



smart cities

Demand-side survey, March 2015

ISO Strategic
Advisory Group
on **Smart Cities**
– Demand-side
survey

ISO Strategic Advisory Group on Smart Cities – **Demand-side survey**

ISO, the International Organization for Standardization, established a strategic advisory group in 2014 for smart cities, comprised of a wide range of international experts to advise ISO on how to coordinate current and future Smart City standardization activities, in cooperation with other international standards organizations, to benefit the market. This survey seeks to inform this work.

International Standards help to make cities work as they provide guidance, a common language, frameworks and specifications for a broad range of things, from city planning to development of infrastructure, products and services. As such, standards improve the quality of life for residents while helping city authorities manage the challenges caused by growth, urbanization and climate change. Due to the increasing complexity and mounting challenges a city will face in the future, the need for common solutions (standards and guidance) and the ability to share best practices more effectively will only grow.

Over the coming weeks, members of our advisory group, and representative bodies, will be consulting with you to understand your current awareness and use of standards, what your needs are and how standards might add value to you.

A ‘smart city’ is one that...

... dramatically increases the pace at which it improves its social economic and environmental (sustainability) outcomes, **responding to challenges** such as climate change, rapid population growth, and political and economic instability

... by fundamentally improving how it engages society, how it applies **collaborative leadership methods**, how it works across disciplines and city systems, and how it uses **data information and modern technologies**

...in order to provide **better services and quality of life** to those in and involved with the city (residents, businesses, visitors), now and for the foreseeable future, without unfair disadvantage of others or degradation of the natural environment.

Purpose of this survey

To engage principally the demand side of the cities market to understand:
(i) how they perceive standards and standards development organisations and
(ii) their needs in relation to guidance materials

To seek to engage the unengaged: city leadership and senior officials; representation from small and mid-sized cities.

To inform the plans of ISO and how it operates with other Standards Development Organisations and other influential bodies.

Context Setting

Facts and projections about urbanisation abound. So too, the interdependent and worrisome challenges that society faces. Both are growing at alarming and never-before-seen rates. The resulting transformation that must take place will involve all cities. How this will happen will of course depend on where these cities are – both physically, and in their stage of development.

The market – on both the demand and supply sides – will need guidance, a common language, frameworks and specifications on how best to respond. This is a change that must engage and inform at all levels – including society itself – in order to be successful. However, cities are insufficiently engaged, and where they are it is often within service silos. This lack of engagement is a risk, particularly for under-capacity mid/smaller, or less-developed cities. However that is where most people live, so this audience cannot be neglected.

We are presently bombarded by the term ‘smart city’. It is perceived too often to be all about technology. It is also perceived to be a supply (industry) driven ‘hype’. Neither is appropriate (see the adjoining ISO working definition).

The role of standards bodies, and delivery of quality guidance from them, offers potential. However the current perception of ‘standards’ may not be what is required to help cause the level and pace of response that is needed. Standards are too often considered the domain of the few technical experts. Leadership is rarely engaged, yet it is this community that can bring together the necessary parties to collaborate to resolve pressing issues. Senior city stakeholders are driven by short-term budget pressures and political (next election) agendas. Industry on the other hand is led by business-case driven decision-making and commercial motives. This raises the question in what regard standardisation can mitigate mismatches? Our hypothesis is that the situation is far from ideal; and more specifically that:

- Standards organisations are insufficiently visible and relevant to the breadth of stakeholders in cities required to support transformation
- Standards organisations are insufficiently aligned to deliver material that will be most impactful
- Cities rarely engage and use publications from standards bodies – preferring internal, advisor, Industry, or advice from other respected (international) bodies
- Technologies advance at a pace that is misaligned with material from the standards organisations, creating the risk of a widely-spread variety of misaligned market standards (a situation that will eventually block sustainable development)
- The distinction of the role and nature of voluntary standards, through to mandated regulation is insufficiently clear

These gaps are of concern. And this survey is important in that it seeks to collect views from a vital stakeholder – cities – in order to inform strategic dialogue within and amongst standards organisations; and between these bodies and other key national and international institutions. The survey, and other activities of the strategic advisory group, will inform our recommendations. The survey is being sent to 5-10 cities only in around 25 countries, so your participation is thus important, and highly valued.



What are **standards?**

A standard is a document that provides requirements, specifications, guidelines or characteristics that can be used consistently to ensure that materials, products, processes and services are safe, of good quality and fit for their purpose. ISO standards are developed by groups of experts that include representatives from industry, NGOs, governments and other stakeholders, to ensure they add value to and meet the needs of the relevant users.

Who is **ISO**?

ISO (International Organization for Standardization) is an independent, non-governmental membership organization and the world's largest developer of voluntary International Standards.

ISO is made up of 166 national standards bodies and is headquartered in Geneva, Switzerland. ISO has published standards covering almost every sector, from management systems, technology, to food safety, to agriculture and healthcare.

How to fill in **the survey**

The attached Word document contains six key lines of questioning. You can fill out your answers to these six items in the form fields in Word, and send it back to dadaglio@iso.org.

Questions?

For further information, please contact the Secretary of the ISO Strategic Advisory Group on Smart Cities, Mr Francesco Dadaglio: dadaglio@iso.org; Tel: +41 22 749 04 46

International Organization for Standardization

ISO Central Secretariat
Chemin de Blandonnet 8
CP 401
CH – 1214 Vernier, Genève
Switzerland

iso.org

© ISO, 2015
All rights reserved

