

START Hack 2022 | City of St.Gallen

Nicola Wullschleger, Project Manager Smart City & Open Data
St.Gallen, March 23rd 2022



Startseite

Daten

Kartenersteller

Diagramme

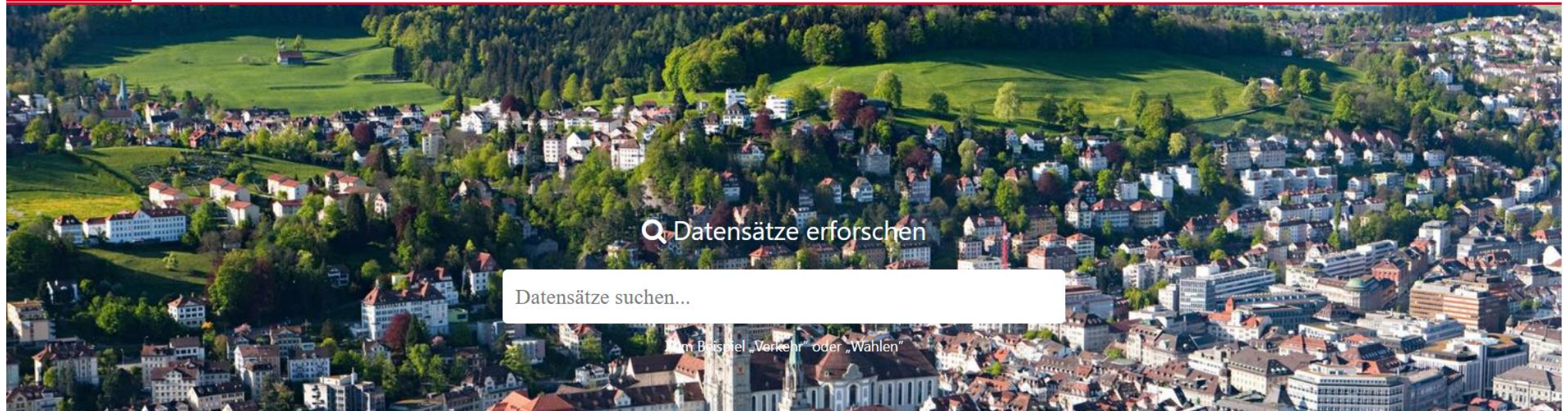
API

Kontakt

Hilfe

Über Uns

Anmelden



ABOUT



About us | Smart City Office

Christian Geiger

- Chief Digital Officer (CDO)
- Politics and Administrative Science
- Open Data and Smart City activities
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Nicola Wullschleger

- Project Manager Smart City and Open Data at City of St.Gallen
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- Discord: OpenDataStGallen_Nicola



About us | Social Services

Daniela Tschudi

- Departement Manager Finance, Legal and Services
- Responsible for the case content and its implementation
- daniela.tschudi@stadt.sg.ch

Michael Höhener & Patrik Pizzigoni

- IT-Department of the Social Services
- Know-How regarding the data and the technical processes

Availability & Contact

On Wednesday evening people from Smart City Office and Social Services are available. So use this time to ask questions.

People Smart City Office are present **at most times** and available for meetings during Start Hack 2022 **also on Thursday**. We take people Social Services into consideration via phone if questions cannot be answered directly.

Please come directly to us, or contact us via **Discord**.

Please don't use any other channels. Don't use the START Summit platform to get in touch with us.



