

# Smart City Solutions to Manage Misinformation

Robert Kristof  
City Manager of Timisoara

OCTOBER 22-25

ICMA 2017

**SAN ANTONIO**

103RD ANNUAL CONFERENCE • BEXAR COUNTY



# MISINFORMATION

**Robert Kristof**

**City Manager of Timisoara**

## Work experience:

- Director of IT&C Incubator
- Mayor's Personal Adviser
- Timisoara Local Council Member

## Education:

- Bachelor in Mechatronics and Robotics
- Masters in Robotic Systems with Artificial Intelligence
- PhD student in Industrial Robots

# Misinformation

**Robert Kristof**

**City Manager of Timisoara**

# Timișoara



Newsletter

- create a database with citizens from Wi-Fi hotspot login, Timisoara City Hall app

- send them important news



public Wi-Fi hotspots



Social media  
- local council meetings  
- participating with the citizens



Timisoara City Hall App



Misinformation



WHY?



Prezi

design by Peter Grady for Prezi



**DRACULA**



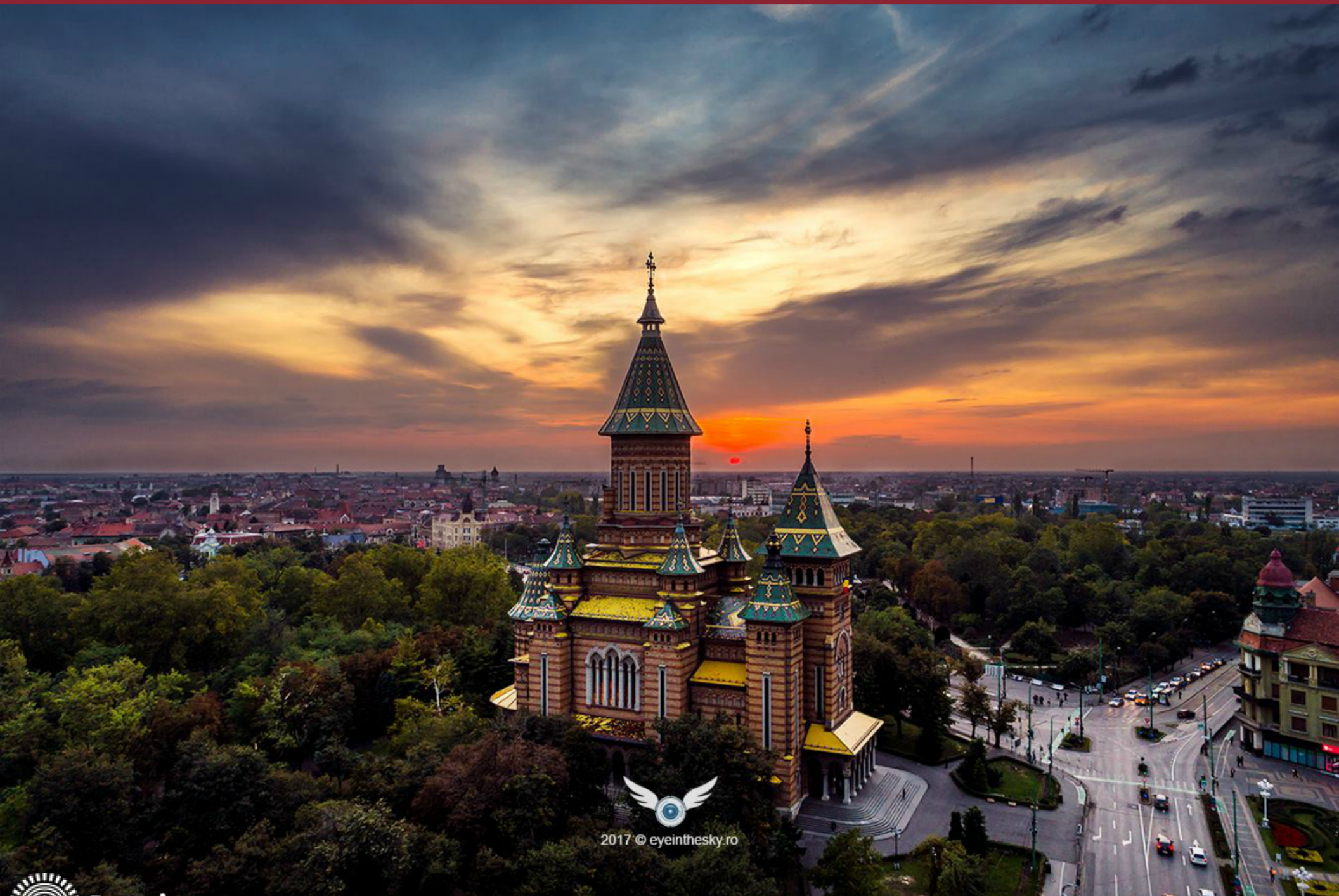
**TIMIȘOARA**



# Short information about Timișoara

- aprox. 330.000 citizens (3rd most populous city in Romania)
- 130.5 km<sup>2</sup> (50.4 sq mi) area
- European Capital of Culture in 2021
- the best city for business in Romania (Forbes)
- the most dynamic city in Romania (Forbes)





