ISO 37120 certification / aligning standards to existing city indicators

Barteld Braaksma, Statistics Netherlands
Gaby Rasters, City of Eindhoven
Contents

- Introduction CBS
- Local statistics
- Urban data centers
- ISO 37120
- Eindhoven district thermometer
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
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?

See this link
- 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**
Eindhoven: first Urban Data Center in The Netherlands

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

Fighting Poverty

Where are the electric cars?
Turnover of hotels, restaurants and bars

Centrum Eindhoven

Nederland

Gemeente Eindhoven

'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.
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
Data from
• CBS (many departments)
• Eindhoven
• Third parties
  (e.g. Environmental Agency)

Sometimes off-the-shelf,
sometimes tailormade

Three weeks for data preparation
and certification
(sometimes into the small hours...)
Smart living
Bicycle lanes (km per 100 000 population)

(0)
(226.74)
(204.64)

WCCD | WORLD COUNCIL ON CITY DATA
Highlighting cities on selected indicator
Integrating global and local indicators

ISO 37120 standard
The Eindhoven District Thermometer

Developed 2014
88 districts
4 domains

Over 50 indicators
Signalling the ‘state of the district’
Zooming in:

Transparant means of communication

Basis for allocation of resources and policy interventions
The app ‘buurtthermometer.nl’
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