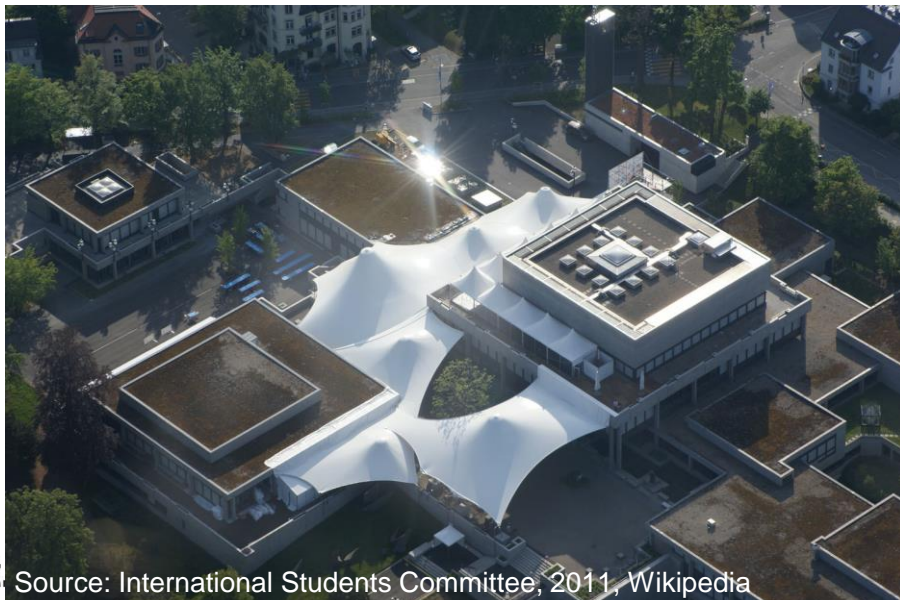
Source: ANKAWÜ, 2013, Wikipedia.




Source: Petar Marjanovic, 2007, Wikipedia



Source: Lurenz, 2013, Wikipedia



 Source: International Students Committee, 2011, Wikipedia

About St.Gallen



Facts and Figures	
Canton	St.Gallen
Spoken language	german
Inhabitants	79'533 (as of 31 december 2018)
Organisational approach for SC Initiatives	<ul style="list-style-type: none">▪ SC as legislative target of city government for session 2017-2020▪ Steering committee for Smart City topics within the city administration (established 2017)▪ Chief Digital Officer within the city administration (established 2017)▪ Regional competence center for research, education and innovation ("Smart City Lab")
Digital Infrastructure and Layer	<ul style="list-style-type: none">▪ fully developed city-wide FTTH network, provided by municipal public services (2009-2019)▪ 4G infrastructure▪ selective LoRaWAN infrastructure within the city, provided by St.Galler Stadtwerke (sgsw)

SMART CITY



Smart City in a smart region.

//sgsw
St. Gallen Region

//sgsw

St. Gallen Region



120%
Switzerland at
80% of the cost

Highest quality
of life - lower
cost of living

«Smart City»

