

ISO 37120 certification / aligning standards to existing city indicators

Barteld Braaksma, Statistics Netherlands

Gaby Rasters, City of Eindhoven



EINDHOVEN



Centraal Bureau
voor de Statistiek

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CBS in figures (end 2015)

- Established 1899
- 3 offices
- 2,036 employees
- 3,900 tables in StatLine (online database)
- 613 news releases
- 38,000x mentioned by news media
- 7 million visits of CBS.nl
- 108,000 followers on Twitter



Bonaire



The Hague



Heerlen



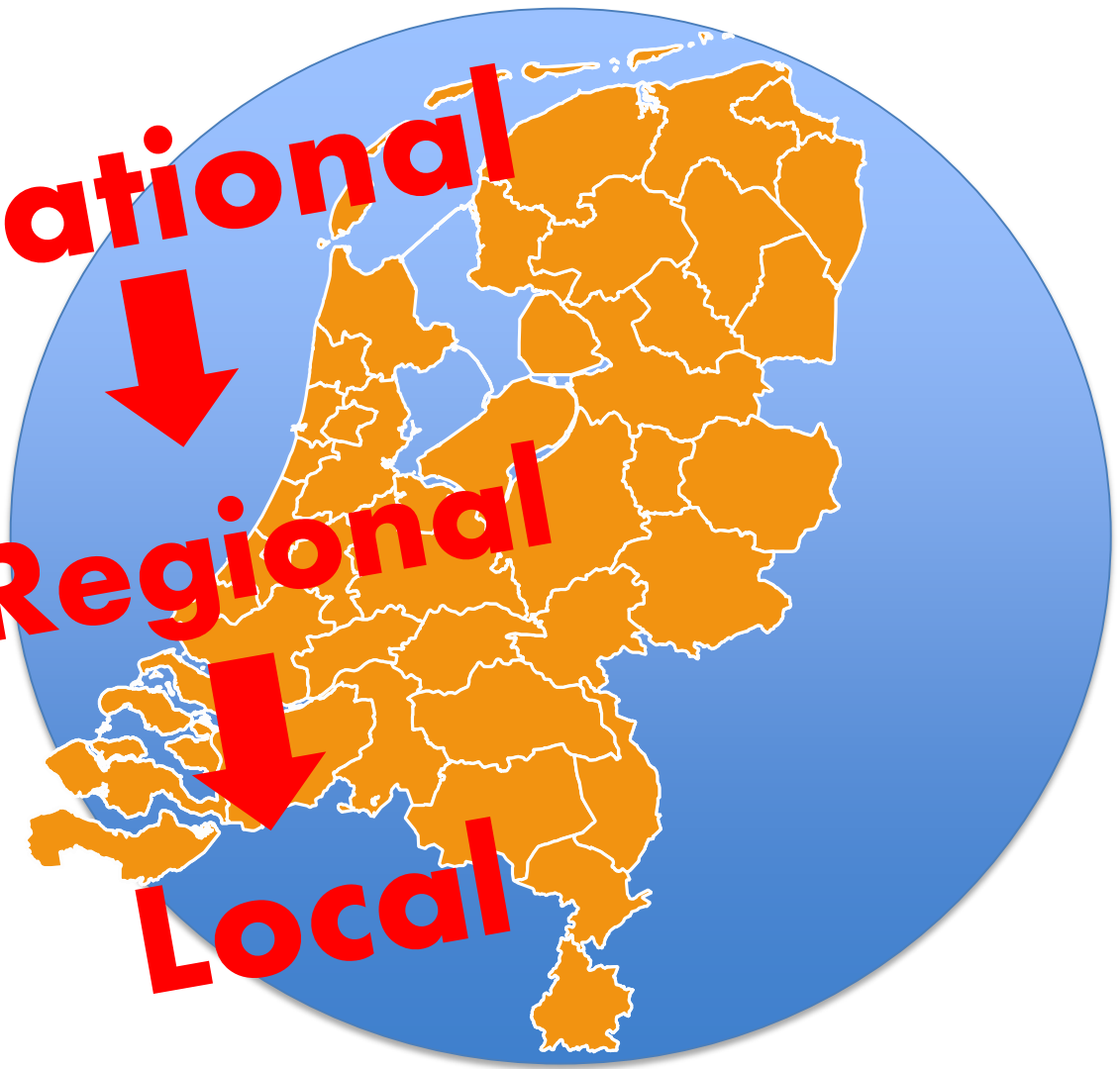
National

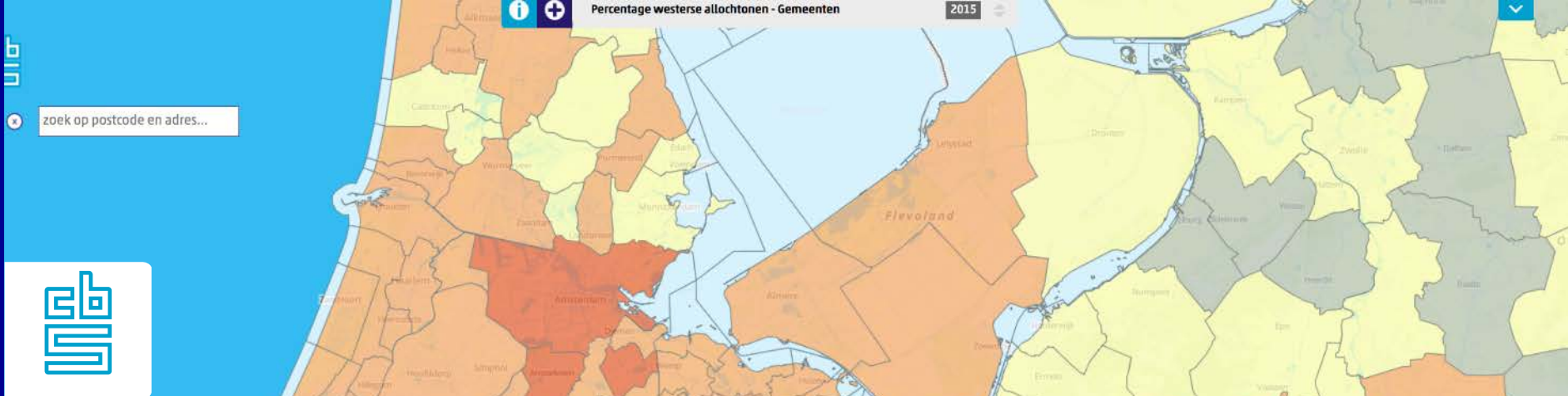


Regional



Local

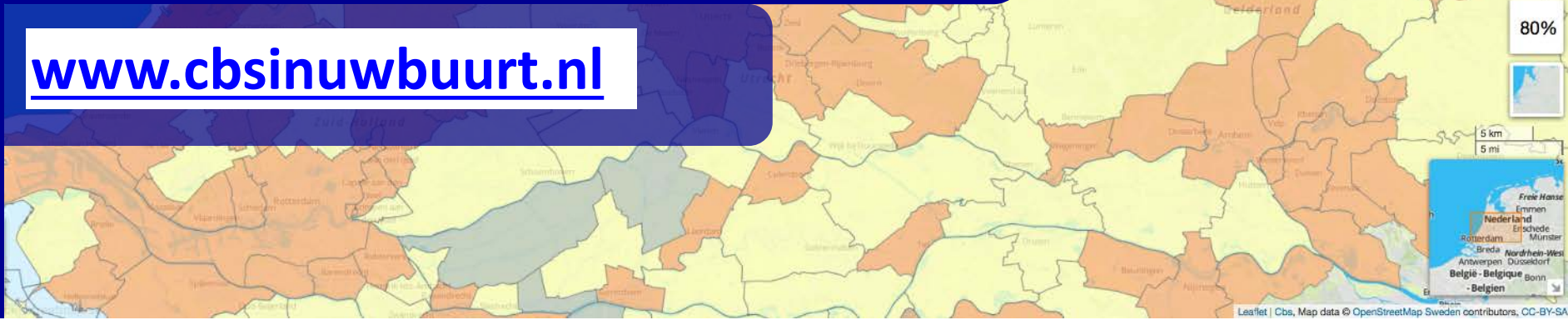




CBS in your neighbourhood

(existing site for local information)

