

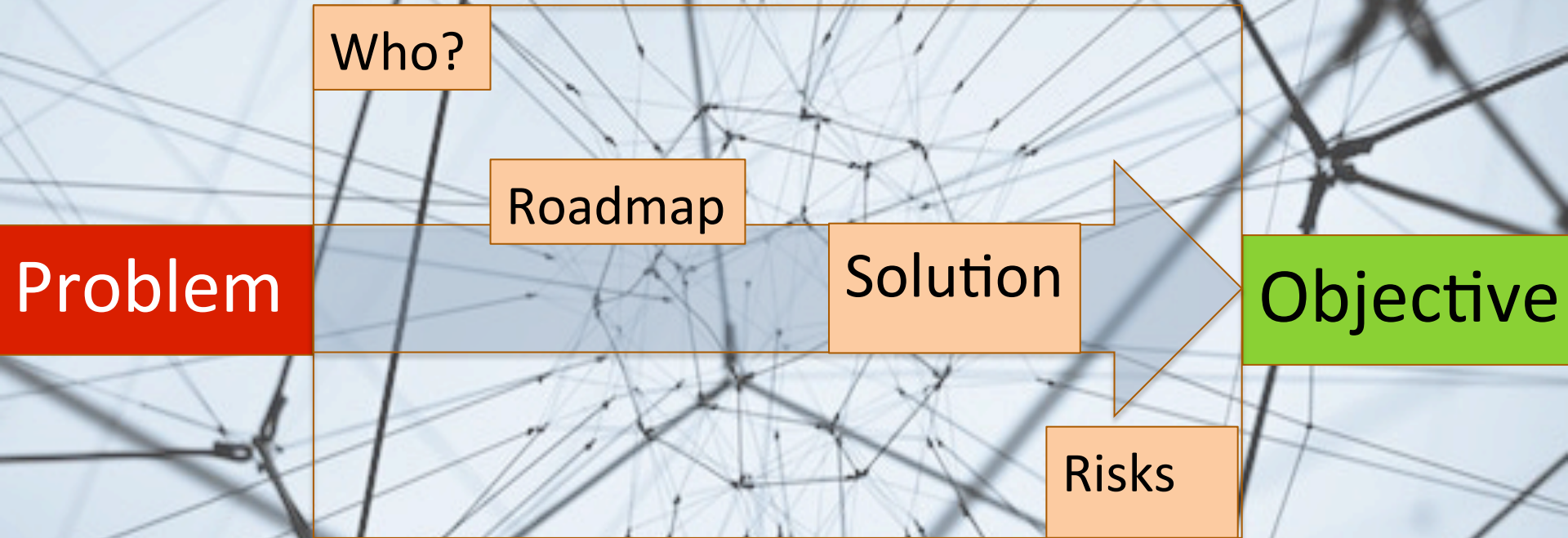
# Let Us Act

Smart-up BSR

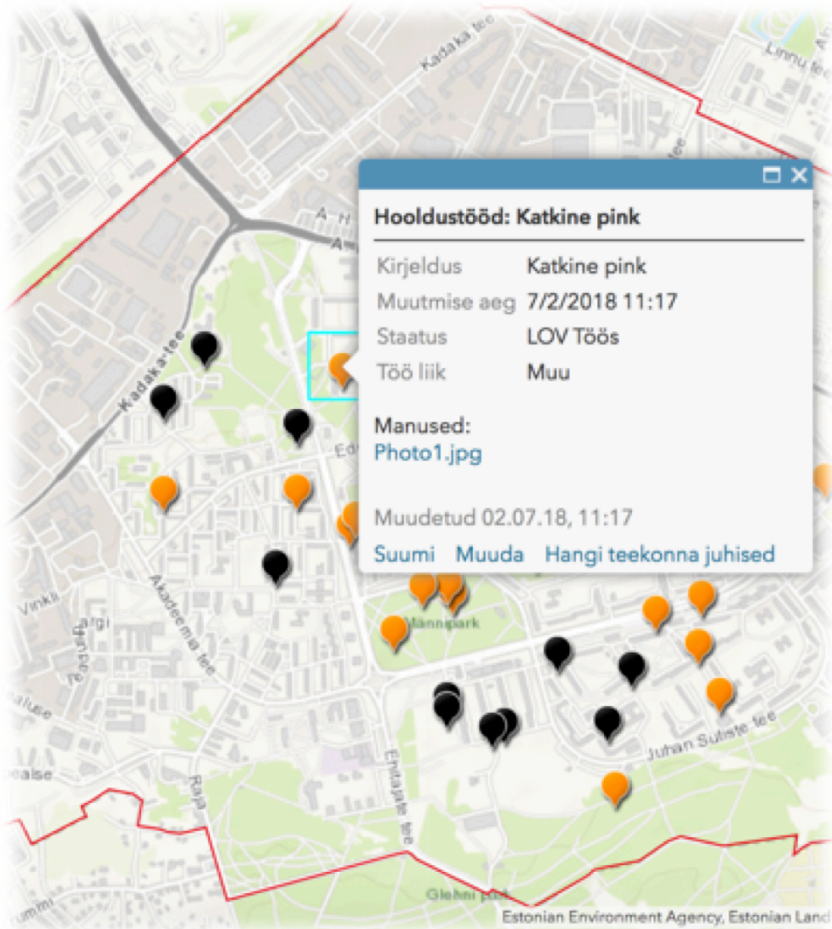


- Citizens: report, participate & act
- Government: receives, responds & acts

# Agenda



# Problem



# Objective

**Empower** citizens by improving their engagement and efficiency in citizen reporting tools.



# Solution: Let Us Act

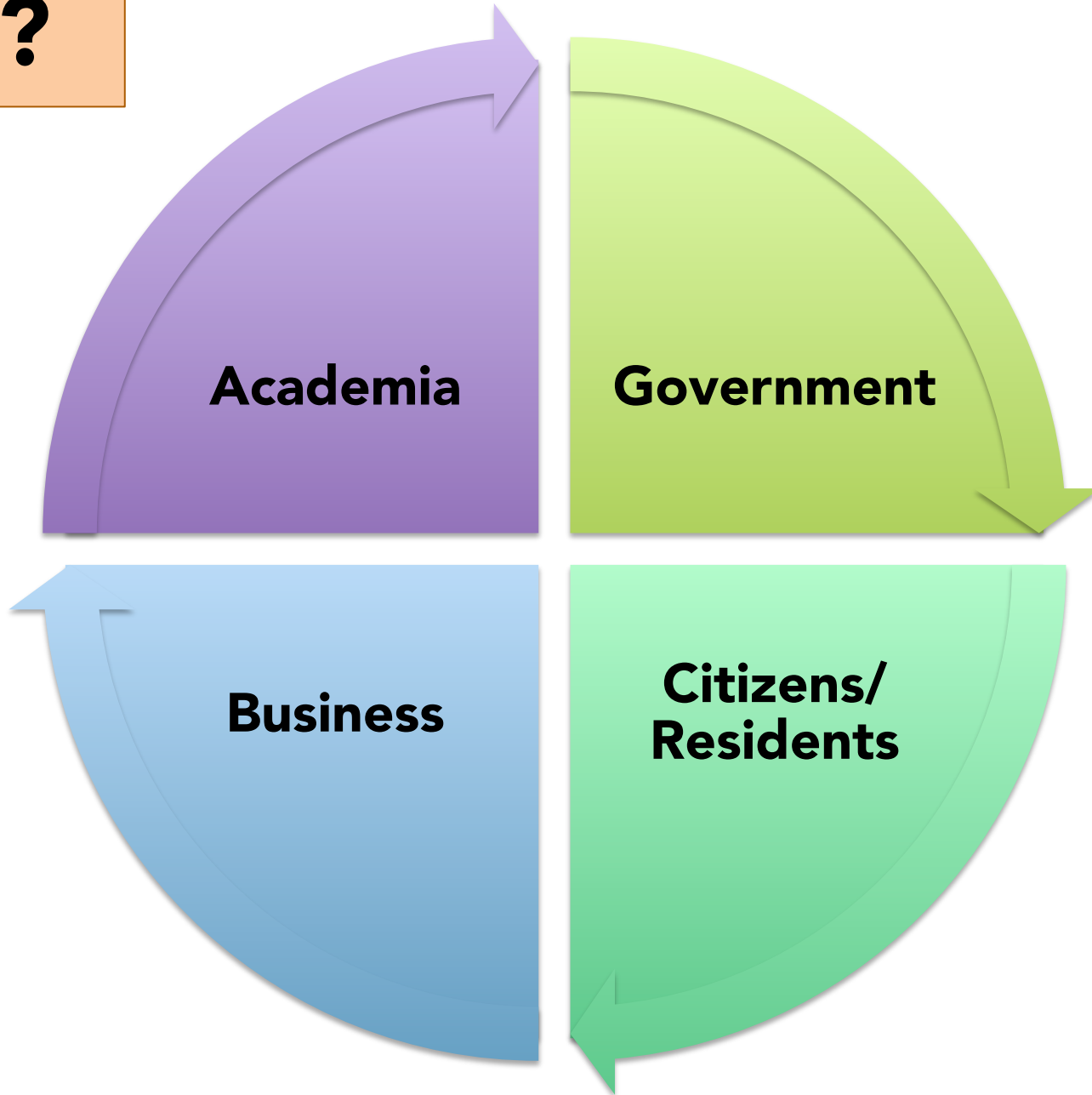
## Features

- ❖ Additional layers
- ❖ Gamification
- ❖ Social network
- ❖ Initiative proposals to government
- ❖ Use of IOT sources for reporting
- ❖ Incentive based
- ❖ Optional surveys

## Functionalities

- ❖ Historic maintenance data
