



Den Haag

Digital Innovation & Smart City in The Hague

Living Lab Scheveningen



The Hague

Vision on Digitalisation and Public Services 2020-2023



April 2020

Vision on Digitisation and Public service					
Ambitions ▼					
The Hague goes digital: working together for smart innovation		Public service in The Hague: personal, convenient and reliable		Municipal IT: ready for the future with a reliable foundation	
Strategic goals ▼					
Digital Innovations for social challenges	Data-driven working for a viable city	Listening and improving	Integral public service	Municipal IT ready for the future	Reliable IT foundation
Tactical goals ▼					
Innovation in Scheveningen	Municipal Data Strategy	Accessible and inclusive public services (with ‘De Stadskamer’ municipal research lab, customer satisfaction survey and clear communication)	Online environment as the foundation (MijnDenHaag, everything provided there and a foundation for an omnichannel with telephone facilities and helpdesks, innovation and mobile apps)	Investing in the IT organisation of tomorrow	Renewing and modernising IT infrastructure (IT Master Plan)
Safety & Security Coalition & Agenda	Urban Data Centre The Hague	Listening and learning (encouraging customer-oriented culture (DNA), active listening through social media and complaints management)	Personal contact for specific target groups (low-threshold contact for residents in their own neighbourhoods, a central helpdesk for entrepreneurs and The Hague International Centre for international workers)	Enhancing civil servants’ digital skills and innovative capacity	Reducing the number of applications and improving contract and licence management
Start-up in Residence, Odyssey and Digital Identity	Digital The Hague in 3D				More efficient and more effective use of base (data) registers
Integral approach digital skills of residents and entrepreneurs					Implementing frameworks for information and IT policy



Living Lab Scheveningen

Smart City

What is it?

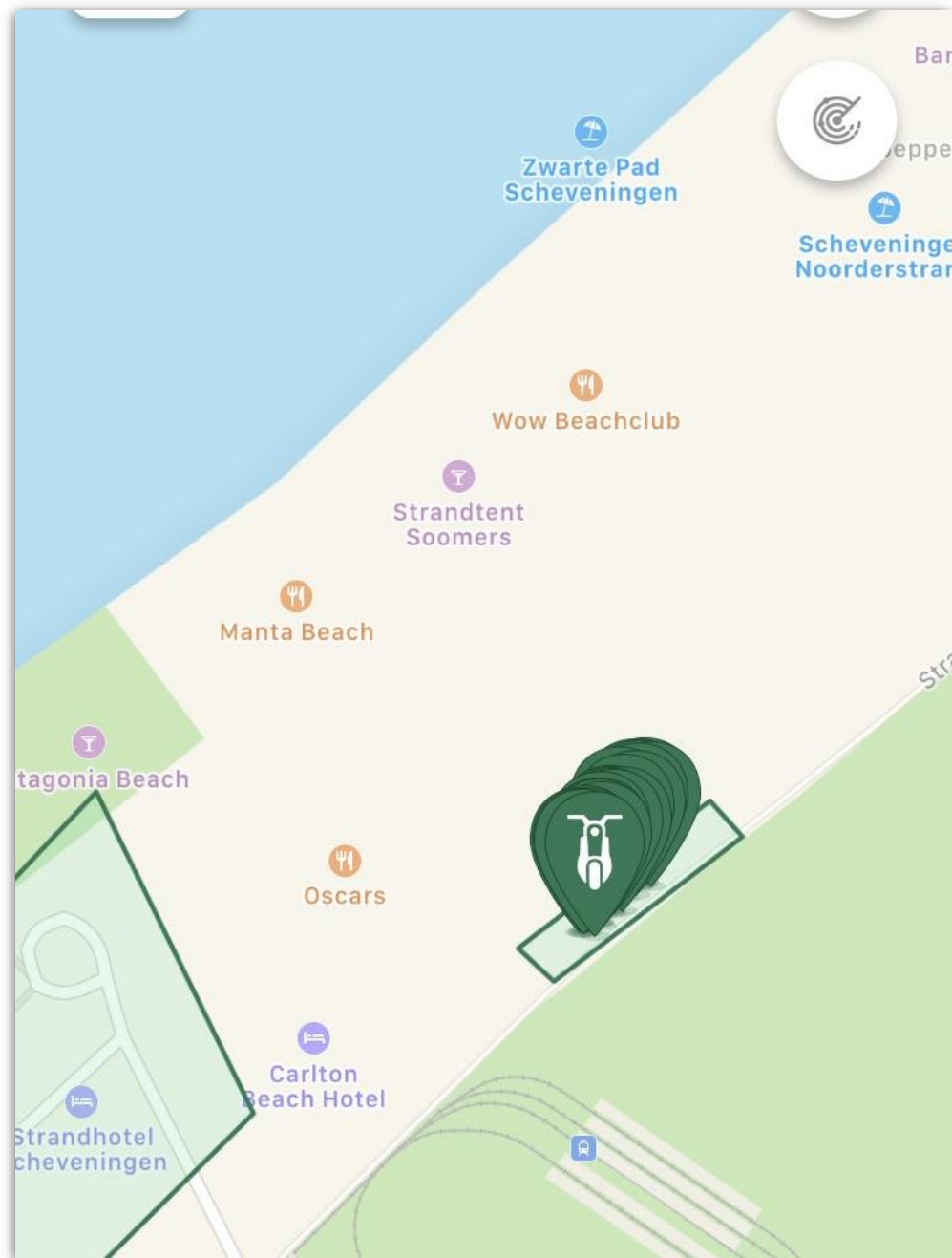
Example 1
ZWARTE PAD
1970











QUESTIONS

What does new technology mean for the **use, design and control** of the public space?

What is the **role of the municipality** in the development of a Smart City?

With whom do we have to **collaborate** in a Smart City?

An aerial photograph of Scheveningen beach and the city of The Hague. The image shows a wide sandy beach with many people, a long pier extending into the sea with a Ferris wheel and a lighthouse, and a dense urban area with various buildings and green spaces. The text "Living Lab Scheveningen" is overlaid on the bottom of the image.

Living Lab Scheveningen



The City The Beach The **Hague.**

MISSION STATEMENT

It is a research project.
We would like to learn.

Smart City
Infrastructure as a
component of the Smart
City System as a whole

We would like to investigate how a Smart City Infrastructure in a
real-life urban area can be made viable to contribute to a
sustainable, safe and pleasant living environment.

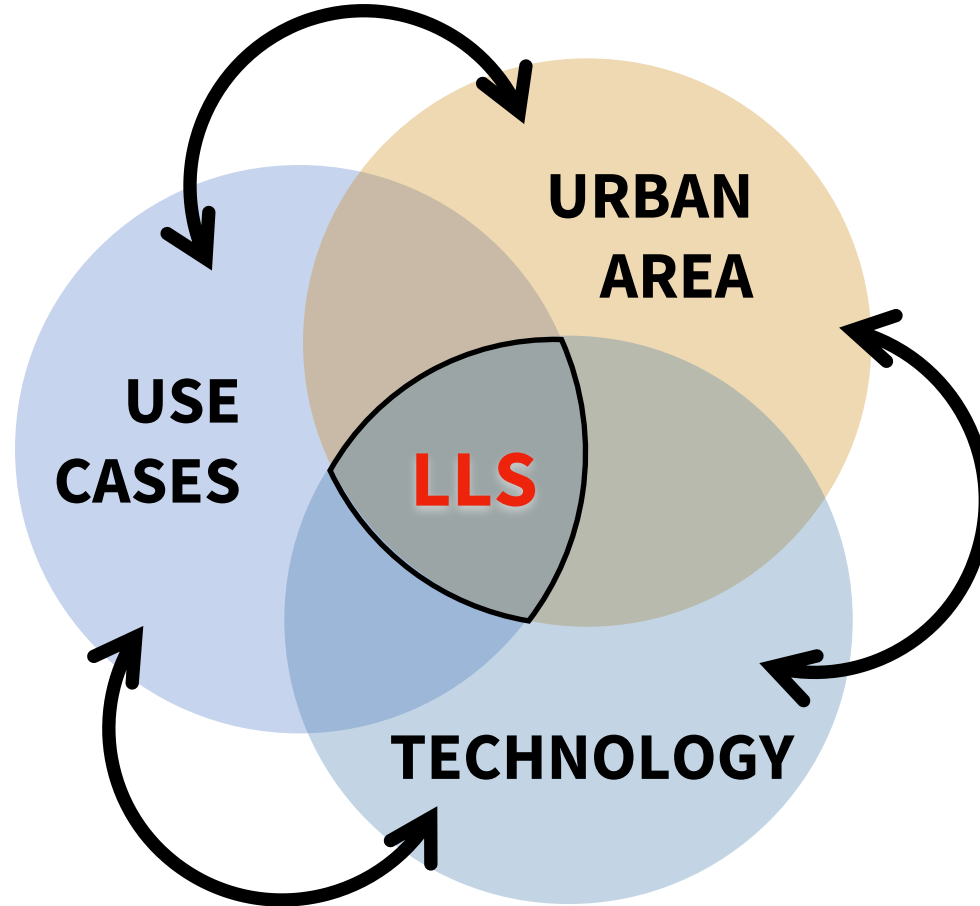
Value creation and consensus
within society and in politics

Scale to the future.
Renewable energy.