www.cbsinuwbuurt.nl





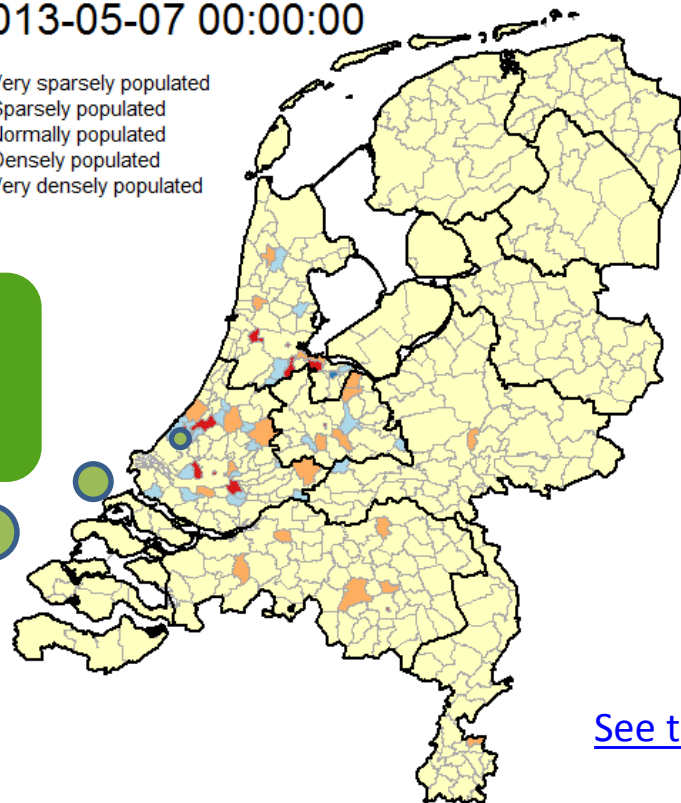
Daytime population

Experimental statistics
based on
mobile phone data

Which level of
detail?
How to present?
Is it useful?

2013-05-07 00:00:00

- Very sparsely populated
- Sparsely populated
- Normally populated
- Densely populated
- Very densely populated



[See this link](#)



Urban Data Center



- Joint project between CBS and a city
- Aimed at enhancing municipal statistics
- Starting from local information requirements
- Uses both CBS data and CBS expertise
- [Impression](#)



