



PREPARATORY ACTION ON  
**Smart Rural Areas**  
in the 21st Century



# Data in Profondeville

Estonia Workshop, 10.12.2021  
Bernard Dubuisson - Profondeville, BE



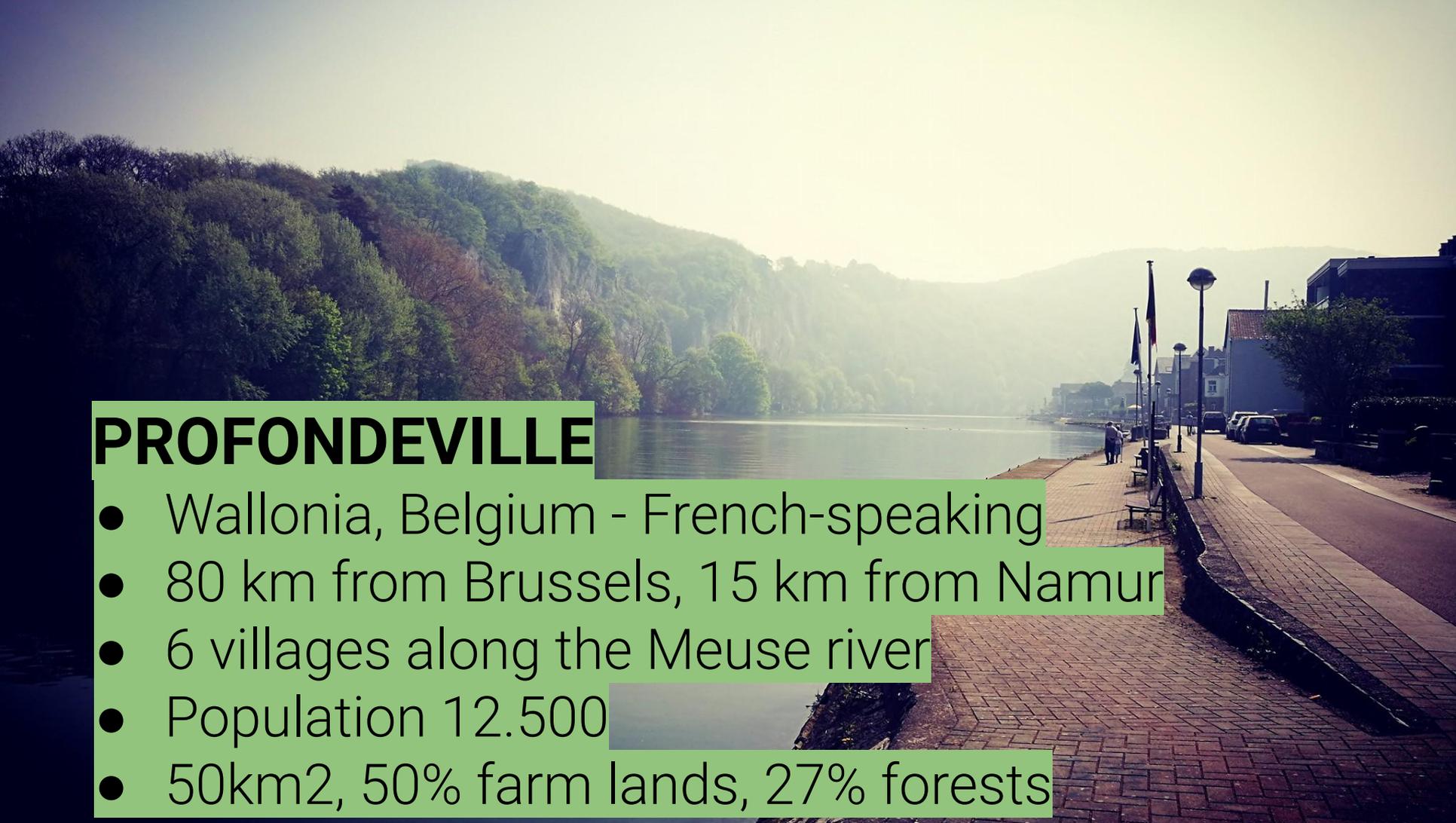
Program

1. Welcome to Profondeville

2. Dealing with data

3. Data in Profondeville

Questions



# PROFONDEVILLE

- Wallonia, Belgium - French-speaking
- 80 km from Brussels, 15 km from Namur
- 6 villages along the Meuse river
- Population 12.500
- 50km<sup>2</sup>, 50% farm lands, 27% forests

