

2nd International **Urban Mobility Dialogue**

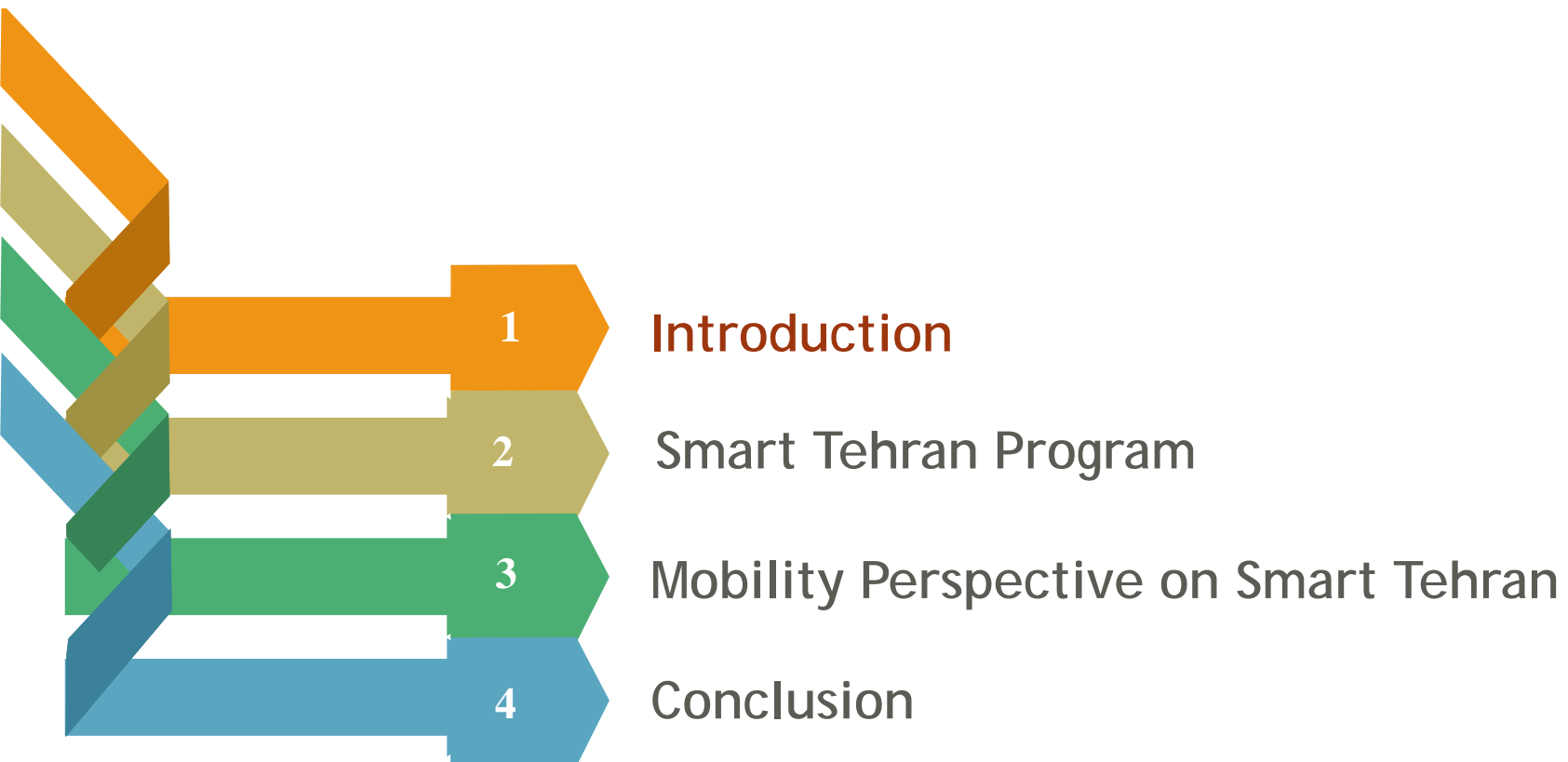


Smart Mobility in Tehran



International Department of Smart Tehran, Tehran Municipality





Iran Overview

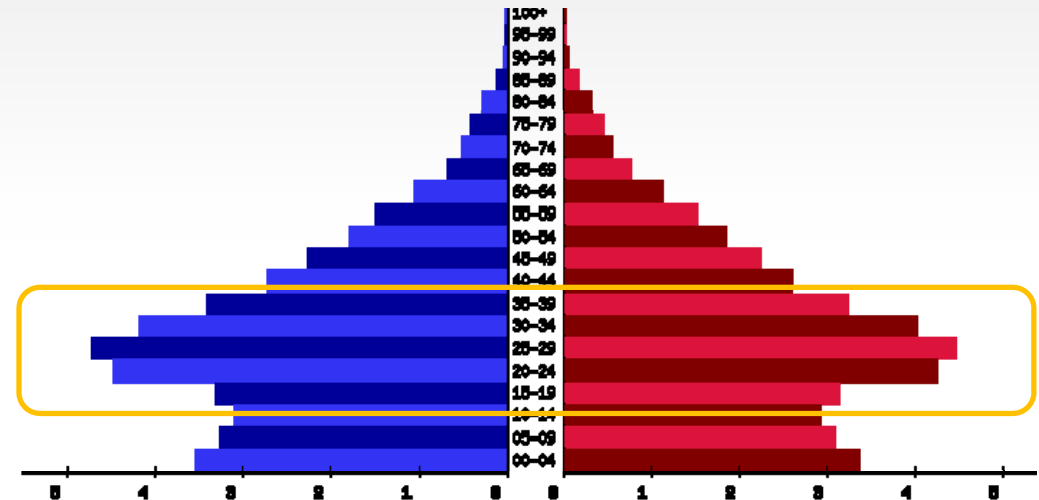


80 million (18th in the world, 2th in MENA)