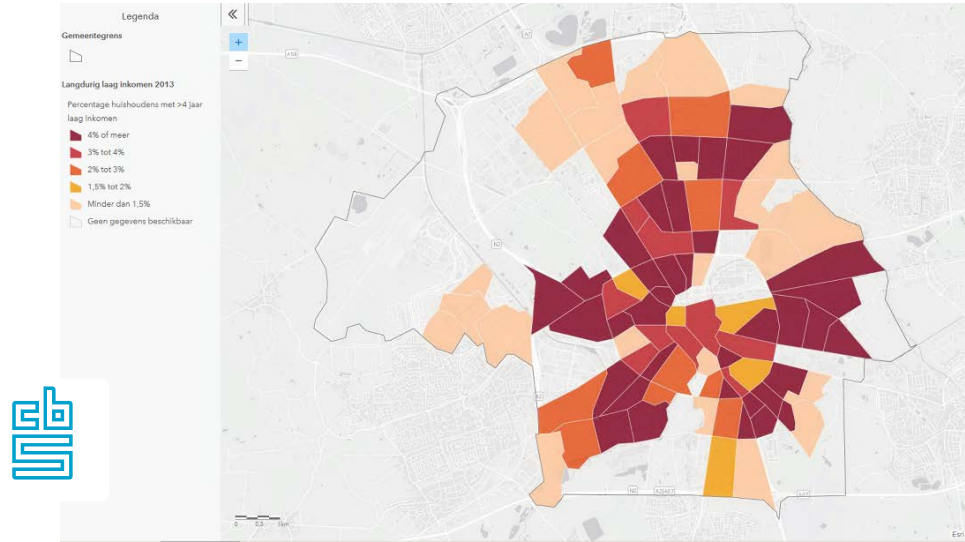


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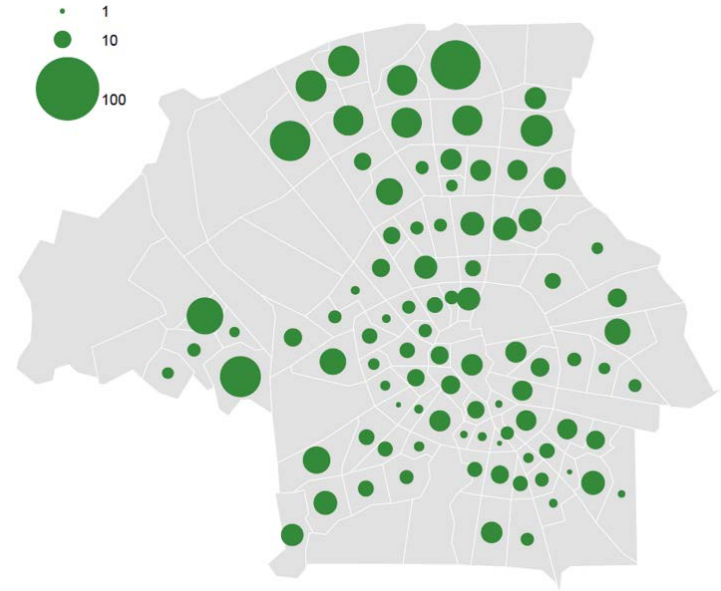
5th city in NL
225,000 inhabitants
750,000 in region
Home of Philips
“Smartest region in the world” (2011)

Eindhoven: first
Urban Data Center
in The Netherlands

Concrete examples



Fighting Poverty



Where are the electric cars?

