

***Civic engagement
through technology!***

WHO WE ARE!

- *Civic Alert is a start-up based on an NGO!*
- *We have 3 projects in this moment:*
 - *CivicAlert mobile app*
 - *AirAlert.ro*
 - *TrafficAlert mobile app*

Main objective:

Smart interaction between citizens and authorities - through technology!

MISSION & VISION

- **Our Vision:** we aim at creating, nurturing and improving the civic spirit, building the right attitude towards the social space and encouraging citizen's and authorities involvement
- **Our Mission:** We want to become the equivalent of 112 service (911) for non-urgent social irregularities, nation-wide.

CONTENTS

- **Identified problems in civic space**
- *Solution to report and manage the problems*
- *After one year of CivicAlert*
- *Alba Iulia Smart City Pilot*

More and more problems in civic space



Usually citizens are facing:

- *Process complexity for problem reporting*
- *Unfamiliar procedures*
- *Paper based process*
- *Lack of information*
- *Time consuming procedures*
- *Bureaucracy*
- *Lack of transparency*

Usually authorities are facing:

- *Incomplete requests - lack of relevant info*
- *Information delay*
- *Paper based process*
- *Extra costs for managing the problems reported*
- *Inefficient screening system*
- *Lacking KPIs*
- *Aggravation*
- *Amplification*

All this leads to

- *Civic space degradation*
- *Amplification*
- *Lacking indicators*
- *Low degree of interest and involvement*

CONTENTS

- Identified problems in civic space
- ***Solution to report and manage the problems***
- *After one year of CivicAlert*
- *Alba Iulia Smart City Pilot*

For Citizens

CivicAlert's mobile app allows instant and direct connection between citizens and public authorities, whenever someone wants to file a complaint, request, petition or initiative, regarding anything concerning the public domain and the civic space.

Three easy steps:



1. PHOTO
2. GEOLOCATION
3. CATEGORY



Easy to use and to send all relevant info

Vodafone RO 22:04 55%

< CIVICALERT Trmite

Fotografie  

Adresa Bulevardul Carol I 24, Bu... >

Categorie Alege categoria semnalarii >

Alege o fotografie

Fotografie noua

Fotografie existenta

Sesizare publica (vizibila altor utilizatori)

