

MAS MTEC Alumni – Thursday, 19 September 2024  
Smart City Zug



# Smart City Zug

## Sense of urgency

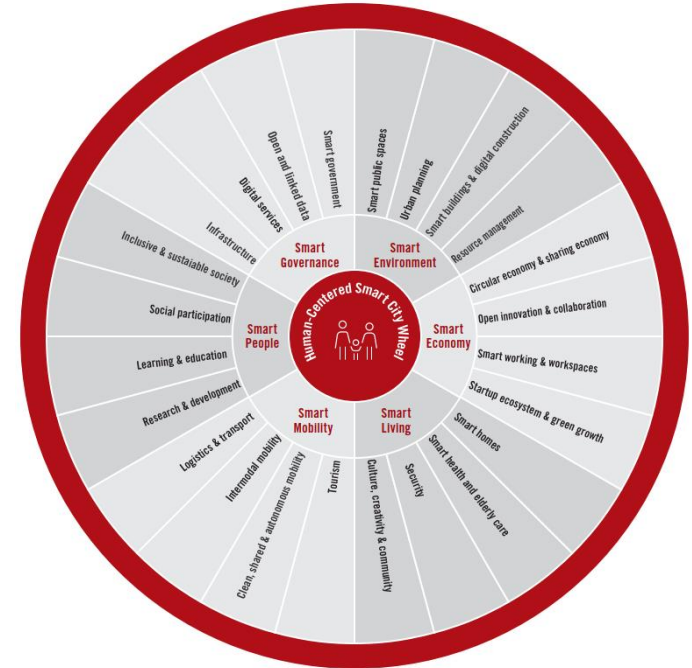
- 85% of citizens live in a city
- Challenges:
  - climate change
  - settlement density
  - transport logistics
  - prosperity gaps



# Smart City Zug

## Holistic approach of urban development

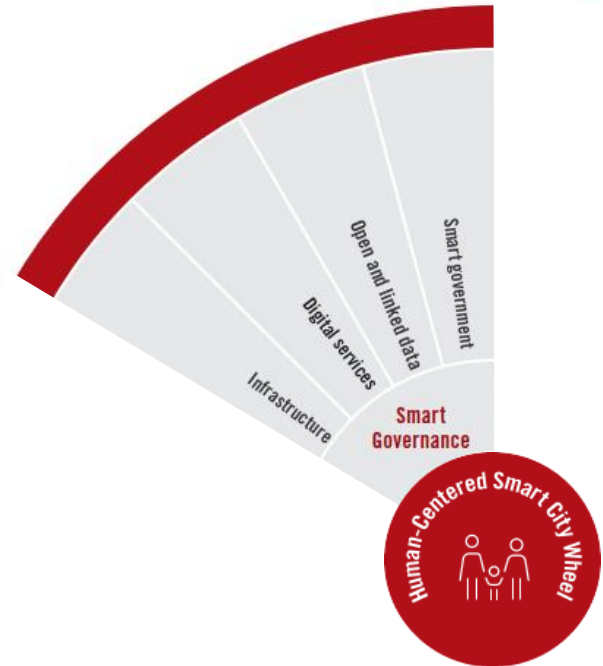
- Preserve and increase quality of living
- Smart city wheel with 6 fields of action
  - Government
  - Environment
  - Economy
  - Living
  - Mobility
  - People



# Smart City Zug

## Smart Government

- Greatest Leverage
- What's in for the administration?
  - Digital first
  - Once only
- What's in for the citizens?
  - User centric services



# Smart City Zug

## Smart Government

PEOPLE used to **GO** to the  
ADMINISTRATION.



# Smart City Zug Smart Government

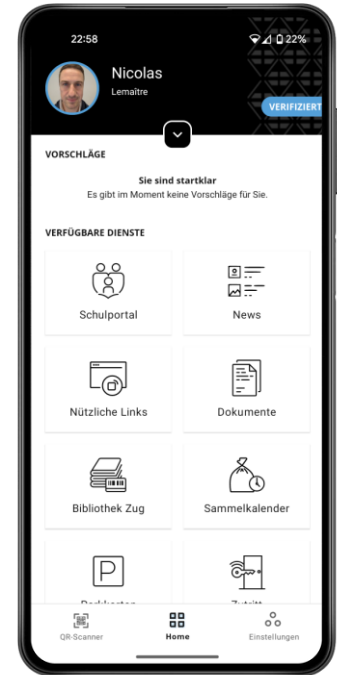
The **ADMINISTRATION**  
**COMES** to the **PEOPLE.**



# Smart City Zug

## eZug

- Smart government platform
- Mobile only
  - Close to 100% of Swiss citizens are online regularly
  - Smartphones are the most common devices to go online
- Personalized
  - The electronic identity is an integral part of eZug
- End-to-end
  - With integrated payment and service delivery