Definition

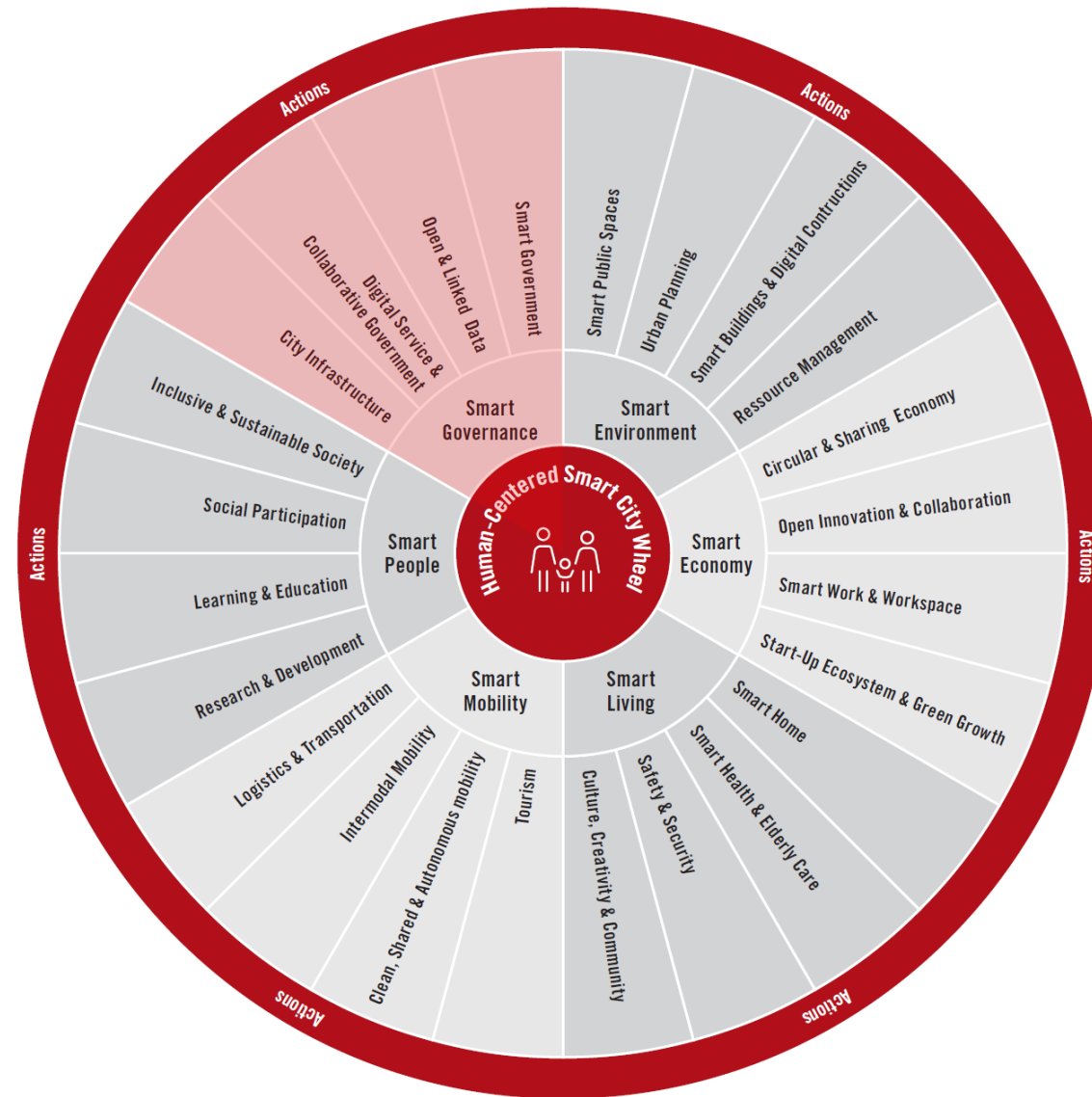
"In a smart city, technologies and data are linked to increase the quality of life for residents and the quality of location for businesses, while using less resources. Residents are an essential part of the developments and can develop, test and co-determine solutions for everyday life. “

St.Gallen, September 2018

Activities



Smart City Wheel



Smart Government

- **Smart Governance:** Using the resources in a smart and efficient way, using technology to improve the existing services
- **Open & Linked Data:** Making data open and using data itself in order to create a data-driven government (Open Data Portal Canton & City of St.Gallen: daten.sg.ch)
- **Digital Service & Collaborative Government:** Using participative methods, external knowledge in order to improve services and get insights from different perspectives.
- **(City Infrastructure):** Providing an infrastructure that allows us to create smart projects in all other areas.