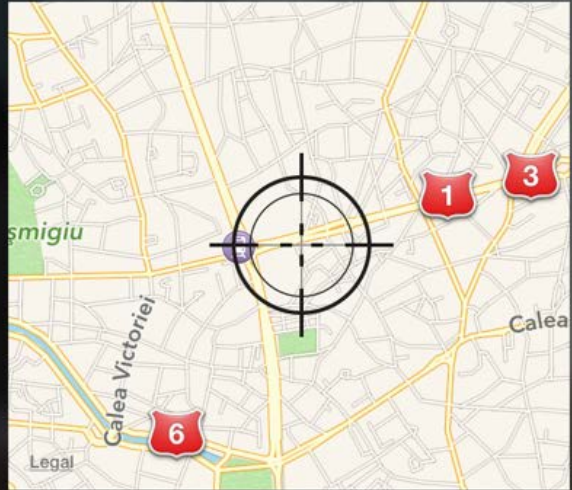
Renunta

Alerta noua Alertele mele Alertele recente Contul meu

Vodafone RO 22:03 55%

Renunta CIVICALERT OK

Pozitioneaza pe harta sau completeaza adresa



Strada Bulevardul Carol I

Numarul 24

Alerta noua Alertele mele Alertele recente Contul meu

For Public Authorities

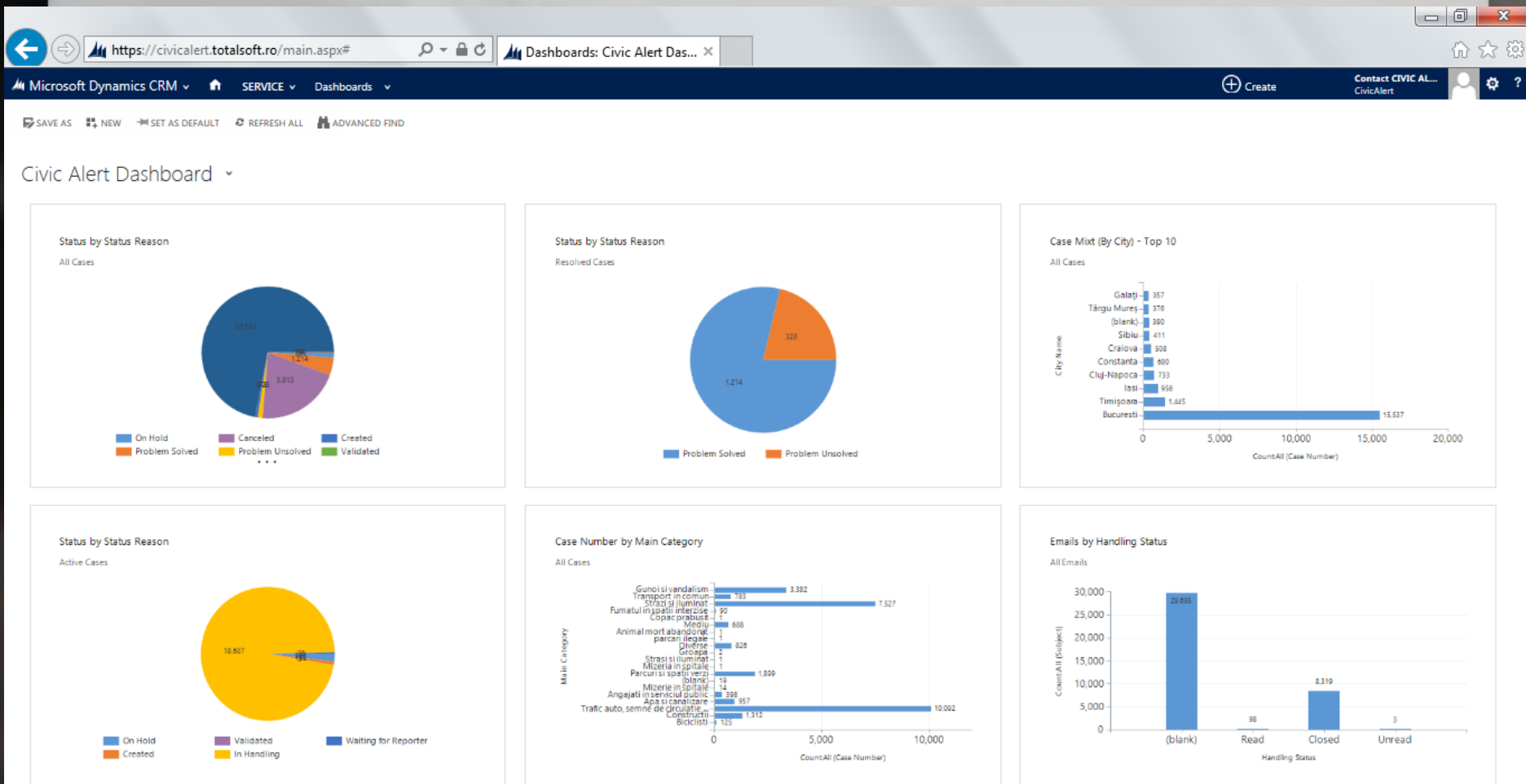
The back-office platform is based on Microsoft Dynamics CRM, software solution with user-friendly interface, integrated with Outlook, offline access, role-based security plus the other facilities that Dynamics CRM offers as standard.

Microsoft Dynamics CRM implementation is covering all the processes related to receive and manage the requests. The authorities will have a powerfull platform with:

- *Key relational registered information*
- *Instant access*
- *Customized and personalized reports*
- *Record history*
- *Highly complex database*
- *Call-center solution*
- *Processes and procedures implemented in one tool*



Configurable Dashboards for each user



Easy to use by call-center users

Microsoft Dynamics CRM | SERVICE | Dashboards | Create | Contact CIVIC AL... CivicAlert

SAVE AS | NEW | REFRESH ALL | ADVANCED FIND

Contact Center Rep ▾

My Active Cases ▾

Search for records

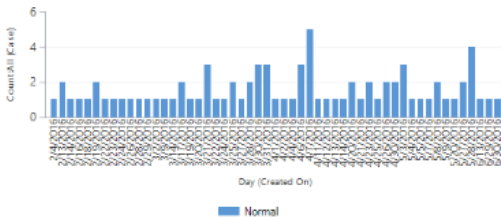
Case Title ↑	Case Number	Raportor	Origin	Status	City	Created On
Altele	CAS-08724-R3Z9F1	Elena Alina Bl...	Mobile App		Bucuresti sect...	2/4/2016 9:24 AM
Altele	CAS-10555-J0R9C7	Rogojinaru O...	Mobile App		Domnesti	2/18/2016 11:17 AM
Altele	CAS-13777-T4L1X6	el s	Mobile App		Dobarca	3/17/2016 11:19 PM
Altele	CAS-14976-R8X0K6	Ionut Purice	Mobile App		Domnesti	3/27/2016 5:33 PM
Altele	CAS-15014-B4C7T6	Anonymous	Mobile App		Satu Mare	3/28/2016 10:37 AM
Altele	CAS-15319-J9D2S6	Okazii Diverse	Mobile App		Titu	3/30/2016 8:37 PM
Altele	CAS-15376-M3Z5G8	Anonymous	Mobile App		Voluntari	3/31/2016 11:58 AM
Altele	CAS-18836-K4N3C0	Dragos Teodo...	Mobile App		Baia Mare	5/5/2016 9:04 AM
Altele	CAS-21154-S8B9T5	Almos Szilves...	Mobile App		Bahnea	5/28/2016 3:50 PM
Animal fara lesa	CAS-17957-T9Z0C0	Gfttg Anonym...	Mobile App		Slatina	4/23/2016 9:42 PM
Animal fara lesa	CAS-18153-H8Y1G5	Emanuel Flori...	Mobile App		Targu Jiu	4/26/2016 5:31 PM