- ❖ Separate data about citizens and service providers
- ❖ Use of robotics for quality feedback
- ❖ Anonymous for users, identified for government

# Who?



**6 weeks**

**?? AI ??**

# Roadmap

**6 months**

**6 years**



# 6 weeks

- **Prepare phase:**
  - ✓ **Secure funding for 6 months**
  - ✓ **Organize project teams**
  - ✓ **Political support**
- **6 weeks:**
  - ✓ **Existing system in Mustamäe**
  - ✓ **Training and public events**
  - ✓ **Trial test with employees and citizens**
  - ✓ **Focus on active groups**
  - ✓ **Exploring right incentives**
  - ✓ **Improvements based on feedbacks**



# 6 months

- **Large scale launch:**
  - ✓ **District level testing**
  - ✓ **Data governance**
  - ✓ **Campaign work**
  - ✓ **Explore target groups**
  - ✓ **Gain commitment for full deployment in Tallinn**

**6 years**

- **Estonian implementation:**
  - ✓ **Remodel solution**
  - ✓ **Decrease digital gap**
  - ✓ **Integration of platforms**
  - ✓ **AI focus**

# Why not AI now?

Volumes of DATA



DATA

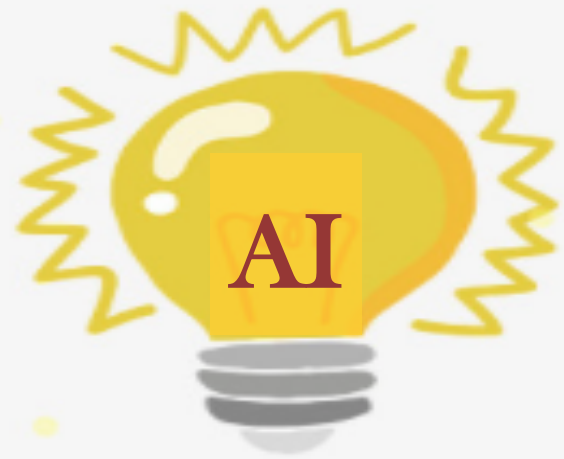
DATA

DATA

DATA

DATA

DATA



Time

# Risks

**False reports**

**Privacy concerns**

**Lack of trust**

**Disappointment with the system**

**Lack of resources**



**"Hunger games"**

**Lack of technical expertise**

**Empty reports**

**Lack of collaboration**

# Team 7 😊

