



Stockholm & Communication

Ulla Hamilton

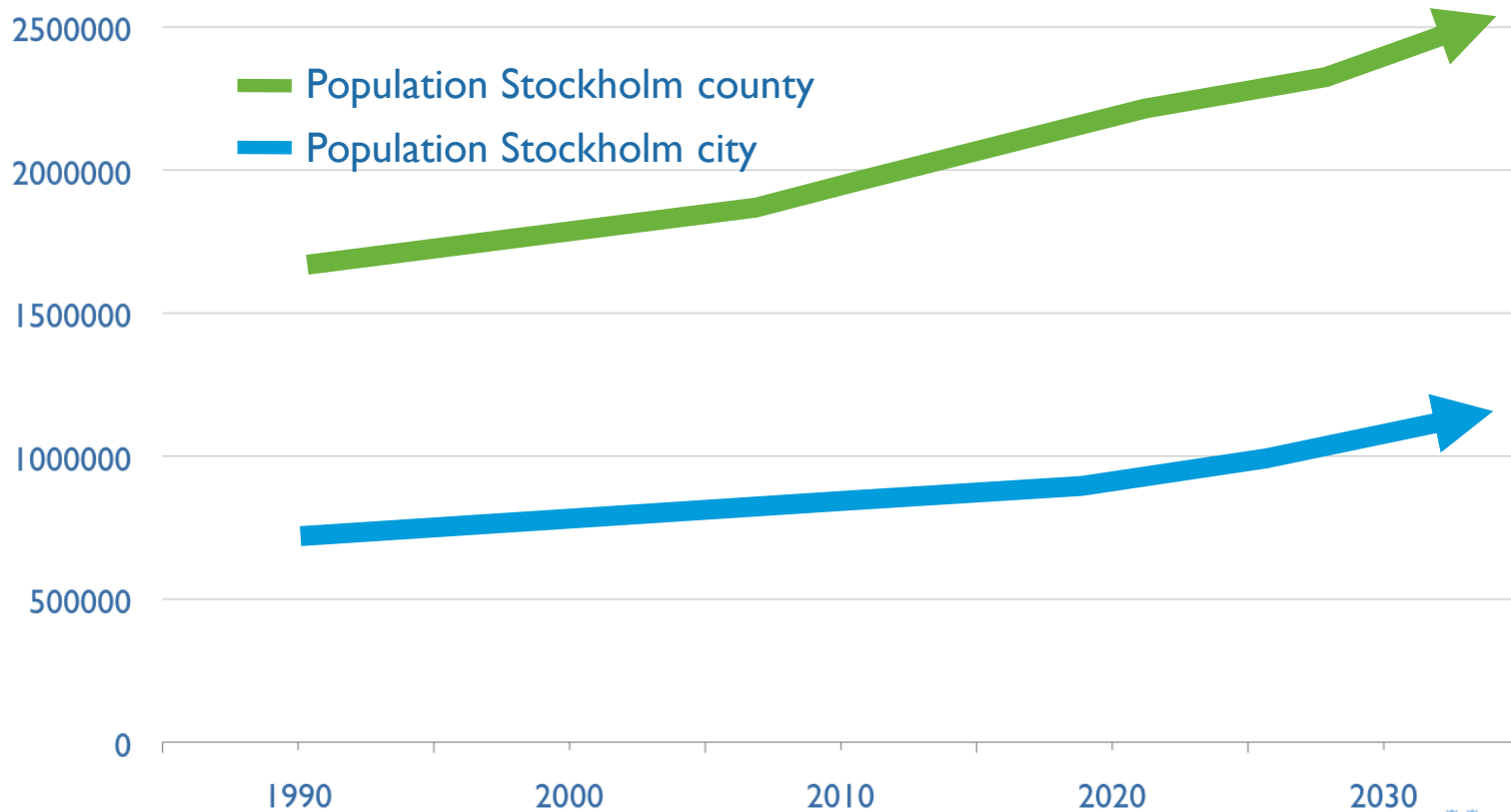
Vice Mayor for Enterprise, Traffic and Labour Market



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Stockholm is growing rapidly



