



BETTER
Interreg Europe



European Union
European Regional
Development Fund

Nyíregyháza in **BETTER**

Learnings and results

May 23, 2023



*"THE ONLY ACCEPTABLE ORGANIZED
CRIME IS WHEN CITIES **STEAL IDEAS**
FROM EACH OTHER."*

Main issues

Data-driven

public administration

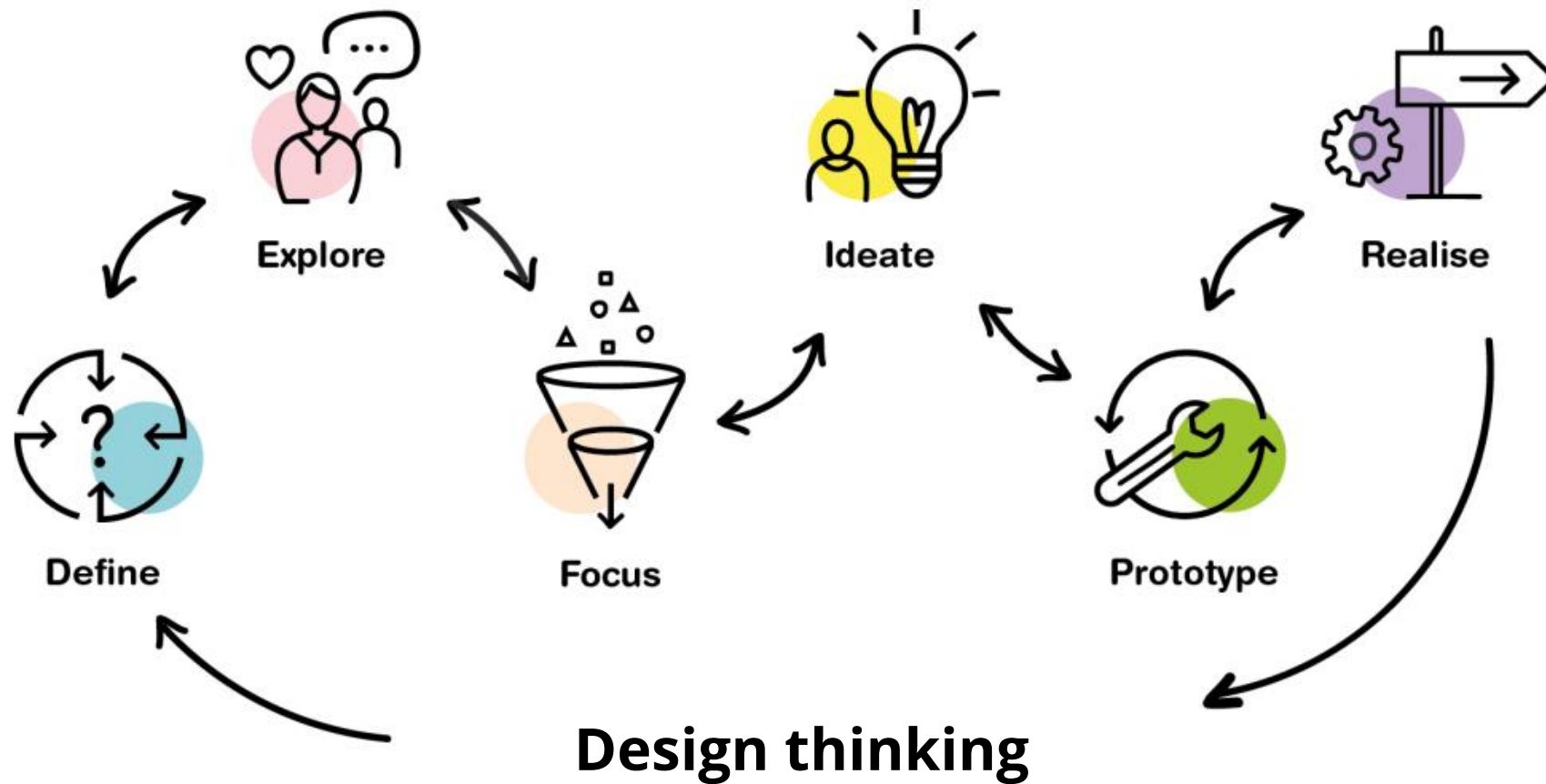