1,648,195 km² (**18th** in the world)

42% of population is in 20-39 range

60 % live in Cities





Tehran at a Glance

Total Area (Hectare)
61,562



Population
8.6 M



No. of Residential Units
2.8 M



Men's Population
4.3 M



Population Density
(number of inhabitants
per hectare)
141



Women's Population
4.3 M



Household Dimension
3

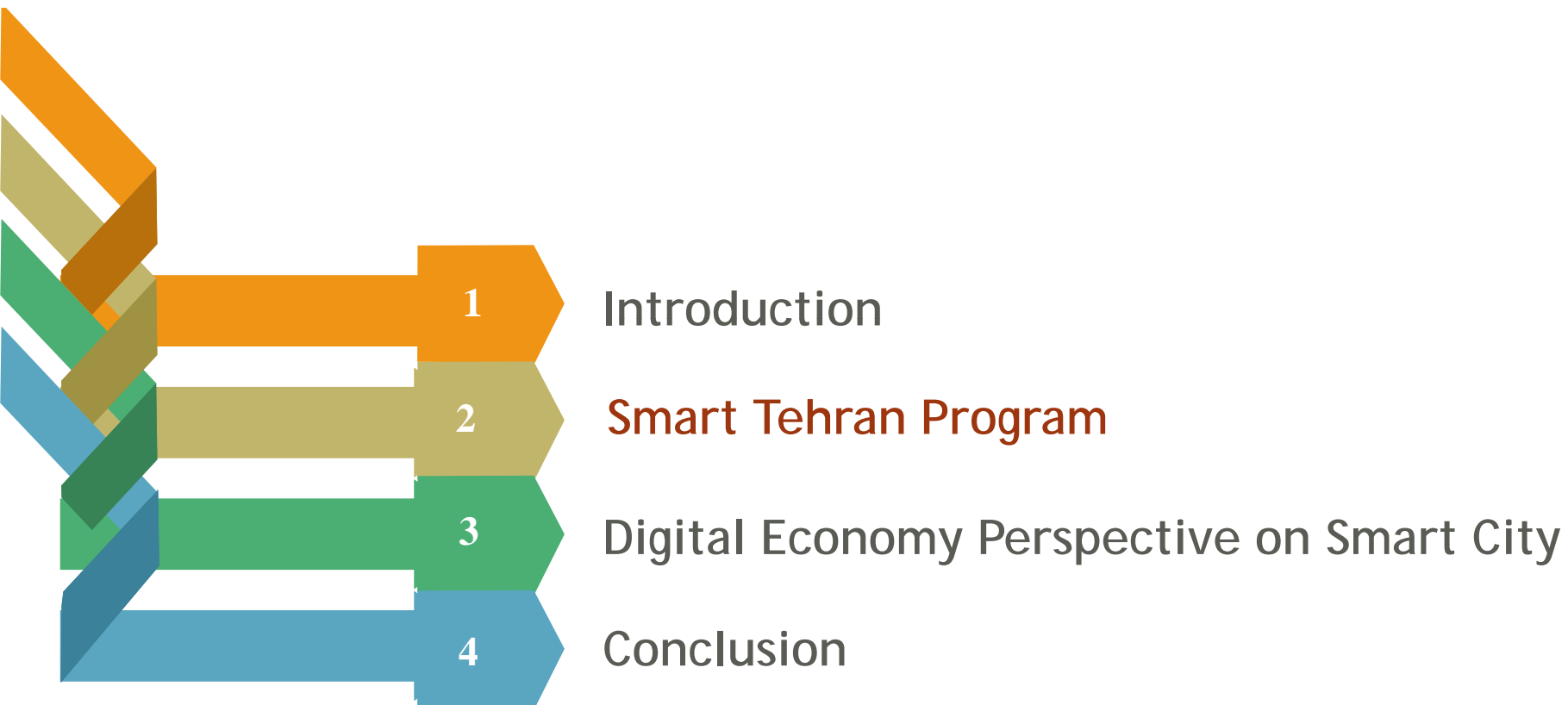


No. of Households
2.9 M



Tehran: Challenges of a Mega City







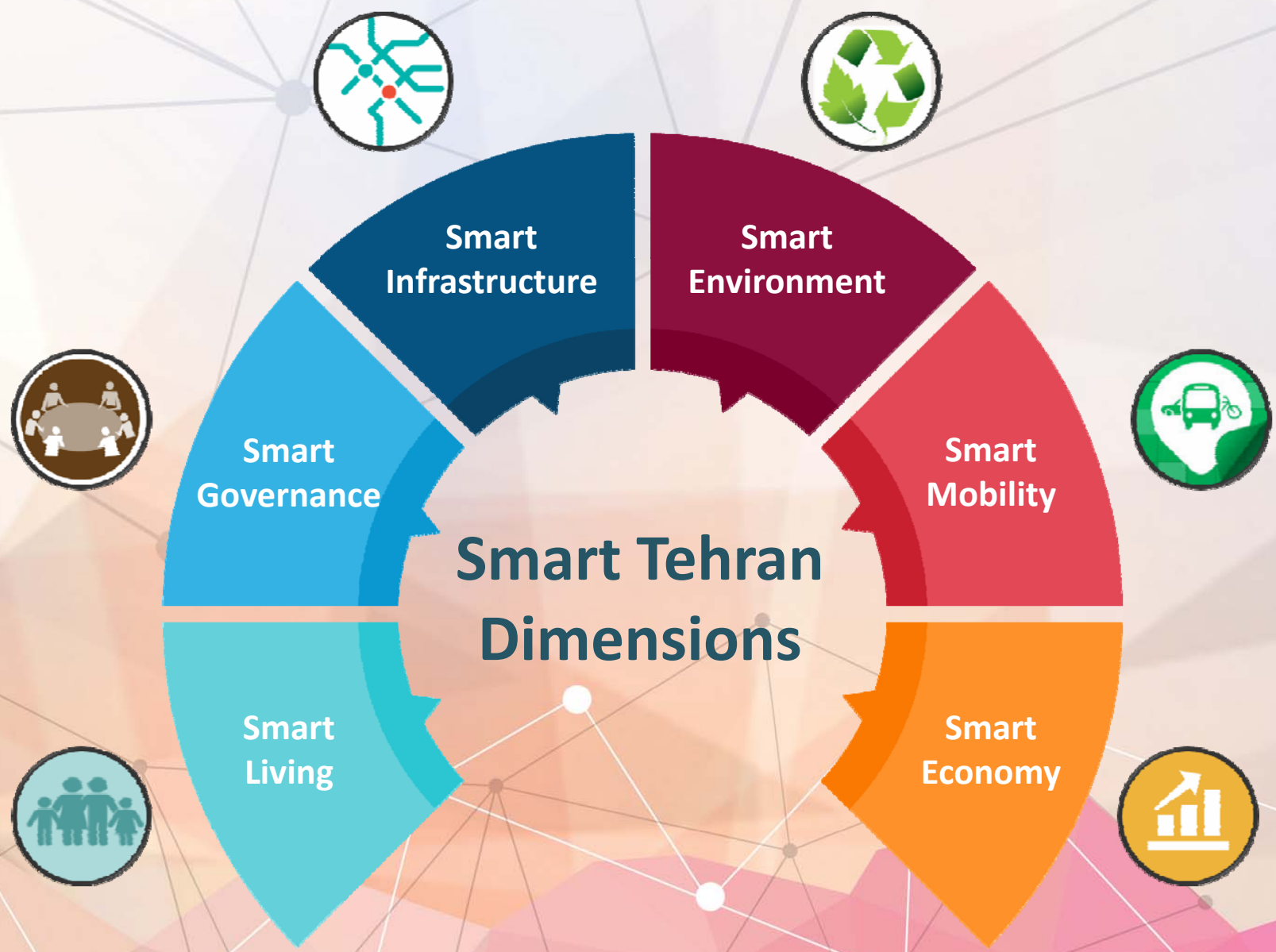
Smart Tehran is a sustainable city that creates urban value with these smart technologies.

