# CAN OPEN DATA ACCELERATE REGIONAL DEVELOPMENT?

## OPEN DATA HUB AND SOUTH TYROLEAN EXAMPLES

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08.11.2024

TECHPARK SÜDTIROL / ALTO ADIGE

NATURE OF INNOVATION

## OPEN DATA ARE KEY INSTRUMENTS FOR:

transparency, innovation, economical development, public participation, efficiency in public services, scientific research, collaboration between different economical sectors.

## MAIN INGREDIENTS:

Up-to-date data quality, open access, open standards, privacy and IT security, transparency, culture of sharing and collaboration between stakeholders, ethical use of Open Data

DATA CONSUMER

ACS IT's at your side · ARXAX · BRIXEN · {catchsolve} · CISMA · consisto passion for web · DESTINATION YOUR PLACE BRAND COMPANY

eurac research · iDM INNOVATORS. DEVELOPERS. MARKETERS. · KONVERTO · MARKETING FACTORY · merano · TECHPARK SÜDTIROL / ALTO ADIGE · ONTOPIC

OPEN MOVE · peer · SNOWMAPS 3D · SCHWARZENSTEIN ALPINE LUXURY SPA RESORT | SÜDTIROL · Taste of Italy · thel · TRENTINO holidays

tt·consulting · XLbit · YANOVIS VISIONS BECOME SOFTWARE · whispers

# OPEN DATA HUB

DATA PROVIDER

Città di Bolzano Stadt Bozen

CAR POOLING · ENVIRONMENT · RWIS STATION · SHARING MOBILITY · WEATHER · CAR SHARING · BIKE SHARING · PUBLIC TRANSPORTATION

TRAFFIC STATION · STREET ELEMENTS · TRAFFIC · LINK STATION · BLUETOOTH · SNOW REPORT · E-CHARGING STATION · PARKING

Südtirol Wein Vini Alto Adige · GASTRONOMY · ACTIVITY POI · ACTIVITY · POI · DOLOMITI SUPERSKI · LOCATION & COMMONS · PACKAGE · EVENTS · EVENT SHORT · VENUE · WEATHER FORECAST · WEBCAM · ACCOMODATION

A22 · skyalps · car SHARING · PAPIN SPORT · H2 SOUTH TYROL · ecospazio · alperia · svstems building IT Success · TREVILAB · LTS · hgv

AUTONOME PROVINZ BOZEN SÜDTIROL · PROVINCIA AUTONOMA DI BOLZANO ALTO ADIGE · STADTGEMEINDE MERAN COMUNE DI MERANO

https://opendatahub.com

OPEN DATA HUB | TECHPARK SÜDTIROL / ALTO ADIGE

# Develop digital solutions based on real data.

Open Data Hub is the **cross-border digital platform** that helps **start-ups**, **companies** and **research institutes** to develop digital solutions based on real data.

It connects data from different data providers and makes this data easily available for data consumers.

## Data Spaces

MOBILITY

TOURISM

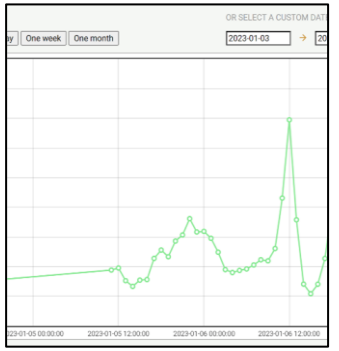
...

## Resources

›› **opendatahub.com**
›› **webcomponents.opendatahub.com**
›› **analytics.opendatahub.com**
›› **databrowser.opendatahub.com**

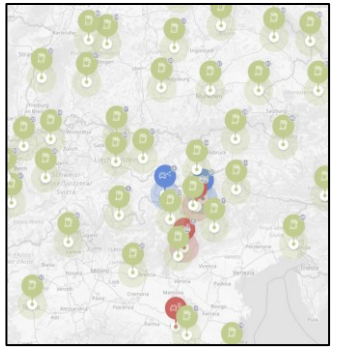
## Data Providers

## Registered Data Consumers



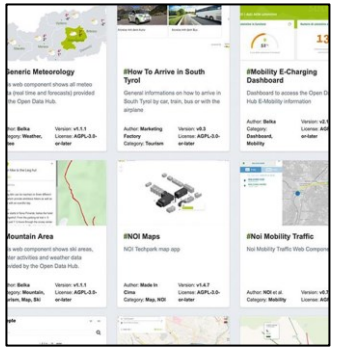
**DATA ACCESS**
**understand how to build on open data**

