

SMart URBan Solutions for air quality, disasters and city growth



Deliverable D7.3: SMURBS Leaflet & Brochure

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Executive Summary

This document, entitled “D7.3 – SMURBS Leaflet & Brochure”, presents SMURBS brochure, the design and development of which was scheduled to be implemented within the first four months of the project (M4).

The leaflet/brochure is meant as a key mean among the communication tools, has as a main purpose to raise awareness of SMURBS, especially in workshops/conferences organized or attended by the consortium.



Project Information












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¹ As reported in the Grant Agreement AMD-689443-40, Annex 1 - Description of the action (part A).



13	27	PAUL SCHERRER INSTITUT (PSI)	SWITZERLAND	
14	35	ROMANIAN SPACE AGENCY (ROSA)	ROMANIA	
15	29	SPACE RESEARCH INSTITUTE OF THE NATIONAL ACADEMY OF SCIENCES OF UKRAINE AND THE NATIONAL SPACE AGENCY OF UKRAINE (SRI)	UKRAINE	
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Acronyms and Abbreviations

Acronym	Description
Dxx	Deliverable xx
EO	Earth Observation
GEO	Group on Earth Observations
GEOSS	Global Earth Observation System of Systems
Mx	Month x
PC	Project Coordinator
SDGs	Sustainable Development Goals
SMURBS	SMart URBan Solutions
UN	United Nations
WP	Work Package



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Challenge addressed

According to the UN "World Urbanization Prospects: 2014 Revision" in today's increasingly global and interconnected world, **over half of the world's population lives in urban areas**, while the coming decades will bring further profound changes to the size and spatial distribution of the global population, also due to increasing migration processes. The continuing urbanization is projected to add 2.5 billion of urban population by 2050, and the **world population living in cities to increase to 66%**. Under these circumstances, **sustainable development challenges will increasingly concentrate in cities**.

Ultimate goal

Promote and coordinate the "smart city" concept into a European network of cities, serving the need for a common approach to enhance **environmental and societal resilience** to urban pollution, natural/manmade disasters and uncontrolled city growth, while at the same time setting the stage for integration of the still fragmented, multi-scale and multi-temporal Earth Observation (EO) resources, into information and decision making tools for individuals and local governments, in support of GEOSS and the Sustainable Development Goals (SDGs).

Concept and methodology

- **Integrate still-fragmented EO, into information and decision making tools** for individuals and local governments, engaging citizens in collecting and sharing data
- **Stimulate strategic planning** by reaching out to local authorities, urban planners, city-level stakeholders to map what is out there and understand what the users want
- **Refocus partners' expertise under the smart city banner**, to effectively interact and address the perplexed, urban environmental pressures
- **Develop a portfolio of Smart Urban Solutions** of tested, fine-tuned and inter-disciplinary products, tools and services for urban planners and decision-makers
- **Create a constellation of European and overseas cities** that employs, makes replicable and assures the cost-effectiveness of SMURBS products.



Pressures addressed



"Smart City" network

The motivation for SMURBS rises from its aspiration to **promote and coordinate the "smart city" concept** primarily into a European network of cities but also to cities overseas, illustrating the experience and learnings from a number of cities at different stages on the smart city journey.

- A group of cities of varying sizes, geographies, environmental pressures and levels of progress in terms of 'smartness' are selected with a **multi-criteria analysis**
 - Specific stakeholders and citizens' needs and requirements are gathered, clustered and classified allowing for the **hierarchy of urban pressures** and the optimum **issue-to-solution correspondence**
 - Cities implementing an integrated plan of a series of solutions, to one or more of the pressures addressed, act as **Lighthouse Pilots**, while **Follower cities** observe, interact and contribute to the exploitation of the smart city concept, paving the ground for future implementation of SMURBS practices
- SMURBS serves as **umbrella for "smart city" initiatives** in the EU relevant area, fosters networking, assures replicability and exploitation of existing and developed capacities.



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