

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Toledo, a Smart City

Red.es

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

Toledo, a Smart City:

In 2014, the Public Business Entity red.es published the 1st call for grants for Smart Cities which was aimed at 104 municipalities with more than 20,000 inhabitants belonging to the Communities of Andalucía, Extremadura and Castilla La Mancha.

Within the municipalities of Castilla La Mancha, the project "Toledo Smart City" was one of the 3 selected, whose final investment was 761,879.91€ being 26% financed by the City Council of Toledo and 74%, that is, 563,791.13€ by Red.es through the European Regional Development Fund (FEDER) under the Multiregional Operational Program of Spain (POPE).

The actions that were developed had a double scope: some with direct visibility for citizens and visitors, and others of internal municipal management that support decision making for a more efficient management of the city and the detection of areas for improvement.

The first line has materialized in a city/tourist mobile application with four communication channels for consulting municipal information, reporting incidents and tourist information, a city itinerary planner or 3D routes, and a new system for controlling access to pedestrian areas. The intermodal route planner provides all kinds of information for getting around the city.

The second line is the implementation of a city platform designed to house data from different sources and citizen services (transport, parking, etc.), as well as internal systems to be able to exploit this information, make queries, advanced analyses and projections.

Finally, and in collaboration with the University of Castilla-La Mancha, we have proceeded to extend the coverage of the European University Network of WIFI access in the historical center of the city.

The following is a detailed description and justification of the reasons why the Project is considered a Best Practice:

1. The role of the FEDER in the action has been adequately disseminated among beneficiaries, potential beneficiaries and the general public.

The initiative complies with the obligations of information and communication as a beneficiary of FEDER, making a description of the projects on its web pages:

<https://www.red.es/es/iniciativas/proyectos/plan-nacional-de-ciudades-inteligentes/1%C2%AA-convocatoria/toledo>



Presentation day.

On September 25, 2018, a Day will be held to publicize the project and its scope thanks to European funding:

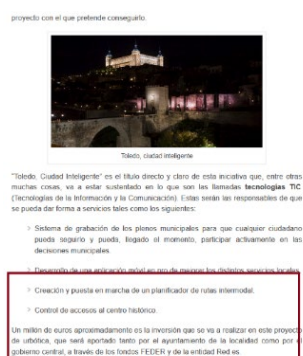
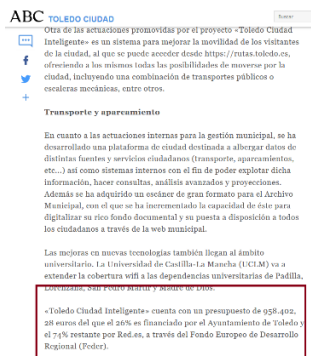


ciudadanía y permiten una estrecha conexión con el sector turístico.

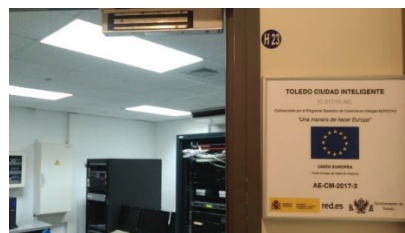
Por tanto, el vicealcalde y portavoz municipal, José Pablo Sabrido, presentó ayer junto al director general de Red. es, David Cierco, la finalización de este grupo de proyectos integrados en esa primera convocatoria en la que Toledo formó parte con otras ciudades, gracias al esfuerzo de los técnicos y del personal de la administración a la hora de elaborar distintos proyectos ligados a las TIC con la intención de recibir una importante subvención. Y las noticias llegaron con rapidez porque en marzo de 2015 ya se anunció que la ciudad disfrutaría de esta iniciativa con un presupuesto que rondaba el millón de euros gracias a los fondos Feder (Fondo Europeo de Desarrollo Regional), con cargo al Programa Operativo Pluriregional de España (POPE), contando también con ese 26% del presupuesto que aporta el propio ayuntamiento.

News

National and regional public bodies, as well as associations and specialized press, have disseminated news of the initiative during its development and for the presentation of the results.



FEDER co-financing information posters installed in the Traffic Control Room of the Turriano Control Center of the Toledo Local Police and in the Data Processing Center of the City Hall.