If you develop software applications we provide access to open data, through a **machine-readable**, documented and **stable channel**, to updated and **real-time data**, released under an Open Data licence.



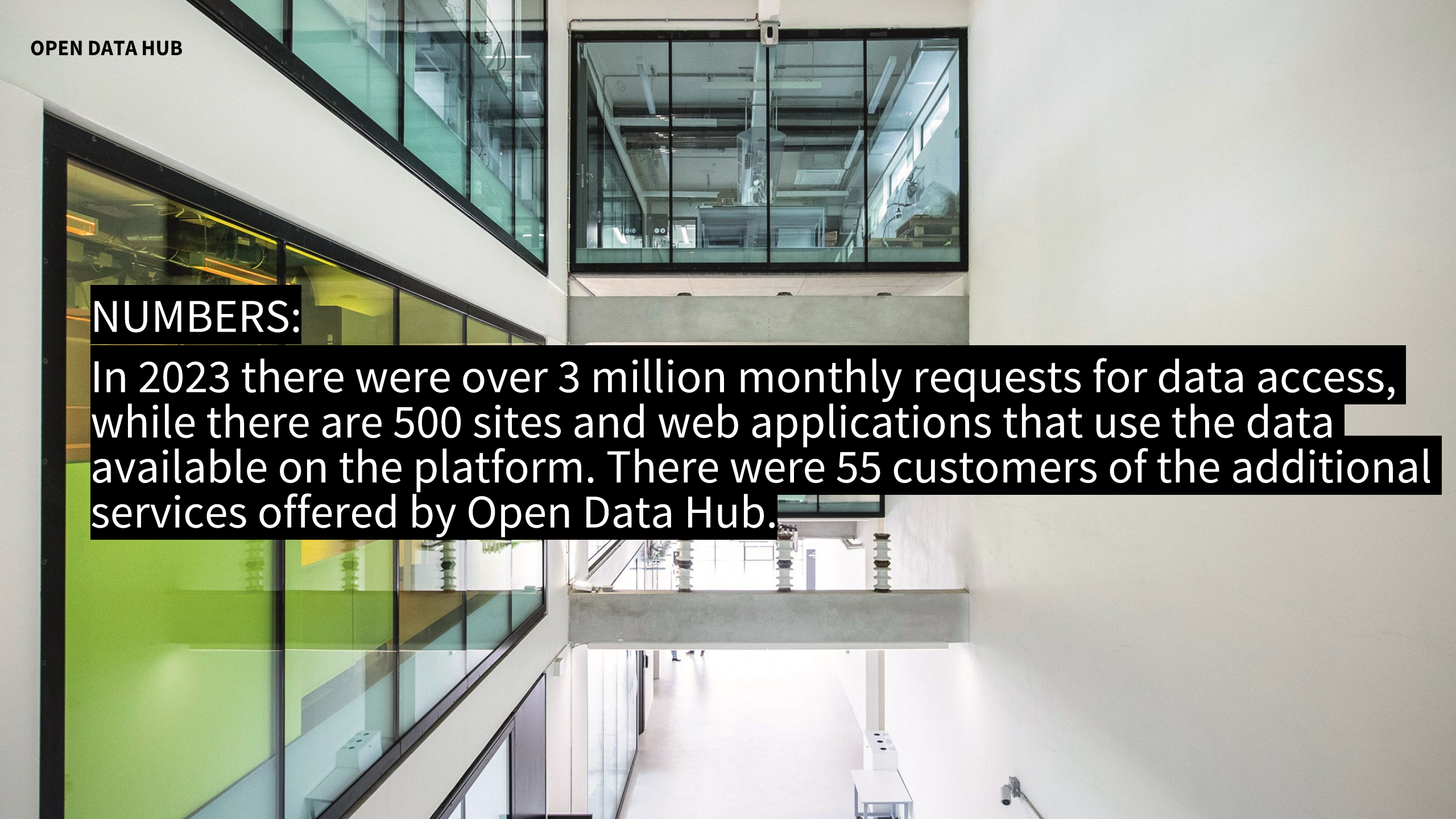
**DATA SHARING**
**share your data online**