  
2017 © eyeinthesky.ro



2017 © eyeinthesky.ro

# Misinformation



How the Media can manipulate our viewpoint

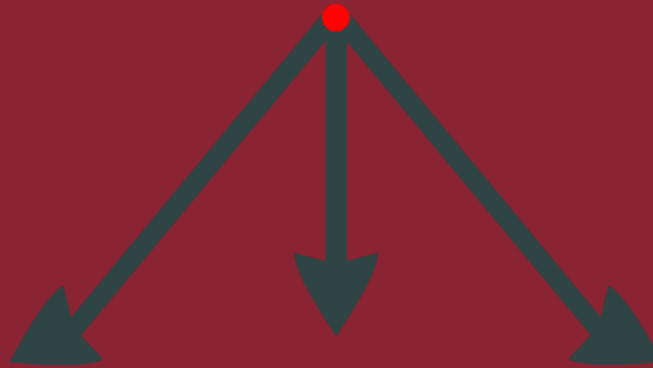




# our experiences



# WHY?



People like this kind of news



not careful



People like this kind of news





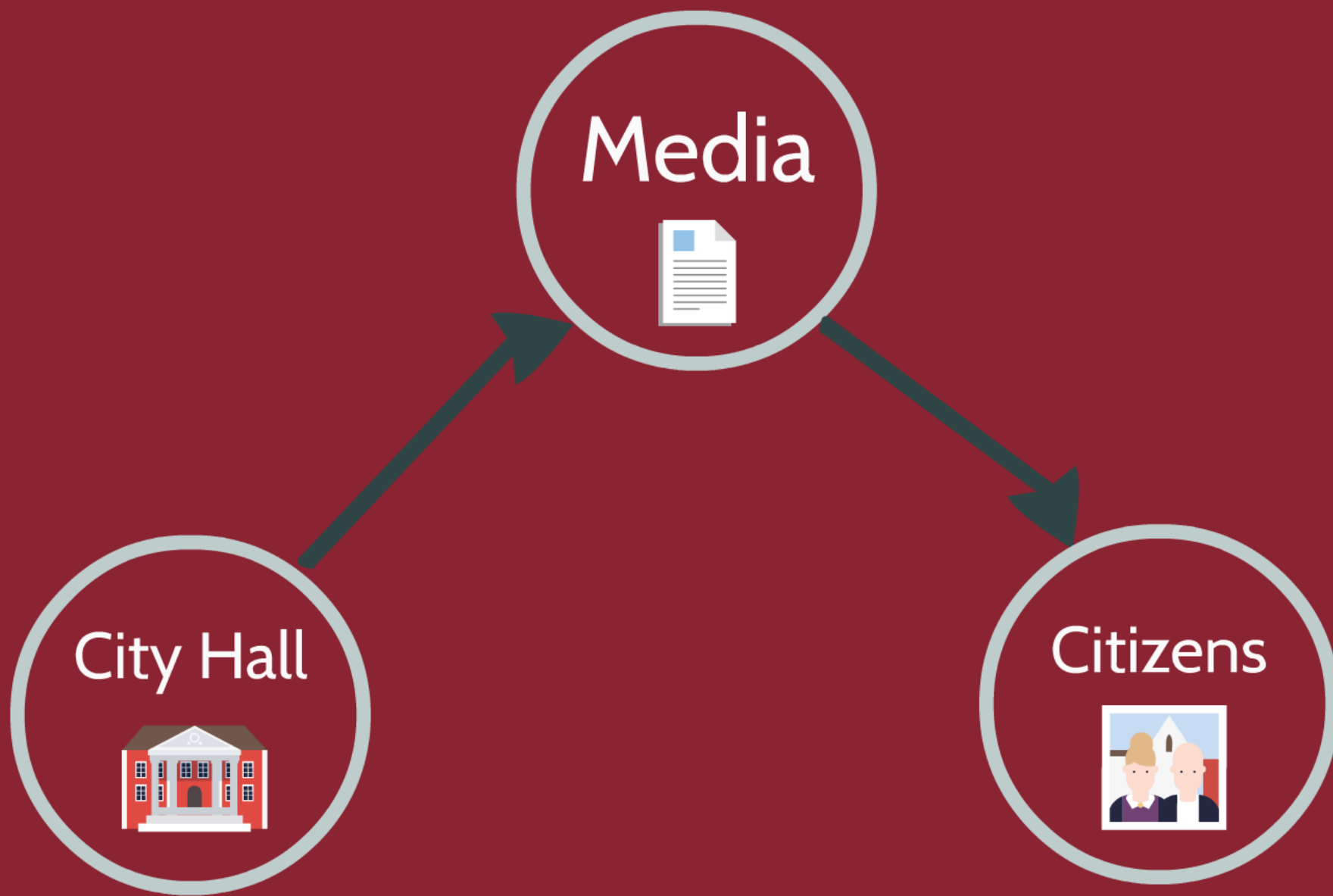


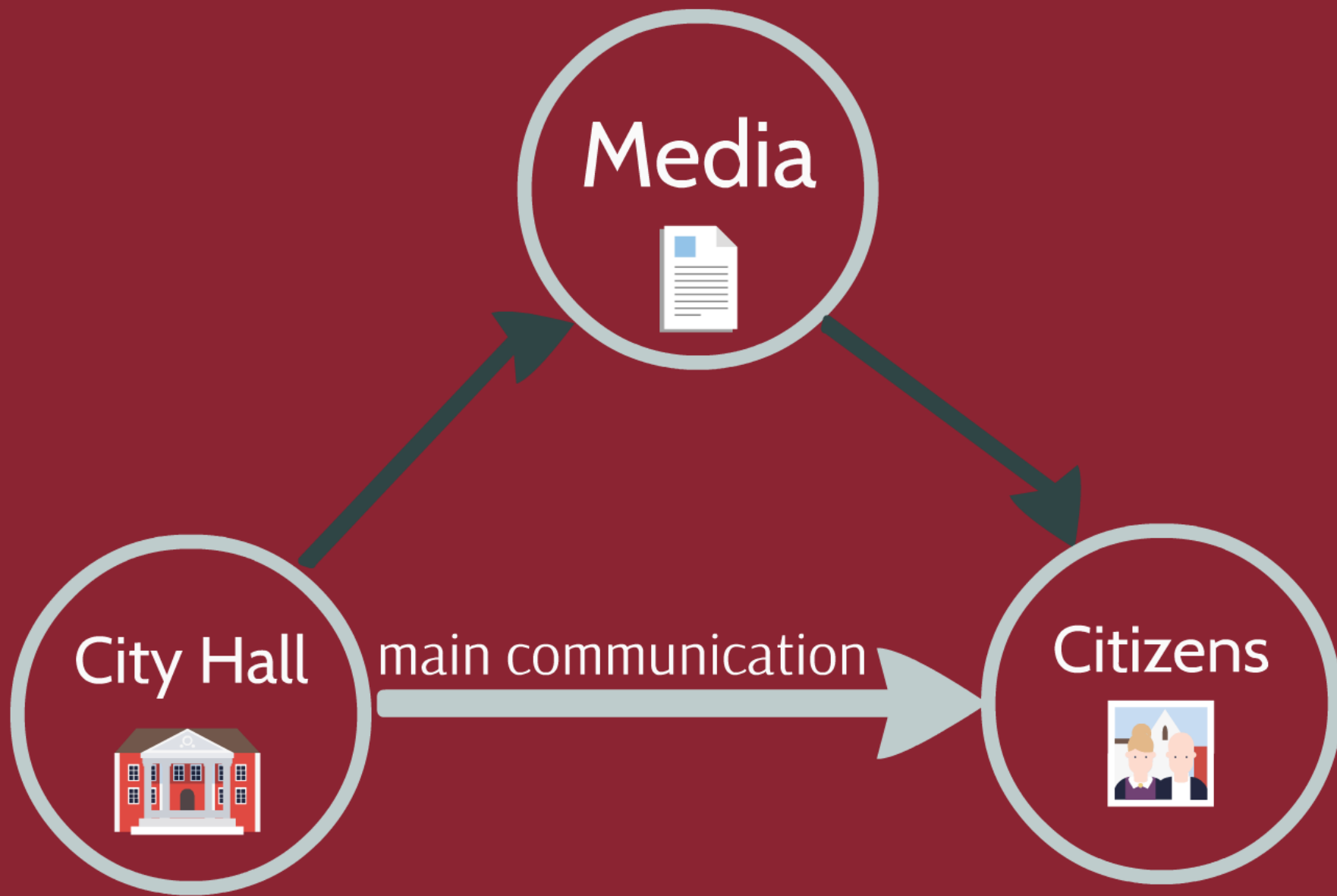
not careful



**Happend in your city?