

MUNICIPALITY OF ROME SMART CITY PLAN

The Municipal Administration of the city of Rome is developing a **Smart City Plan** focusing on the needs of its **city users**.

The Vision

«Every ecosystem is useful in its own right, but only the integration of all ecosystems allows to create the added value that enables to improve the quality of life of the **city users**».



Rome City Users

2.873.000

Residents

15.000.000

Annual Tourists

313.000

Daily Commuters

200.000

University Students

300.000

Active Enterprises

4.300.000

Residents in the Metropolitan Area

9 areas of action



Energy – Environment – Mobility – Economic Development – Tourism – Culture – Schools and Education – Social - Security

ROMA





SMART CITIZEN WALLET

The Municipality of Rome intends to implement an **incentivizing system** to reward the city users **virtuous behaviors** that contribute to the achievement of the Agenda 2030 Sustainable Development Goals.

The first solution will focus on incentivizing the use of **digital systems** and **cashless payments**.

The Municipal Administration of the city of Rome intends to develop and manage the project, based on blockchain technology, through **private-public partnerships**.

Aim of the project:

- To incentivize virtuous behaviors;
- To increment the volume of cashless transactions.

Once implemented, the model could be **replicated** in other Italian cities and integrated with the future system that will be developed at the **national scale**.



HOW WILL THE WALLET WORK?

The Smart Citizen Wallet will be linked to the **electronic ID Card** (around 700.000 in Rome) and it will be possible to manage it on the online platform of the Municipality of Rome, through the **Citizen Digital Home portal**

GOOD AND SERVICES FROM PRIVATE SUPPLIERS

Points will be awarded for each cashless transaction made towards private actors

SERVICES PROVIDED BY THE MUNICIPALITY OF ROME

Points will also be awarded for cashless transactions made towards the Municipality of Rome in exchange of services or as general payments



It will be possible to use the accumulated points to get discounts on the **services offered by the Municipal Administration** and to access special deals offered by **private actors**. These discounts and deals will be available if the related transactions will take place through **digital channels** and hence be *cashless*.



BEHAVIORAL ECONOMICS

The development of the Smart Citizen Wallet will involve the new Behavioral Economics Unit of the Municipality of Rome and reporting directly to the Mayor.

SUPPORT IN THE IDENTIFICATION OF THE AWARDING MECHANISMS

Insights and techniques developed in the field of behavioral economics will allow to maximize the use of the Wallet by the citizens and to efficiently update the offered services.

COUNTERFACTUAL METHODS



Treatment Group

Control Group