index
115



Turnover of hotels,
restaurants and bars



Centrum Eindhoven

Nederland

Gemeente Eindhoven

100

95

'10

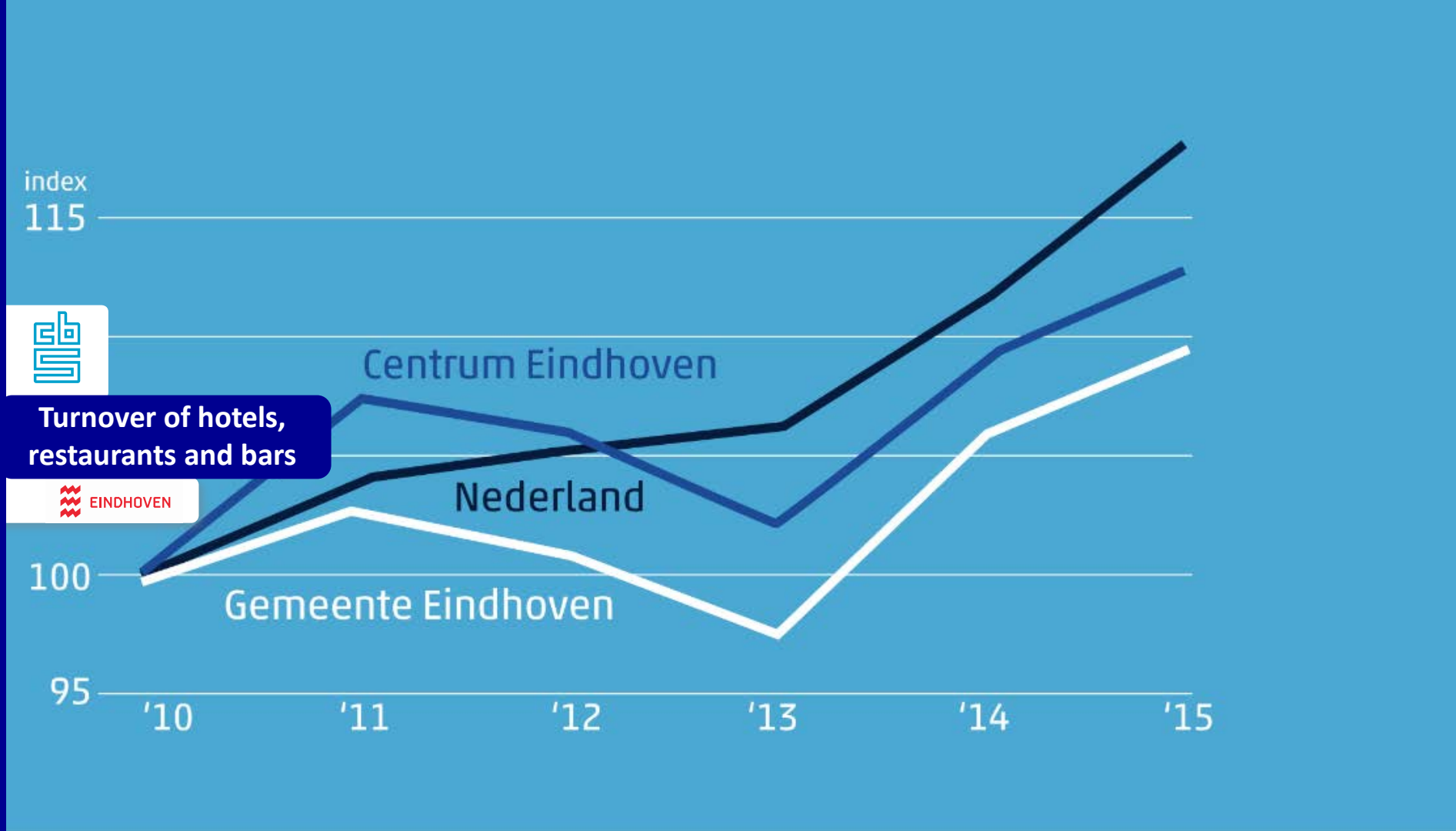
'11

'12

'13

'14

'15







DATA IS THE UNIVERSAL LANGUAGE

<http://vimeo.com/110519481>

ISO 37120 includes **100** indicators which are structured around the following **17** themes



Economy



Education



Energy



Environment



Finance



Fire & Emergency Response



Governance



Health



Recreation



Safety



Shelter



Solid Waste



Telecommunications



Transportation



Urban Planning



Wastewater



Water & Sanitation



WCCD

ISO 37120



Road to certification

- ❖ *Dutch ISO37120 working group (estd. August 2015)*
- ❖ *CBS estimates it can produce at least 50-75% of ISO37120 indicators*
- ❖ *High-level agreement on WCCD-CBS collaboration (July 2016)*
- ❖ *Concrete requests from two Dutch cities (October 2016)*
- ❖ *Cities of Heerlen and Eindhoven certified platinum within 3 weeks!*
- ❖ *Next cities: The Hague and Zwolle*
- ❖ *Talks with VNG (Union of Dutch Municipalities) about bulk certification*



ISO 37120 is the worldwide standard for cities

ISO 37120



WORLD COUNCIL
ON CITY DATA

ISO 37120



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WCCD

ISO 37120

ISO 37120



**WORLD COUNCIL
ON CITY DATA**

EINDHOVEN ISO 37120 PLATINUM CERTIFICATION



**Three weeks for data preparation
and certification**

(sometimes into the small hours...)

Data from

- CBS (many departments)
- Eindhoven
- Third parties
(e.g. Environmental Agency)

**Sometimes off-the-shelf,
sometimes tailor-made**



Bicycle lanes (km per 100 000 population)



WCCD

**WORLD COUNCIL
ON CITY DATA**

**WORLD COUNCIL
ON CITY DATA**

ROTTERDAM HAS 102KM OF BIKE LANES PER 100,000 POPULATION WHICH CONTRIBUTES TO...

BETTER AIR QUALITY

LESS NOISE POLLUTION

HIGHER LIFE EXPECTANCY

LOWER TRANSPORTATION FATALITIES

ROTTERDAM IN A GLOBAL CONTEXT

ROTTERDAM VS. THE NETHERLANDS

Category	Rotterdam	Netherlands
Better Air Quality	114	114
Less Noise Pollution	114	114
Higher Life Expectancy	114	114
Lower Transportation Fatalities	114	114

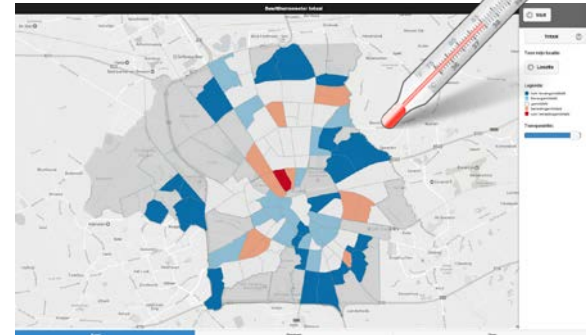
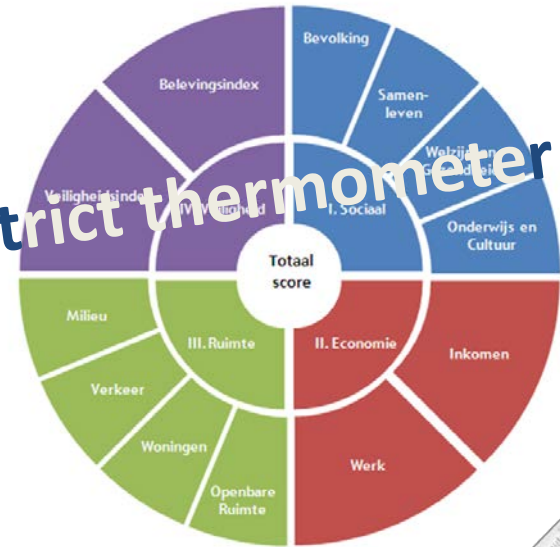
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Category	Rotterdam	Netherlands
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Integrating global and local indicators