Safety in for example
traffic and public space

Connectivity and public services
such as smart parking and
charging. Prevent outdoor
cluttering.

PARALLEL DEVELOPMENT



THE URBAN AREA



- City of Peace & Justice
- Seat of the government
- Legal center
- The Hague Security Delta
- 11 kilometers of coastline

Scheveningen:

- Natura 2000 areas
- Mixed historical neighbourhoods and nightlife areas
- Industrial areas and activity
- Large-scale international events
- Sea harbour and fish market
- Recreational areas & beach
- Approximately 14 million visitors per year (seasonally)

RENVOOI

--- scopegrens zoekgebied LLS (geen harde lijn)

--- zonegrens

□ geen planning bekend / mee met onderhoudsvervanging?

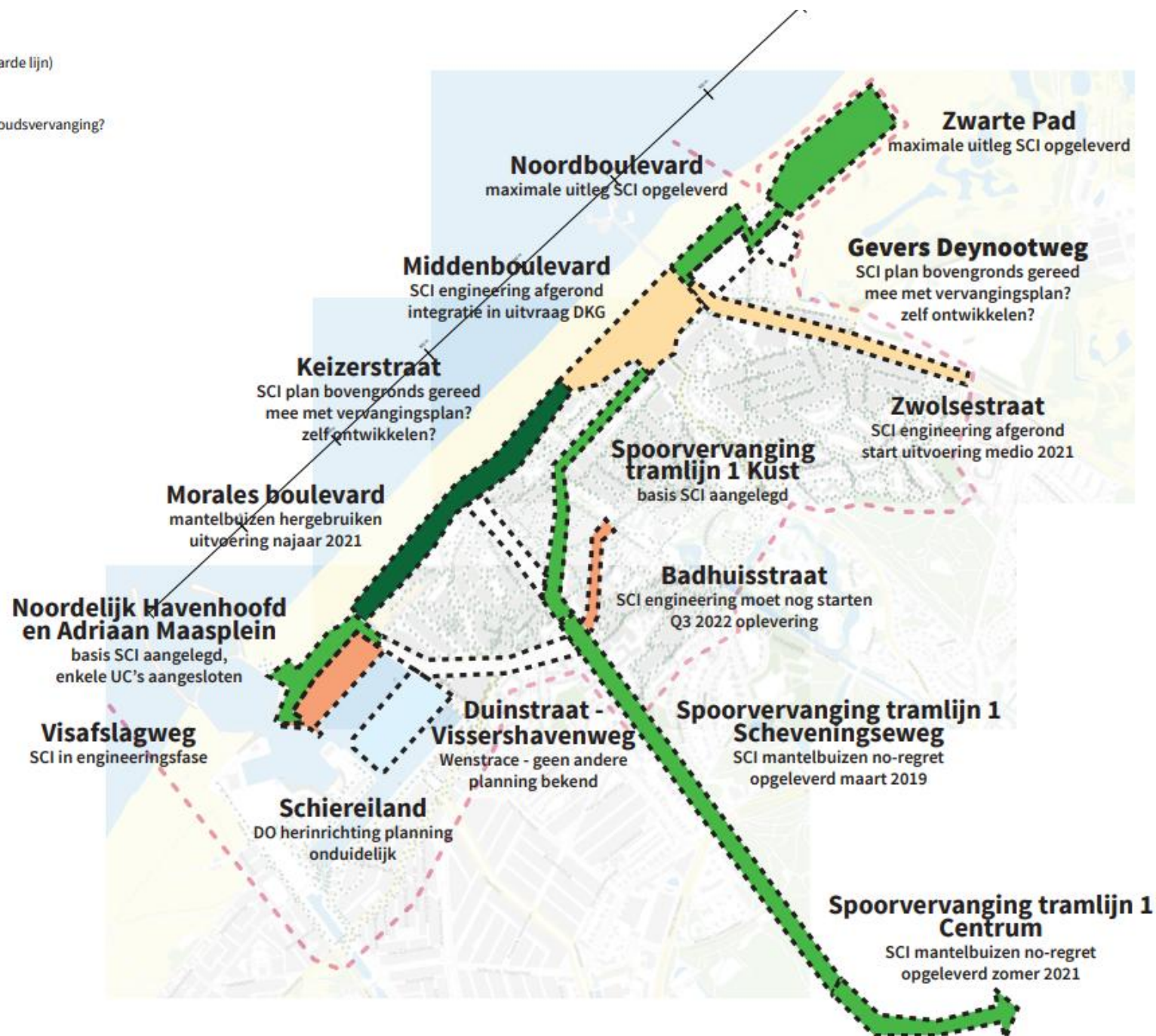
■ gebruik bestaande infra

■ SCI opgeleverd

■ 2022 oplevering

■ 2023 oplevering

■ onzeker, 2022 en later oplevering

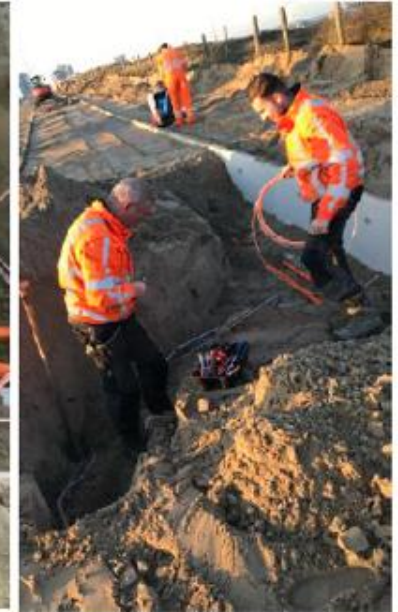
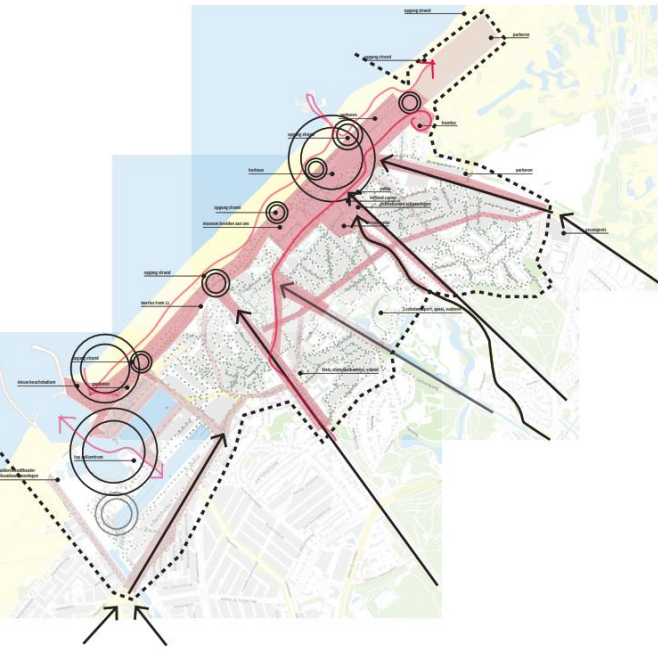