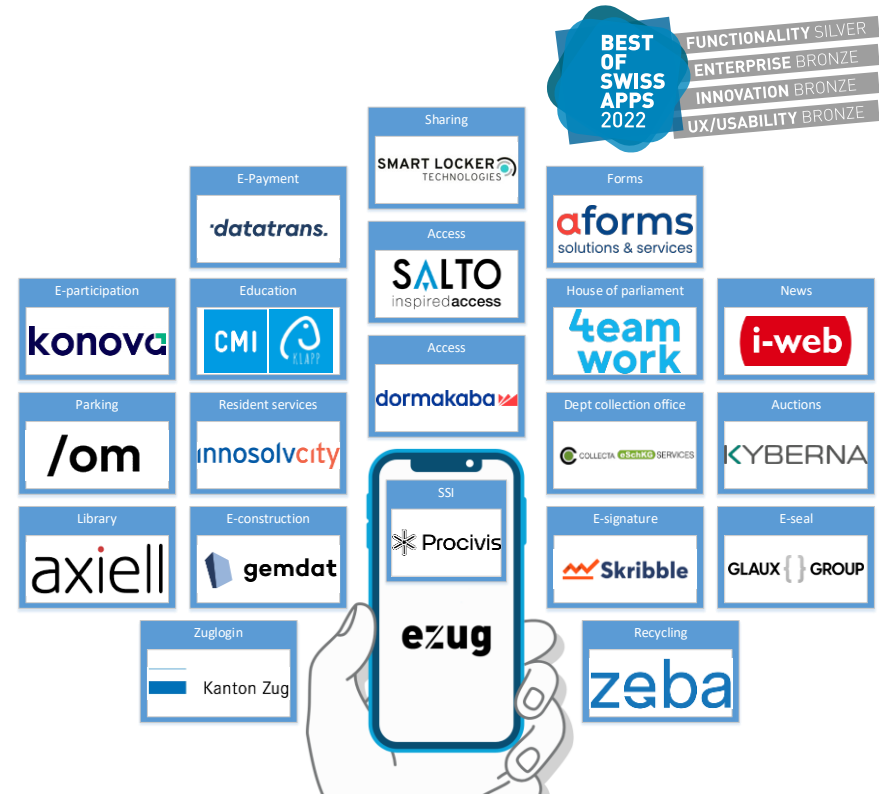
# Smart City Zug eZug

- Wide range of citizen services

- Resident services
- Dept collection office
- Participation
- House of parliament
- ...