**

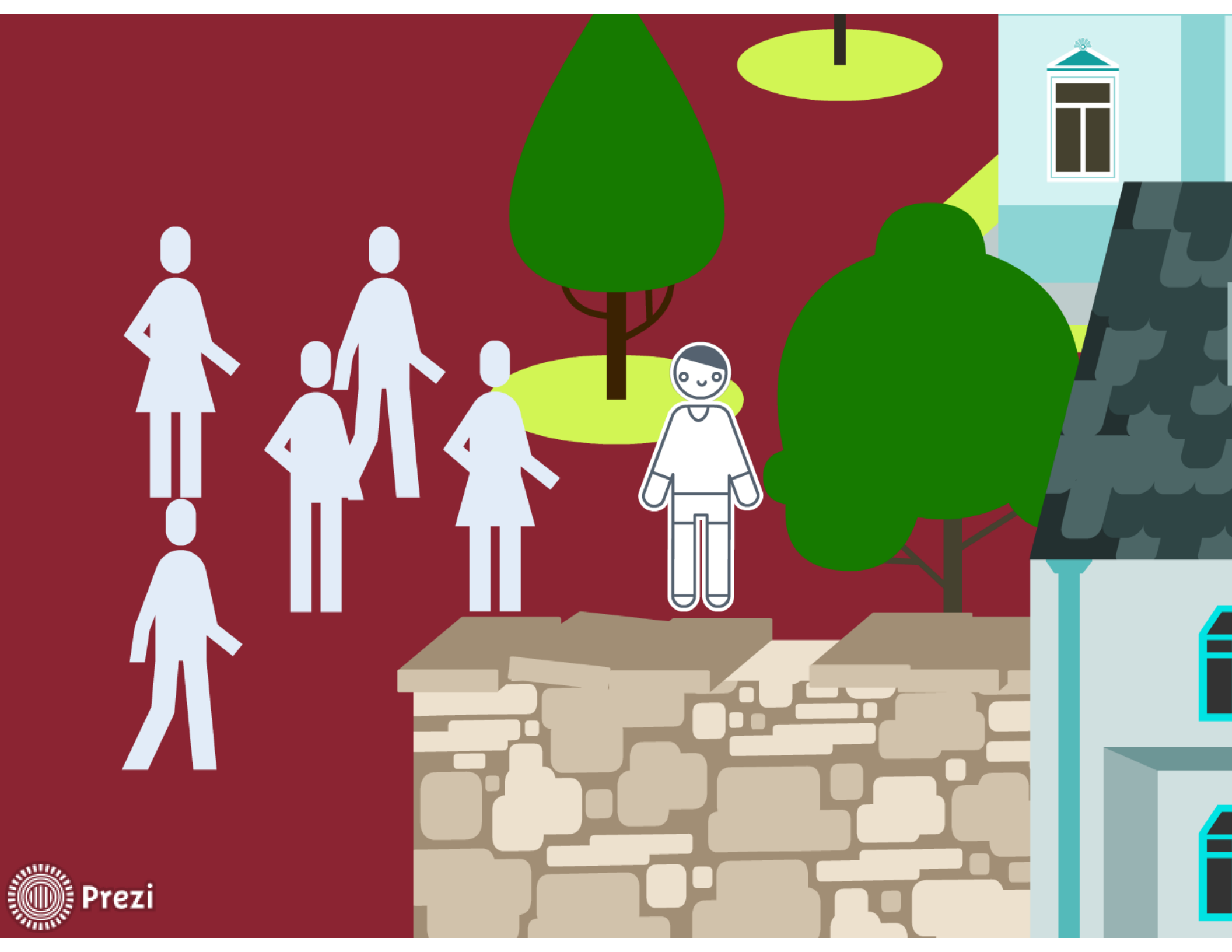






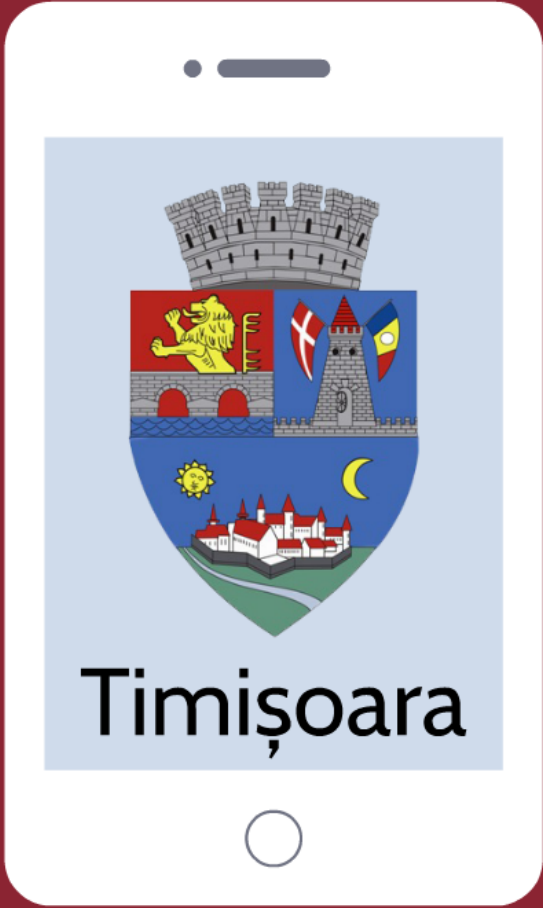
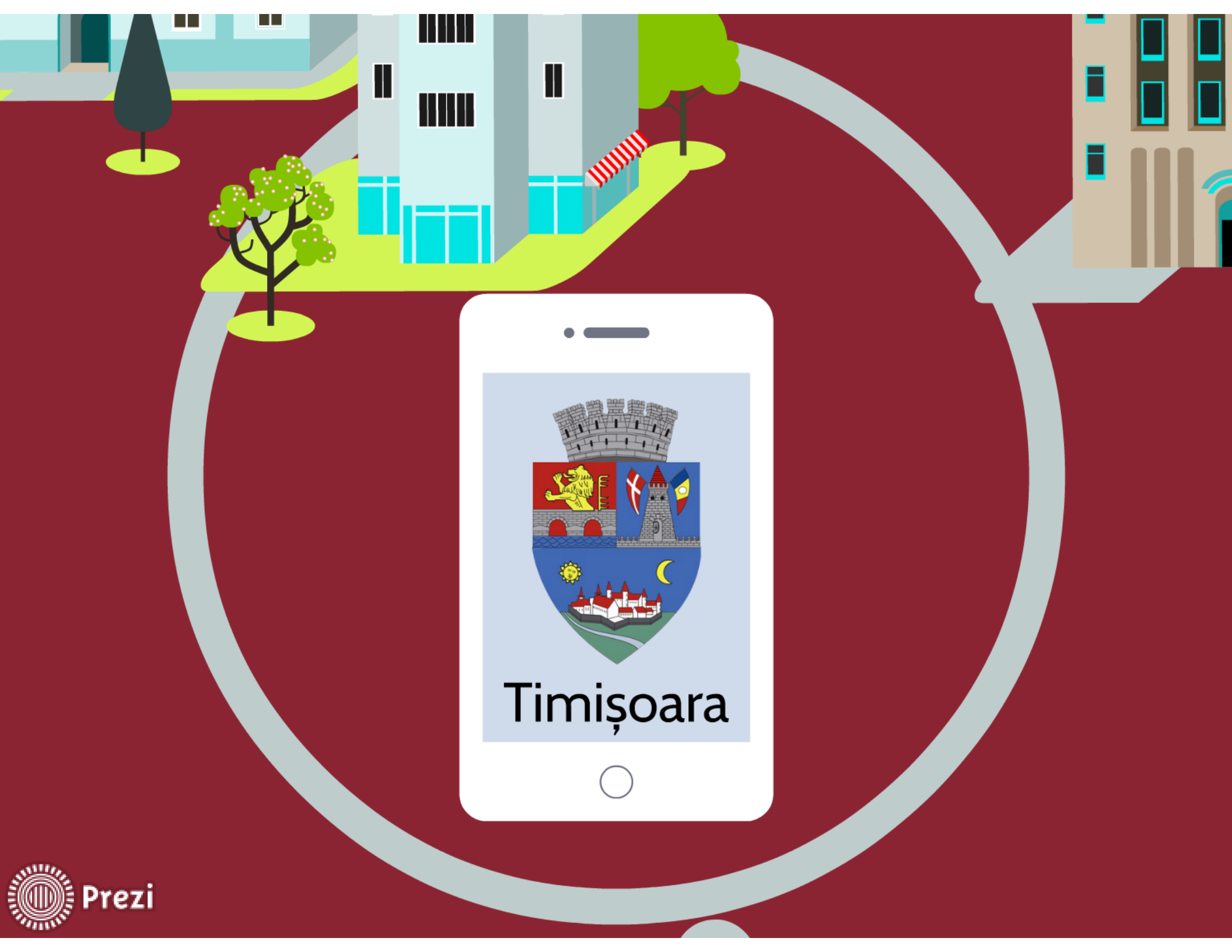