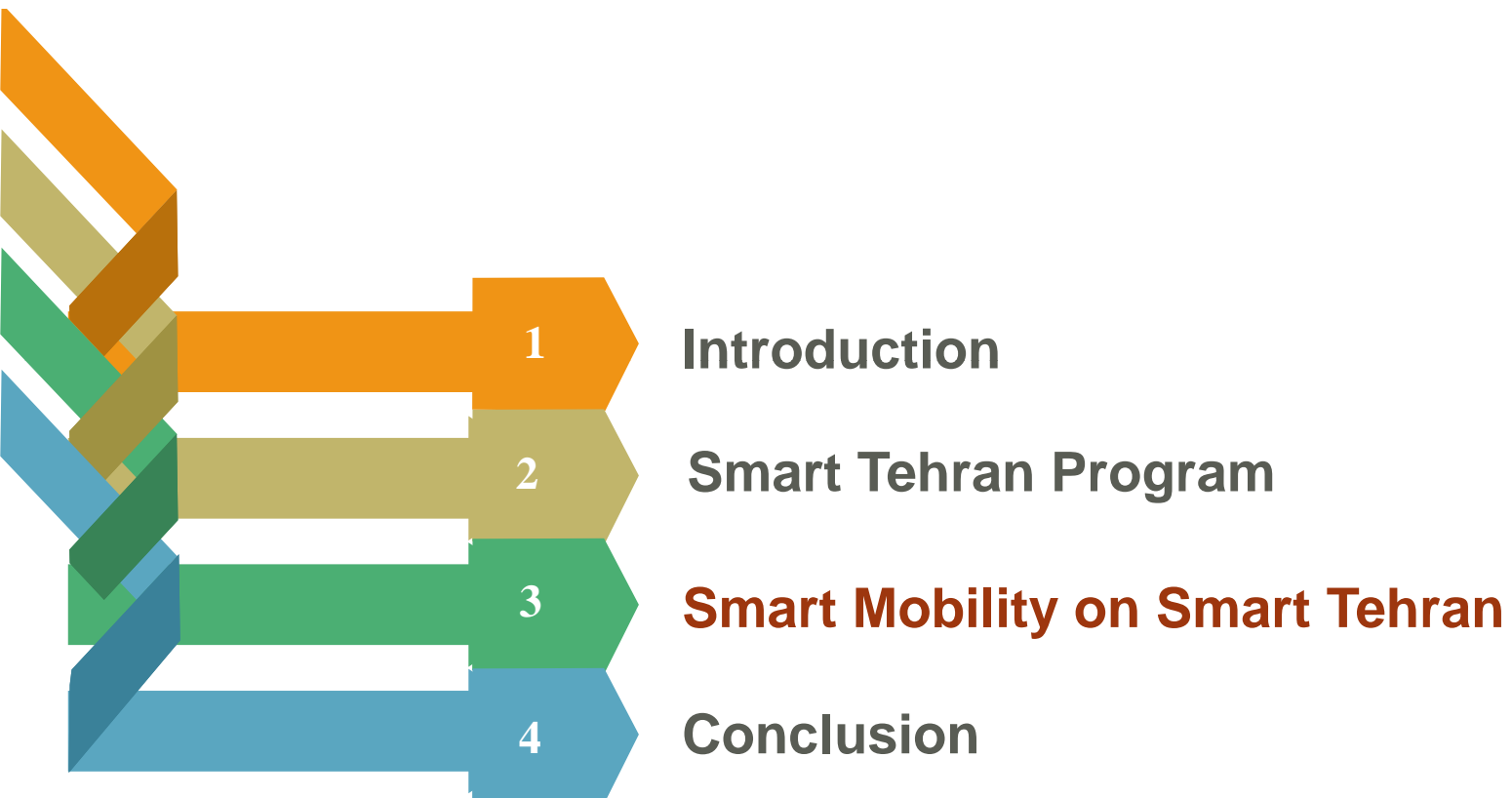
Smart Tehran Vision in 2025



Smart Tehran is a livable city with engaged collaborative citizens and a city with higher quality of life, more efficient transportation systems and integrated infrastructure with an effective urban management and dynamic economy.







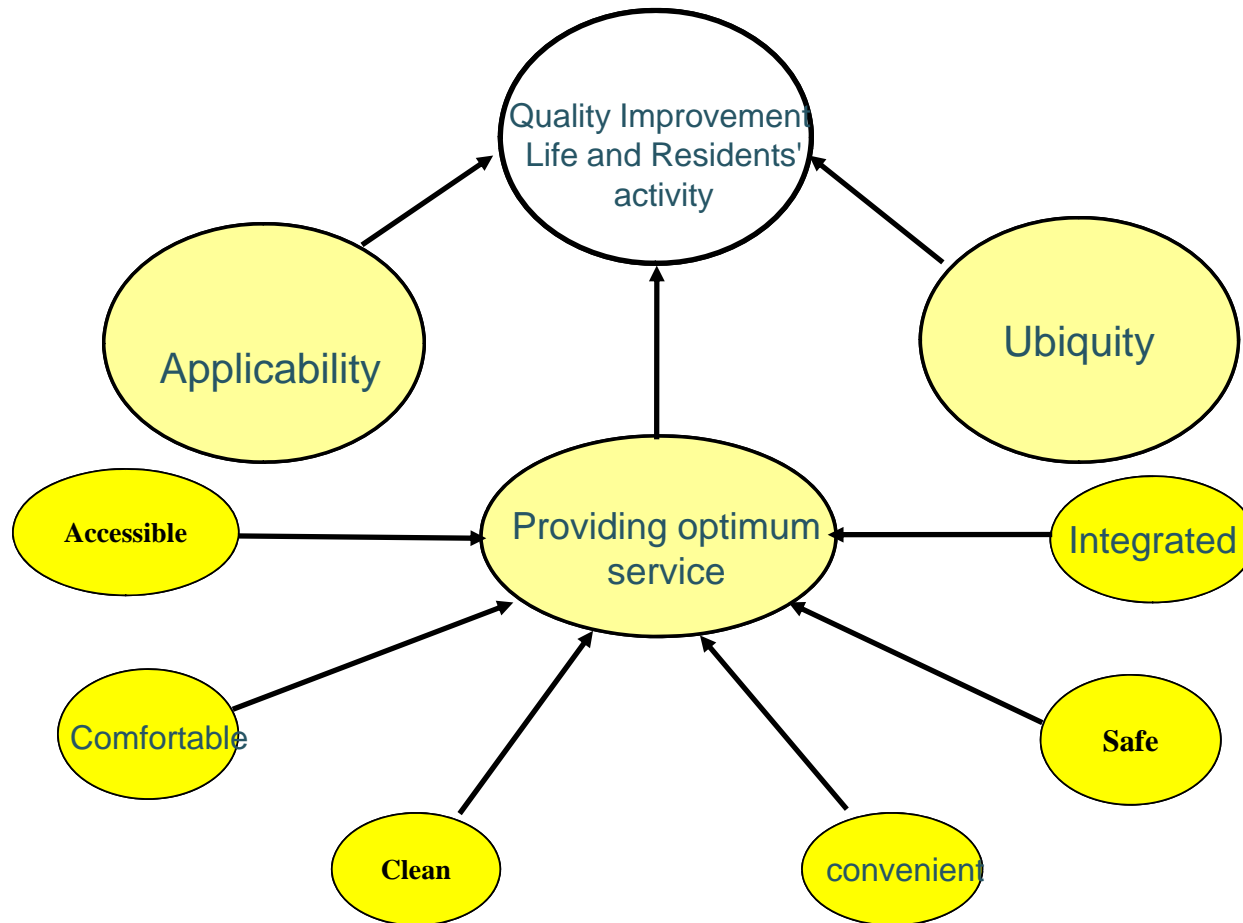
Smart Tehran Strategic Pillars



- Transparency and Citizen Engagement
- Citizens Satisfaction
- Sustainable Urban Development
- Partnership and Co-creation
- Digital Transformation
- Urban Innovation