- Supporting services

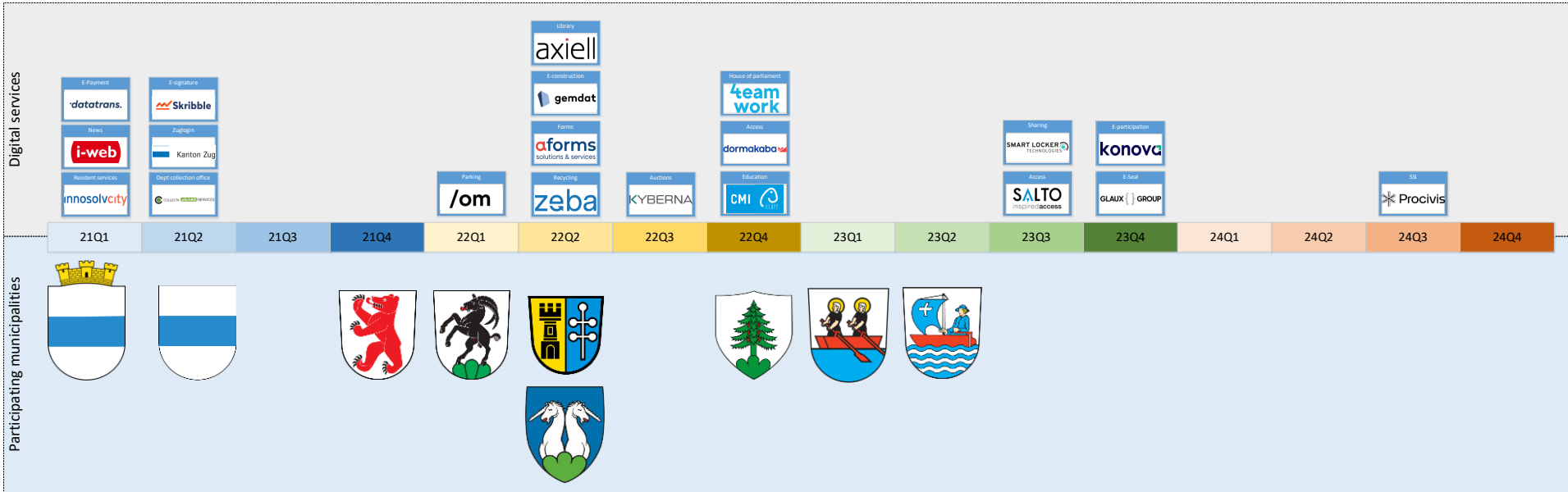
- Electronic signature / seal
- Payment



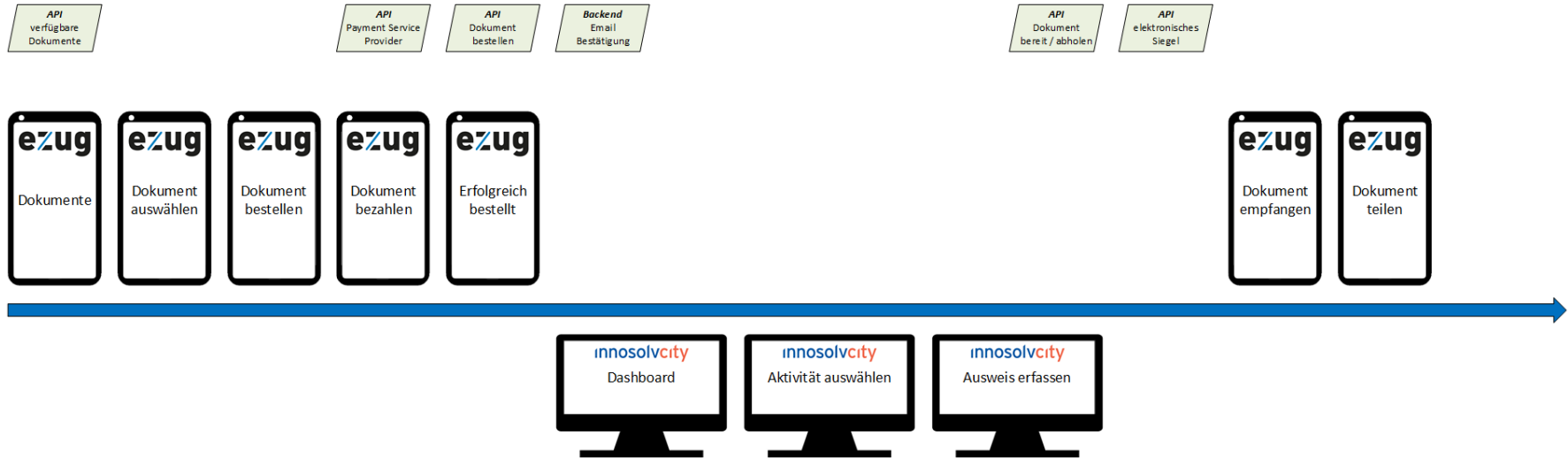


# Smart City Zug

## eZug



- Deep dive on the resident services



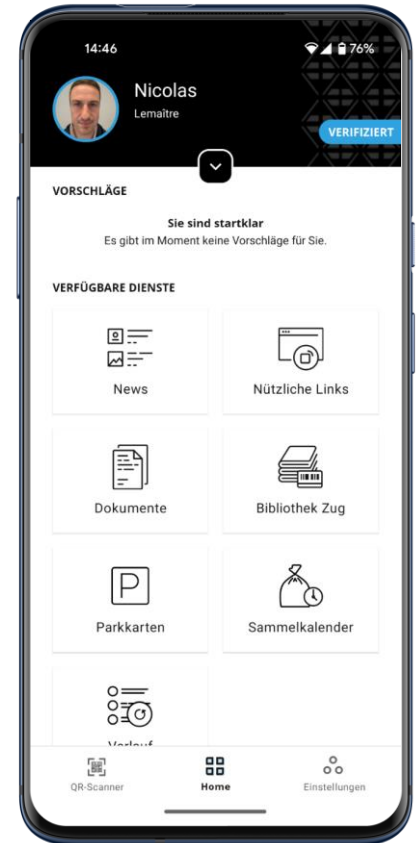
# Smart City Zug

## eZug

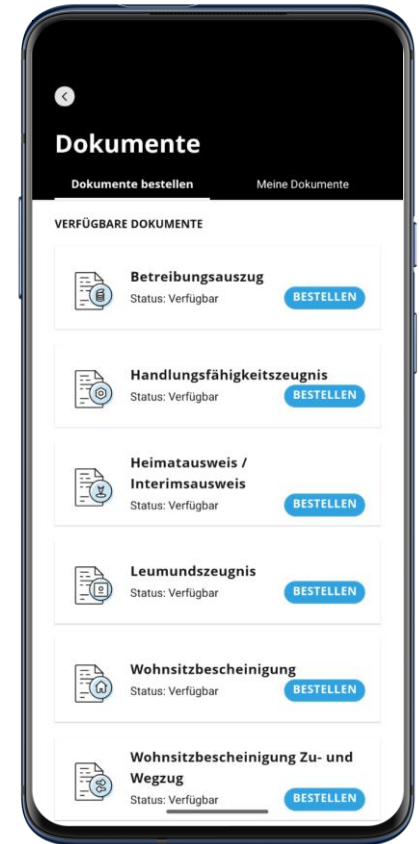
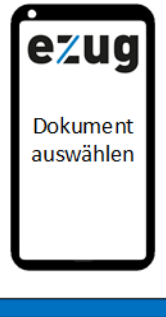
ezug

