

Orleans and BE-GOOD*, European Open Data project, on the way to "SmartCity"

*** INTERREG NWE BE-GOOD project: Building an Ecosystem to Generate Opportunities in Open Data
This project is co-financed by the EU ERDF Interreg VB NWE Programme'**

Located an hour from Paris on the River Loire, Orleans, capital of the Centre Loire Valley region, along with its conurbation, is developing a global innovative digital strategy to boost its territory.

In May 2016, Lab'O, a start-up incubator and accelerator, opened its doors as a showcase of innovative and digital services.

On the way to digital transition, 2016 will be a pivotal year for Orleans. The target is to extend this transition to users by developing new mobile apps to facilitate their daily lives.

Lab'O and start-ups creating value

As the totem location of the French Tech Loire Valley, Lab'O benefits from a stimulating ecosystem, encouraging networking, entrepreneurship, experimentation and new products and innovative services development.

Within a few years, Lab'O should accommodate a hundred start-ups in a rehabilitated industrial building. Every effort is being made to boost the local digital ecosystem and to attract bright new talents. Various events are being held, such as start-up weekends, TEDx conferences, etc. The "Wild Code School," a school labelled "Grande Ecole du Numérique" [top coding school] is training its first students. By the end of 2016, an industry lab will open its doors and will allow start-ups to develop prototypes. Additionally, a public-private investment fund will provide financial support.

From 2016 to 2020, the release and sharing of public sector data within the framework of the INTERREG VB NWE BE-GOOD project will conceive new applications to meet the users' demands. Orleans' target is to become an "open city" with regards to data, a major element of the digital economy. The municipality and its conurbation own an extensive amount of public data, source of wealth and added value. Companies will be able to use these data and to develop new applications and services. This project is a key part of the action plan for a Smart City, aiming to make the city an easier place to live.

BE-GOOD, boosting growth in Orleans

The aim of the Interreg VB NWE BE-GOOD project is to unlock, re-use and extract value from Public Sector Information (PSI) to develop innovative data-driven services, such as the development of apps, in the area of infrastructure and environment. Within this framework, Orleans is considering a different approach from other cities with regards to releasing its data. Orleans has had the opportunity to experiment and network with other European structures, such as the Dutch Ministry of Transport, the cities of Dublin and Glasgow, the Luxembourg Institute of Science and Technology, the Delfland Water Board, the Flanders Environment Agency and the Loiret County. The INTERREG VB NWE BE-GOOD enables the project partners to exchange their experiences related to Open Data reuse, public procurement as well as other technologic and methodologic aspects. This will create a transnational coherence on new Open Data practices in the North-West Europe region.

For these new apps development, users' needs and expectations are considered from the beginning, allowing them to be fully involved in the process. The BE-GOOD project brings different participants together: users and the public and private sectors.

Let's work together on a multi-level open data

The co-construction of the Open Data facility will be built around a common platform involving various levels of territorial authorities: cities, groups of cities, counties and the region. A project on this scale will pool resources, ensuring consistency between different communities and the creation of a large corpus of available data for companies.

Orleans, along with its internal services (GIS, mobility and transport, environment and risk prevention), have been preparing the release of the public data, as they hold a large amount of geographical and environmental data.

The Lab'O local digital ecosystem has been already involved in the project from the conceptualization phase. Start-ups were asked to think about the challenges that would be tested during the five-year period of the BE-GOOD project. They will be able to develop new mobile apps by the reuse of open data in the next few years.

At the forefront of numerous initiatives, Orleans positions itself as:

- an experimental area for new user services,
- a pilot for the implementation of a collaborative common platform of open data,
- a space for innovation for the development of new functions by the start-ups.

Through these actions, Orleans is on its way to becoming a smart city, bringing together the inhabitants' needs, the start-ups' innovative ideas and the sharing of open public data. In this powerful alchemy, Orléans will become an easy, efficient and connected city.

Key figures:

- 280,000 inhabitants in the conurbation
- 450,000 inhabitants in the urban area
- 150,000 jobs
- 20,000 students
- 3,400 digital companies
- 4 competitiveness clusters, 1 cluster

Useful links

<http://www.nweurope.eu/projects/project-search/building-an-ecosystem-to-generate-opportunities-in-open-data/>

<http://www.le-lab-o.fr>

www.orleans.fr

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