



CITYTHON 2021

28 MAY - 2 JUNE



Challenge 3

NAME: Make the city healthy

Short description:

Eindhoven is growing. In the next 20 years, 62.000 extra houses in the city and 72.000 jobs in the region will be realized. With this massive influx of new inhabitants, how can we keep the city liveable and green, and its citizens healthy?

We are interested in creative solutions that increase the number of life years in good health in 2030 for every citizen. With a focus on communities & environment.

For example:

- How can we engage communities to actively change their health behavior?
- How can employers, schools or neighborhoods contribute to a liveable and healthy city?
- How can we best use green solutions, modal shifts and 'vital zones' to improve air quality and gain 13 months in good health?

Smart feedback from traffic counting data, air quality data 'meetnet'¹, apps or sensors and gamification can promote healthy urban living and reduce pollution.

1. Detailed description of the problem

Eindhoven is growing. In the next 20 years, 62.000 extra houses in the city and 72.000 jobs in the region will be realized². With this massive influx of new inhabitants, how can we keep the city liveable and green, and its citizens healthy? To achieve this, it is essential that the city reduces its greenhouse gas emissions and promotes healthy urban living. For this, the city is setting an agenda with a challenging goal: «Increase the number of life years in good health in 2030 for every citizen».

¹ <https://samenmeten.rivm.nl/dataportaal/>

² <https://www.smartwayz.nl/media/2070/bestuurlijk-document.pdf>



Not all pollution reduction is within our own control. Keeping car traffic to a minimum seems to be one aspect we can influence ourselves - by choosing to work from home, to switch to active modes of transport like walking and cycling and by using cleaner forms of transport (e.g., electric vehicles, public transport and shared electric mobility). A more active lifestyle does not only contribute to a healthier city, but also to healthier and more resilient citizens.

How can we engage communities to actively change their health behavior? How can employers, schools or neighborhoods contribute to a liveable and healthy city? There are a range of ideas that can be applied to improve air quality and make cities and its citizens healthier: green solutions, modal shift practices, 'vital zones' (places where people live, work and age happy and vital in a healthy environment) and many more. Using traffic counting data, air quality data, apps, sensors and gamification can help to promote healthy urban living and reduce pollution.

2. What do we expect as the outcome of the solution?

We are interested in creative solutions that Increase the number of life years in good health in 2030 for every citizen. With a focus on communities & environment.

For example:

- How can we engage communities to actively change their health behavior?
- How can employers, schools or neighborhoods contribute to a liveable and healthy city?
- How can we best use green solutions, modal shifts and 'vital zones' to improve air quality and gain 13 month in good health?

Smart feedback from traffic counting data, air quality data 'meetnet', apps or sensors and gamification can promote healthy urban living and reduce pollution. To clarify, the proposed solutions do not need to address all of these outcomes.

3. What is the scope for changes to the current systems? (software, hardware, etc.)

Successful solutions can be further worked out and possibly implemented by the city of Eindhoven. Teams are free to utilize any technologies of their choice.

4. What data are participants allowed to use for the development of their solution?

- Data from traffic counting
- Measuring data of emissions from the citizen science network AiREAS in Eersel
- Measuring data of emissions from the official government calibrated Regional Measuring Network
- Air quality data 'meetnet': <https://samenmeten.rivm.nl/dataportaal/>



5. Evaluation process of the final solution

Teams will be evaluated based on a final presentation on one or more of the following outputs:

- The attractiveness of the solutions provided to engage communities to actively change their health behavior.
- The attractiveness of the solutions to engage employers, schools or neighborhoods to contribute to a liveable and healthy city.
- The attractiveness of the solutions to utilize green solutions, modal shift concepts, and 'vital zones' to improve air quality and gain 13 month in good health.
- Impact of the solutions on a healthier city and on the achievement of the goal «Increase the number of life years in good health in 2030 for every citizen».