- Electronic ID → application
- Automatic check

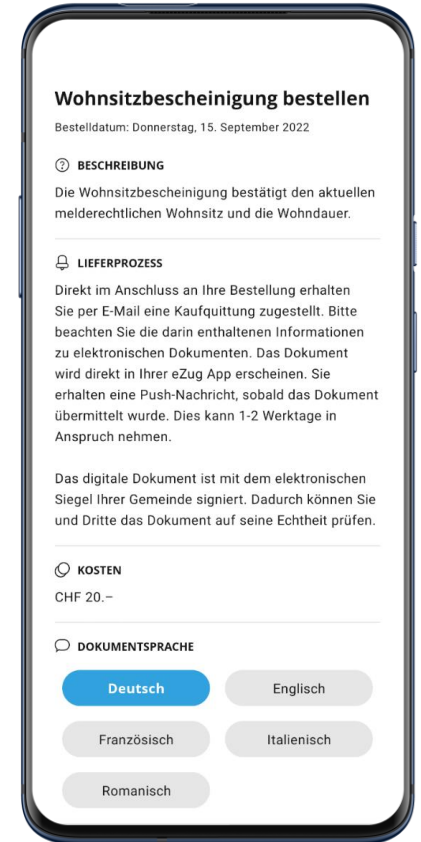
API  
verfügbare  
Dokumente



- Personalized offering



- Service description
- Service ordering

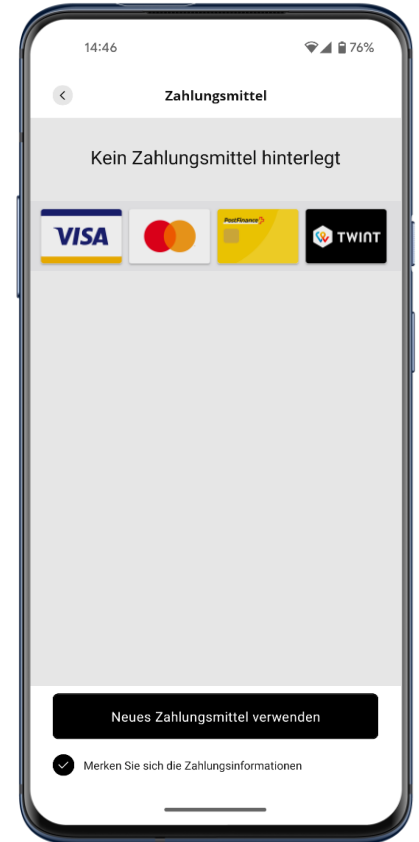


# Smart City Zug

## eZug

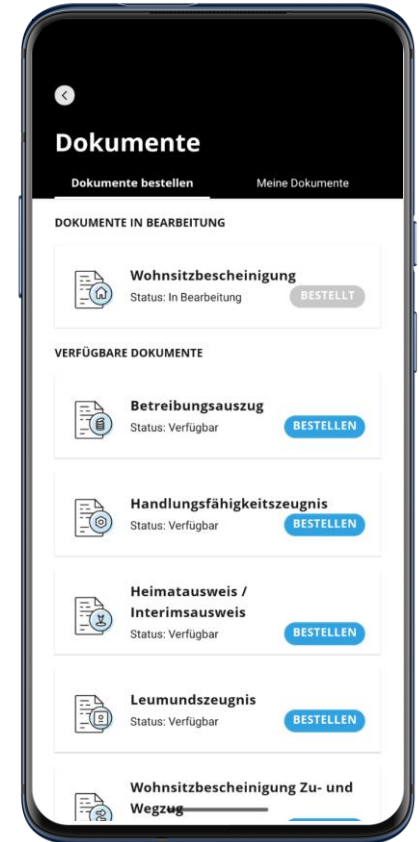
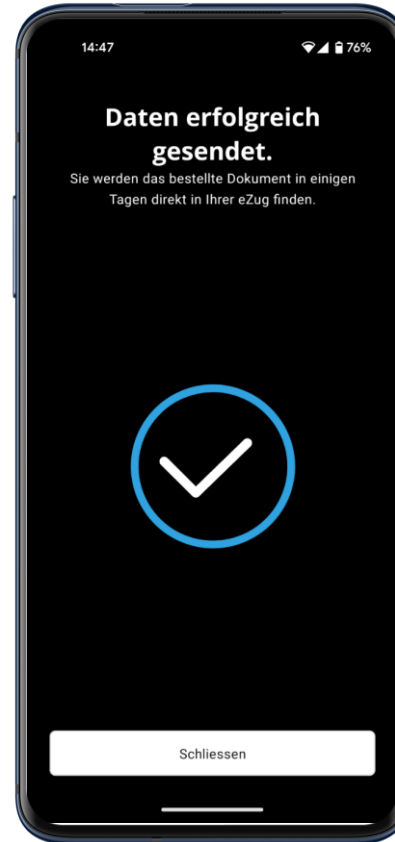
- Integrated payment

API  
Payment Service  
Provider



- Order → application

API  
Dokument  
bestellen

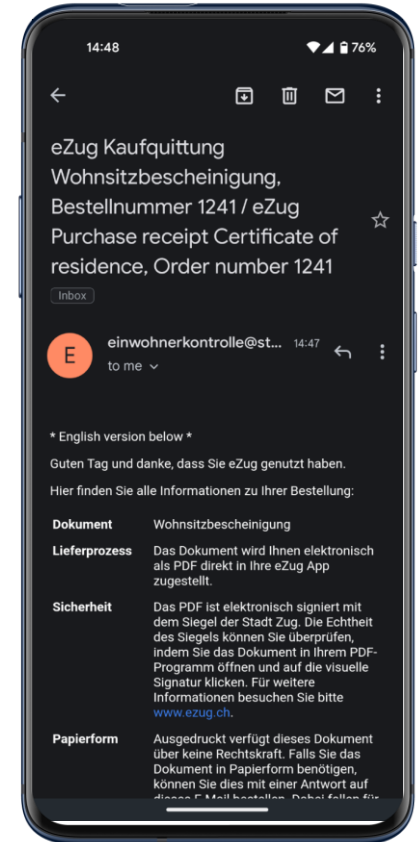
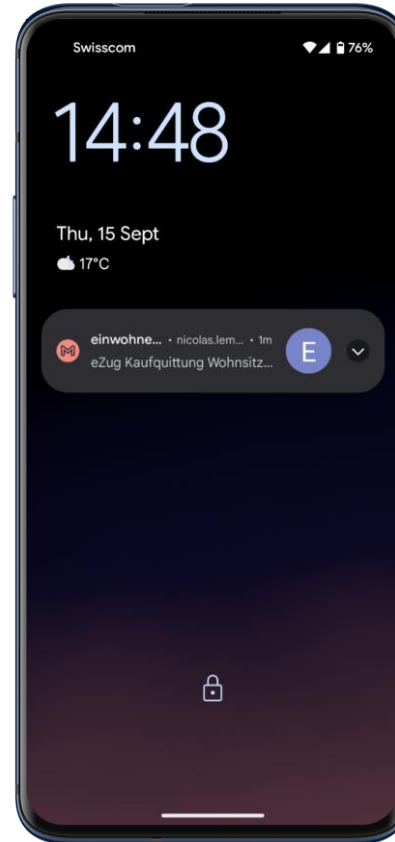