& effective public services

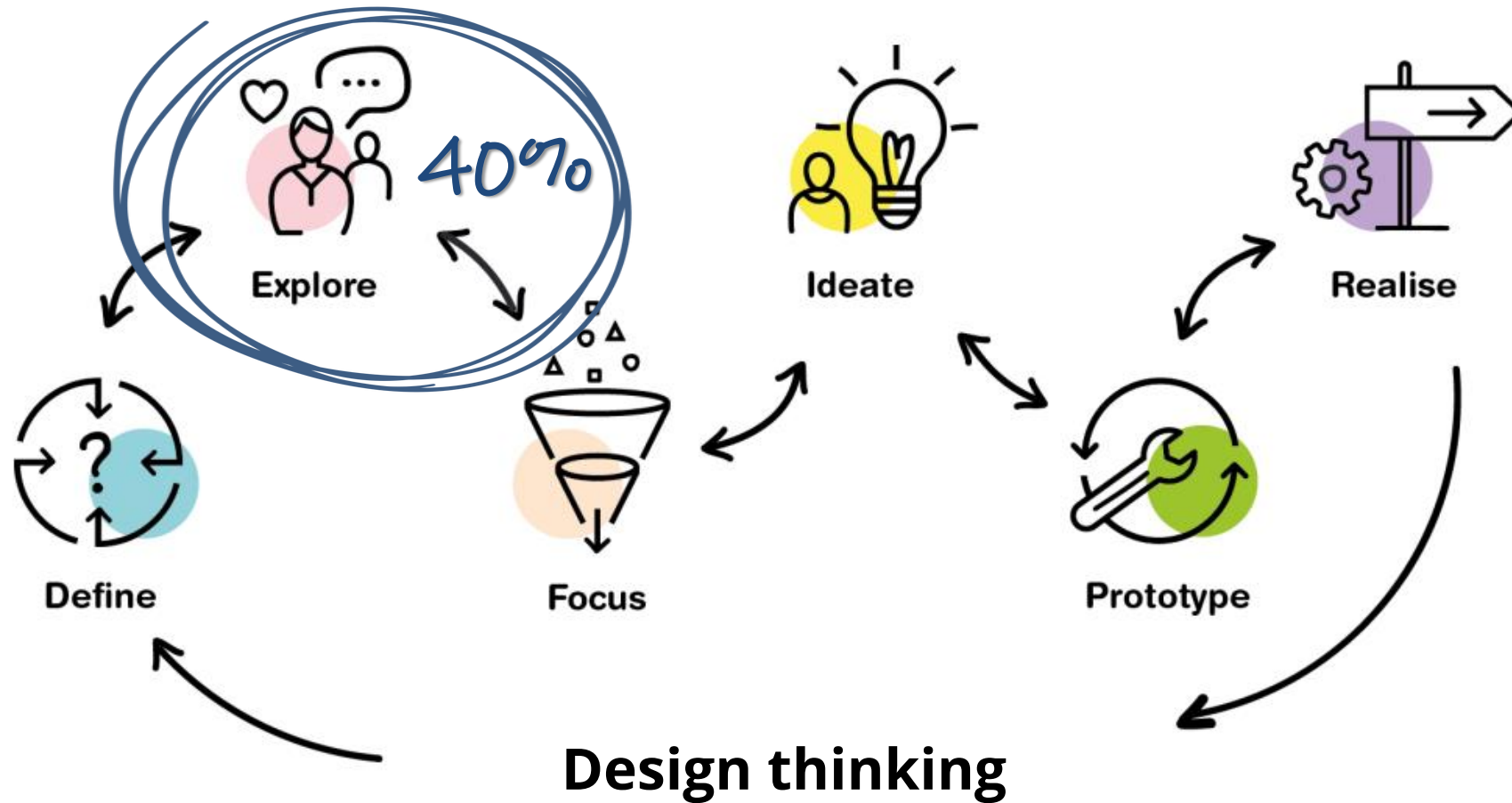
User-friendly, innovative



User-friendly, innovative & effective public services

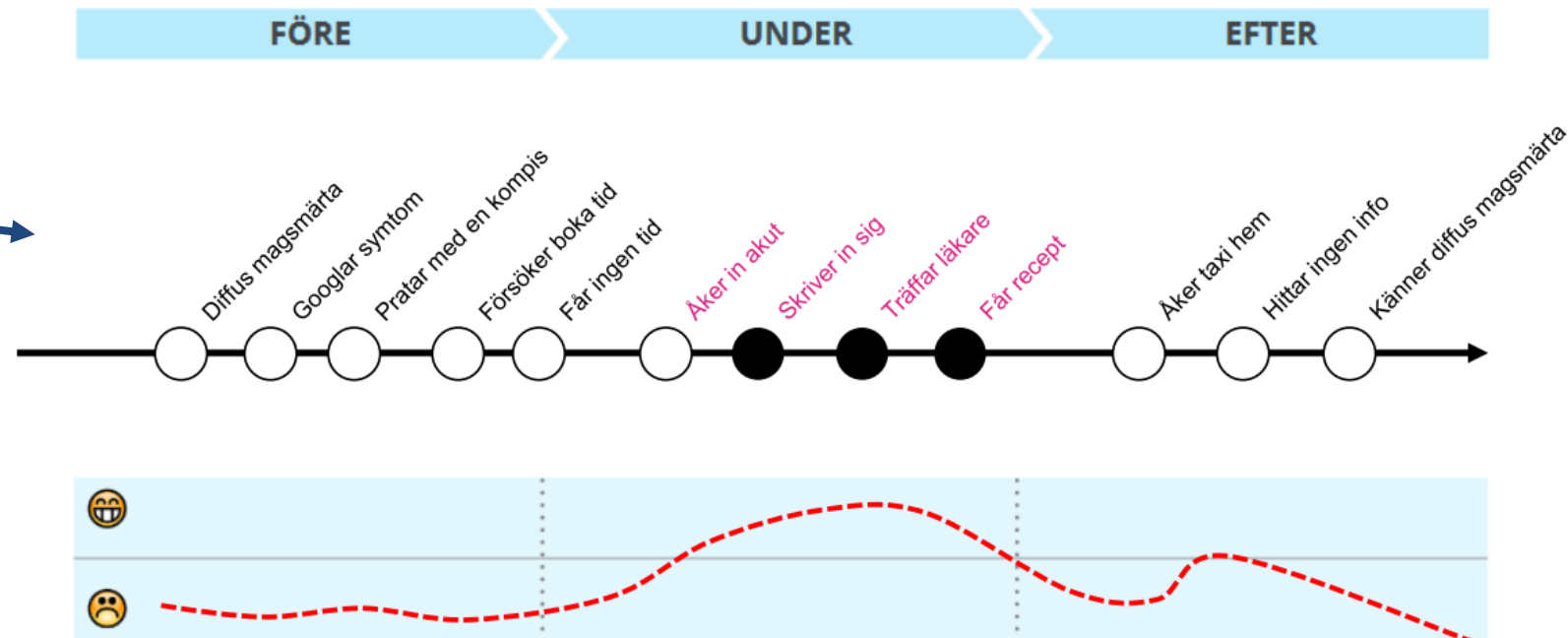


User-friendly, innovative & effective public services



User-friendly, innovative & effective public services

- ❖ Statistics
- ❖ Observation
- ❖ Job shadowing
- ❖ Interviews
- ❖ User journey
- ❖ Service safari





Data-driven public administration

Step 1

How can the city gather the already available data through negotiation (purchase, trade, collaboration, etc.) and fill in the blanks through new measures? **INTEGRATION**