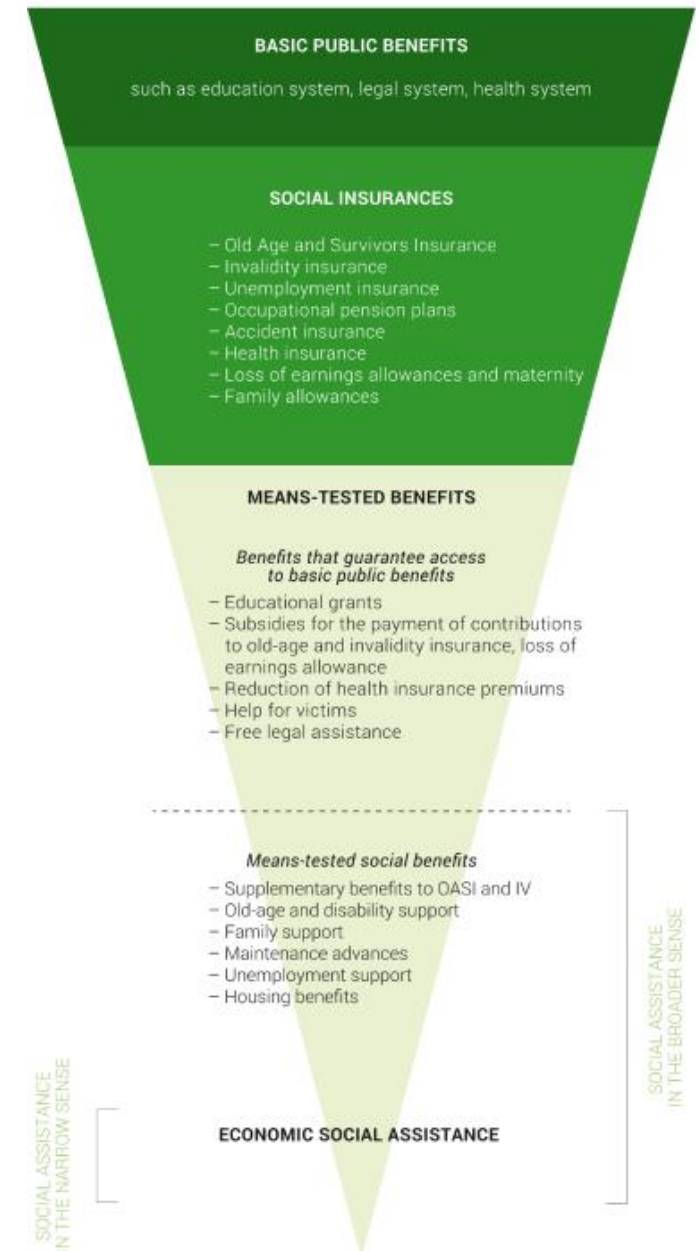
YOUR CHALLENGE



Challenge | Social assistance | Social aim

- Social assistance is a very important but costly service in the public sector.
- The goal of our social aid system is to support the recipients as a last “**safety net**” and supporting them to overcome **difficult circumstances in life**.
- The **ultimate aim** is to get out of the system and remain **economically independent** in the future.