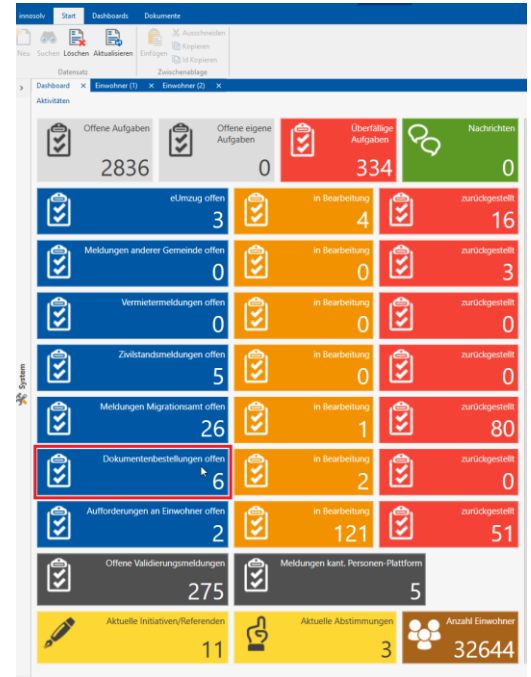
# Smart City Zug eZug



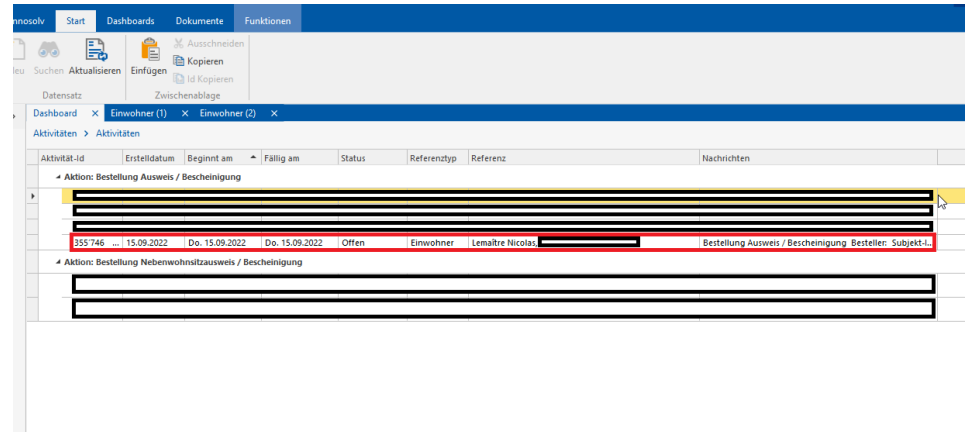
- Oder confirmation



- Full integration into specialist application



- Document selection



- Document creation



Dashboard x Einwohner (1) x Einwohner (2) x

Aktivitäten > Aktivitäten > Aktivität verwalten

Typ: Aufgabe Aktivität-Id: 355746  Persönlich

Empfänger: Einwohnerkontrolle (E), Einwohnerkontrolle

Verantwortlicher: [Redacted]

Betreff: [Redacted]

Referenztyp: Einwohner Kategorie: [Redacted]

Referenz: Nicolas Lemaitre Thema: Meldung von Einwohner

Aktion: Bestellung Ausweis / Bescheinigung

Ergebnis: [Redacted]

Beginnt am: 15.09.2022 Fristtage: 0 Priorität: [Redacted]

Fällig am: 15.09.2022 Status / -datum: Offen 15.09.2022

Kommunikationsmittel: Andres System Richtung: [Redacted]

Nachrichten | Beteiligte | Zugehörige Aktivitäten | Dokumente | Zusätze

Neue Nachricht | Antworten

Bestellung Ausweis / Bescheinigung

Besteller:  
Subjekt-Id: [Redacted]  
Name: Nicolas Lemaitre  
Geschlecht: männlich  
Geburtsdatum: [Redacted]

Ausweistyp: Wohnsitzbescheinigung Deutsch  
Ausstelldatum: 15.09.2022

precivis eID+ | Heute, 15.09.2022 14:47  
Diese Anfrage wurde über eZug erstellt.

Folgende Kontaktdaten wurden vom Bürger angegeben:

Telefon: [Redacted]  
E-Mail: [Redacted]

- Order completion



innosolv Start Dashboards Dokumente

Neu Suchen Einfügen Ausschneiden Kopieren Geschäftsfall delegieren  
Id Kopieren Funktionen

Datensatz Zwischenablage Funktionen

Dashboard x Einwohner (1) x Einwohner (2) x

Aktivitäten > Aktivitäten > Aktivität verwalten > Ausweis erfassen

**Lemaître Nicolas**

Geburtsdatum  Status  Niederlassung CH

Typ: Wohnsitzbescheinigung Deutsch

Ausstelldatum: 15.09.2022

Gültig bis:

Nummer:

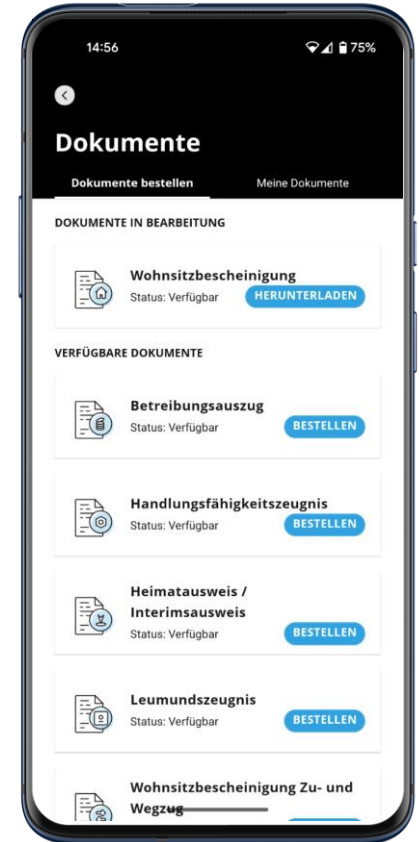
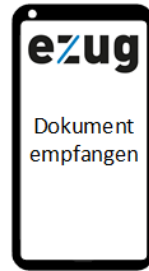
Notiz:

