CITIES OF THE FUTURE
BRUSSELS 2017

CARDTEK
Esen Kunt
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Description of the Organization

- **Cardtek**, *founded in 2001*, is a software company focusing on chip and payment technologies mandated by EMV standards

- **Cardtek** Electronic Payment Systems - '*cashless cities*': http://www.cardtek.com/customers/smart-cities, http://www.cardtek.com/solutions/transit

✓ 360 degrees R&D solutions / product family,

✓ 300+ installations

✓ 400+ employees operating in 7 different countries: Turkey, US, Canada, Colombia, Azerbaijan, Republic of Macedonia and United Arab Emirates.

Description of the your research interest

- **Cardtek** R&D team currently runs several EU-funded projects under different work programmes:

5 ITEA2, 2 ITEA3, 1 Eurogia2020, 1 Celtic-Plus.

- 7th Framework (FP7) Programme experience:

'FAST' (http://fast.morfeo-project.eu/, https://sites.google.com/site/fastonlinecontest/fastproject); 'PuzzledbyPolicy' (http://www.puzzledbypolicy.eu/); 'Cloud4SOA' (http://www.cloud4soa.eu/, http://www.cloud4soa.com/); 'Linked2Media' (www.linked2media.eu/).

- **Some Project Partners:** Turkcell (TR), Koç Sistem (TR), Ericsson (TR), Arçelik (TR), Gemalto (FR), Morpho (FR), Siemens (DE), University of Tech. Munich (DE), Altfactor (ROU), ATOS (ES), DERI /NUI (IRL), ATC (GR), CERTH (GR).

Call: Smart and clean energy for consumers
Topic: LC-SC3-EC-3-2018-2019-2020: Consumer engagement and demand response
Proposal Title: Social Gamification Based Energy Efficiency IOT Platform "SoGEEIP"

- **Objectives:**
  - To develop an energy management IoT platform to be used in the context of smart city concept;

    Components of the platform:

    A smart plug system for monitoring and controlling energy consumption level of several public facility buildings in Izmir via a mobile application: *Natural Wild Park, Cable Car, Public Parking Payment, Ice Skating Ring, Public Toilettes, and Bicycle Rental.*

    A central smart master device to collect the smart plug ID and data, to convey those to cloud server via wi-fi, and to handle the device-end user/consumer ID matching;

    A mobile application for consumers to increase the engagement of consumers with the platform.

  Pilot city: İzmir, Turkey

  - To increase consumer engagement and demand response via Social Media and Gamification through the mobile app;

  'A 360 degree social feedback mechanism'

  - To create a significant and sustainable impact on society in terms of behavioral change towards energy efficiency.

- **Expected results**
  - An increased consumer engagement in the context of energy efficiency; an ultimate behavioral change towards energy efficiency; and an innovative approach by means of gamification instrument

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İZMİR

Over 4.1M population

3rd biggest city of Turkey

Over 1.5M tourist yearly (2013)

Over 150K student

Over 8500 years history

JP Morgan 2014 rising city 2nd degree

Over 300

International Brokerage Event. Brussels 26-27/10/2017

5

Consortium - profile of known partners *(if any)*

No	Partner Name	Type	Country	Role in the Project
01	CARDTEK	IND	Turkey	Cloud platform development; big data analysis.
02	REENGEN	SME	Turkey	Hardware & edge devices development; data collection from sensors; system communication and flow
03	VERISUN	SME	Turkey	Consumer and business apps development; UI & UX development for applicaitons
04	Gediz Elektrik	IND	Turkey	Electricity utility in İzmir; System Integration and Tests
05	IKANGAI	SME	Austria	Consumer and business apps development: edge devices

Consortium - required partners

No	Expertise	Type	Country	Role in the project
01	Gamification expert	SME/RTD	-	Gamification frontend development & UI design for gamification to increase user engagement
02	Gateway expert for IoT devices	SME/RTD	-	Gateways, sensors and actuators
03	System integrator for IoT devices test and validation	SME/RTD	-	Hardware test; cloud platform test; frontend test; integrated system validation
04	Big Data Analysis expert	SME/RTD	-	Data –Hub architecture, Modelling and Design for Big Data Gathering
05	Social media integration expert	SME/RTD	-	Application development for social media sites (e.g. Facebook, Twitter, Instagram, LinkedIn, etc.)

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