1 - 11 of 81

W 4 Page 1 ▾

Cases By Priority (Per Day)

My Active Cases



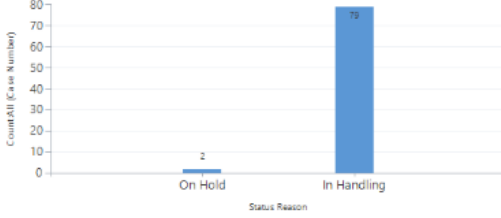
Count All Cases

Day (Created On)

Normal

By Status

My Active Cases



Count All Cases (Number)

Status Reason

On Hold

In Handling

Unassigned cases ▾

All info in one window for user

Microsoft Dynamics CRM | SERVICE | Cases | Copac prabusit | Create | Contact CIVIC AL... CivicAlert

+ NEW | CANCEL CASE | DELETE | ACTION | ADD TO QUEUE | QUEUE ITEM DETAILS | ASSIGN | ...

CASE

Copac prabusit

Priority: Normal | Created On: 2/16/2016 12:29 PM | Status Reason: In Handling | Owner: Contact CIVIC

REGISTRATION (Active) | Clarification & Decision | Quality Check & Closing | FOLLOW UP ACTIONS | Next Stage

- ✓ Relevant: Yes
- ✓ Decent: Yes
- ✓ Complete info: Yes
- ✓ Assign to: Contact CIVIC ALERT
- ✓ Status: In Handling

Pictures | Wall | Summary

CASE DETAILS

ID: CAS-10333-Y2Z3C3
 Category: Copac prabusit
 Main Category: Strazi si iluminat

Importance: --
 Emergency: --
 Priority: --

Description: Copaci cazuti, rupti de vant

Credibility Score: 3
 Device ID: --
 Reporter: --

Serial No: USR-035816
 Email: --
 Mobile Phone: --

HANDLING PARTNER

HP: PRIMARIA MUNICIPIULUI BUCURESTI
 Partner Registration No: --
 Partner Registration Date: --

CASE ADDRESS displayed in red on the map

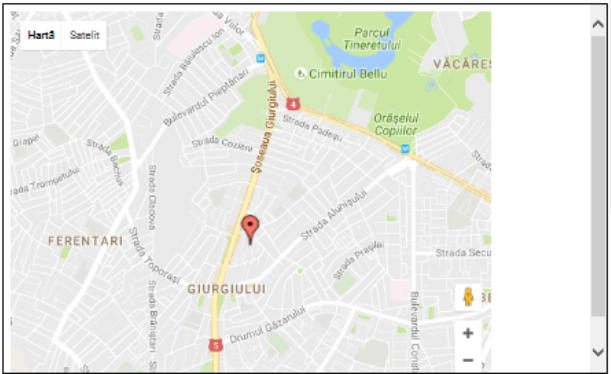
Street: Intrarea Targu Frumos
 Street No: 9-11
 City Name: Bucuresti
 City: Bucuresti sector 4
 County: Bucuresti sector 4
 Longitude: 44.392510463374414
 ZIP/Postal Code: 26.095360898524035
 Country/Region: --
 Address Modified: ☐

USER ADDRESS displayed in blue on the map

User latitude: 0

Turn: Problem
 Status Reason: In Handling
 Modified On: 6/27/2016 11:57 AM
 Modified By: Contact CIVIC ALERT

Active



CONTENTS

- Identified problems in civic space
- Solution to report and manage the problems
- ***After one year of CivicAlert***
- *Alba Iulia Smart City Pilot*

So Far so Good

Today in Romania

>55.000 mobile app users

>30.000 Alerts managed

>15.000 Cases in handling

>10.000 Responses from the authorities

A Window Into the Future

- Based on modern technology such as data mining and predictive analytics, when the system would have gathered the critical mass of information, it will be able to make predictions regarding the problems that are more likely to arise in the near future, their nature and localization, seasonal or recurrent, per categories etc.
- This characteristic represents the opportunity to look into the future and establish strategies and tactics based on precise statistics and probabilities computation.

CONTENTS

- Identified problems in civic space
- Solution to report and manage the problems
- After one year of CivicAlert
- **Alba Iulia Smart City Pilot**

Alba Iulia – Smart City Pilot Project!

Smart City concept powered by Orange

- **CivicAlert** - Smart interaction between citizens and local authorities
- **Wi-Fi and** connectivity for citizens
- **Intelligent public transport** with mobile data connectivity
- **Traffic Analytics**
- **Health and environmental data** collecting, displaying and sharing
- **Smart lighting**
- **Smart learning** for kids

**CIVICALERT**

Civic engagement through technology!

Thank you!

Vlad Cazan

Executive Director

Email: vlad.cazan@civicalert.ro

Mobile: +40 723 49 39 03

www.civicalert.ro