Rechnung

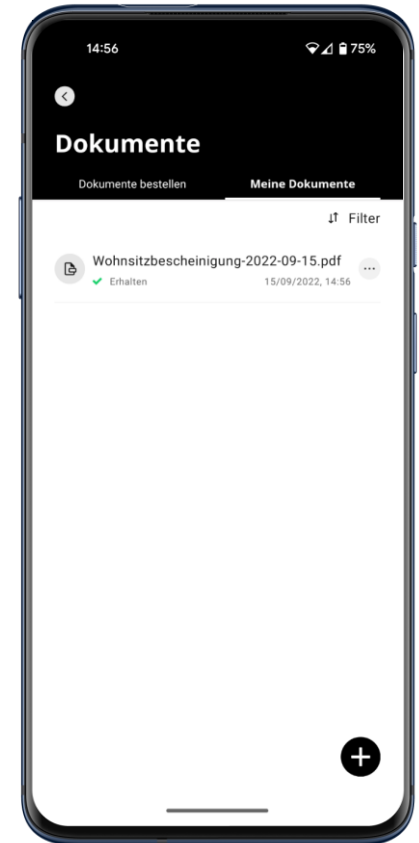
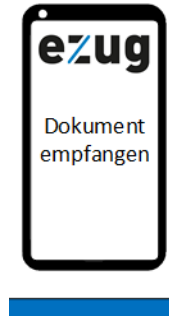
- Status check and fetching the document and sealing it
- Push notification and secure delivery

API  
Dokument  
bereit / abholen

API  
elektronisches  
Siegel



- Document switches to "My documents"