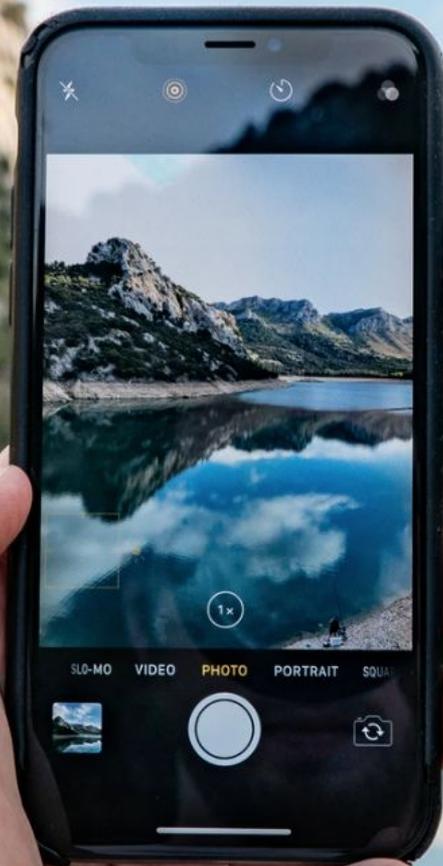


**Everything starts with 5G ...**

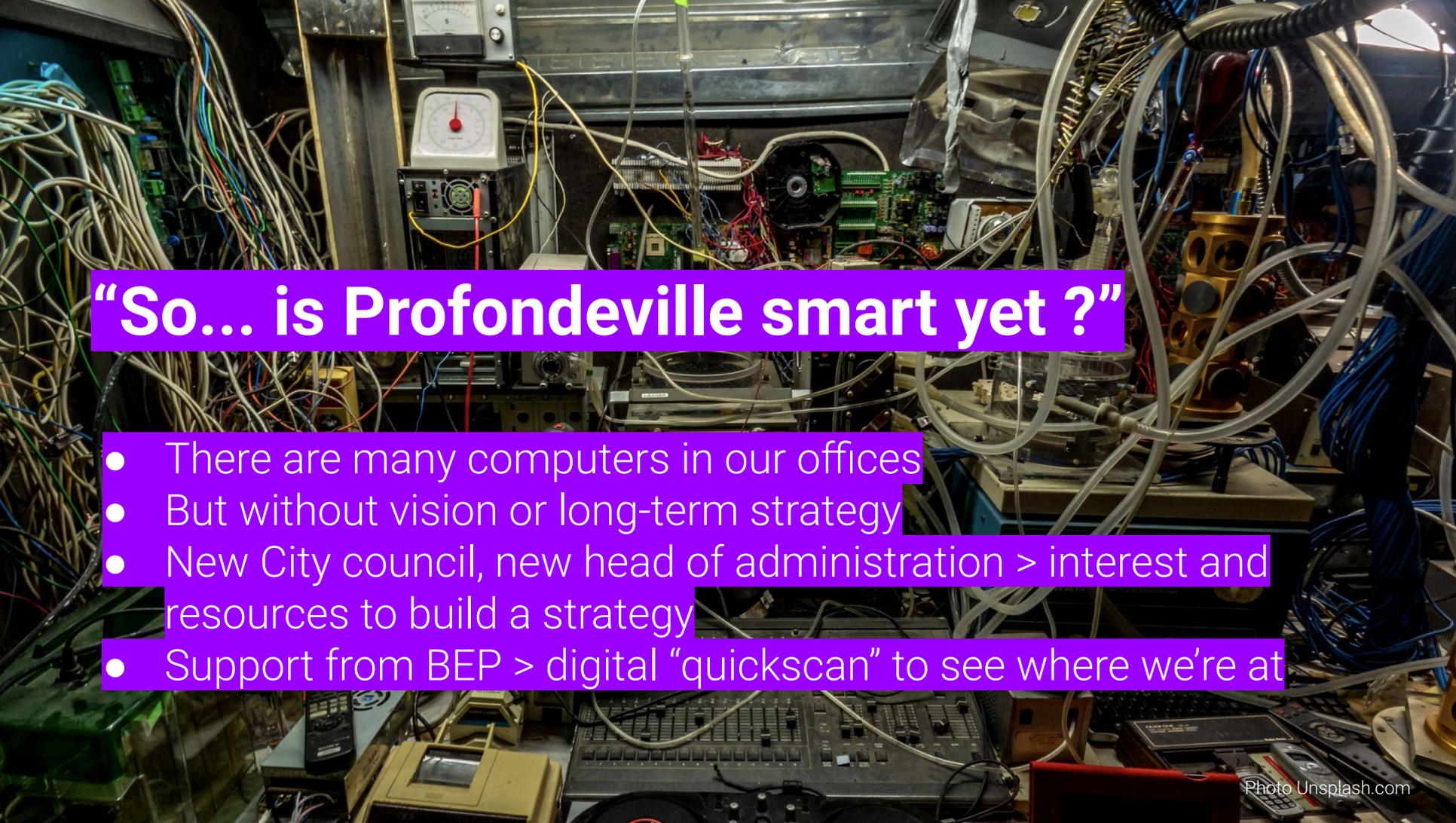
We want to “get ahead” innovation