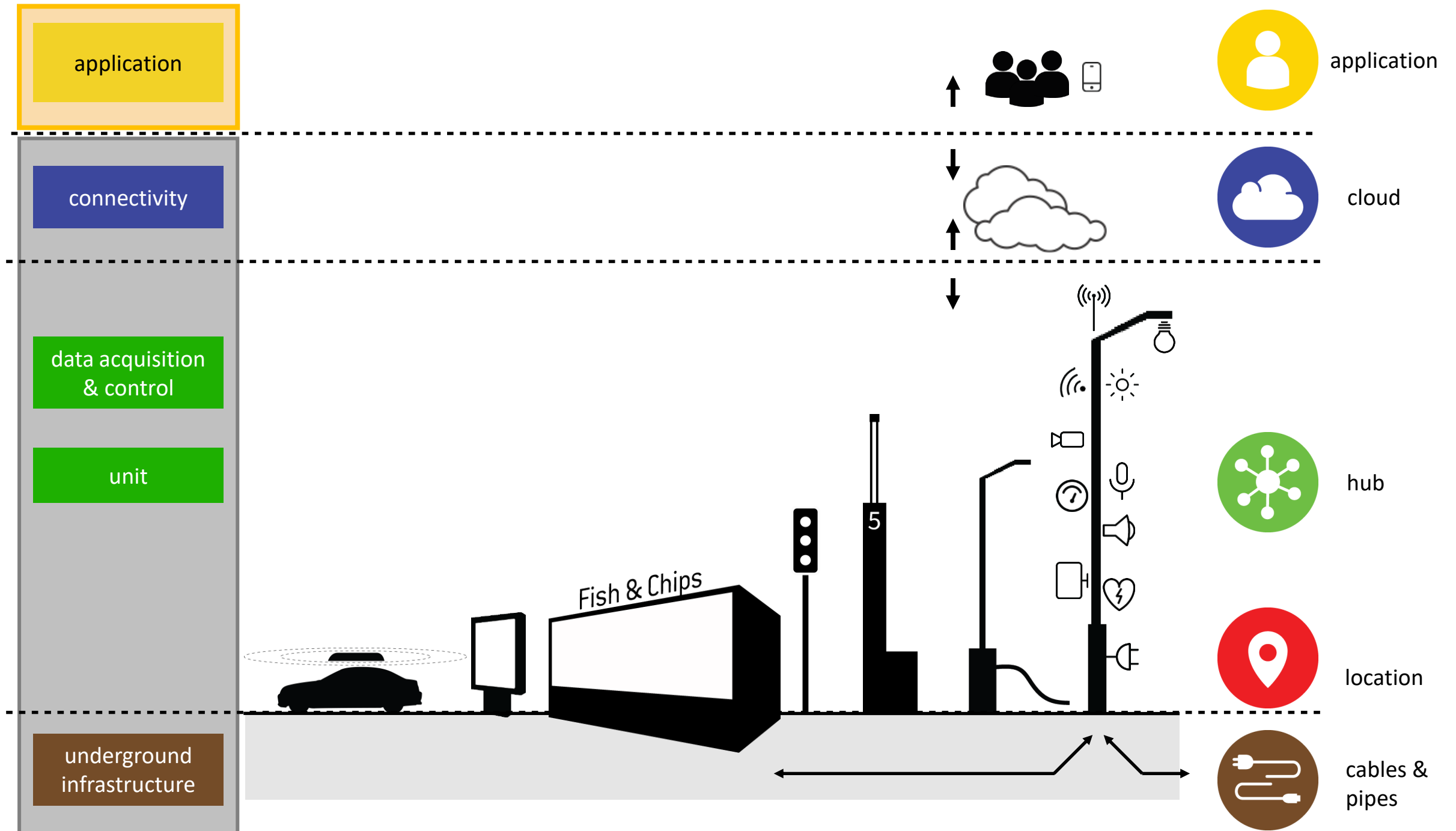
250 500 m

Living Lab Scheveningen
zones in ontwikkeling
stand van zaken
november 2021

Naomi Schiphorst
schaal 1 : 5000, papier A0

THE URBAN AREA - CONSTRUCTION

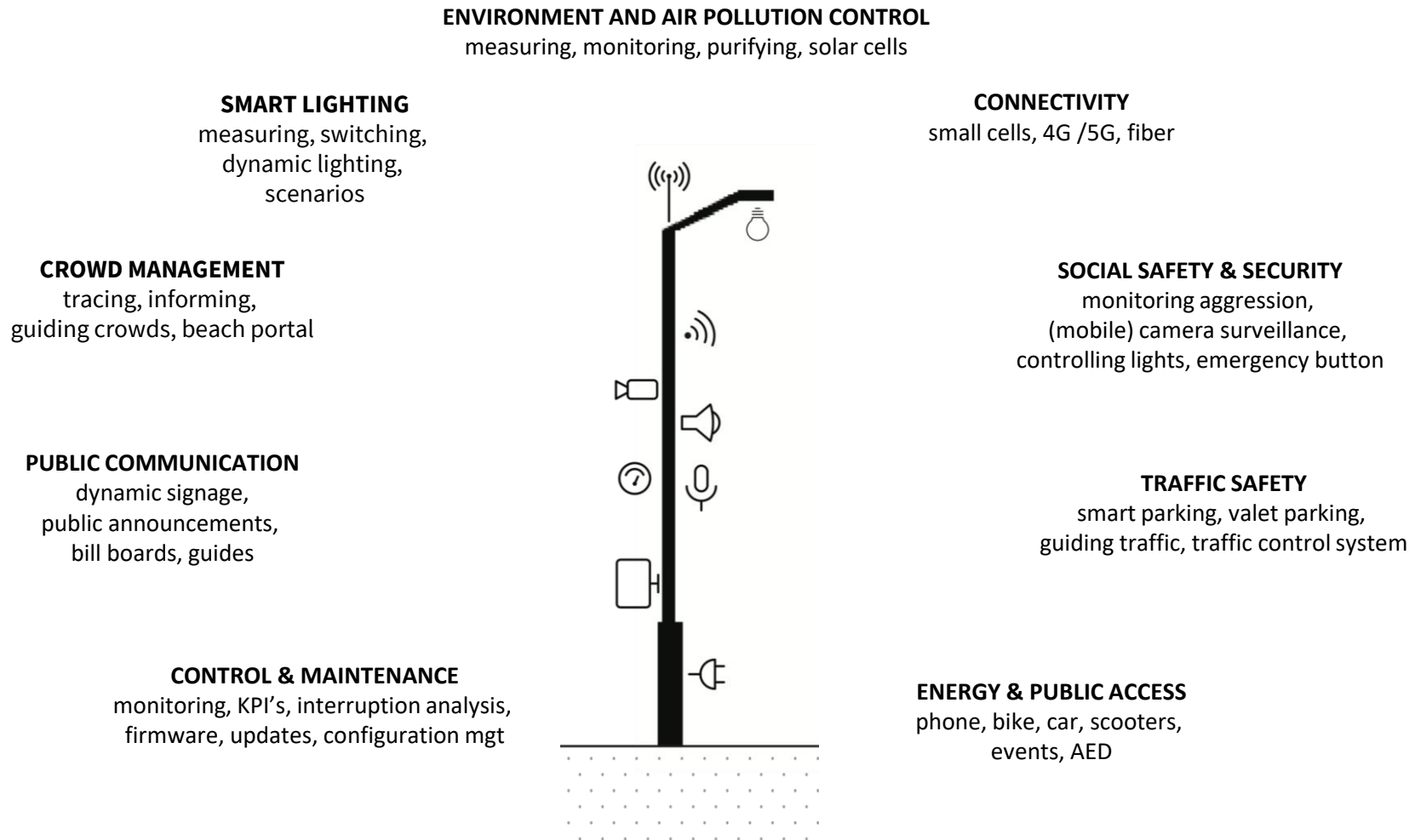


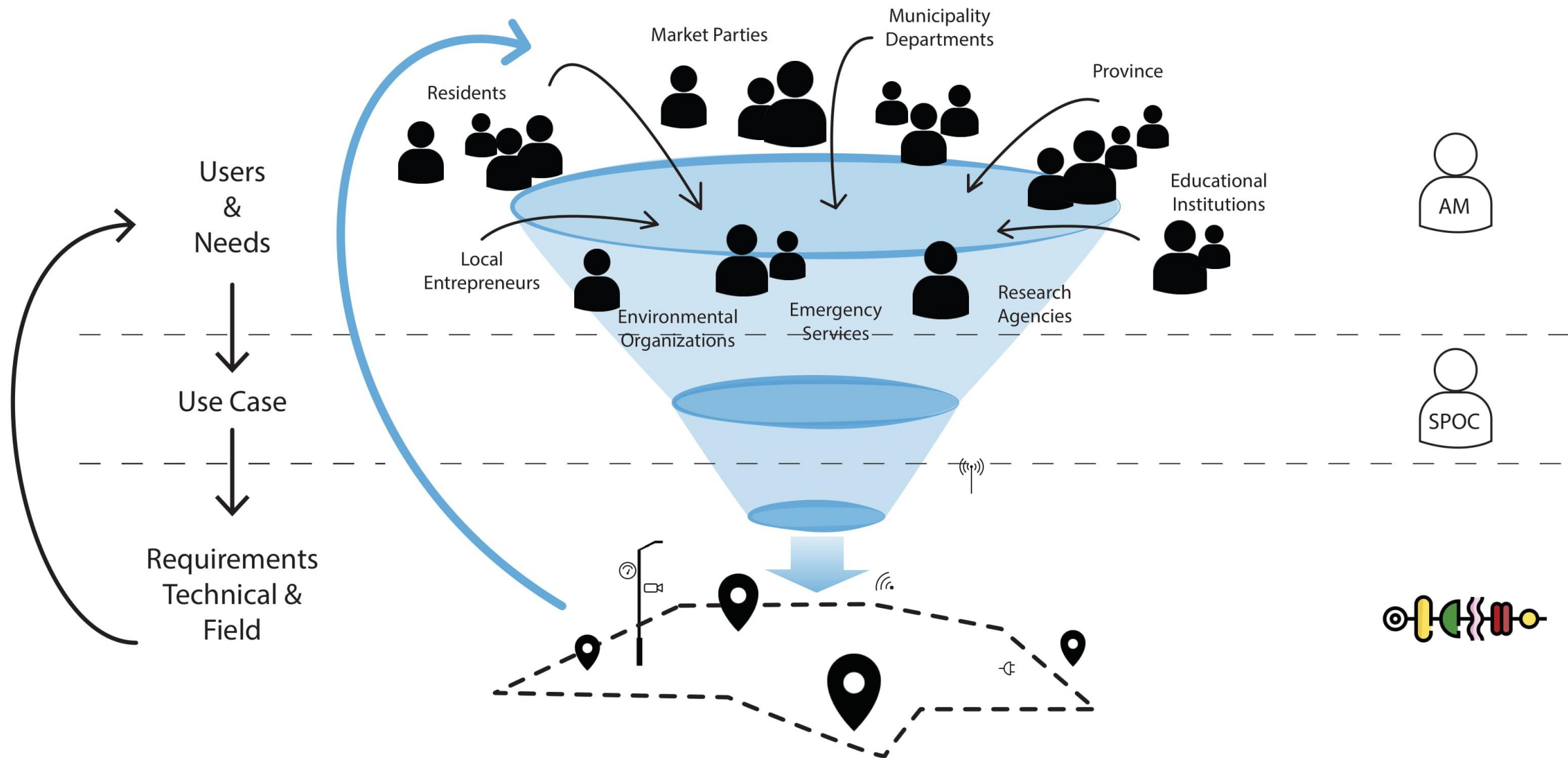




Noordboulevard

USE CASE CLUSTERS

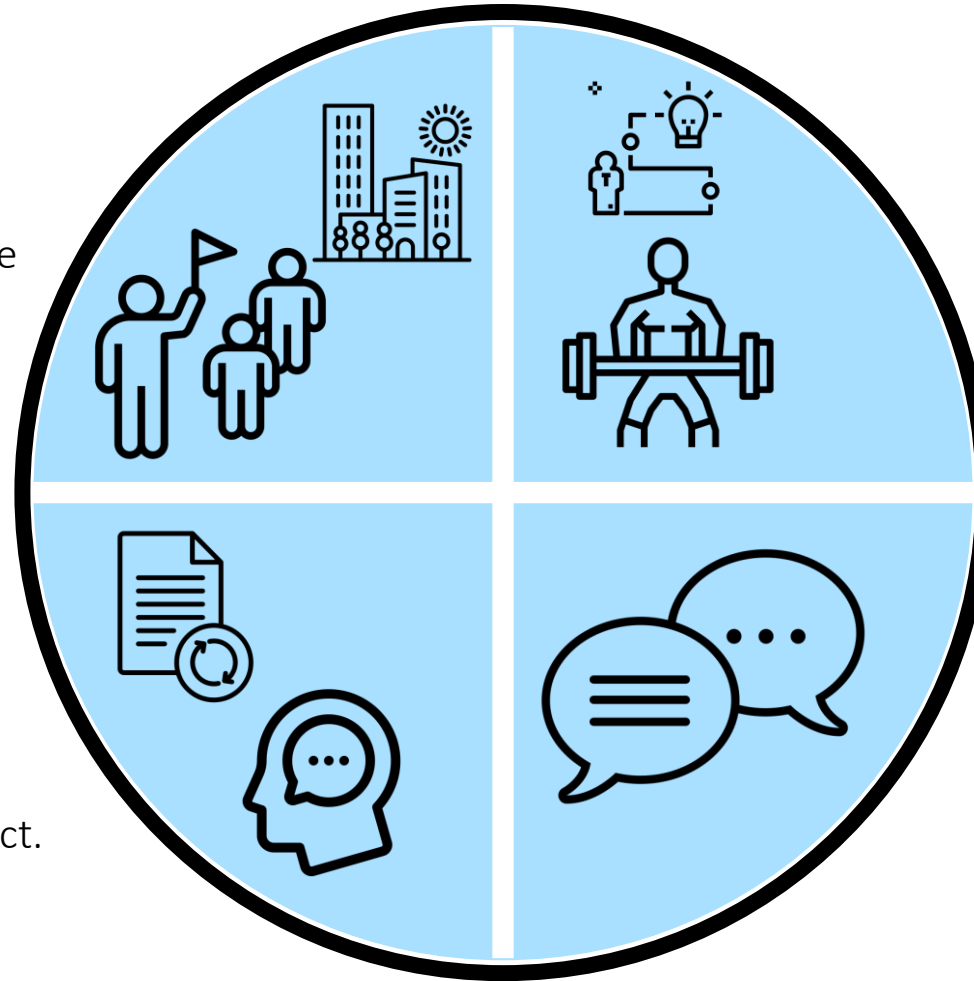




CONTINUOUS LEARNING

Show

We **share** our approach and progress, we tell the why, what and how about a specific topic. All developments are brought to life in the area, for everyone to **see and experience**.



Reflect & document

To make the most out of the learning experience, we **document** our thinking process, to trace our steps and to reflect. This way, we can apply the insights we gain in new contexts.