Perspective of transportation and traffic of



Core Factor: Mobility, Implementation Plan

Citizen-experimenting mobility Service

1. Activate share-based mobility services and provide mobility of own car level
2. Secure safe and convenient move services through implementation of self-driving mobility
3. Provide connected door-to-door passage through different integrated mobility services
4. Provide safe pedestrian services and form a safe and clean environment

Mobility convergent road and spatial planning

1. Road network connecting ground use & shared transit parking planning
2. Secure safe & convenient move service through implementation self-driving mobility
3. Collect convergent spatial planning to realize mobility service

Mobility ecosystem construction

1. Construct mobility ecosystem base through implementation of it
2. Form a smart mobility governance system
3. Control smart mobility regulation base

BENEFITS

1. **Reduction of traffic congestion to and from work**
2. **Commute time reduction of more than 40minutes : before 100minutes → 60 minutes**
3. **Emission and fine dust reduction leads to clean city air**
4. **Fossil fuel use reduction such as gasoline/diesel**
5. **Parking lot space reduction and use for multiple purposes**
6. **Traffic accident ratio reduction through self-driving**

Smart Tehran from Mobility Perspective



Value Proposition: Smart City Services

- Everything that can be digital, will be digital
- Urban Services to become Digital
- Ultra Personalization



My Tehran



RAYA

- Enriched Map with 250 layers of city Data

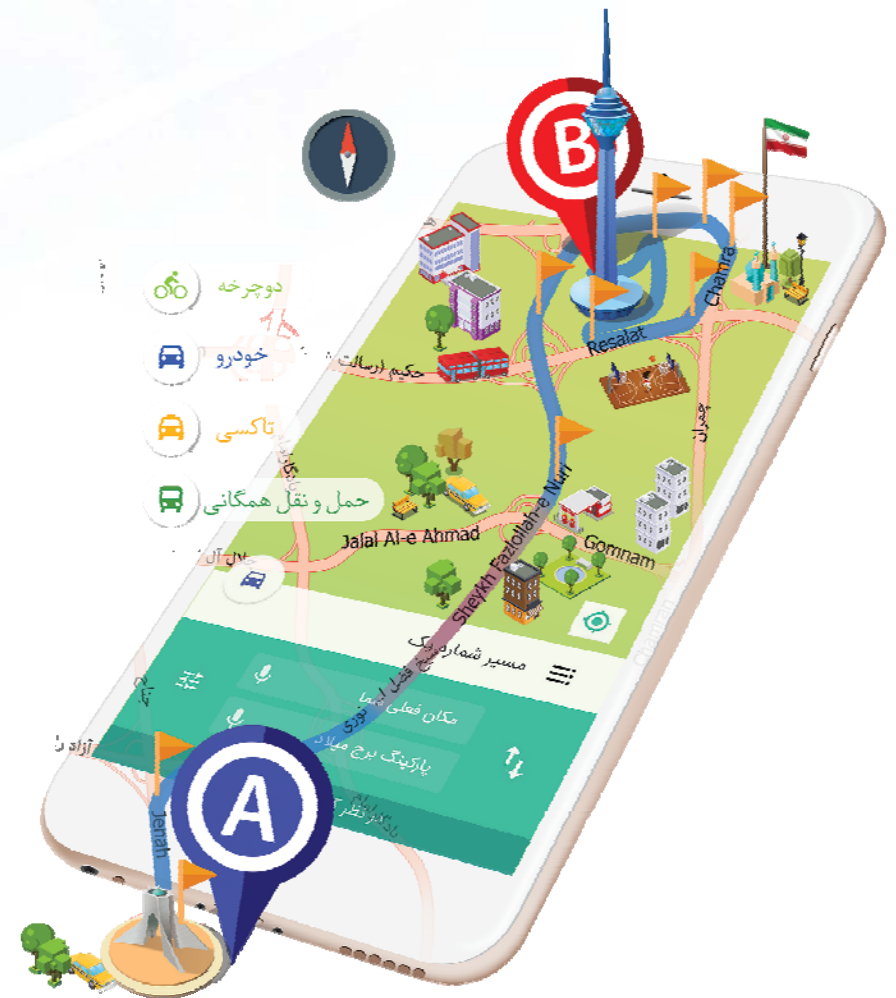
- Positioning with online traffic feature