# SMART COMMUNICATION

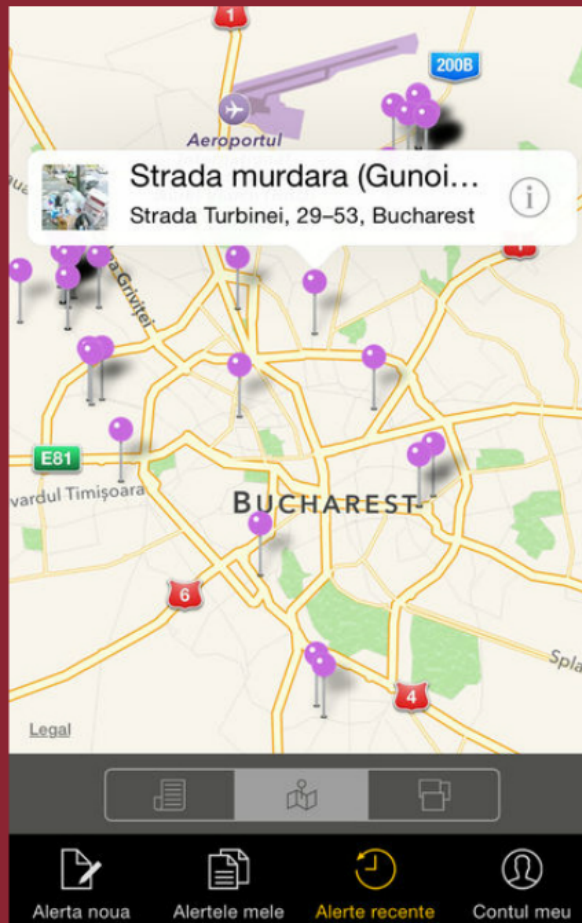




# Timisoara City Hall App



# Civic reports



# Push notifications with news



# Online forms

**Forms**

**Date Required:**

**Requisitioning**

**Dept.:**

**Requested By:**

**Contact Email:**

**Deliver To:** Bldg.  Room  Phone

**Accounting Flexfield:**

Indicate here if this is a return to Stores.