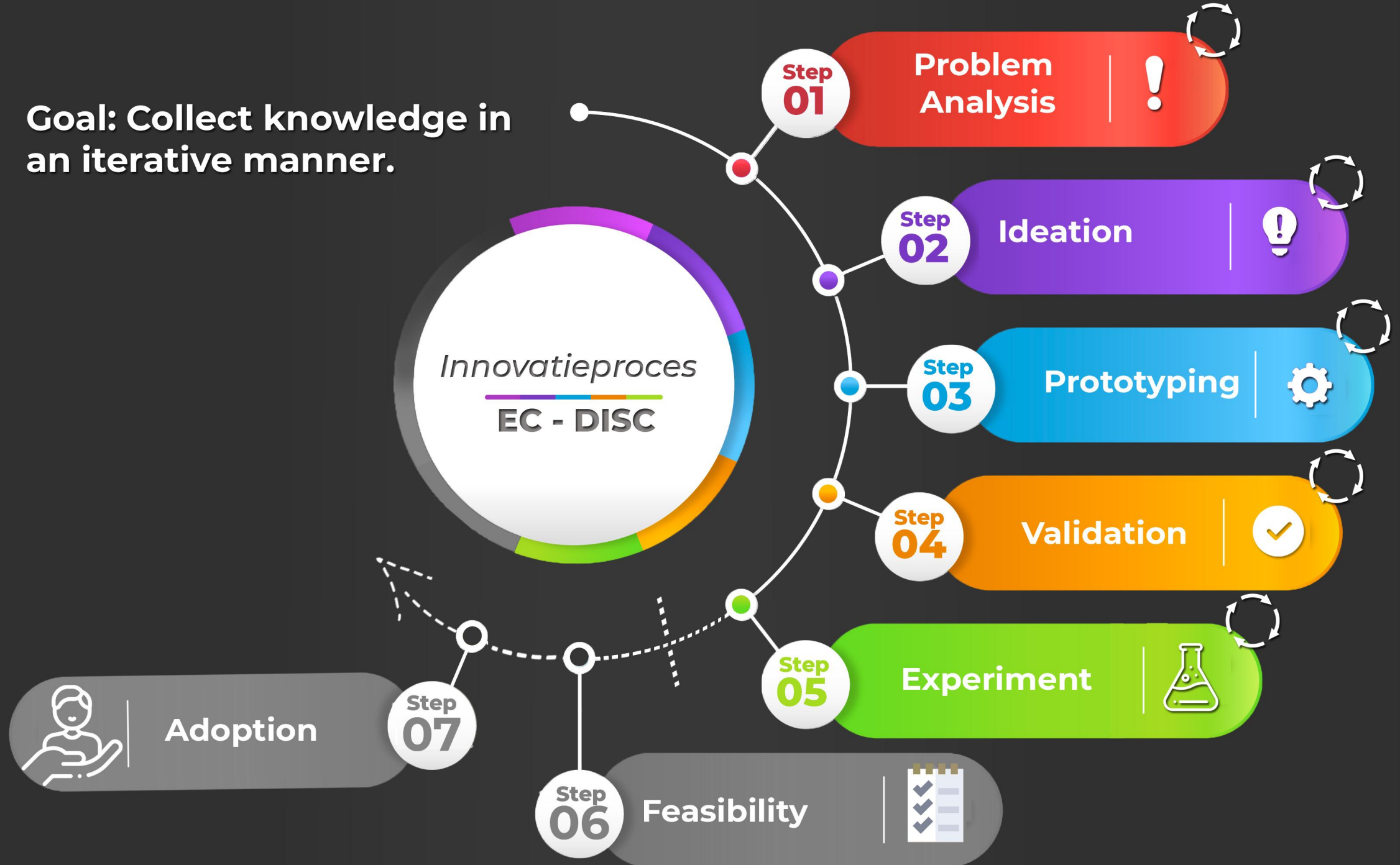
Try & learn

No one grows muscles by looking at other people work out. We **apply theory to practice**, and use **learning-by-doing** methodologies.

Share

Knowledge is created by **interacting with others**. This is at the foundation of our working processes.

Goal: Collect knowledge in an iterative manner.





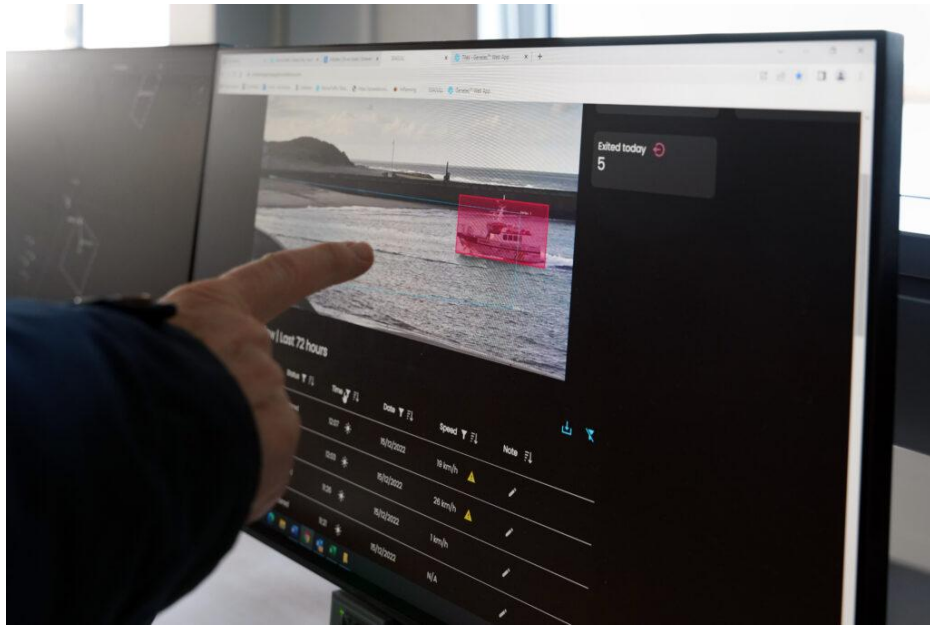
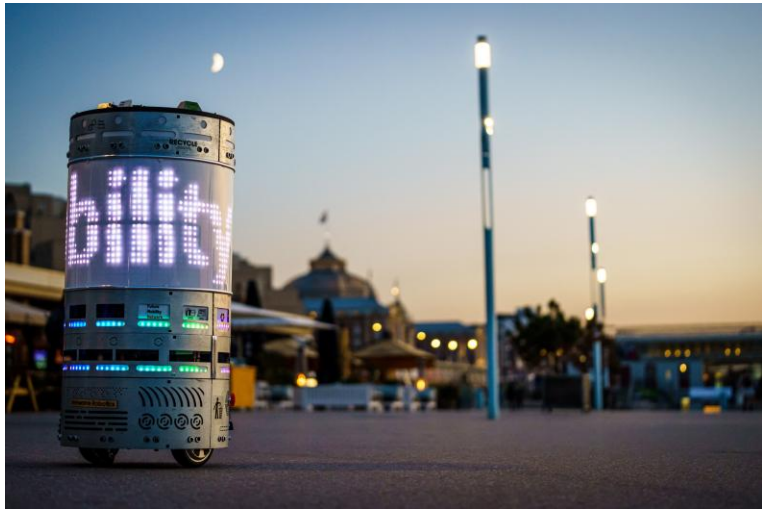
Safety & Security

Energy & Environment

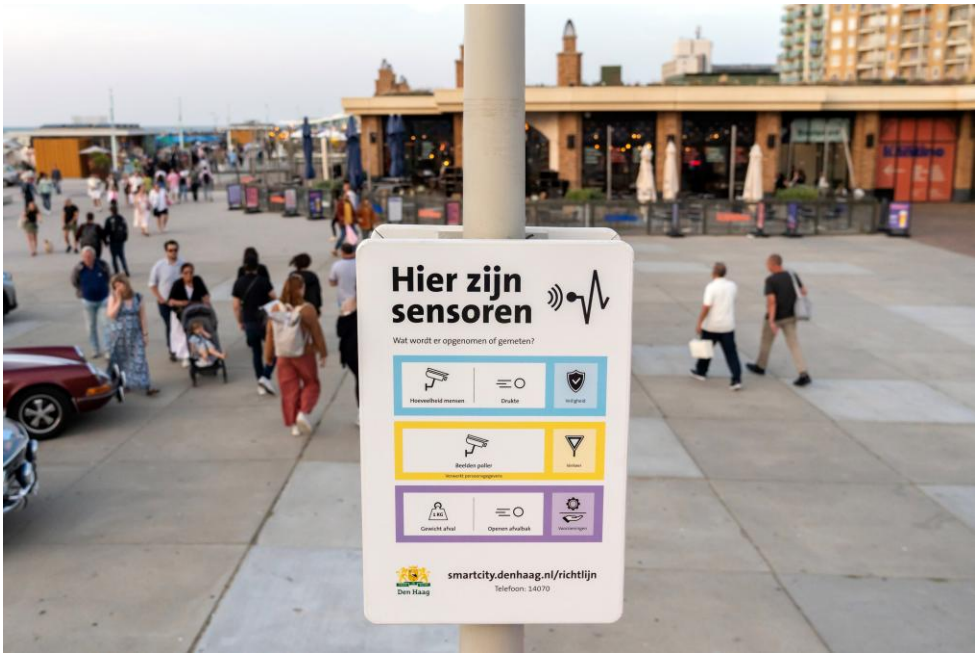
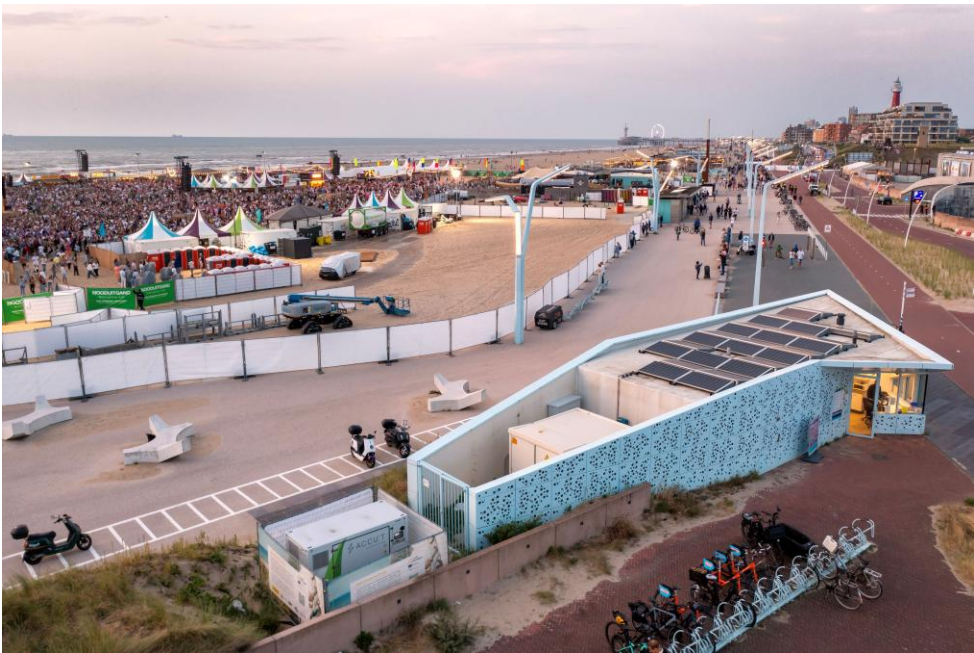
Mobility