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Transport Administration

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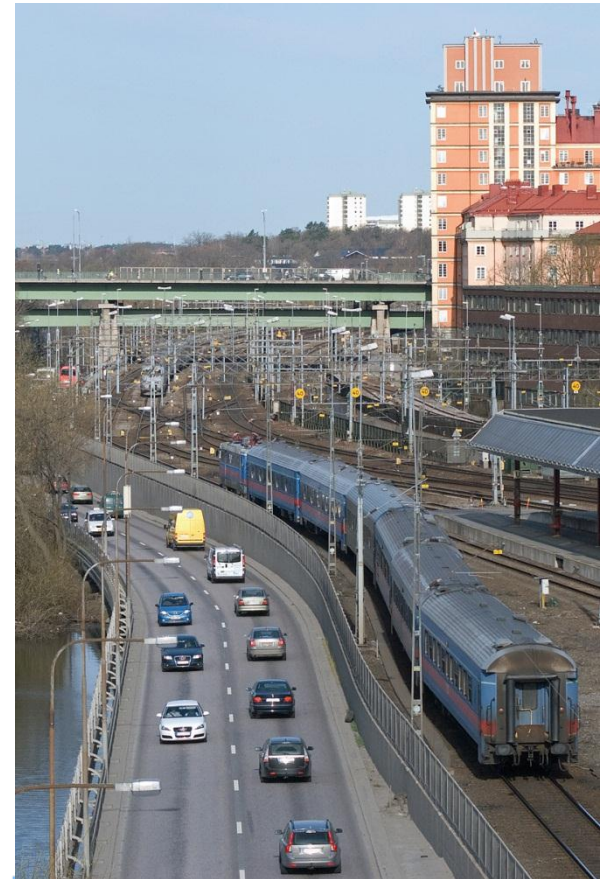
Stockholm: a Smart and Green City



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Benefits of the “Stokab model”

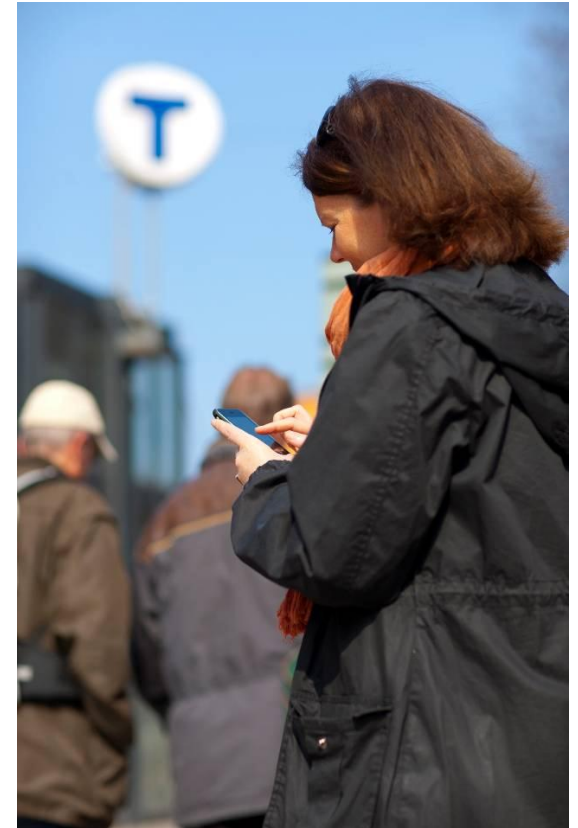
- One infrastructure for all – a fibre-network = a ground-based infrastructure and a public utility
- Lower threshold for new company entries
- Lease dark fibre to a fair price (fixed price down town/inner city)
- High security
- Customers will not have high investment costs or costs for operations
- Customers can focus on core business
- Financing: earnings and loans



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Situation in Stockholm 2012

- 100 % broadband coverage - wired and mobile
- Buildings with 95 % of companies have fibre-optic
- Buildings with 85 % of households have fibre-optic
- Four 4G (LTE) networks – First in the world – 2009
- Will be accessed by FTTH 2012
 - About 90 percent households
 - Nearly 100 percent companies



e-Services



Increased service for the citizens and more efficient internal work.
Investments of 650 million SEK (89.9 million USD).
Approximately 50 e-services now approved.



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Open Stockholm

Re-use of information from the public sector (the PSI Directive)

Aims to:

- Promote economic growth and the ability of the business sector to process public data in new information services.
- Simplify the daily work of companies as regards forms of providing information and the ability to study data from public registers.
- Use by citizens and internal efficiency.