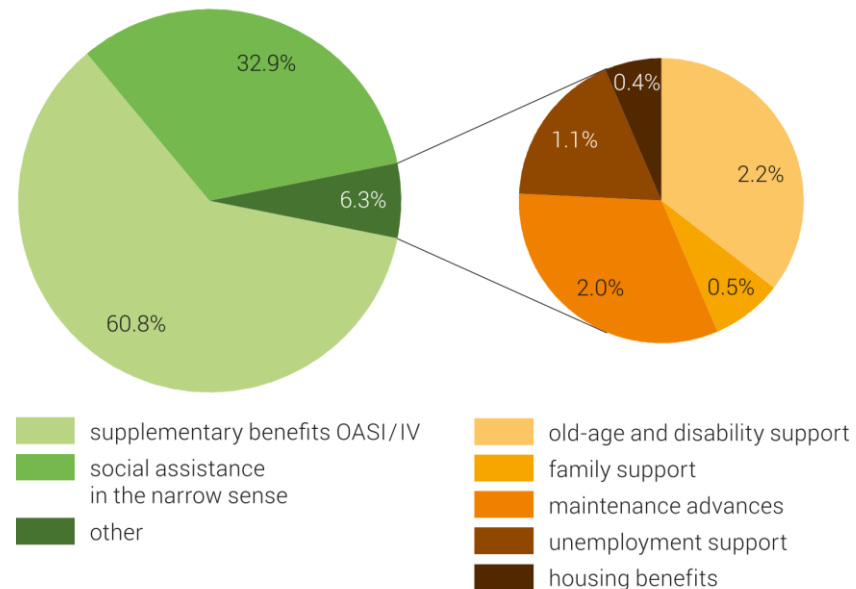
Social security system model



Challenge | Social assistance | Numbers

Net expenditure on social assistance in the broader sense, 2019

Share of benefits



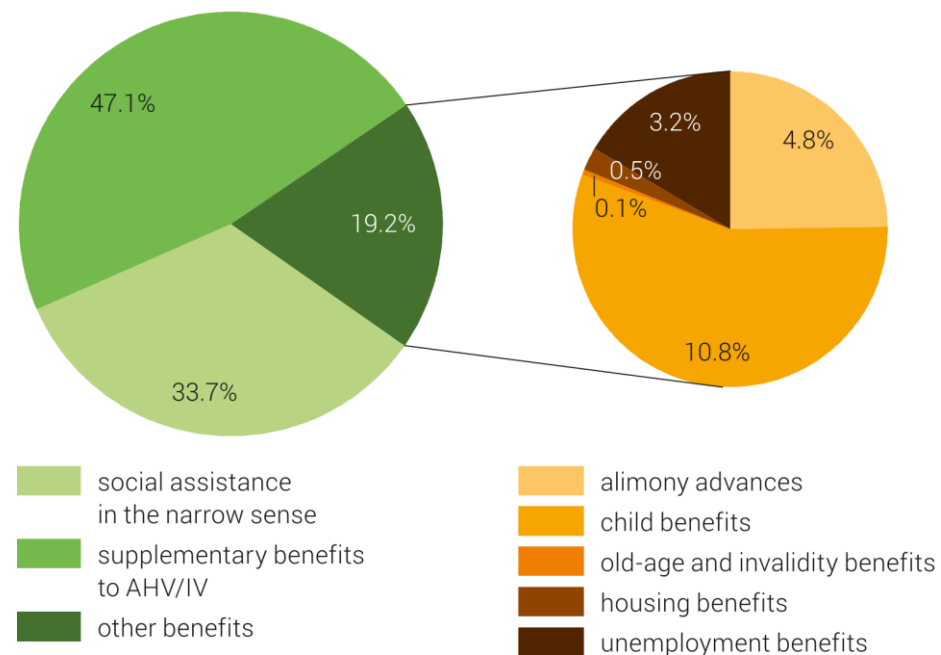
Database on: 22.06.2021

Source: FSO – Finance statistics of social assistance in the broader sense

© FSO 2021

Recipients of social assistance in the broader sense, 2019

Share per benefit (excluding double counting)