We help you to give visibility to your data, identify suitable formats, processing algorithms and licences and to use technologies known by application developers.



**DATA VISUALIZATION**
**understand the potential of data**

We help companies to test, visualise and get inspired by data to make their ideas concrete and valuable.

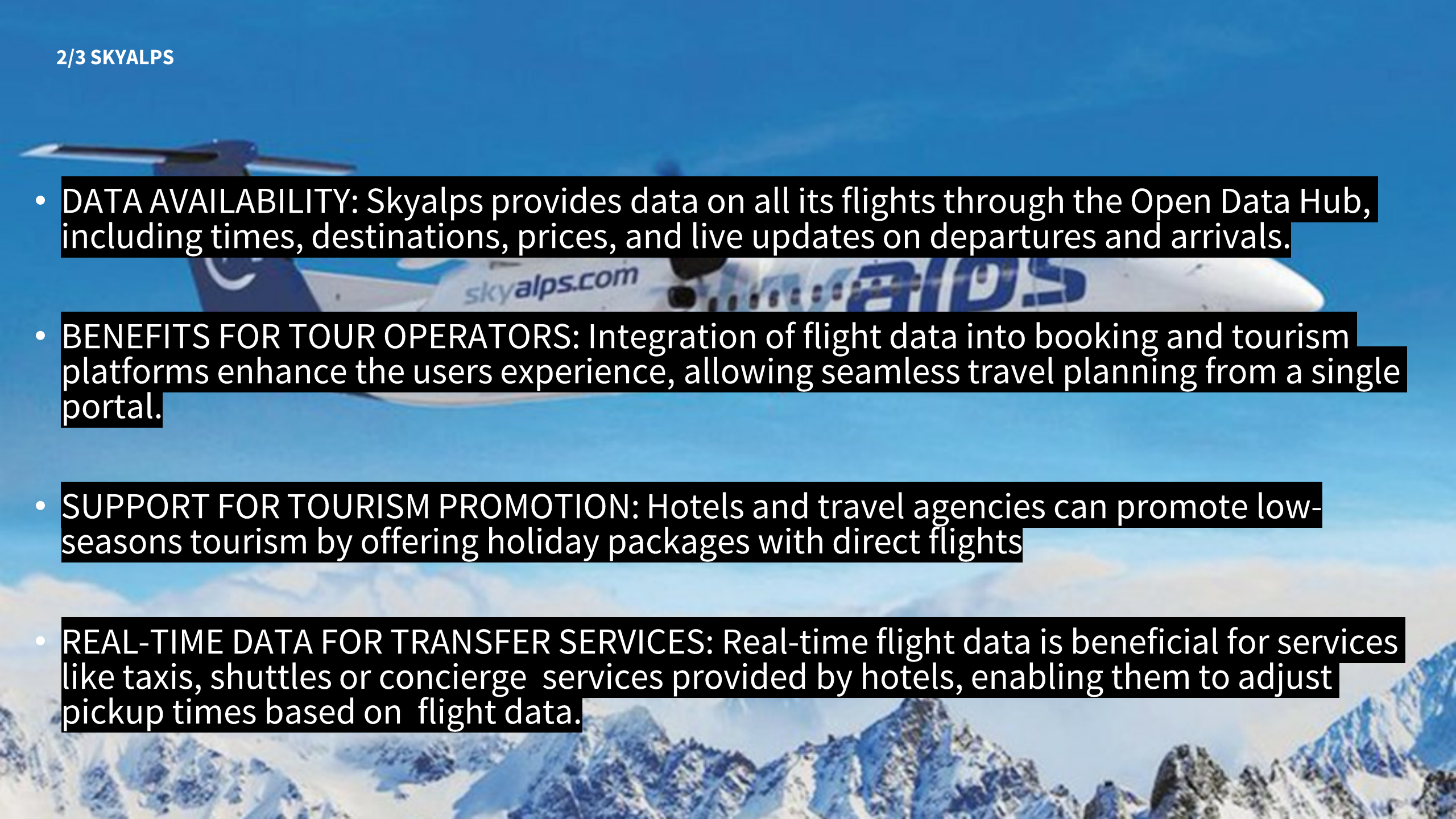


## NUMBERS:

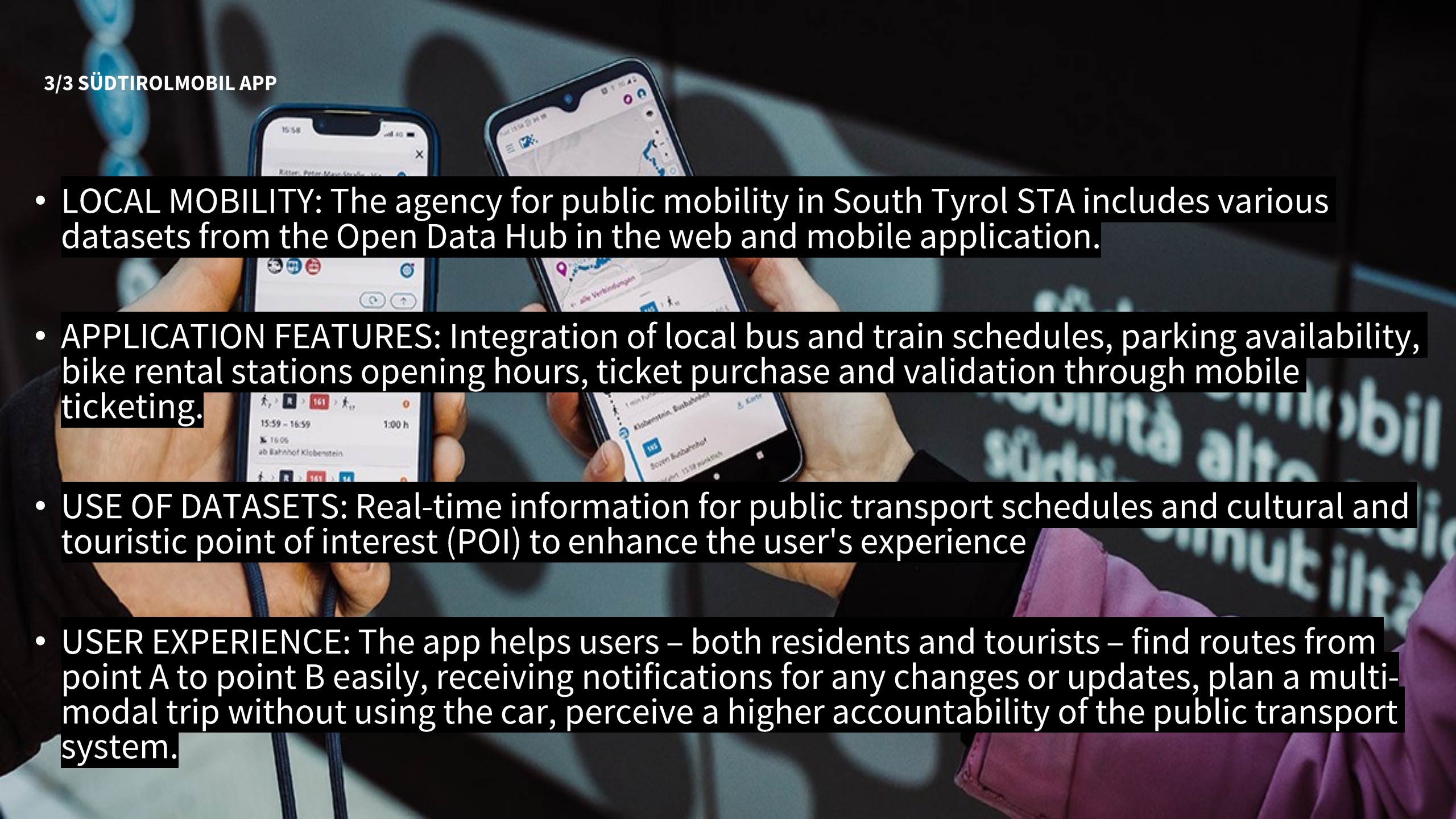
In 2023 there were over 3 million monthly requests for data access, while there are 500 sites and web applications that use the data available on the platform. There were 55 customers of the additional services offered by Open Data Hub.