Dossier of the initiative published on different platforms:



Social networks

Dissemination in social networks with the European Funding line:

@red.es #Cofinanciación FEDER# #FEDER# #POPE# #smartcity# #Ciudadesinteligentes#



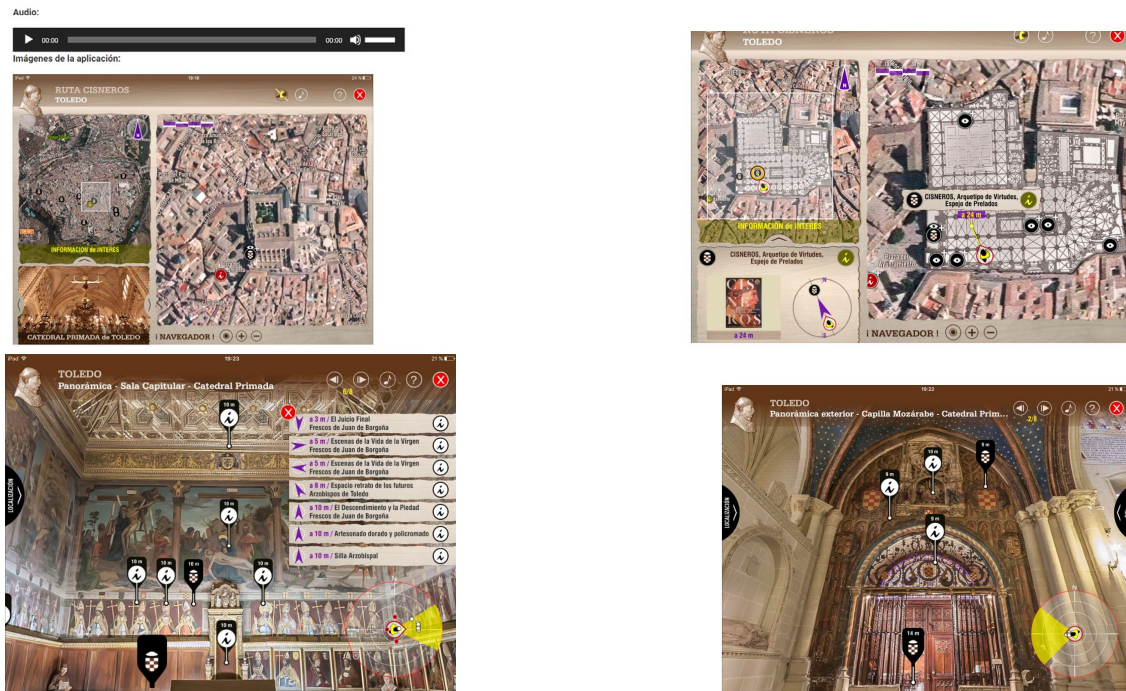
2. The initiative incorporates innovative elements.

If we have to highlight a project within the initiative as innovative, it is undoubtedly the options offered by the mobile tourism application, specifically the tourism channel. This channel allows access to relevant monuments in augmented reality and 3D modeling, virtual tours and guided tourist routes through historical characters who make small interventions. You can enjoy a guided tour of the city of Toledo with Miguel de Cervantes as a guide or enjoy El Alcázar through augmented reality. Listening to the explanations by different historical characters, visitors live a different experience on their tour.



It is possible to take a virtual tour of Toledo Cathedral and other monuments in the city using a cell phone, as well as to enjoy augmented reality experiences.

With respect to the other main line of action: the implementation of a city platform, a particularly innovative element is the incorporation of predictive analytics, a tool specialized in predictive analysis and behavioral patterns on, initially, the sets of data and information handled within the framework of this project, which, however, allows its future use on other sets of data and information that the city council may have available and that are considered of interest for these purposes. The importance of this tool lies in its capacity to offer criteria and evidence for decision making by managers.



3. Adequacy of the results obtained to the established objectives.

The two main lines developed in this project are in line with the established objectives. Let's take a closer look at them below.

With respect to the smart city platform, this was developed with the aim of improving control in the provision of services, data management and communication with citizens. The results obtained point precisely to the fact that it has become one of the fundamental tools in the management of the municipality thanks to the information that it allows to offer and manage the different municipal or vertical elements; being especially suitable for management, data analysis and decision making support; as well as a more efficient use of resources.

As an example, its capacity to provide management indicators for mobility and tourism services is especially interesting, as well as to offer a channel for citizens to make queries and report incidents of the services involved in public roads. In fact, this means of communication with the City Council has increased the channels through which the citizens of Toledo can report incidents of municipal elements, incorporating photos or other types of files. In this way, the platform has become a fundamental means of citizen participation.

The city's mobile application was developed with the following objectives: to enhance citizen participation and collaboration with the local administration; to improve the real-time collection of relevant municipal information submitted by citizens; and to improve the tourist experience of the municipality. The results obtained through the project show that, indeed, this application has had a special impact on the city, allowing the City Council to offer information to both visitors and residents, with a large number of downloads, which shows its special usefulness for both groups.

