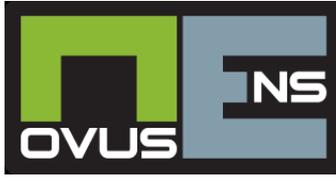


'Smart City Institute'

Vision

Accelerating
the economic and social well being of the
cities and regions of Turkey
by increasing the
'Innovation and Entrepreneurship'
Capacity
for 'Sustainable Development'
through PPP model



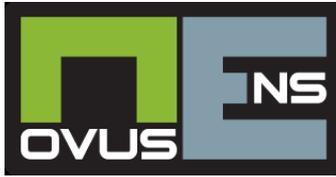


'Smart City Institute'

Objective

Contributing to
establishment and transformation of
'Smart Cities'
in Turkey
through
unique and value added solutions
to have
'Citizen Satisfaction and Happiness'

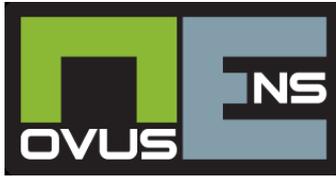




Scope

- ICT
- Energy
- Transportation
- Education
- Health
- Architecture
- City Planning
- Finance
- Waste

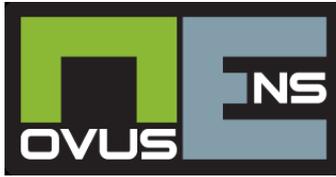




Challenges?

- Misperception of the concept
- Eco-system establishment
- Collaboration among stakeholders
- Silo applications and implementations
- Engagement of the end users
- Top-down approach
- Testing concepts and technologies
- Access to resources
- Focused approach based on priority needs





Implementation Approach ... #1

Approaches

- **Phase#1 (Situational Analysis)**

Deliverable: Smart City Readiness Assessment Report

Scope: Province/City/Region

- **Phase#2 (Concept Development)**

Deliverable: New Concept(s)

Scope: Province/City/Region

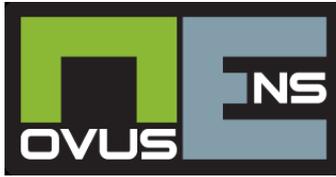
- **Phase#3 (PoC Project Design & Implementation)**

Deliverables:

- PoC Implementation;
- Monitoring & Evaluation Report;

Scope: A small location in a Province/City/Region





Implementation Approach ... #2

Approaches

- **Phase#4 (Pilot Project Design & Implementation)**

Deliverables:

- Implementation;
- Monitoring & Evaluation Report

Scope: Province / City / Region

- **Phase#5 (Scaled out Implementation)**

Deliverables:

- Scaled out implementation;
- Impact Analysis Report

Scope: Province / City / Region

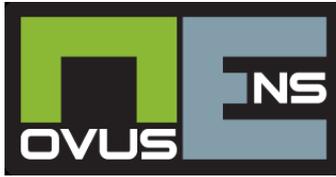
- **Phase#6 (Scale out Implementation)**

Deliverables:

- Scaled out implementation;
- Impact Analysis Report

Scope: Region / Country wide



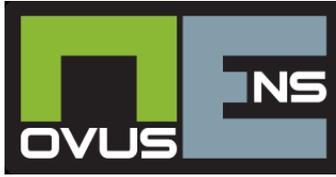


Smart City Society Platform

Approaches

- Independent platform
- Focused on creating shared values
- PPP Model (Public Private Partnership)
 - Public Industry
 - Municipalities
 - Private Industry
 - Universities
 - NGOs
 - Residents (citizen cooperation)
- Accelerator
 - Initiating and facilitating
- Self-directed and controlled
 - Prioritized initiatives and themes
- Self-budgeted
 - Shared Resources
 - Innovative Financing
- Strong Network



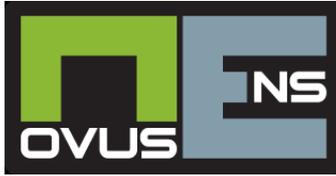


‘İzmir Smart City Society Platform’

Approaches – Case

- 1st ‘Smart City Society Platform’ of Turkey
 - Enabled by İzmir Dutch Trade Office
 - Governance and Facilitation by ‘Smart City Institute’ of NOVUSENS
 - Technology Facilitation by ‘Urban Matters for All’
- ‘Core Team’ established
- The Platform Members identified
- Vision and Strategies of the Platform documented
- 1st Platform Meeting to be held in Q1’2015
- Platform to be launched in Q1’2015



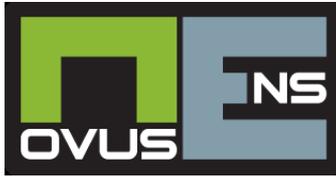


Living & Working



Suggestions?

- Focus on the '**Societal Challenges**' not the '**Technology**'!
- Use **PPP Model** – Collaboration is must
- Find '**Common Goals**' based on '**Prioritized Needs**'
- Engage **Citizens**
 - Use 'Citizen Activation Programs'
- Take small steps first (PoC approach) – Bottom-up
- Make regular events
 - Awareness creation
 - Knowledge sharing
 - Networking events
- Make the solution '**Sustainable**'
- Turn '**Use Cases**' into '**Best Practice**'s
- Make '**Entrepreneur Activation Programmes**'
- Create Regional '**Smart City Society Platforms**'
- Create '**Living Labs**'



Thank You...



www.novusens.com

www.akillisehirenstitusu.com