# CASE STUDIES

- OBJECTIVE: create a low-emission corridor on the A22 Brenner highway by reducing air and noise pollution
- STRATEGIES: dynamic reduction of the speed limit to improve air quality and reduce traffic during peak hours
- MONITOR AND FORECASTING: implementation of sensors and analysis of various data (weather, air quality, pollution, real-time traffic) through the Open Data Hub
- MANAGEMENT: Data collected are managed by the A22 Traffic Management Centre to optimize traffic flow during high seasons while staying within environmental limits.




- DATA AVAILABILITY: Skyalps provides data on all its flights through the Open Data Hub, including times, destinations, prices, and live updates on departures and arrivals.
- BENEFITS FOR TOUR OPERATORS: Integration of flight data into booking and tourism platforms enhance the users experience, allowing seamless travel planning from a single portal.
- SUPPORT FOR TOURISM PROMOTION: Hotels and travel agencies can promote low-seasons tourism by offering holiday packages with direct flights
- REAL-TIME DATA FOR TRANSFER SERVICES: Real-time flight data is beneficial for services like taxis, shuttles or concierge  services provided by hotels, enabling them to adjust pickup times based on  flight data.



- LOCAL MOBILITY: The agency for public mobility in South Tyrol STA includes various datasets from the Open Data Hub in the web and mobile application.
- APPLICATION FEATURES: Integration of local bus and train schedules, parking availability, bike rental stations opening hours, ticket purchase and validation through mobile ticketing.
- USE OF DATASETS: Real-time information for public transport schedules and cultural and touristic point of interest (POI) to enhance the user's experience
- USER EXPERIENCE: The app helps users – both residents and tourists – find routes from point A to point B easily, receiving notifications for any changes or updates, plan a multi-modal trip without using the car, perceive a higher accountability of the public transport system.

# KEY RESULTS

Open Data made available by Open Data Hub in South Tyrol are beneficial for different Data Providers and Data Consumers.

## • REPLICABILITY BEYOND THE LOCAL TERRITORY

### 1. BRENNERLEC

- The entire A22 Modena – Brennero motorway section could be affected by the application of the measures implemented.
- Conditions of the test section are specific to the Alpine region, therefore, motorways in Austria and Switzerland could also be evaluated.
- Extension to other national motorways.

