

PHILIPS Lighting

Press Release

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Integration of smart city solutions, traffic enhancement and increased safety among the council's priorities during Smart City Roadshow workshop in Ostrów Wielkopolski, Poland.

Ostrów Wielkopolski, Poland - Philips Lighting, a global leader in lighting gave the idea of organizing the 'Smart City Roadshow' – a series of workshops on the smart cities concept in several venues in Poland. Together with its partners, Asseco Data Systems and Microsoft, Philips Lighting is sharing its knowledge on solutions for smart cities with both authorities and citizens of Polish cities. Ostrów Wielkopolski has hosted a 'Smart City Roadshow' workshop with a help from OUID, an energy company.

During the workshop, the local authorities met with experts in this area, who showcased the latest technologies supporting city development and presented future trends. The event was divided into two parts. The first one involved citizens of Ostrów Wielkopolski and local activists. The goal was to collect opinions about the needs and expected technological development from the residents' point of view. The second part involved the City Council and its agencies in charge of municipal roads and public transport (ZDM and MZK), a utility company WODKAN S.A. and OUID, an energy company active in Ostrów Wielkopolski and Kalisz.

'An important advantage of initiatives like the 'Smart City Roadshow' is the chance to get through to city officials working in several offices of the city hall with information about the role of new city technologies. Not everyone can participate in events and conferences on smart cities on every day basis. So, it makes me even happier that together with people responsible for our city's development and with market experts we had a chance to discuss the future of Ostrów Wielkopolski. We talked about what else we could do in order to make our city safer and more comfortable' said Jakub Szczurek, the city's vicepresident.

'The game of cities' - a simulation game in which players take on the role of decision makers and, using smart technologies, they plan the city's future was an important point of both meetings.

The workshop help crystalize some of the main roads for future urban development, including:

- integration of smart city solutions
- increasing the residents' safety by adding extra lighting in some spots such as zebra crossings, bike lanes etc.
- facilitating road traffic
- taking a better care of the environment.

Przemysław Wojtkiewicz, Public Sector Sales Manager at Philips Lighting said:

'Most Polish cities have already run their first smart city projects. Now it's time for first smart cities strategies and first examples of integrated, long-term approach towards smart

technology investment planning. Municipalities are starting to grasp the difficulties that lie ahead and we're helping them understand how the new technologies can become a useful tool, applicable in all the areas of city activity. Our workshops were created to reach to both city officials and residents. These two groups have now a chance to discover the benefits coming from implementation of smart city solutions.'

By the end of the year, a couple of other meetings in Polish towns will be scheduled. All the workshops are organized together with Pracownia Miejska, that especially for this project has developed the 'The Game of cities'.

City workshops are free of charge. Other cities are welcome to join the Smart City Roadshow project.



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Philips Lighting

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