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Step 2

How can the data become meaningful for the whole ecosystem?
SCALABILITY

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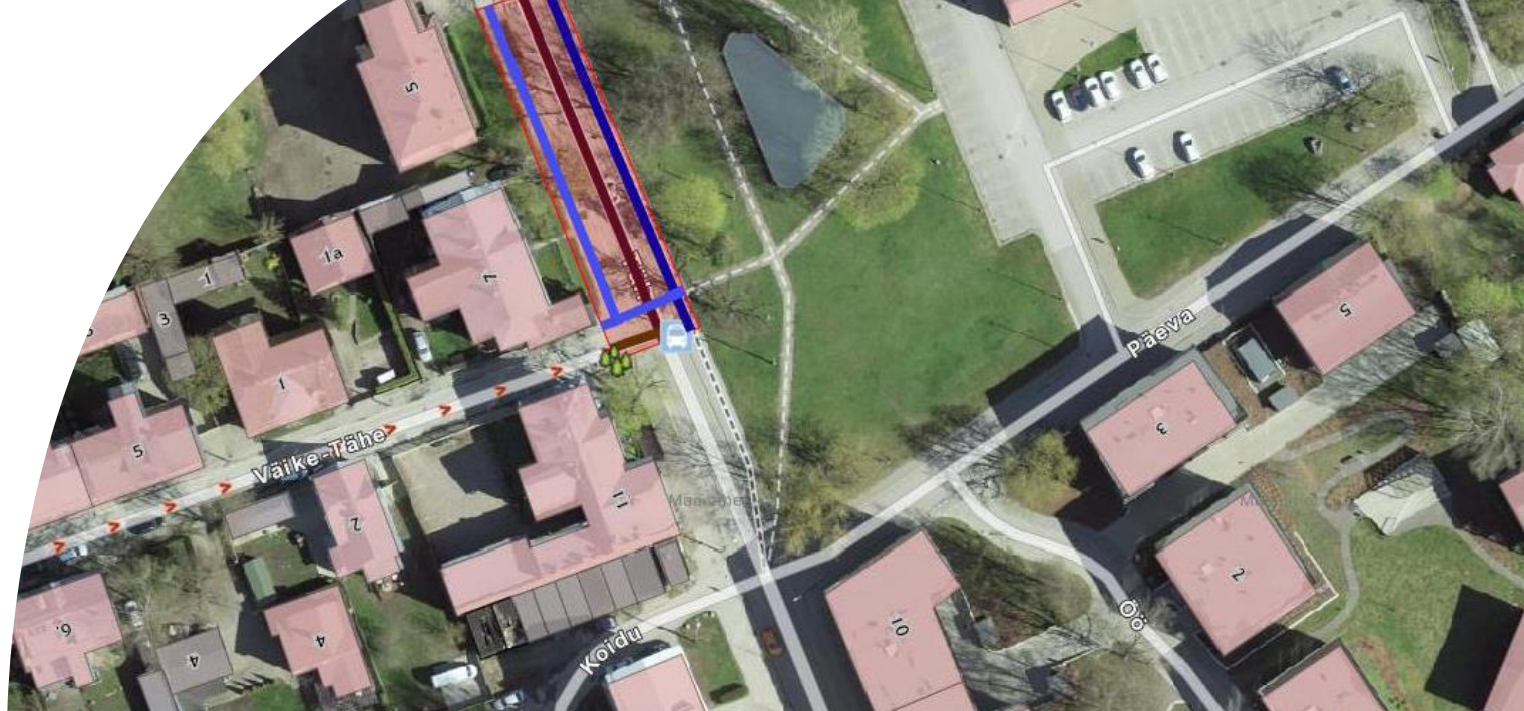
Step 2