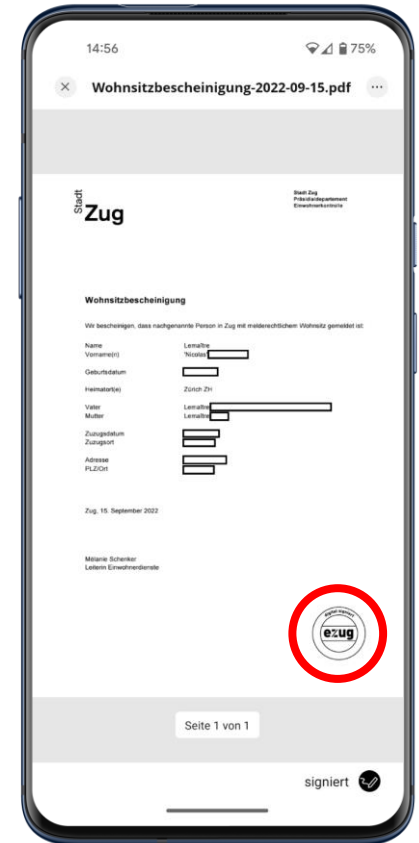


# Smart City Zug eZug

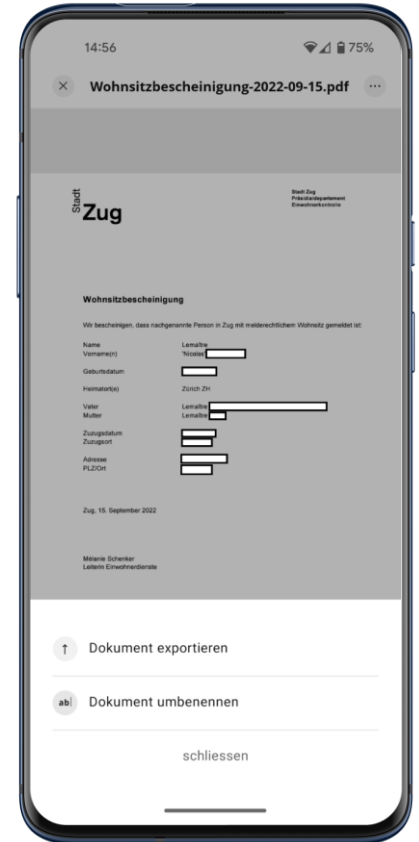
- Electronic Seal



eZug



- Share or save the document



I am proud  
of you



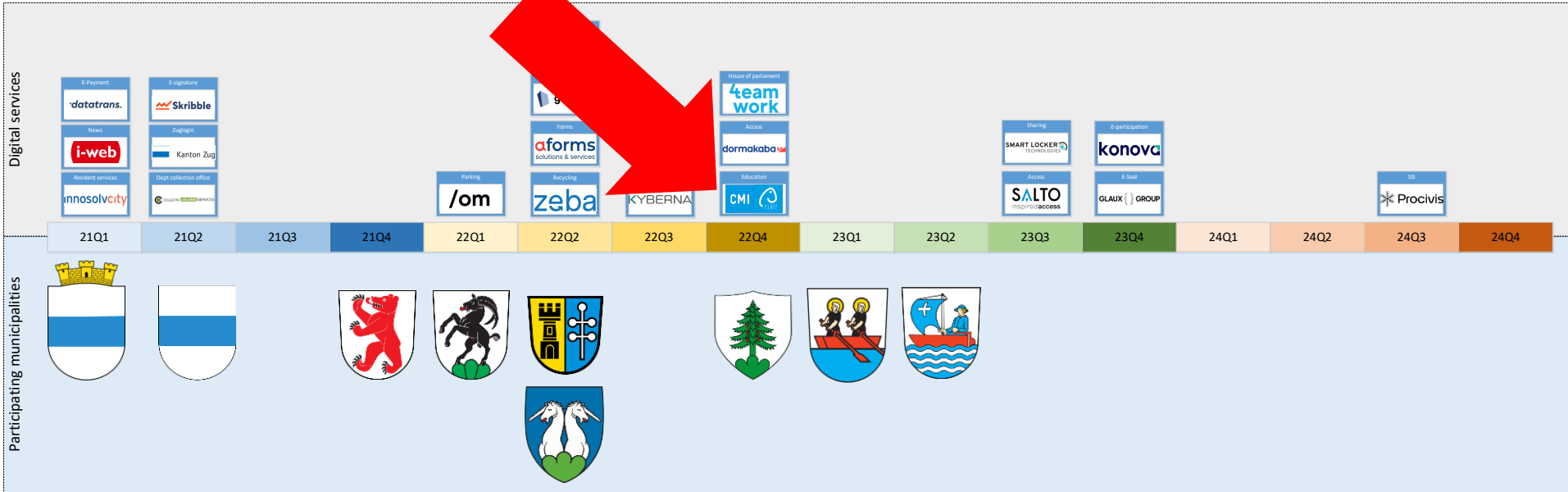
- Learnings

- Nobody was waiting for the administration to become digital
- We were thinking in old patterns

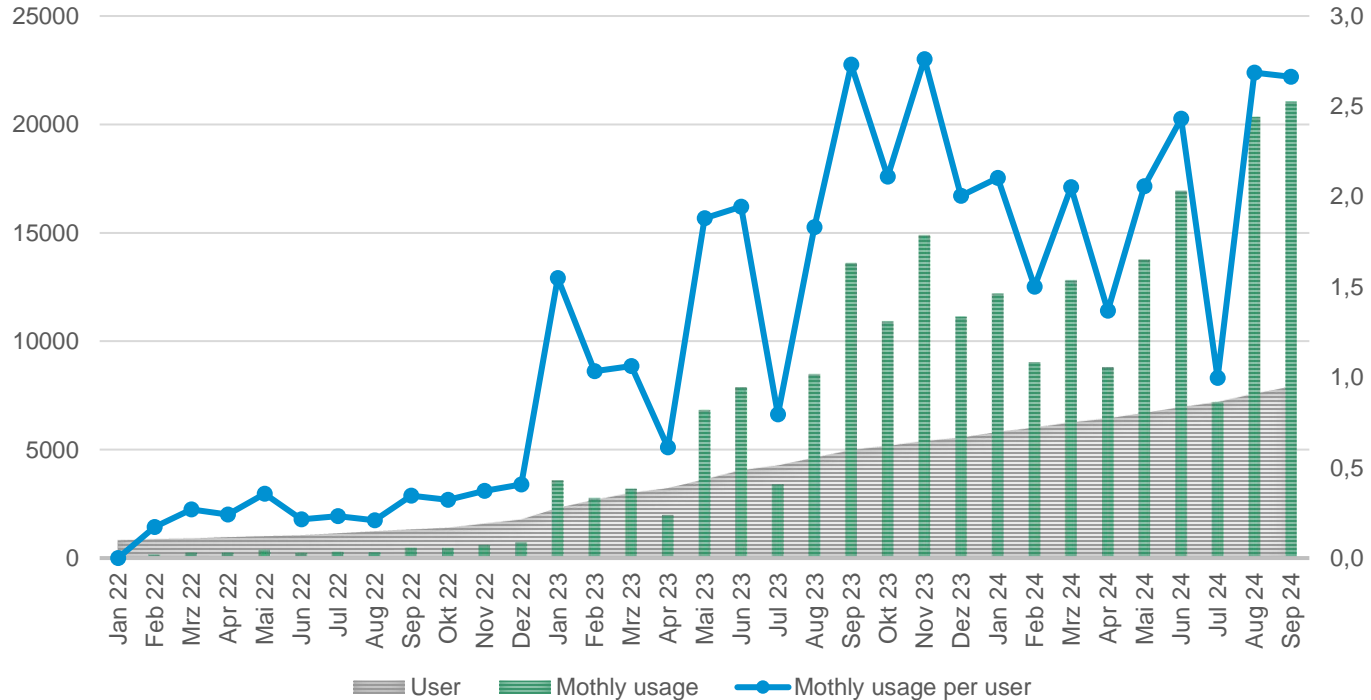


# Smart City Zug

## eZug

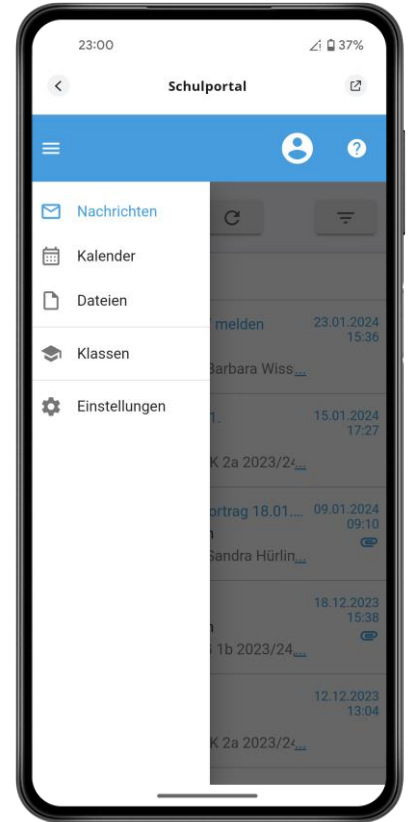


### EZUG: USER / USAGE



- Effect of "school portal" introduction

- Strong user growth:  
Users: 1'772 (1.1.23) → 5'553 (1.1.24), **+213%**
- Positive leverage on usage:  
Usage per month: 0.3 (2022) → 1.7 (2023), **+567%**
- Positive leverage on orders:  
Debt registry extract: 55 (2022) → 193 (2023), **+351%**  
Certificate of residence: 28 (2022) → 107 (2023), **+382%**