Particularly noteworthy is the positive impulse of the improvement of tourist information for the city's visitors, allowing them to know in a more complete, exhaustive and accessible way the tourist offer of the city, focused essentially, in this case, on the development of new and higher quality contents on the tourist areas of the city (essentially monuments and tourist sites) or the

more economic context information that implies the incorporation of data on the commercial offer adjusted to the provision of tourist services.

Improving the tourist experience becomes one of the main objectives of the implementation of new smart tourism services and is, therefore, one of the main objectives of conversion, in parallel to the improvement of the city as a smart city, in the improvement or transformation of the city as a tourist destination into a smart tourist destination.

And in the case of the implementation of mobility services for the provision of municipal services, it also corresponds to a useful application to improve the relationship with those administered from the City Council, and therefore promote a more efficient use of time and resources of the City Council and citizens.

4. Contribution to the resolution of a problem or weakness detected in the territorial scope of execution.

The project has allowed the Toledo City Council to develop increasingly current and integrated solutions in relation to: internal service management processes; as well as services to citizens and tourists.

Through the city platform, management indicators have been obtained, which have helped the council to make decisions or resolve incidents in the shortest possible time.

The mobile application makes it possible to bring the ancient city of Toledo into the 21st century. Undoubtedly, the city required a solution adapted to the needs and interests of citizens and tourists: providing ways of information, communication and direct participation of citizens with their closest administration: their city council. And, on the other hand, responding to the increasingly demanding needs of a tourist profile that wants to be impregnated and live an experience as real as possible in a cultural and heritage scenario of incalculable value. In addition, the new design and 3D technologies applied to the proposed contents represent an excellent point of contact with the youngest segment of tourism.

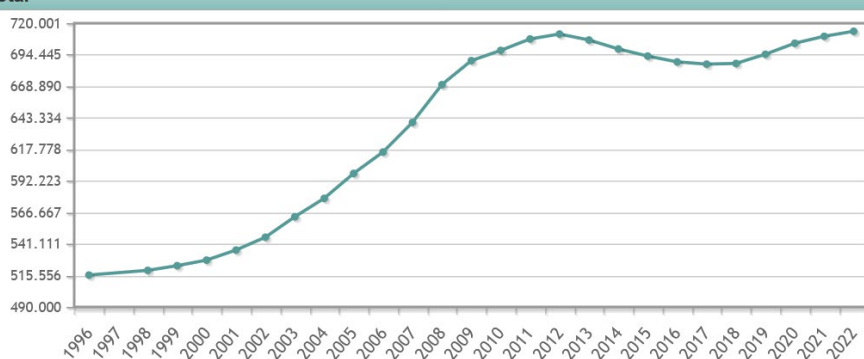
5. High degree of coverage of the target population.

The whole project itself, both for its digital nature, as a tool aimed at services oriented to citizens and tourists has a high degree of coverage as far as the target population is concerned.

The platform is oriented to the management of a whole series of public services whose ultimate recipients will be the population located in Toledo. The same can be said of the communication and interaction channels enabled both through this platform and via mobile application. Thus, anyone with Internet access will be able to access these resources.

We are, therefore, facing a growing city, which will increasingly demand a greater quantity and quality of services. Therefore, public management is required to provide an adequate and integrated response to these needs, while also being able to foresee new scenarios and future demands. In this sense, resources such as the city application and the mobile application presented here represent solutions especially suited to this reality.

Cifras Oficiales de Población de los Municipios Españoles: Revisión del Padrón Municipal, Toledo, Total



6. Consideration of the horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability.

All the components that make up the project have been based on the principle of non-discrimination to any group. In fact, its digital and transversal nature enables interaction with all those citizens and tourists who wish to interact through the digital resources made available through this project.

On the other hand, the implementation and development of projects associated with smart cities, as in this case, generate a whole series of efficiencies associated with the environmental field (through the various projects that can take place: improvement in the management processes of services, improvement in the processes of information, communication and interaction with citizens ...).

Thus, for example, we are currently developing a methodology that allows us to measure the positive impacts that the actions developed by Red.es in the field of smart cities and territories can generate in terms of sustainability and environment, putting them, in addition, in relation to the Sustainable Development Goals ODS 2030.

7. Synergies with other policies or instruments of public intervention.

The Toledo City Council has continued to make progress in the management of public services and tourism thanks to its smart city project. Proof of this is that this initiative has also been transferred to the field of teaching and knowledge transfer. Together with the University of Castilla La Mancha, we have worked together for the benefit of Toledo as a university city.

Among other aspects, the common interest leads to optimize the municipal and university development around innovation, research, new technologies or university-business collaboration, with special attention to the digital and ecological transition, cultural dynamization or entrepreneurship.

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