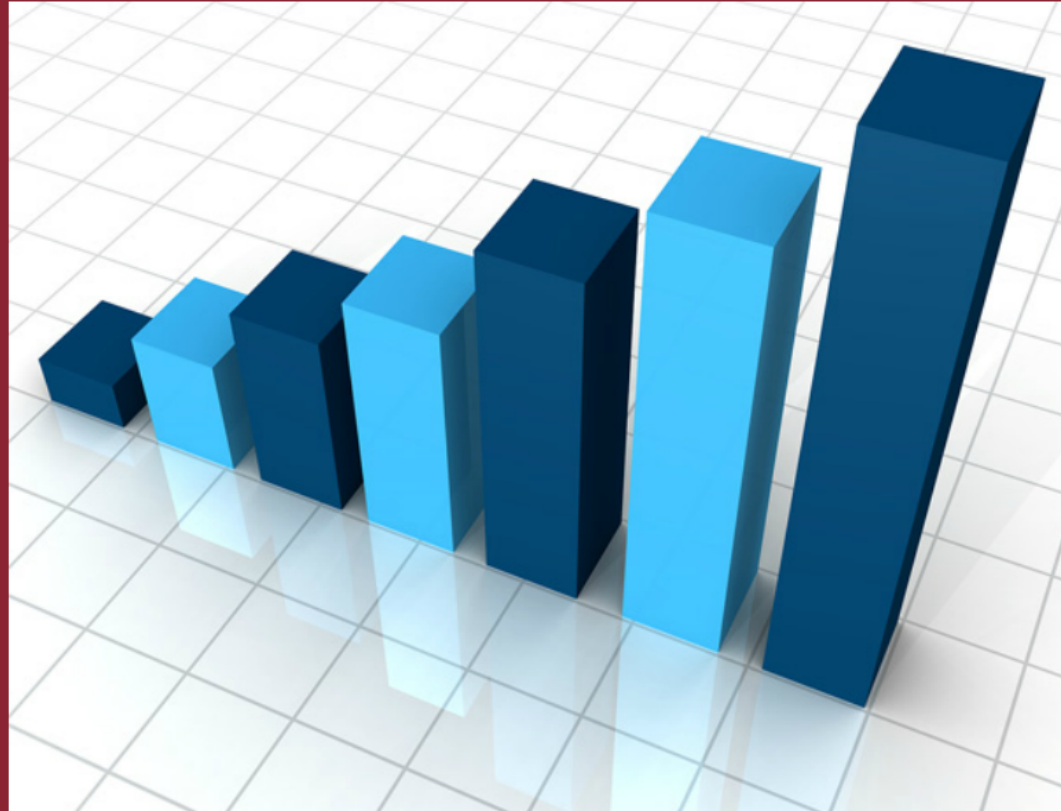
Reason for Return:

Part No.	Description	Quantity Ordered
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

\*Part No. 89-1722 (#10 Envelope Crested Window 4,125"x9.5") is for use with the alternative letterhead option. If you are using the new Waterloo letterhead you will need to print the addressee on the back of the letter.\*

In order to open the catalogue at the same time as this form, you can right click on the Central Stores catalogue link on the left and choose "Open in a new tab" you can then switch back and forth from catalogue to form.

# Polls





# Payment of taxes online



# Timisoara City Hall App



# Social media

Facebook live:

- local council meetings
- press conferences
- connecting with the citizens





**Primaria Municipiului  
Timisoara  
Consiliul Local Timisoara  
Sedinta Ordinara a Consiliului  
local Timisoara  
15 Septembrie 2017**



-1:38:14



# Wi-Fi Hotspot messages



public transport  
city center

# Newsletters

- create a database with citizens from: Wi-Fi hotspot login, Timisoara City Hall App
- send them important news





# Timișoara



Newsletter

create a database with citizens from Timișoara  
- send them important news

Newsletters



Wireless communication  
Wi-Fi, 4G, 5G



Smartphones  
- use them to connect with the city  
- use them to connect with the city



Timișoara City Hall App



Misinformation



WHY?



Subscribers

Image by iStockphoto.com



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