ISO 37120 standard

District thermometer



The Eindhoven District Thermometer

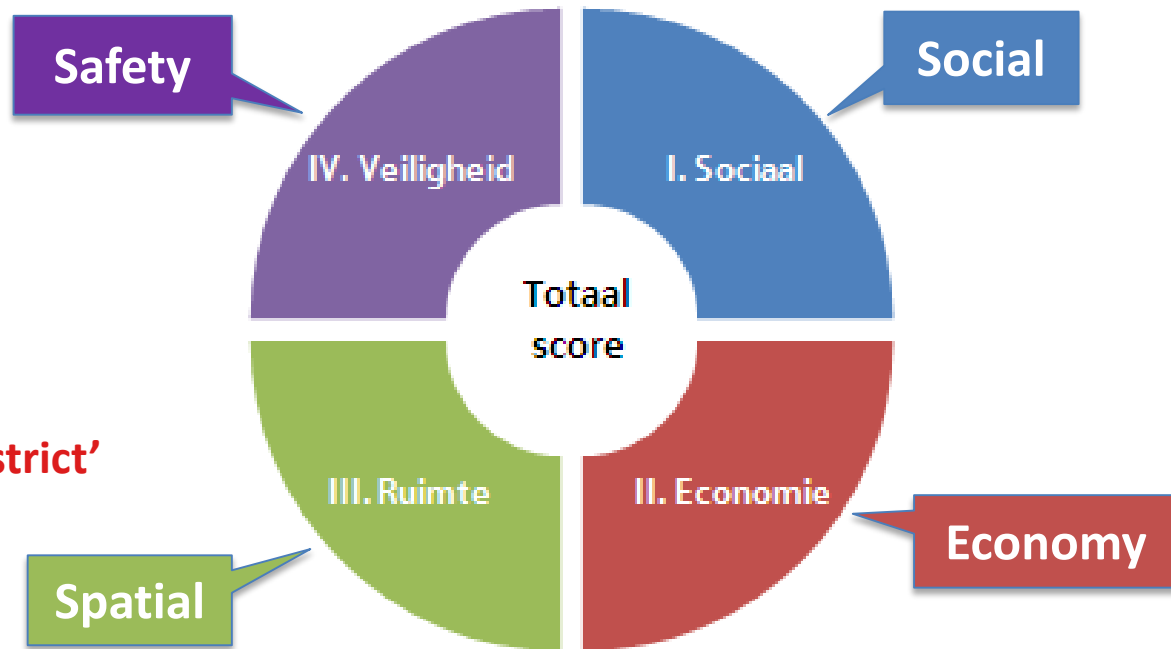
Developed 2014

88 districts

4 domains

Over 50 indicators

Signalling the 'state of the district'