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Open Stockholm Award

**Open competition for
new ideas**



**Developer
competition**



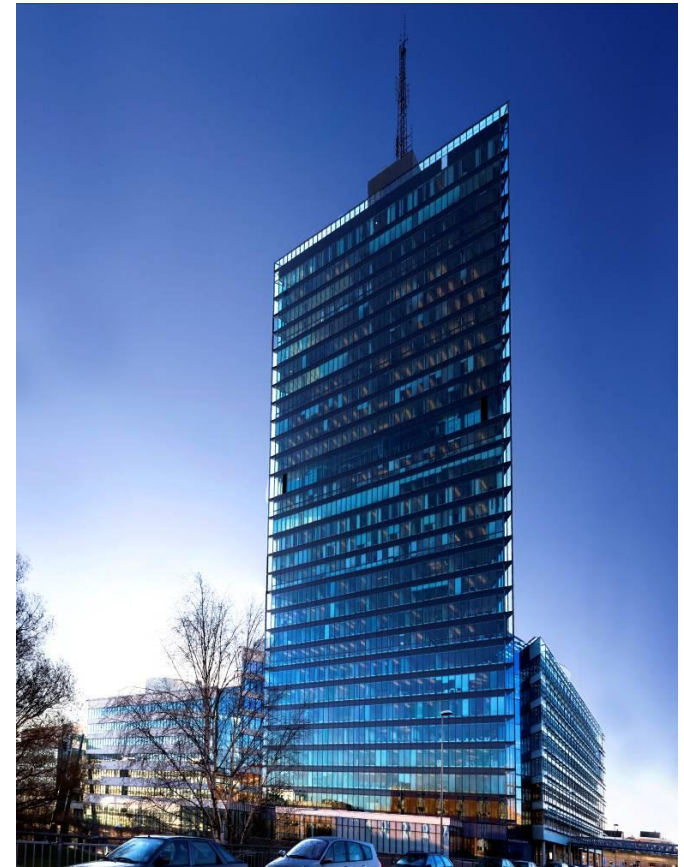
336 ideas 42 app contributions



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Innovation

- Kista – The largest ICT-cluster in Europe
- Co-operation between business, academia and public sector
- Walking distance and a real city
- Focus on broadband and mobile applications and services
- Over 1 000 ICT-companies with over 30 000 employees



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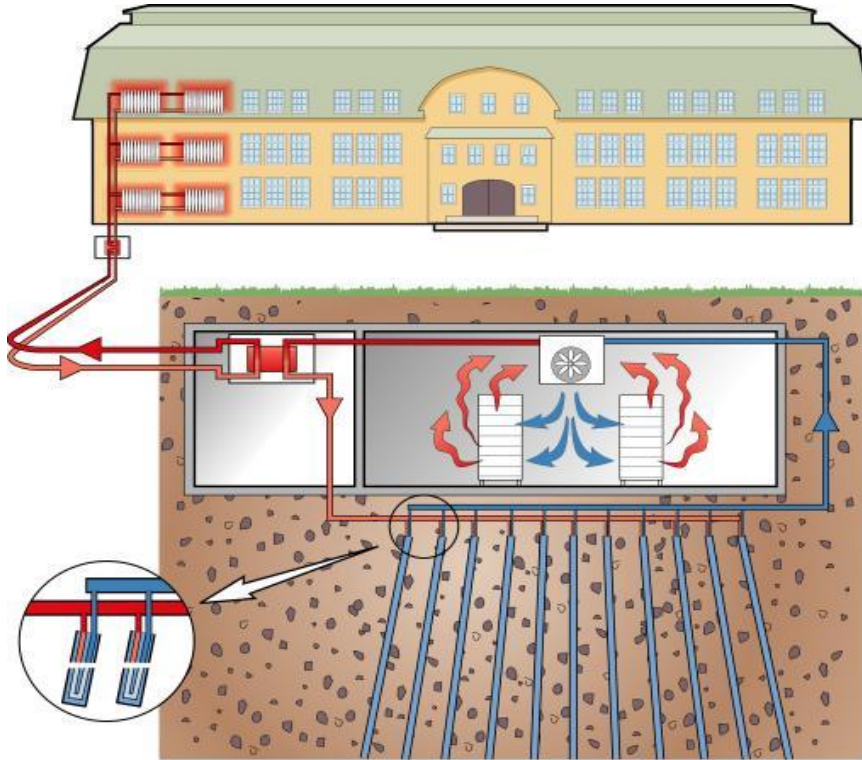
Cities of Opportunity – Overall ranking PWC