Rather than submit to someone else’s  
agenda

“smart” is for cities first, not for rural areas



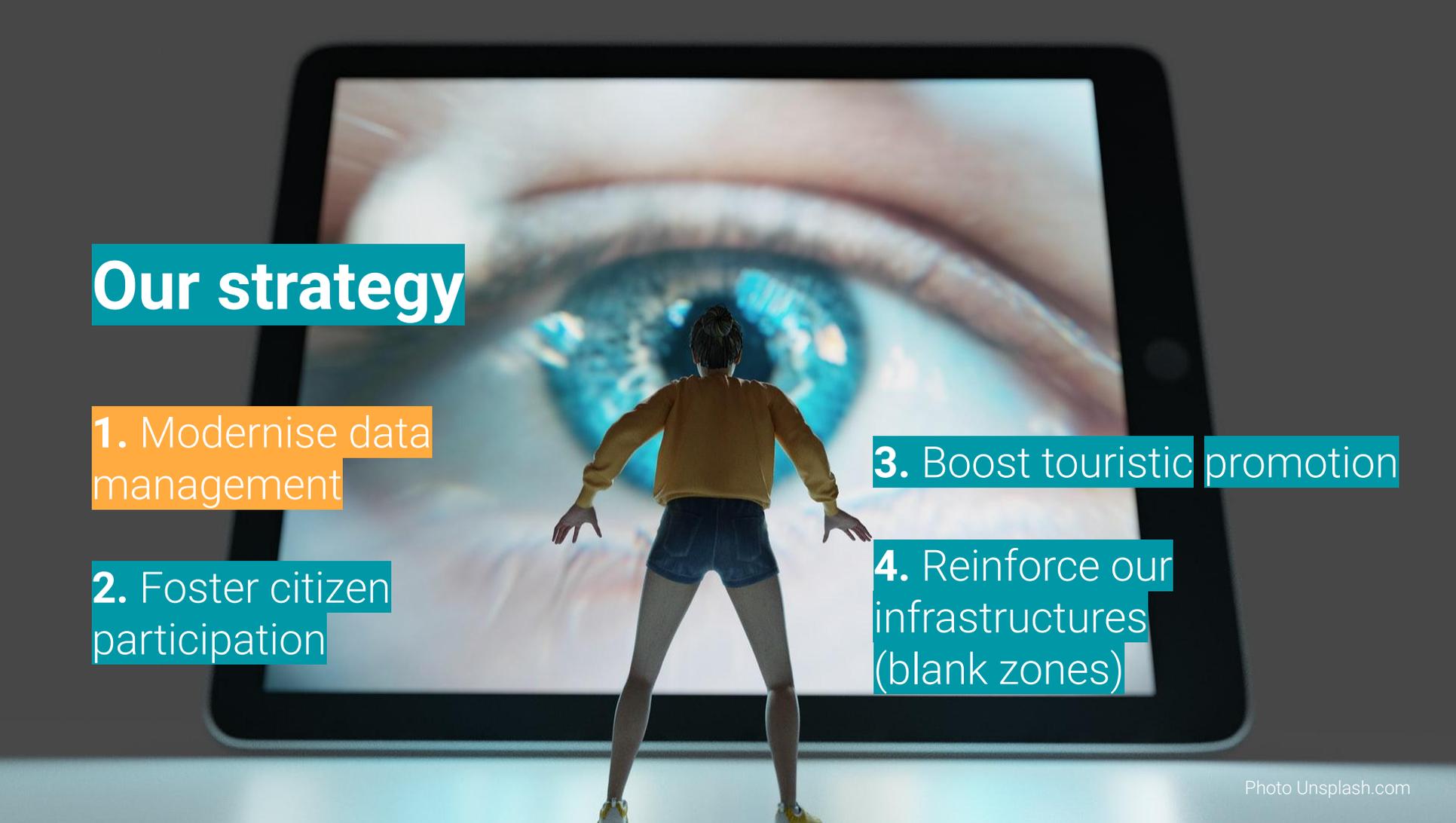
We don't want recepies unfit for our needs