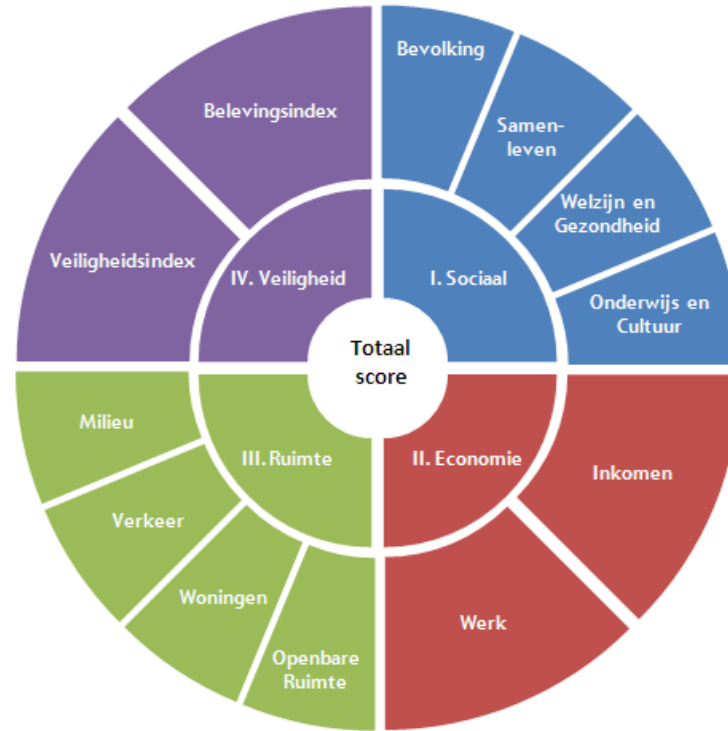


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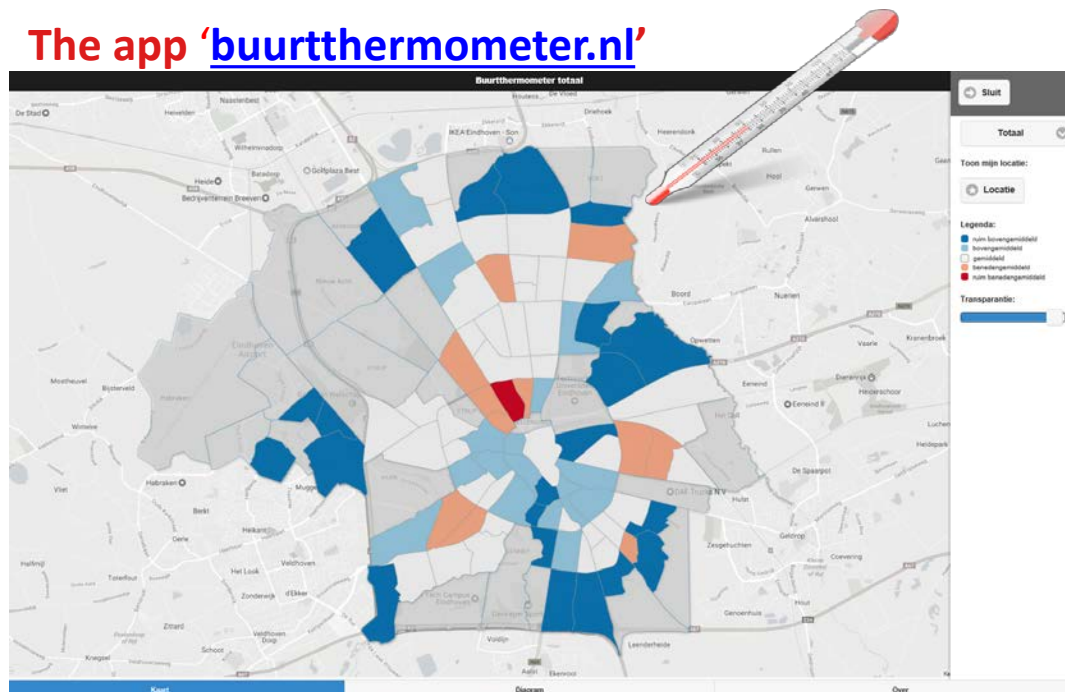
Zooming in:

**Transparant means of
communication**

**Basis for allocation of
resources and policy
interventions**



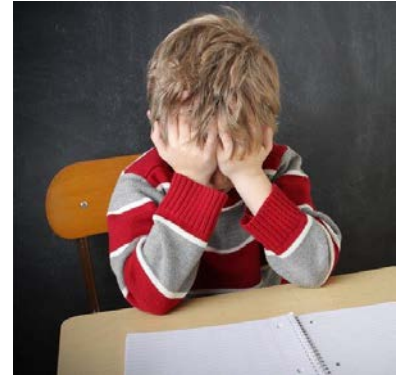
The app 'buurtthermometer.nl'



EINDHOVEN

What's next?

- **Combine global and local standards**
- **Find realistic applications**
 - Benchmarking
 - Use at strategy/policy/operations level
 - Citizens engagement
- **Adopt new standards?**
 - ISO37122/37123





Urban

Data Center



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FUTURE PROOF



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