Well-being

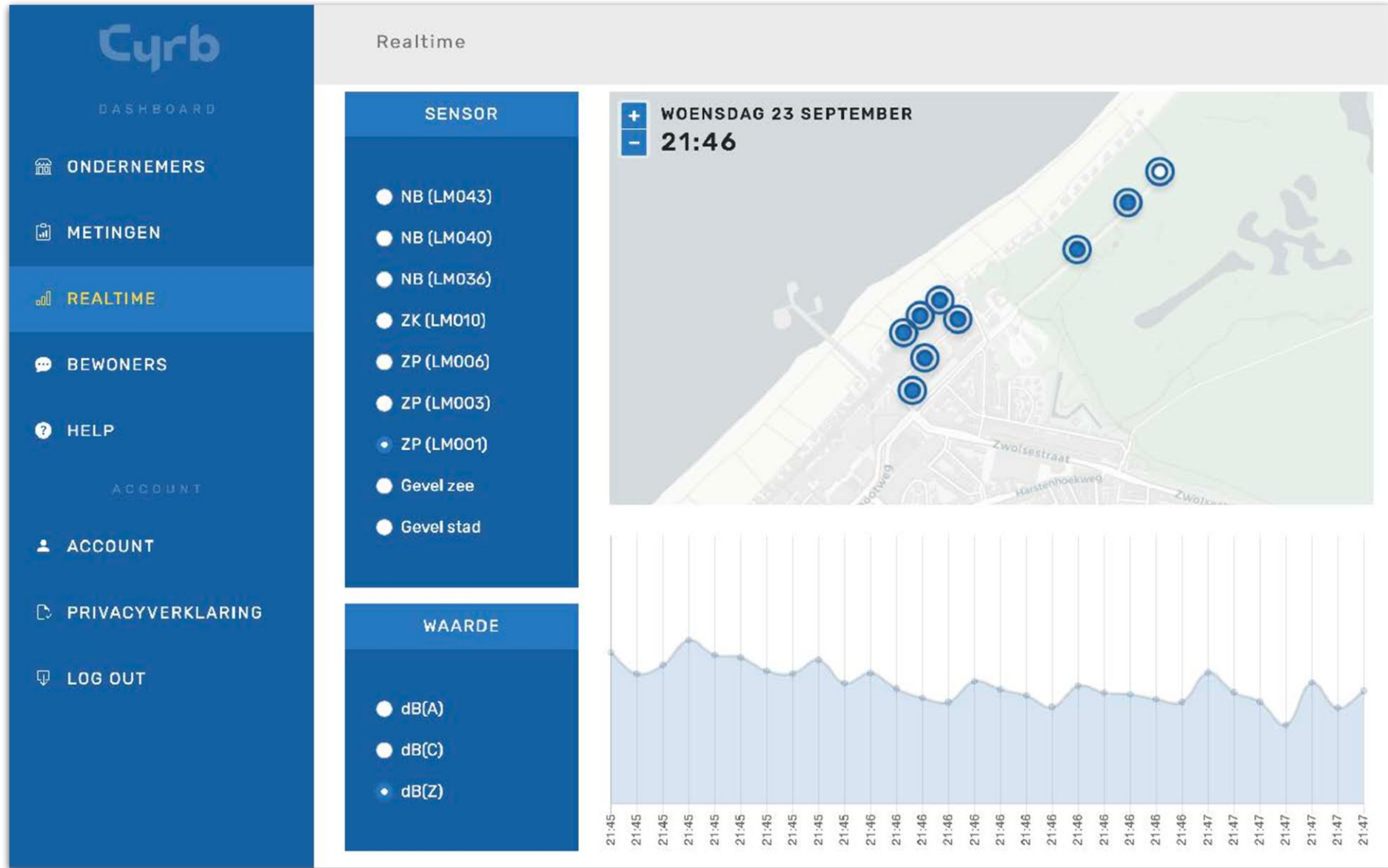
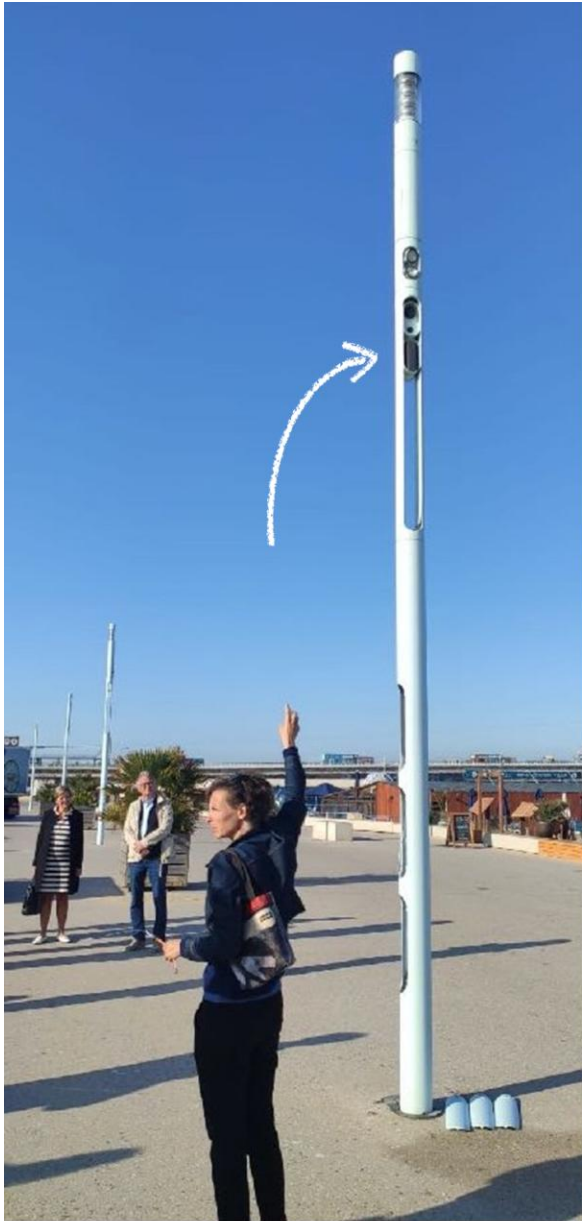
USE CASES