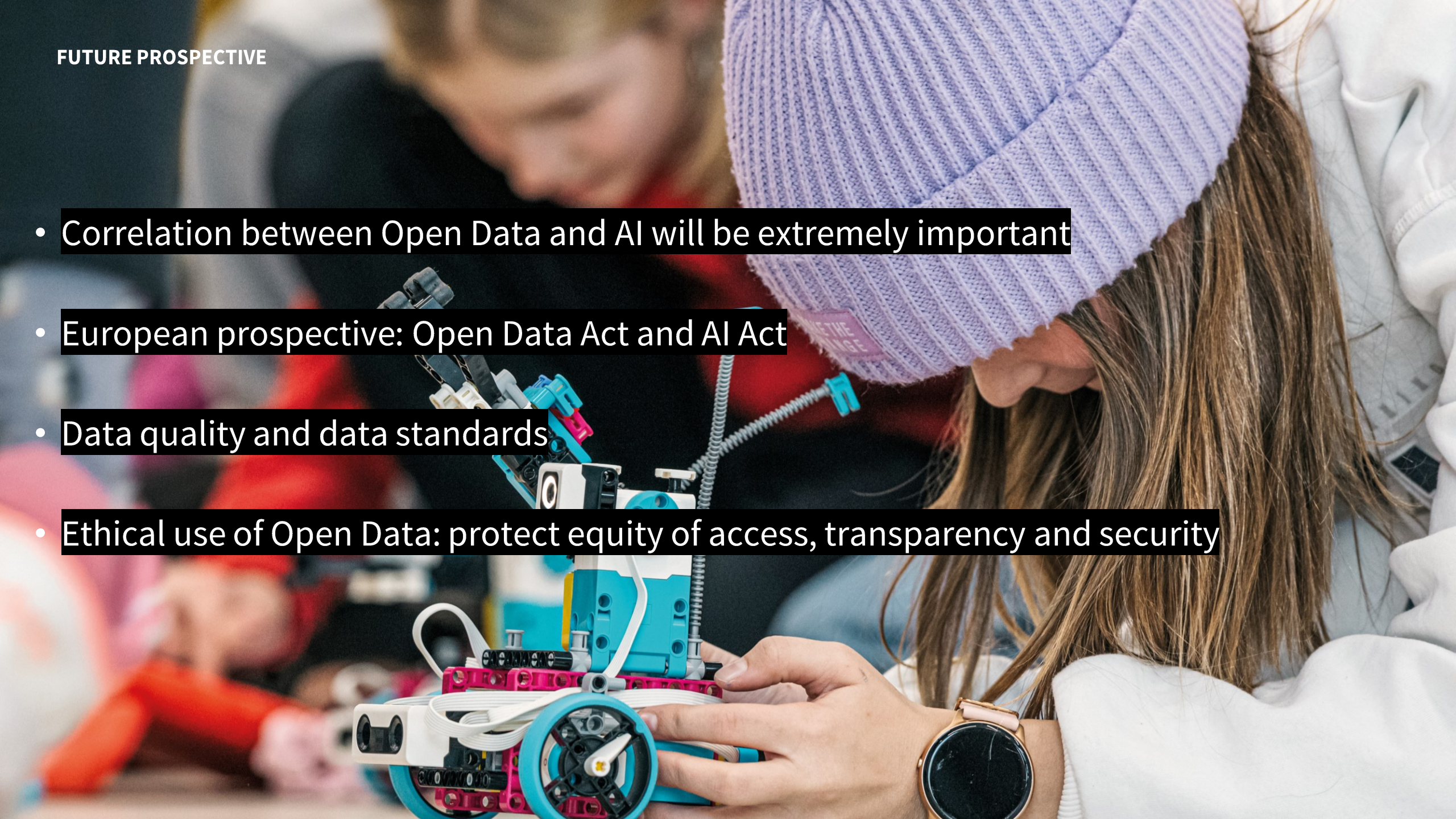
### 2. SKYALPS

- Regional airlines operating in a modest-sized airports can provide their panned and real-time flights data
- Small regional airports in tourist destinations could apply some of the solutions adopted in South Tyrol to solve any accessibility problems.
- Rise of private services by companies related to the tourism sector.

### 3. SÜDTIROLMOBIL APP

- Possibility of customizing the travel route, combining specific user needs and POI.
- Promotion of sustainable mobility by suggesting intermodal travel solutions.
- Personalized travel routes based on traffic prediction and traveler's need or habits.

## FUTURE PROSPECTIVE



- Correlation between Open Data and AI will be extremely important
- European prospective: Open Data Act and AI Act
- Data quality and data standards
- Ethical use of Open Data: protect equity of access, transparency and security

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## CONCLUSIONS

- Open Data represents a strategic lever for the development of the territory.
- Conscious use of Open Data can generate significant benefits in the creation of more inclusive and innovative communities.
- Companies are encouraged to create new products and services to meet market needs.
- South Tyrol is the perfect testfield for exploring innovative solutions on different scales.
- Open Data Hub role is crucial for fostering Open Data and digital projects in the region and abroad.

# THANK YOU.

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08.11.2024