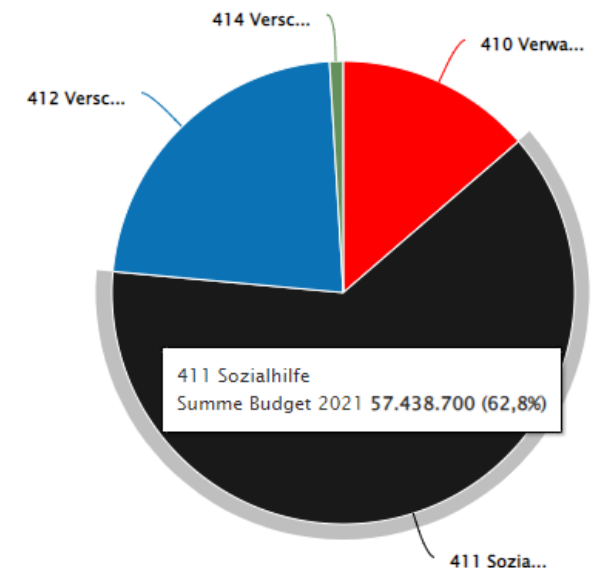
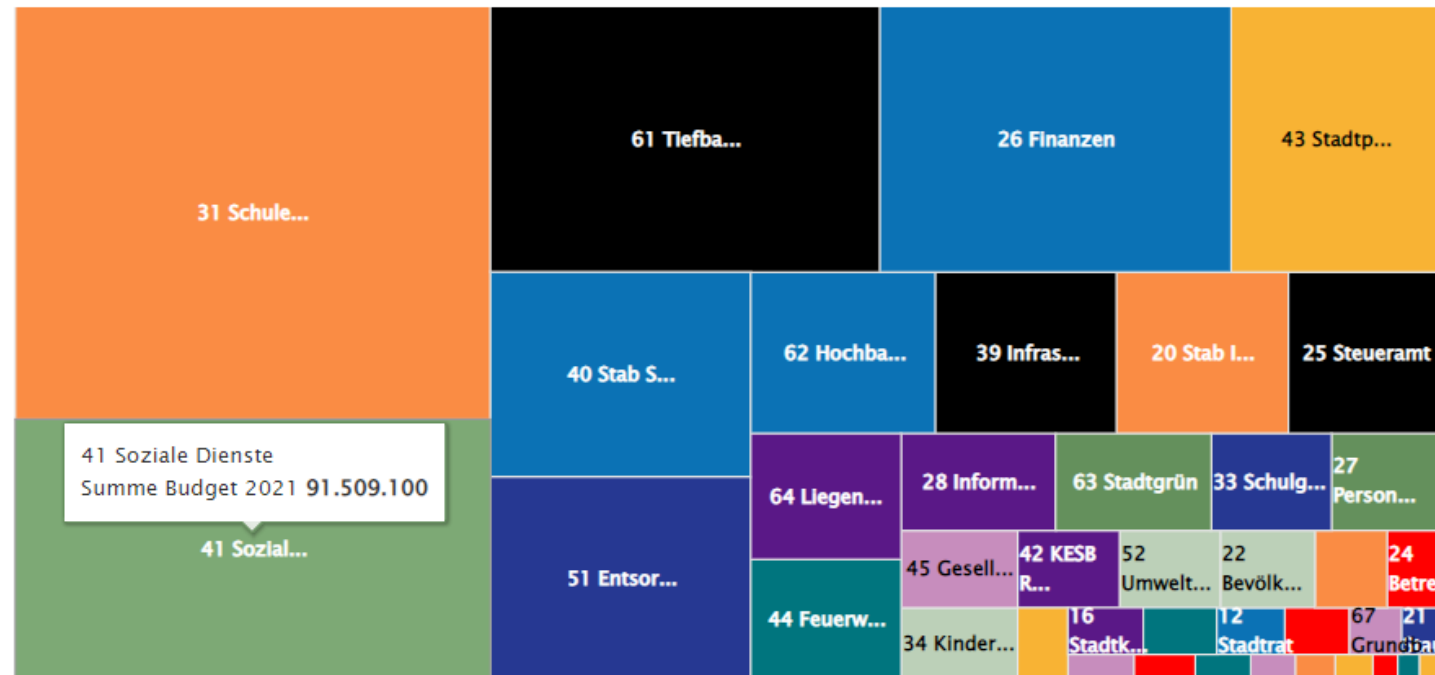


Source: FSO – Statistics on social assistance recipients

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Challenge | Social assistance | Expenditure & Revenues

- Also in the City of St.Gallen with roughly 90 Mio., Social Services is the department with the second highest **expenses**. Roughly 60 Mio. fall on Social assistance. (Only expenditure)
- Roughly 30 Mio. in **revenues** (refunds from Federal state, Canton, and personal paypacks)