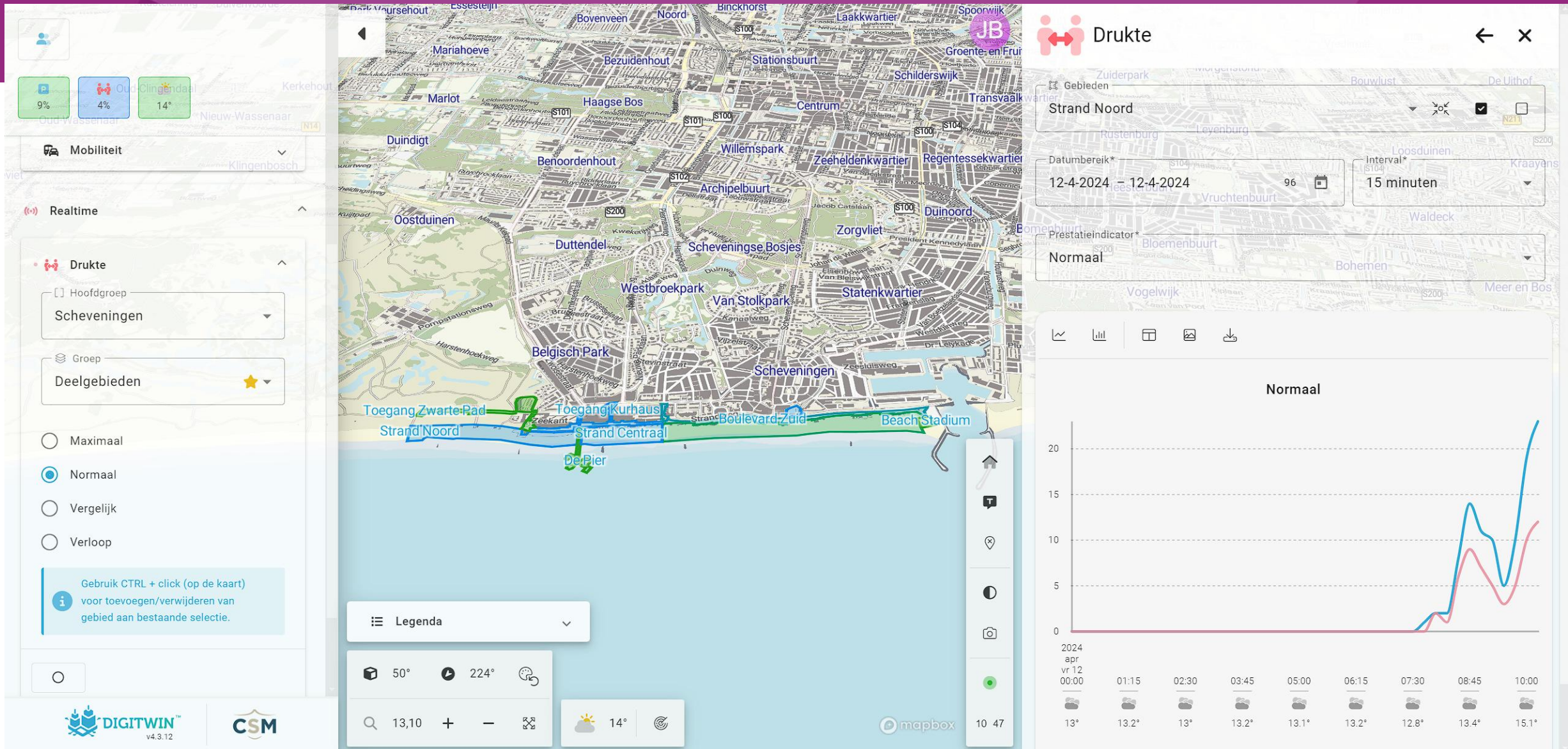
MORE USE CASES

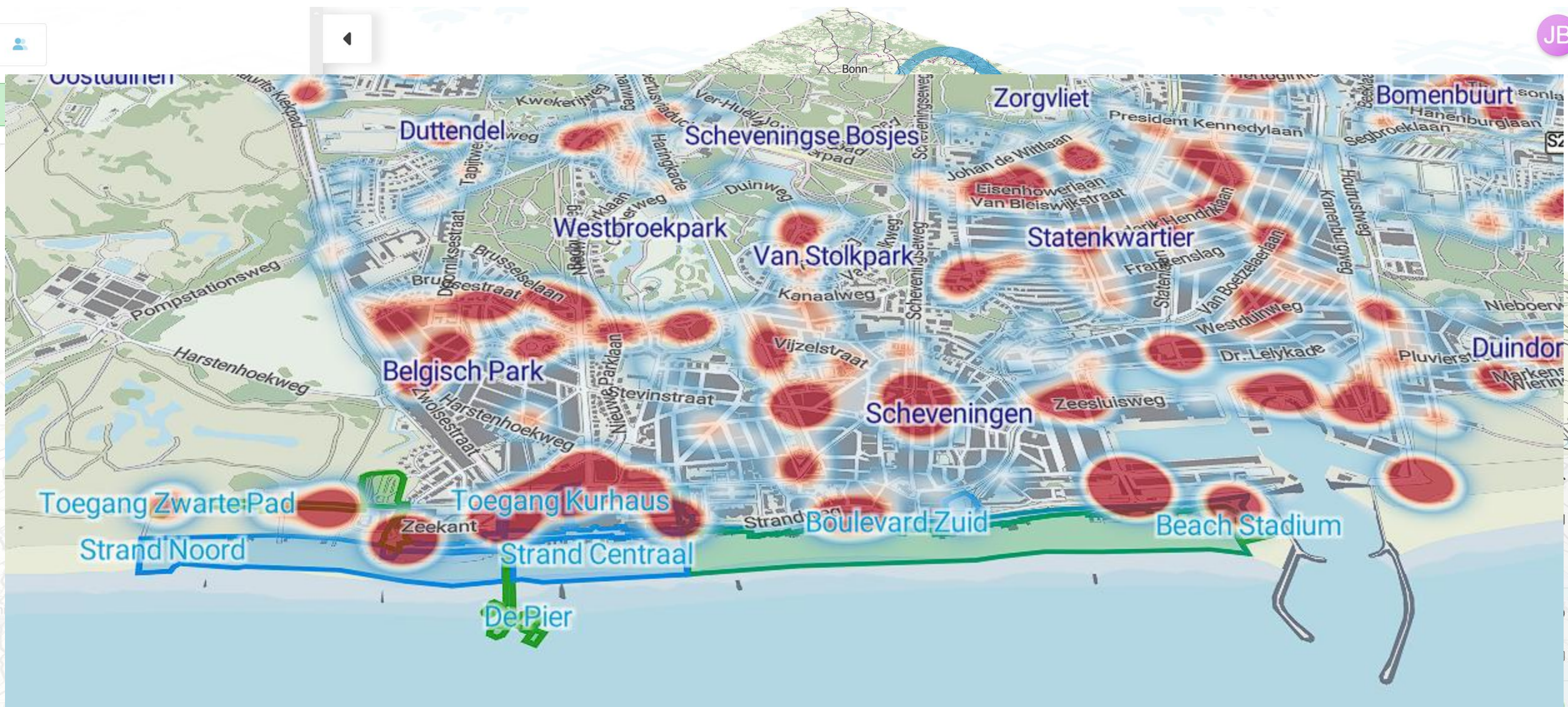


Experiencing noise



Crowd Safety Manager





9%

4%

15°

Bezoekers

Hoofdgroep

Scheveningen

Groep

Deelgebieden

☐ Aantal

☐ Herkomst & bestemming

☐ Kruisbezoek

☐ Modaliteit

☒ Woonplaats

☒ Gemeente

☐ Wijk

Top aantal

10

☒ Bogen

Gebruik CTRL + click (op de kaart) voor toevoegen/verwijderen van

Legenda

Herkomst

Bezoekers (%)

