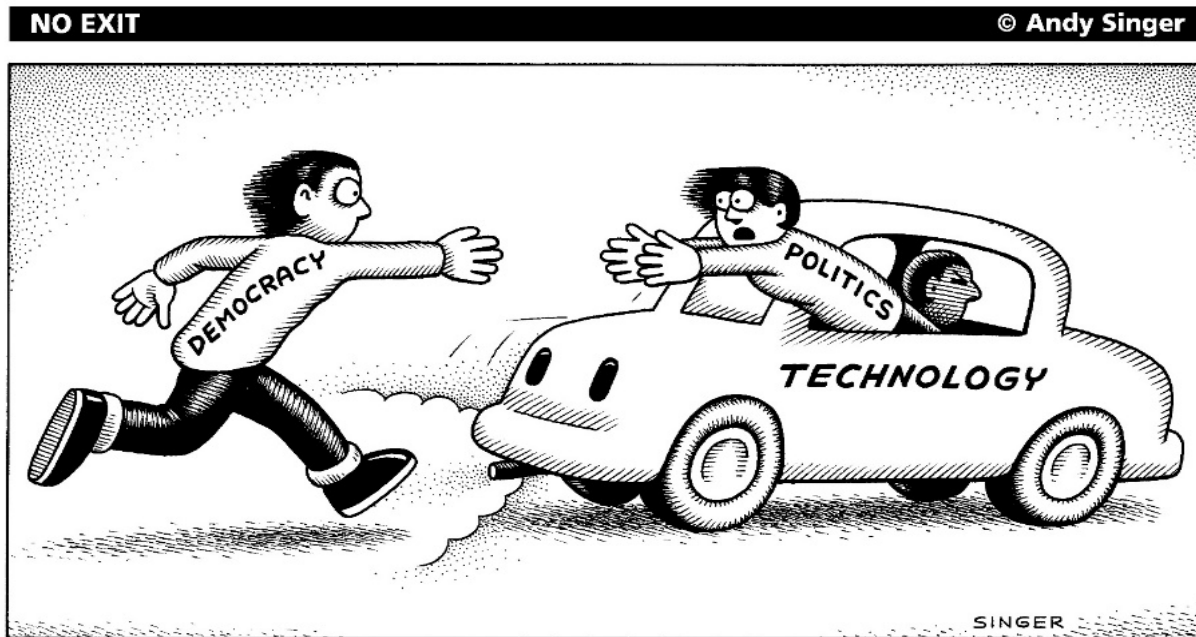




## Let's Face the Truth

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## MAIN PILLARS

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1. To support more effective delivery of public services to Barcelona citizens for greater equity, safety and quality of life (**Data as an Infrastructure**).
  2. To integrate the use of Big Data & Data Analytics to improve public decision-making (**Data driven projects**).
  3. To promote a genuinely collaborative and innovative economy facing citizens needs (**Data Commons**).
  4. To enforce data & algorithmic transparency (**Data Ethics**).
  5. To stand for citizen's data rights (**Data Sovereignty**)
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## GOALS

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- Establish Data Governance Model.
  - Set up a Common Vision & Data Strategy within City Council.
  - Extend the use of Data Analytics, to better understand our citizens, their needs and improve city management.
  - The strengthening of data sovereignty, dissemination, availability and transparency of the municipal data set.
  - Facilitate technological alignment.
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## ACHIEVEMENTS

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- Breaking the technological (and costing) barrier
  - Empower technicians through Data - Small hand in hand projects.
  - Develop a Data Infrastructure/Data Lake
  - Integrate Data from a Telecom Company to measure the city beat
  - Positioning City Hall as "Data Player" in front of the Private stakeholders
  - Develop a set of Data Clauses & a Guideline for Tenders (WiP)
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## CHALLENGES

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- Breaking Internal Silos - Evangelize
  - Data Science Training – Talent Attraction
  - From Long Term Strategic Plans to Short Term Predictive Modelling
  - Obtain Data from Big Private Players (Utilities, Mobility, Real State....)
  - Social Awareness
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## OPPORTUNITIES

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- Nearly 70% Population living in urban Areas by 2050
  - Push as City Coalitions
  - Share Knowledge: Models, Scripts, Algorithms, ...
  - Academia Knowledge
  - Public Purchase as a Leverage
  - Private Discredit vs Public Transparency
-

# THANK YOU



**Ajuntament  
de Barcelona**