SUMMARY

In 2021, the Smart City has seen a resurgence as a topic of research and debate. Especially surrounding the topics of data driven cities and transparency into this data have moved to the forefront of public debate in recent years. In the municipality of Enschede there are also ambitions to make use of new technologies in order to improve their services towards citizens and solve problems within the city. Also in Enschede this comes with being more data driven and collecting the data. The municipality aims to be as transparent as possible towards citizens about the implementation of these technologies and the data they collect. The question is how to provide this transparency, which will be explored by answering the following research question:

"How can the communication on data collection in public space for Smart City projects be redesigned to be more transparent for citizens?"

The information available about data and technology used by organisations is often scattered across multiple platforms and sometimes incomplete. The projects are divergent from each other with many different aspects and kinds of data and technology, with responsibilities scattered across organisations. When personal data is collected, the General Data Protection Regulation is to be followed, however in the field of other data there is not much set in stone.

From the side of the citizen there is a clear expectation for the municipality that all relevant information about a data collection project can be found. Whether they would actually research this information is highly dependent on their own interest, which data is collected and how easy it is for them to access the information. Citizens do indicate that they want to be informed about data collection beforehand and that when they are informed they at least want to know who is responsible, what is collected and why, and where and when this will be happening. When there is personal data involved, citizens also want to know how this data is used and how long it is stored, among more.

In this report a communication framework is proposed in order to inform citizens about the existence of these Smart City projects and communicate the information that citizens want and need about the data collection efficiently and clearly. Thus making it easier for citizens to access that information and lowering the threshold to look up to information afterwards and do research.

The framework consists of three "pillar" on which the communication is build. The first pillar is the Information Overview, a place where all the relevant information about a specific data collection project is collected and accessible for citizens. This takes the shape of a page on the website of the municipality of Enschede. The second pillar is Media. The municipality should have an active approach to inform and educate citizens about these data collection projects and changes therein. The third pillar is Notification. This pillar serves as the way to remind citizens that a data collection project is taking place or, when they missed the information in Media, inform them for the first time. A way this can be done is by placing signs on the location of the sensors to inform citizens about the who, what and why. Many different signs can be used in different situations.

In this framework the Information Overview serves as a collecting platform for the information which the other pillars refer to when in that respective pillar not all information can be given. It becomes the place for citizens to look for more information ensuring the it is easier to find and the threshold is lower. The framework will not ensure that citizens will actually look up more information about Smart City projects and become more interested, but it does provide a platform to further inform them and open up the dialogue about data collection in Smart Cities.
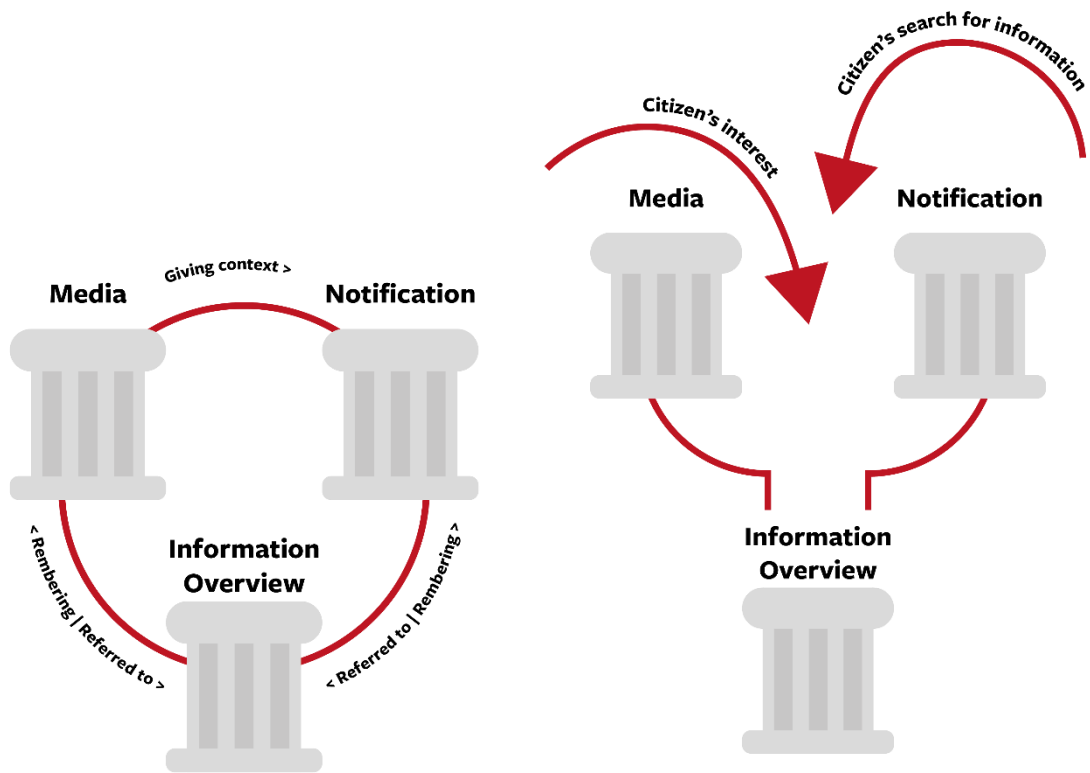
Figure 1: Communication Framework

Figure 2: Notification (Sign at the entrance to the city)