< 2

< 4

< 6

< 8

< 10

< 12

< 14

< 16

< 18

< 20

≥ 20

50°

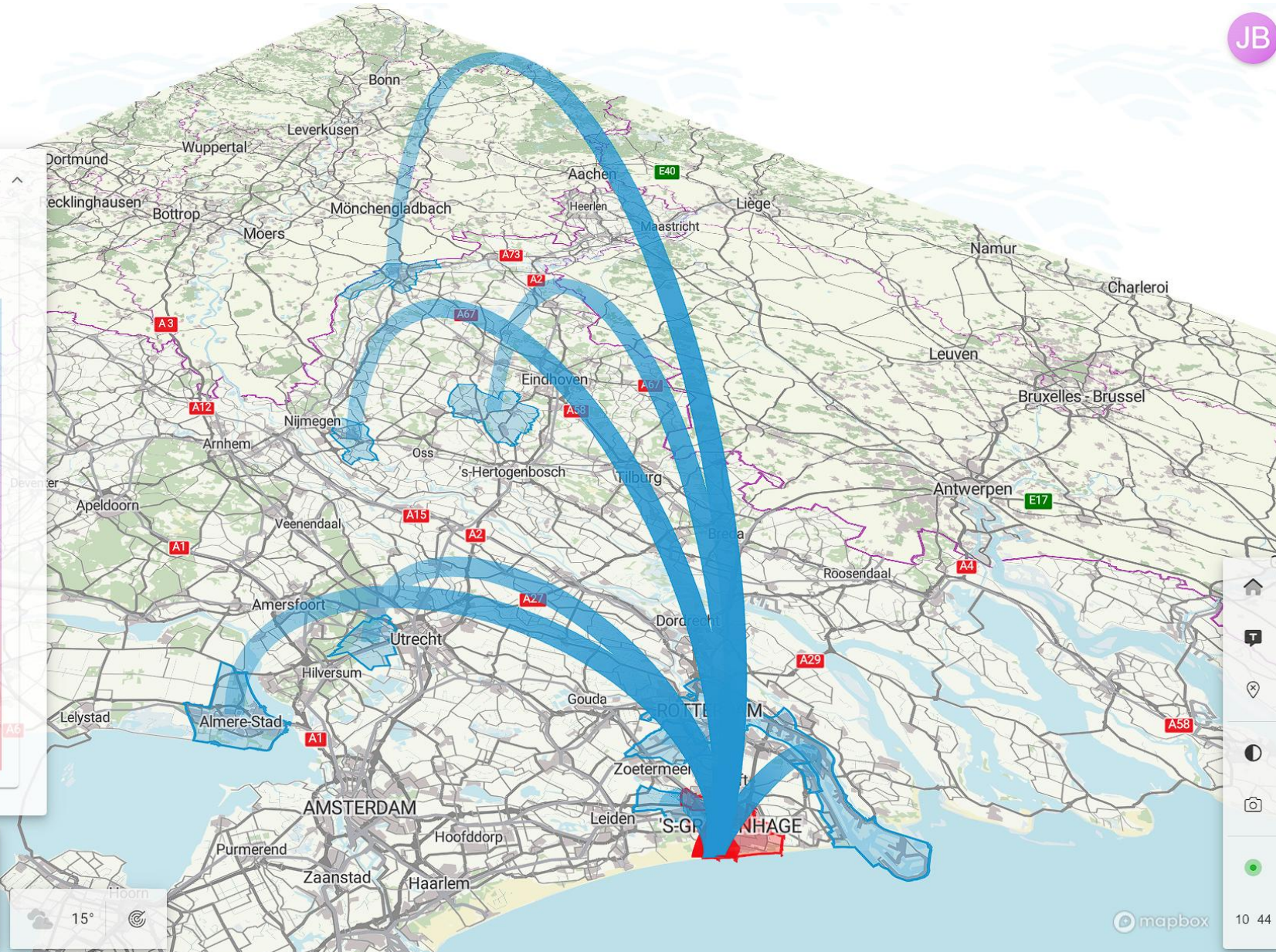
224°

7,97

+

-

15°



Home

Search

Layers

Full Screen

Mapbox



Crowdmanagement

EdgeInsights

NATIX

EN ▾  hunink

NoordBoulevard Pier



1
Groups Detected

Noordboulevard-Poller

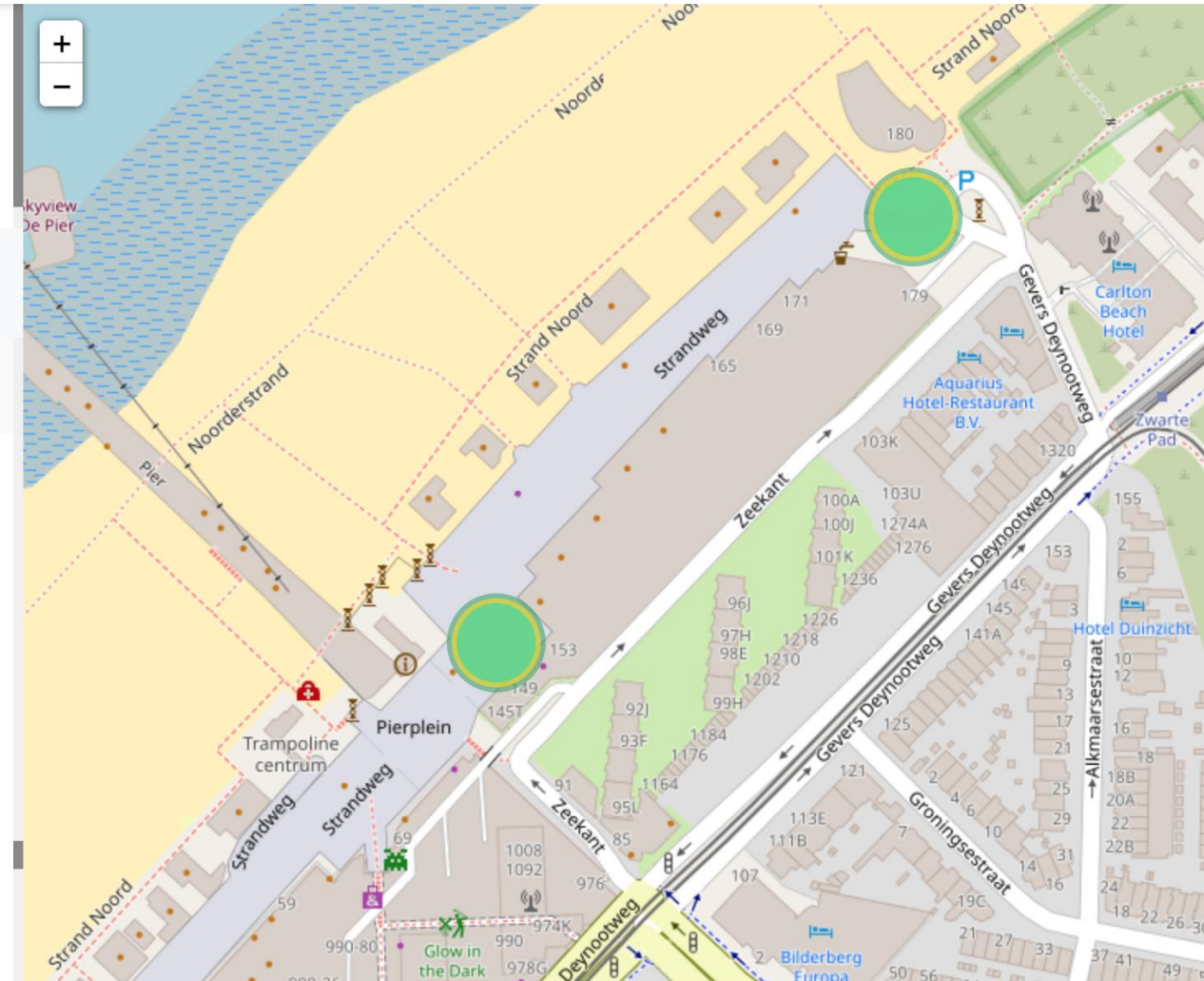


0
Groups Detected

Recent Events



Event Type	Location	Time	
1 Person (People Counting)	NoordBoulevard Pier	08:13 28.10.2021	
0 Person (Crowd Density)	NoordBoulevard Pier	08:12 28.10.2021	
1 Person (People Counting)	NoordBoulevard Pier	08:12 28.10.2021	
1 Person (Crowd Density)	NoordBoulevard Pier	08:11 28.10.2021	
0 Person (Crowd Density)	NoordBoulevard Pier	08:09 28.10.2021	



USE CASE ENERGIE TRANSITIE

MICRO-GRID NOORDELIJK HAVENHOOFD





COLLABORATIONS & CITIZEN INVOLVEMENT



[Public Event: Smart@Sea – June 2021](#)
(aftermovie)



[Public Event: Smart@Sea - September 2022](#)
(aftermovie)



Hier zijn sensoren



Wat wordt er opgenomen of gemeten?



Hoeveelheid mensen



Drukke



Veiligheid



Beelden poller

Verwerkt persoonsgegevens



Verkeer



Gewicht afval



Openen afvalbak



Voorzieningen



smartcity.denhaag.nl/richtlijn

Telefoon: 14070



Den Haag

Smart technology in public spaces

Lessons and successes from 5 years of Living Lab Scheveningen



Most unique living lab in the world, the Hague has been testing a smart city and how it can contribute to energy transition. It is here that the municipality learns about smart technology in the city. In this way, with building the smart city, the liveability of the seaside resort,

Smart infrastructure

The boulevard in Scheveningen, the municipality has installed a fiber optic network, running from the Zwaarte in the north to the Noordelijk Havenhoofd in the south. On the ground, that network connects street furniture such as lamp posts, kiosks, charging poles and bus shelters. Above ground, those objects can be equipped with cameras, sensors, antennas and network equipment. In that way, they can support a range of new digital applications. All together, this is the digital infrastructure, also known as Smart City Infrastructure (SCI).

'We knew that technology would become increasingly important to keep public spaces liveable. As a municipality, however, we had yet to learn how to deal with this. By joining the restructuring of Scheveningen's boulevard, we have saved a great deal on costs and created an environment in which we can learn and innovate together with residents and entrepreneurs.'

Marijn Fraanje, former CIO, currently Director of Spatial Planning and Economy.

'As a municipality, you want to make sure that residents' data is handled carefully. That's why we chose to do it in-house at the time.'

Dirk van Brederode, former Project Leader of Smart City at the Municipality of The Hague, currently Manager Digital Society, Association of Netherlands Municipalities [Vereniging van Nederlandse Gemeenten, VNG].



smartcity.denhaag.nl/en/whitepaper



Den Haag

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