Challenge | Social assistance | Paybacks

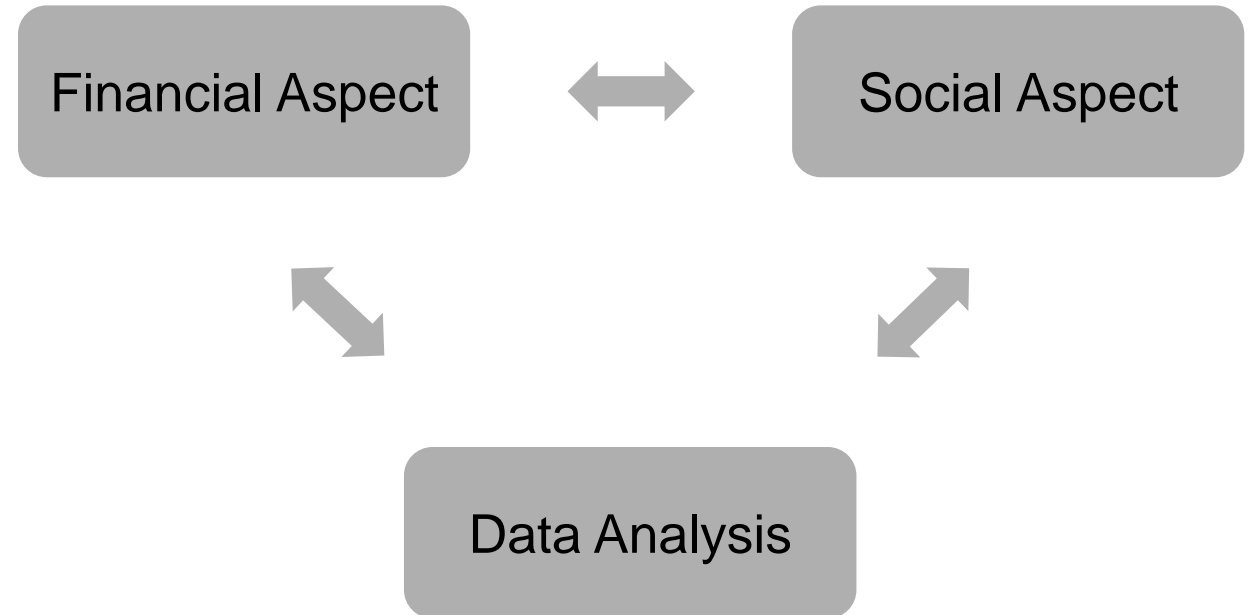
- In contrast to the social and political goal of social welfare stays the financial technicality that welfare recipients are accumulating financial liabilities towards the state and technically have to **pay back their** debt when they are **financially independent again**.
- Because of **scarce personal and financial resources** of the city administration, the social services have set the a goal for this year to conceptualize and test the possibilities to increase these paybacks.
- The goal is to **smartly** invest personal resources in order **to increase the amount of paybacks** from former recipients.

... WITHOUT JEOPARDIZING THE SOCIAL AIM OF KEEPING PEOPLE OUT OF THE SOCIAL AID SYSTEM

Challenge | Your Mission

The goal is to

- increase the overall paybacks and therefore reduce overall costs,
- without increasing individual fallbacks into the social aid system,
- based on a data analysis of the current and former recipients



Challenge | Specific Questions

- The Social Service department has a specific need and will try to evaluate, test and implement your solutions afterwards.
- They act as a client of yours and therefore asks you the following specific questions:
 - Which groups of recipients do they need to motivate in order to increase overall paybacks without jeopardizing their financial well-being and optimize the department's scarce personal resources?
 - What motivational options exist to support recipients?
 - How can these measures be communicated / transported to the recipients?

→ *Please ask, if you don't understand our need*

Resources | What are you working with?

- Anonymized dataset of welfare recipients and their characteristics
- Anonymized dataset of former welfare recipients who are paying back
- Anonymized dataset of duration and changes of social aid reception
- Statistical population data in machine readable format: <http://stada2.sg.ch/>
- [Social aid statistics on a cantonal level](#)
- [Social aid statistics on a national level](#)
- **Your Skills and Creativity!**

Further Information:

- [Swiss social statistics report 2019](#)
- [Comparison of social assistance numbers between swiss cities \(incl. St.Gallen\)](#)

Results | What are we expecting from you?

1. **Analysis of the willingness and ability of paybacks** from different recipients' profiles:
Who is likely to pay back based on the data provided?
 2. **Visualization or application** that displays the critical factors of paybacks in an understandable manner and that **enables social workers** to optimize their own resources
 3. **Measures / motivational scheme** that makes use of these insights and practically leads the former recipients to pay back a realistic amount:
How would you interact and communicate with recipients in order to implement these measures and practically increase paybacks?
- **These aspects may be combined in a digital application or be worked out separately**

Judging Criteria

START Hack Criteria

Complexity & Technical Sophistication

Usage of appropriate services and technologies

Design

Usability of the solution

Viability

Possibility of realizing the solution

Feasibility

Maturity Level of the developed solution

Creativity & Innovation

surprise effect to the jury

Presentation

Communication of the developed solution

St.Gallen Criteria

▪ **Usefulness of your solution:**

- The case is a real world challenge, that we start tackling in this year.

The more useful it is for us, the better!

- Because of the scarce resources the most important part is the analysis and identification of the profiles.

Your solution should therefore definitely contain this part or show what you have tried in the analysis.

Prices

