Meeting the needs of local retailers with smart city solutions

Doreen Schouterden
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How we see a “Smart City” for retailers

Purpose of a “Smart City” should be to enhance the attractiveness of the shopping experience by focussed actions and home delivery

- Smart new technologies as a tool not as the intended result
- Together with a smart organizational approach
- Taking into account the specific context and need of local retailers

Source: editorial Pieter Ballon Fokus mei '18
1) Who is your local retailer?

- +/- 50,000 retailers in Flanders (2016)
Personnel

Most of them: no personnel or 1 to 4

- 1 to 4: 44%
- None: 37%
- 5 to 9: 10%
- 10 to 19: 10%
- 20 to 49: 3%
- 50 to 99: 0%
- 100 to 199: 0%
- 200 to 499: 0%
- up 500: 0%

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Voedingsspecialisten (bakker, horeca, mode, textiel en schoenwinkels, auto, brandstoffen, fietsen, dienstensector kappers, dienstensector tuincentra, ...)

Dienstensector kappers

Dienstensector woninginrichting, interieur design shops, electro, ...
Challenging times

#shopvacancy
#ecommerce
#smallprofits
#demandingcustomers
#needtoinvestbig
Segmentation based on personae

TECHNOLOGY ADOPTION LIFE CYCLE

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Source: https://blog.wiziq.com/increase-the-likelihood-of-lms-adoption/
## Different Generations in digital transformation

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Source: Duval Union Consulting
2) What are their individual thresholds?

• Budget
• Knowledge
• Time
• Connections
3) What are the real needs of local retailers?

Efficient collaboration with the local government, both individually and collectively.

Easy accessibility

“Active Core” – Bedrijvige kern

(Breathing) space for entrepreneurship

Just Tax system
What are the real needs of local retailers?

1. Easy accessibility

For who?
- Personnel
- Customers
- Delivery by suppliers

#Multimodal

Smart City solutions examples
- Roeselare – Smart Citie App
  - free parking spaces
  - navigation nearest retailer + free parking space, beacons
- Kortrijk – “Smart Parking from A to Z” parking app
  - dynamic signs + adapt to change (bridges)
  - underground parkings license plate recognition reservation system, ticket & payless
- Shop & Go (half hour free parking)
- Gent – “Fluitje van ne cent” – link with retailers!
What are the real needs of local retailers?

2. (Breathing) space for entrepreneurship

What?
• Vacancy inventory
• Good spacial planning
• Digital transparency
• Flexible public space (week – weekend – summer – winter)

Smart City solutions examples
• Bizz locator
• Locatus
• Retail Risk index
• Sharing space
What are the real needs of local retailers?

3. Just tax system

What?

Create a clear and transparent tax climate where retailers know their rights and their duties.

Smart City solutions examples

- Permit system – online app
What are the real needs of local retailers?

4. Bedrijvige Kern – “Active Core”

What?

- Vacancy is bad for the city experience. Not only retail also other economic activities (doctor, architect,...)
- Beringen townhall back to city center
- Sint-Niklaas new hospital near highway out of city center
- New forms entrepreneurship

Smart City solutions examples

- Aalst – “Aalst aan mij ligt” online map local retailers
- Amsterdam – Buy local newspaper
What are the real needs of local retailers?

5. Efficient collaboration with the local government

What? - Threshold

• Sharing data – To measure is to know – f.e. passant count
• Buy Local – Practise what you preach
• Logistics – f.e. GentLevert
• Connecting supply and demand & to existing platforms/parties

Smart City solutions examples

• Bizlocator
• Cubee point
• Beedrop
Smart City solutions – yes or no?
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