How can the data become meaningful for the whole ecosystem?
SCALABILITY

Step 3

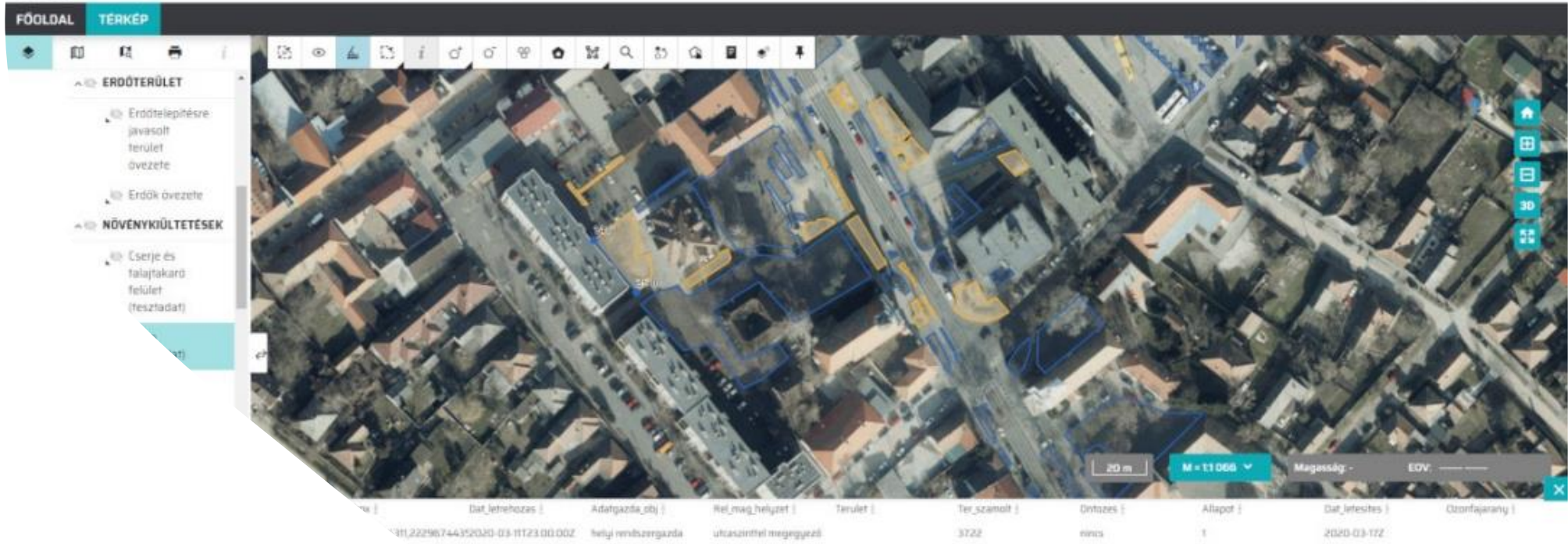
How can the city show what it is doing with the data? **TRANSPARENCY**

EXAMPLES



REKLIKLEESA TARISTU
Liik: jalg- ja jalgrattatee
Läbitavus:
Ei ole maksuarvestuses: ☐
BUSSILIINID
Bussiliinide info:
9 Ringliin
Ühistransport vaja ümber suunata:

Ei ole maksuarvestuses: ☐
SÕIDUTEE
Tee nimi: Väike-Tähe tn
Radade arv: 1
Läbitavus:
Märgista rajad, kus toimub sulgemine:
↑
☐
Ei ole maksuarvestuses: ☐
SÕIDUTEE
Tee nimi: Tähe tn
Radade arv: 2
Läbitavus:
Märgista rajad, kus toimub sulgemine:
↓ ↑





1. Gathering challenges from 9 countries (including Hungary) in a Virtual Library
2. Short proposal phase in which SMEs can apply for the challenges they are interested in
(closed in October 2022)
3. Hackathon phase in which the SMEs develop an outline of their solutions to the selected challenges and pitch their ideas to the “challenge owners”
(closed in November 2022)
4. Full proposal phase in which the winners of the hackathons prepare a detailed action plan
(closed in January 2023)
5. **MVP development phase** *(ends in June 2023)*



How can we make a lasting impact?

POLICY CHANGE!

Sustainable Urban Development Strategy,

Digital Transformation Agenda

- ❖ *"Digital development of public services (including the competency training of municipal employees)"*
- ❖ *"Application of digital technologies in urban management and public services, with a focus on data-based administration"*

Digital Transformation Action Plan in 2024 (with specific actions)



Thank you!