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Broadband heats school



Give 140 kW to the heating system



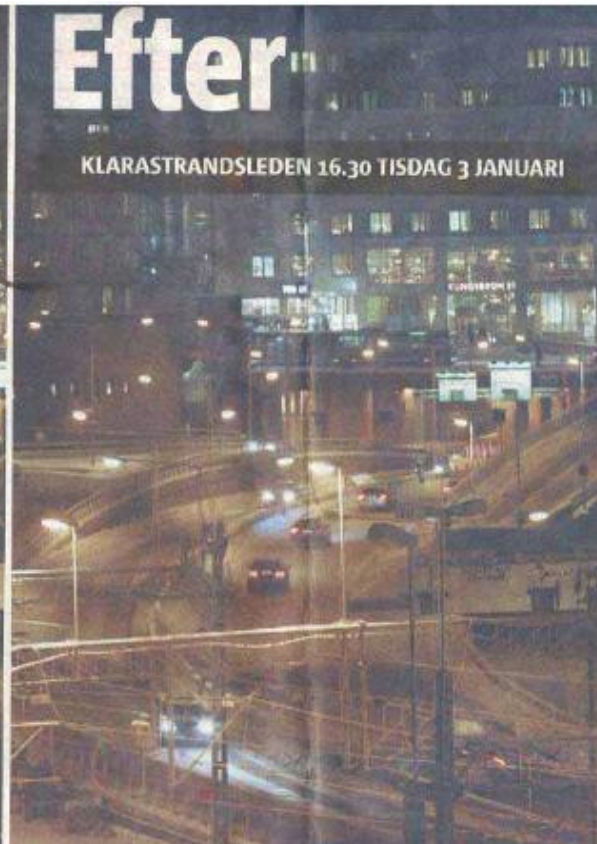
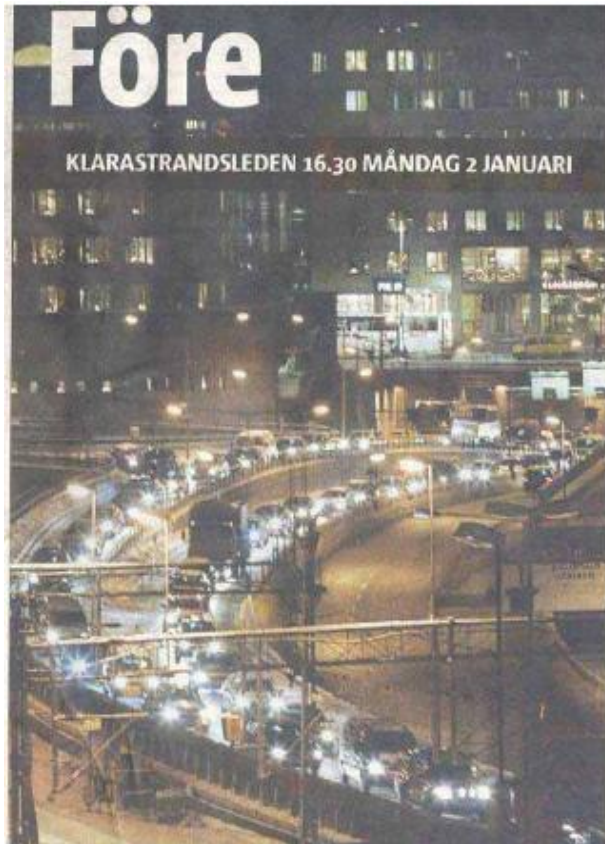
Heat from cross-connection
under the school - converted in
to the school's heating system.
Reduced electricity
consumption by 30 %.
Half heating from broadband



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Congestion tax



Reduction in the
emission CO₂, NO
etc
14 % in city,
2,5 % in county



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Sweden - Contribution of ICT

- The digital economy is a major source of growth and innovation.
- In the last 5 years alone, it has accelerated Sweden's competitiveness and contributed with an incredible 21 % to Sweden's GDP growth.



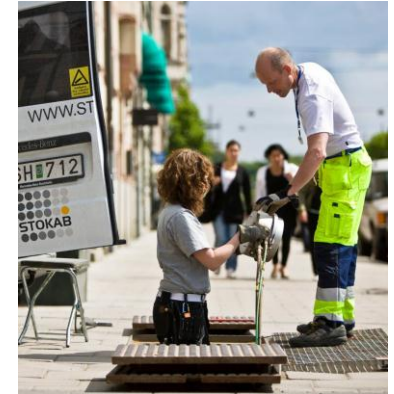
- The internet driven part of the country's GDP is today amongst the highest in the world.

Mc Kinsey, "Internet matters", May 2011



Key factors

- 10 Digital Inclusion / well-connected
- 10 Highly educated people
- 10 Early adopters
- 10 100 percent coverage of fiber and wireless broadband
- 10 The world's largest dark fibre network
- 10 The Vision 2030 for Stockholm, including a green IT-strategy and e-strategy.
- 10 E-services, Investments of 650 million SEK (89.9 million USD)
- 10 Open data strategy



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Thank You



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