

2012 BECC Conference: Poster Presenter Abstracts

Presenter: Hossein Shahrokni, Industrial Ecology, Royal Institute of Technology

Other Contributors:

Data-driven behavior change in a Smart City - Stockholm Royal Seaport

Last year's BECC 2011 featured Kessie Avseikova's presentation on defining behavior change. One definition was the concept of automatic versus conscious behaviors. This presentation highlights how both types of behaviors are being addressed while shifting them towards automatic behaviors by breaking one of the key barriers to behavior change – data. To realize the vision of the City of Stockholm for the eco-district Stockholm Royal Seaport (SRS), new collaborative partnerships, new business models and new ICT solutions are required that enable realtime feedback across the community's verticals. The feedback is defined by the City, academia and private sector in an ongoing R&D project called Smart City SRS. The model identifies metrics and KPI's with the aim of developing appropriate feedback processes among respective actors (individuals, businesses, facilities, city planners). The model is realized through a new information platform (Information Market Place) that integrates, processes, and distributes data across all verticals in society, that up until now have remained siloed. The idea is increase automatic behaviors, and changing conscious behaviors. By being able to see the causality of decisions, individuals and organizations can be made aware of the system consequences of their decisions and are therefore given a data-driven foundation to form their decisions on. This approach is an integral part of the Smart City concept. The first residents are moving in at the end of 2012. In order to achieve real changes in behavior and awareness among individuals, augmented reality solutions are being developed in public spaces to facilitate decisions.