# Smart City Zug

## Holistic approach of urban development

- Preserve and increase quality of living
- Smart city wheel with 6 fields of action
  - Government
  - Environment
  - Economy
  - Living
  - Mobility
  - People



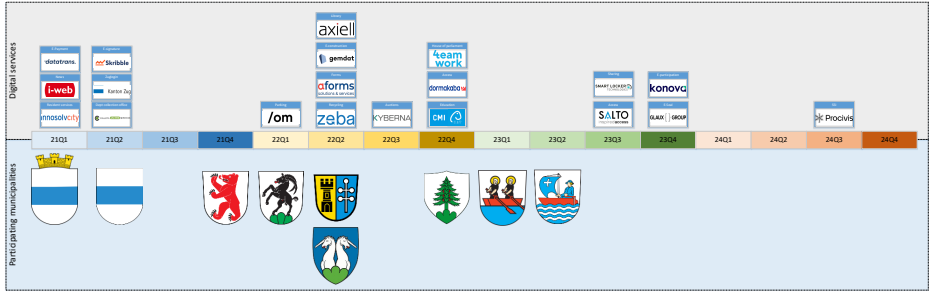
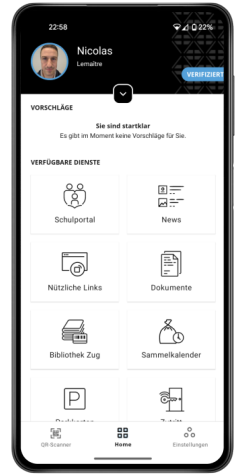
# Smart City Zug

## eZug



**BEST OF SWISS APPS 2022**

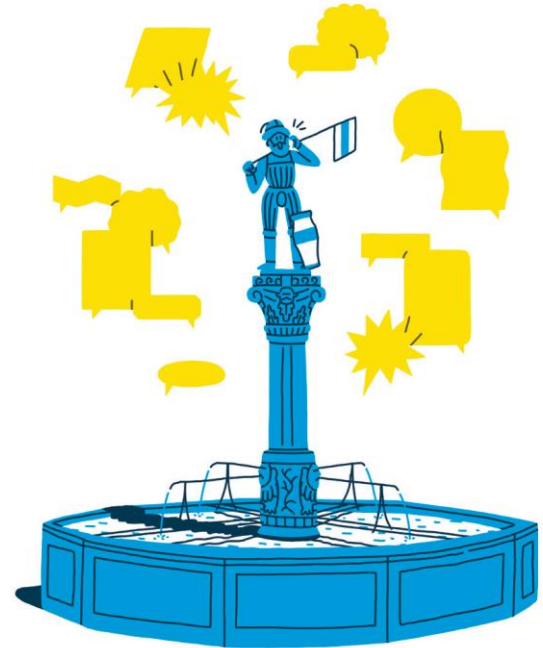
- FUNCTIONALITY SILVER
- ENTERPRISE BRONZE
- INNOVATION BRONZE
- UX/USABILITY BRONZE



# Smart City Zug

## Relevance and reach

- Close to our citizens
  - We are in Zug's pockets and handbags
- Personalized
  - Citizens can configure their preferences
- One for all
  - Public service platform
- Self-sovereign, trusted digital space
  - Users are in full control of their data



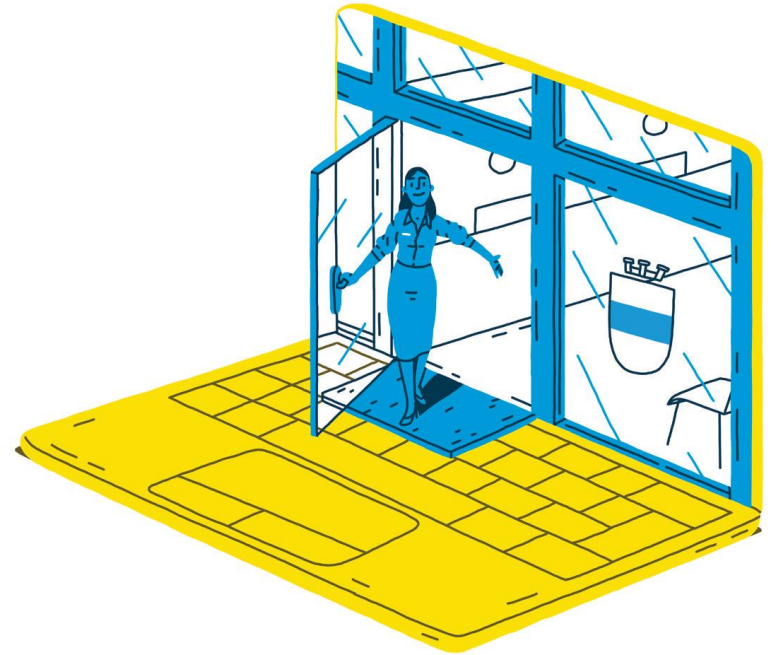
# Smart City Zug

## Quo vadis?

What characterizes the

# SMARTEST CITY

you could **IMAGINE?**



# Smart City Zug

## Thank you

Nicolas Lemaitre  
Project Manager Smart City  
[nicolas.lemaitre@stadszug.ch](mailto:nicolas.lemaitre@stadszug.ch)