- Talking route advisor in Persian language

- Providing information about public places of the city

- 3D map of buildings in the city

- Buildings Information



iLink: Smart Tehran Kiosks

Traffic & Roads conditions

Free public Wi-Fi

E-Payment Services

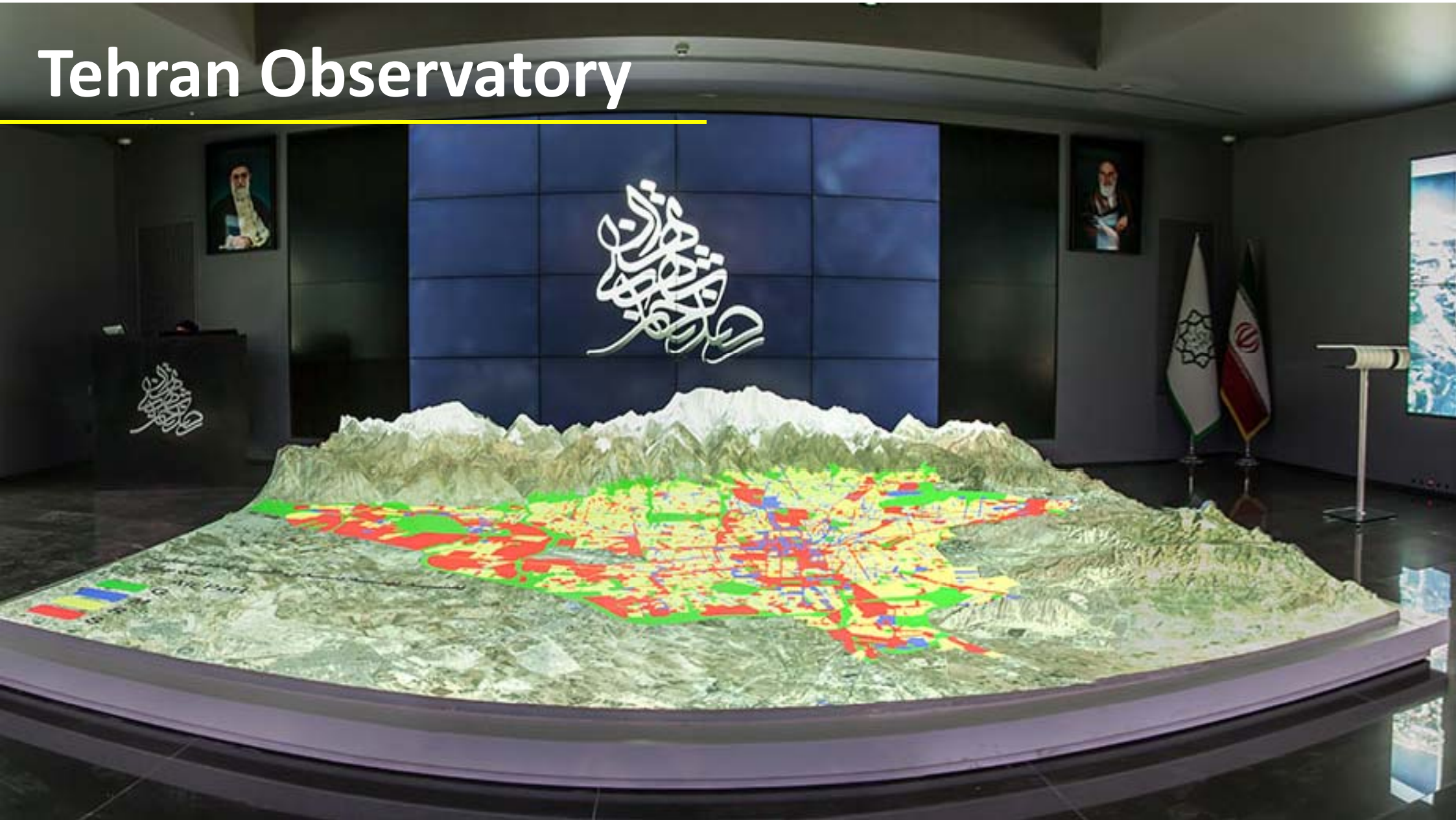
City Directory

Location Based Services

Emergency Services



Tehran Observatory



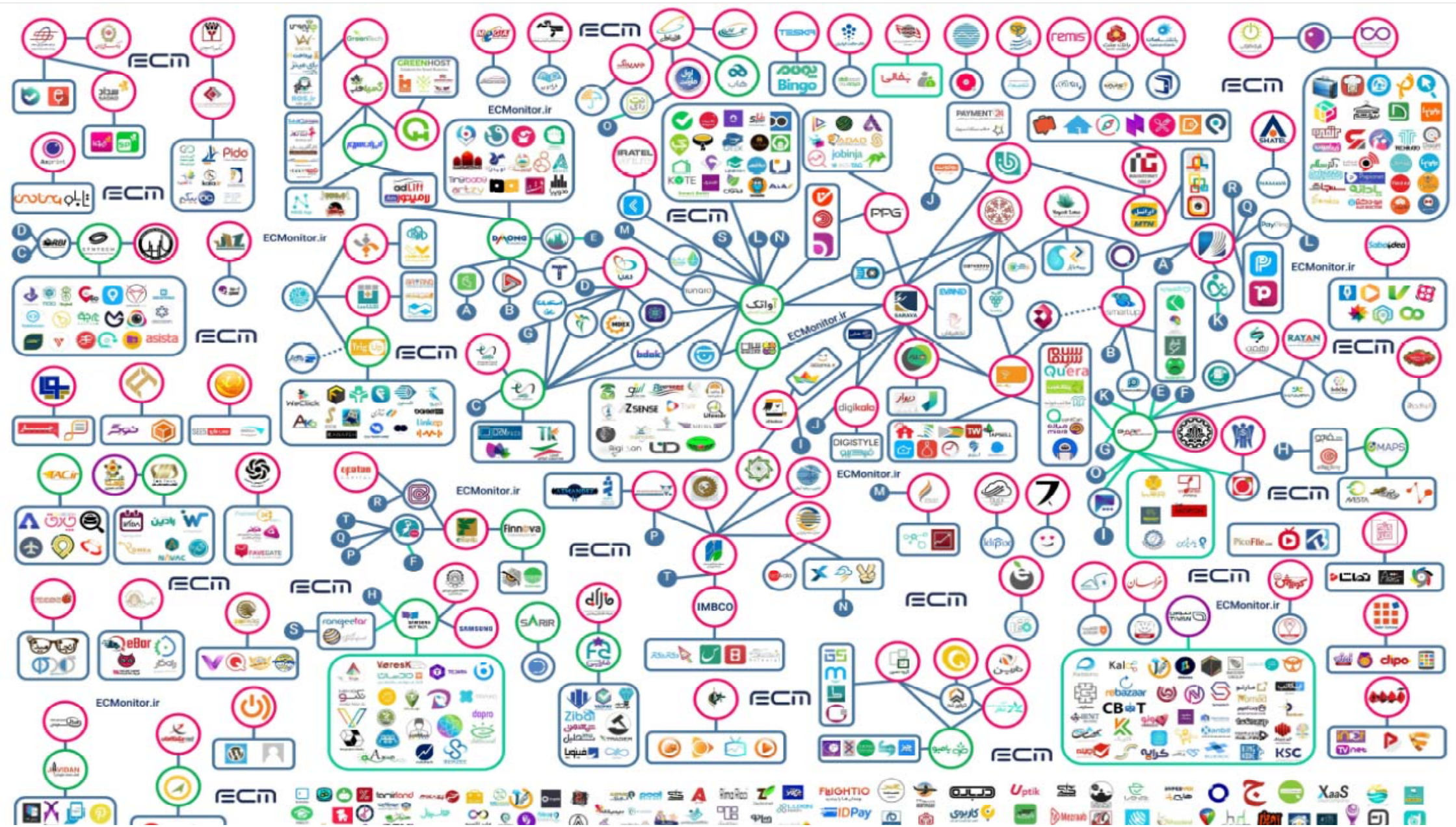
Transparent Tehran

shafaf.tehran.ir



Partnership and Collaborations





Global Digital Services vs Iranian Players



Start-up Ecosystem Key Players



digikala

Digikala is the biggest ecommerce business in Iran with more than 95 percent of online retail



Fidibo

Fidibo is the biggest online bookstore in the country that recently has raised money from Digikala



Alopeyk is the biggest delivery platform in Iran with more than 60 percent of online delivery share of the market



Divar is first and biggest listing companies in Iran startup ecosystem



ZoodFood was Iran biggest online food ordering platform changed its name to SnappFood recently



Café bazaar is the biggest android app market in Iran with more than 80 percent market share between android users



Snapp

Biggest ride hailing player in Iran backed by Rocket Internet launched near four years ago and now is handling around 1 million ride per day



First and biggest Groupon clone in Iran ecosystem launched in 2011 and has approximately 70 percent of group buying market in Iran



Bimeto is the market leader in online insurance selling facing a big competition from BimehBazar and AP



AP, Asan pardakht payment application, is market leader in online top-up/bill payment having more than 15 million downloads and processing more than 1 million transactions per day

Urban Innovation & Engagement Platform

- Open Platform of Urban Innovation & Engagement
- Cooperation on Innovation:
 - Citizens
 - Accelerators, Tech Parks, and Incubators
 - Start-ups
 - Investment companies
 - Municipality and governmental entities



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+ ثبت مسئله

تماس با ما

وبلاگ

بازار نوآوری

مسئله ها

صفحه اصلی



مسائل ویژه شهر تهران

دنبال چه موضوعی هستید؟



Open Data/API Platform

Data.Tehran.ir



Established 2 Centers for Development of Smart mobility



Tehran Municipality



Sharif Science & Technology Park



Stakeholders Engagements



Smart Cities from Digital Economy Perspective



New Business Models for the City

- Data Monetization
- Lower Transaction Costs
- Better Asset Utilization
- Data Driven Urban Taxation



