



Kołobrzeg Smart City Strategy Executive summary



CONCLUSIONS FROM THE DIAGNOSIS

How to **diversify the economy** of Kołobrzeg? How to make **better use of our port**?

What next for **tourism**? How to make it more beneficial for the city in the long run, minimize conflicts in the city and deterioration of nature?

How to deal with **traffic issues**?

SMART CITY PROJECTS



Full-scale protection of the city's water and green spaces. Raising awareness about nature



Air quality monitoring



Using sensors for waste management



New pocket parks and rain gardens, "small retention" city program



Creating a plan for adaptation to climate change



Energy-efficiency



Creation of an Urban Lab – a Local Activity Support Centre, inspiration library, space for social innovation, friendly space for the youth



Co-creation of an urban guide by local entrepreneurs and citizens



Creation of a single intuitive platform for transparent data gathering, administration, analysis and visualisation using the open data standard

SMART KOŁOBRZEG THE VISION

Kołobrzeg – the **city, people, technology** – as a united, vibrant **ecosystem of interdependencies**. A human-focused place co-managed by its citizens, open to the needs of the residents and tourists. A city that reaches for intelligent solutions that **support sustainable development**. A city capable of anticipating the future, **always one step ahead** of the needs of its current and future inhabitants.

STRATEGIC GOALS:

Having the best living and leisure conditions on the Baltic Coast

Kołobrzeg co-governed by its inhabitants

Diversified and innovative economy of the future

The seaside environment is Kołobrzeg's most important asset. How to **develop the city while caring for the environment**?

How to make Kołobrzeg the **best place to live on the coast**? How can it keep its younger inhabitants and attract new residents?

How to use modern knowledge and new technologies to **manage the city in cooperation with its Citizens**? How to encourage more people to participate in the city's matters?



Land use and housing policy



Use of technology for road safety



Car parking policy



Supporting the development of micro- and electromobility



Promoting sustainable modes of transport



Modern and environmentally-friendly bus fleet



Development of tools for continuous, on-line communication with residents



Unified, data-based integrated mobility policy – integration of public transport, rail, cycling and new mobility



Implementation of new forms of digital civil engagement methods



Digital public services and electronic document flow – common digital authentication



NGO Incubator Program. Leader's School. Co-created cultural policy



Kołobrzeg Port as a centre for services and local products promoting wellness tourism



Business incubator and support for new initiatives



Entrepreneurship school, hackathons, Kołobrzeg Product of The Year competition



Co-working centers

WHY SMART CITY?



Smart City is a well functioning city of the future, based on Citizens' conscious efforts. We want Kołobrzeg to be the best place for everyone, that's why your needs and opinions are of key importance. Our Smart City Strategy will serve to create a modern, safe and comfortable place to live and rest in.

We want Kołobrzeg to be even more attractive for new Citizens and investors, paying full respect to the history, natural resources and the local community. This will bring us towards higher economic growth and prosperity, as well as better quality of public services.

Dear Citizens, we need your help and active involvement during implementing the Kołobrzeg Smart City Strategy. A green, quiet and safe city, bringing the newest traffic management solutions, sustainable policies and harnessing Citizens' creativity will provide the best living conditions on the Baltic Coast. This is how I imagine our future. Let's work together smart to put this vision into practice!

Anna Mieczkowska
Mayor of Kołobrzeg

THE SMART CITY



Shares its data and knowledge with its stakeholders to solve all issues together. It values all Partners' views and ideas.

OPEN TO PARTNERSHIP



The smart city is aware of mutual dependence between the economy, society and technology.

NETWORK BASED



It harnesses peoples' creative potential to solve complex problems, the simple ones are dealt with automatically.

AUTOMATIZED

PUTTING WORDS INTO ACTIONS

To ensure that of our Smart City Strategy provides maximum benefit, we plan to gradually implement new solutions and monitor our progress. Our Strategy will be consistent with the city's long-term goals but remain in control of the Citizens. The implementation plan is based on quantitative indicators and checklists.

Within 3, 6, 9, 12 and 15 years from the start, we will carry out a complex evaluation of current progress, which will allow us to modify our actions accordingly. The Citizens will participate in reviewing the Strategy.