Smart Transportation and Traffic Management



2 M passengers per day

5500 Buses

7 Metro lines, **250** Stations

26 M E-Cards

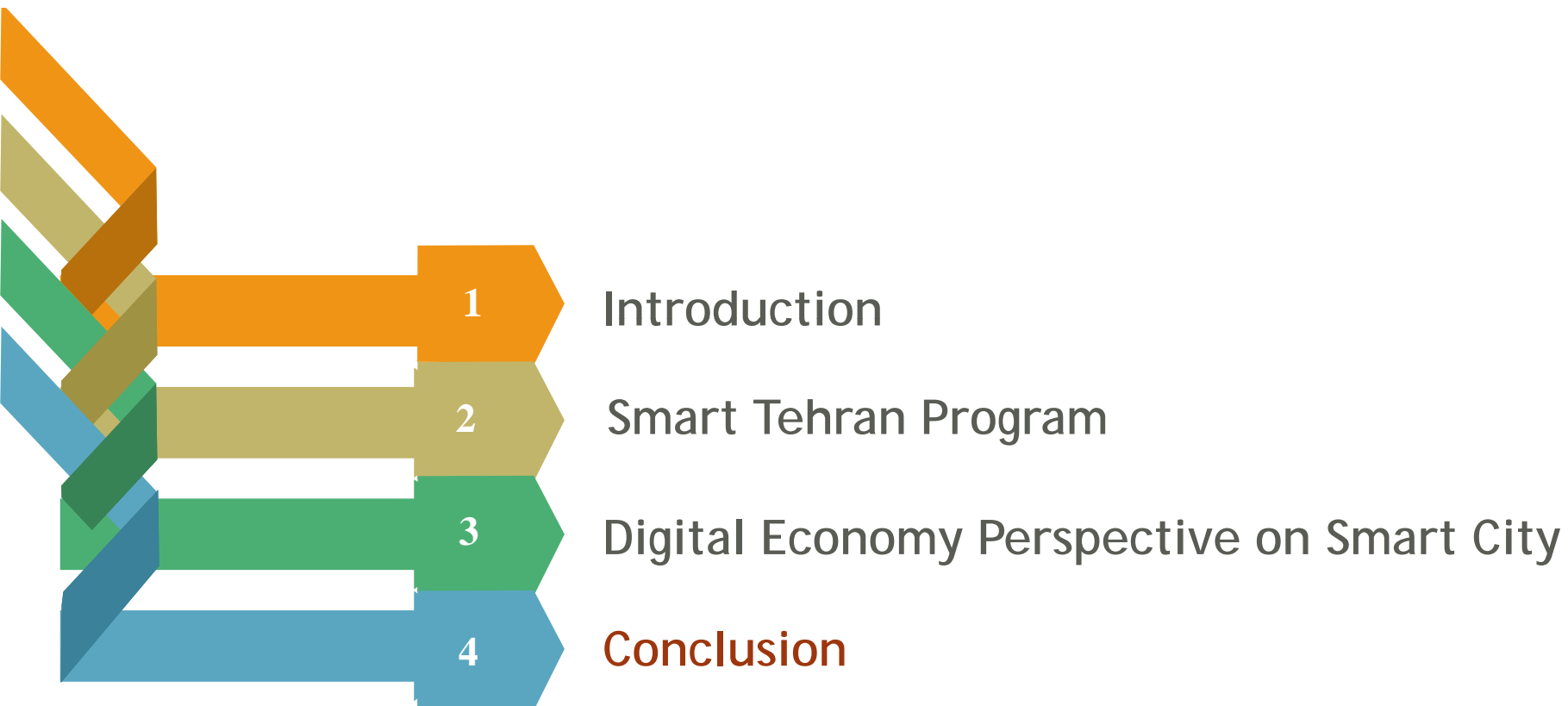
1200 Cameras

7 M Images Processed Per Day

Integrated Tender and Contract Management

- Aggregating all transactions
- Making transparent process of transactions
- Cost Reduction
- Data Analytics





THE SMART Tehran OPPORTUNITIES



- For companies and financiers, smart cities represent major opportunities, given that some of urban markets are larger than entire nations
- In order to partner with cities and operate effectively there, companies will need to adopt the City DNA and mindset of serving people, not just a market. They may be able to find new business models by looking for specific ways to help cities deliver a better quality of life

Conclusion

- New Definition of Municipal activities and services
- Collaboration and Partnership is the Key
- Innovation Ecosystem is the Driver
- Smart Business Models for the City

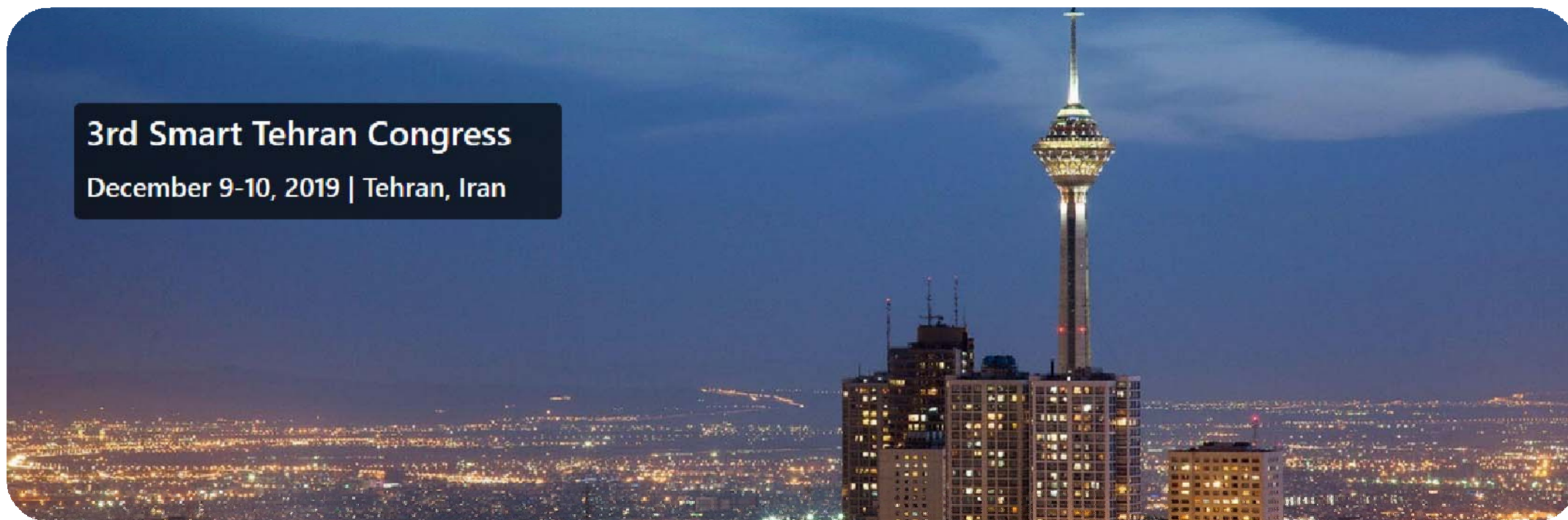


Upcoming 3rd Smart Tehran Event 2019

You're invited too



3rd Smart Tehran Congress
December 9-10, 2019 | Tehran, Iran



Thanks for your attention



smart.tehran.ir



smart@tehran.ir



+982196009837