## “So... is Profondeville smart yet ?”

- There are many computers in our offices
- But without vision or long-term strategy
- New City council, new head of administration > interest and resources to build a strategy
- Support from BEP > digital “quicksan” to see where we’re at

# Our strategy



1. Modernise data management

2. Foster citizen participation

3. Boost touristic promotion

4. Reinforce our infrastructures (blank zones)

A top-down view of a wooden desk. On the right is a silver laptop with a black keyboard. In the center is a blue notebook with white numbers and symbols scattered across its cover. A black pen lies on the desk below the notebook. A white cup is partially visible at the top edge.

Question :

**Do you deal with data?**



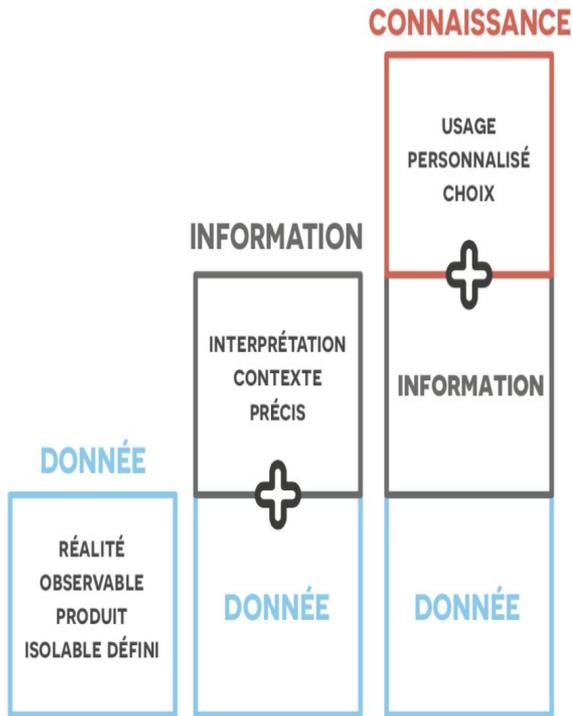
We've all been dealing with data for a long time

- > Budget
- > Population register
- > But also ...

**Location of** bus-stops, benches, accessible facilities, public restrooms, tourist attractions, trashcans, classified buildings and trees, sources of drinkable water, etc.

**Reports on** waste collection, weather, air quality, traffic, energy consumption, crop growth, health, income & poverty, etc.

**Activity of** bus rides, visitors, hikers, farmers, etc.



**Data** is the elementary description of a reality. It comes from an observation or a measurement. It is a defined and isolable element made up of commonly accepted rules or categories (measurement, classification, etc.). **Information** is the result of the interpretation of the data by a person. This is data interpreted in a specific context.

Origins of data  
Self gathered  
Sensors  
Cameras  
Mobile Apps  
Third Party  
User-generated



Special types of data :

**Personal data**

**Geographical data**



Environment, population, economy, tourism, ...  
**Sharing data can help policy on these issues**

Open data means :

**Non-personal data of public administrations**

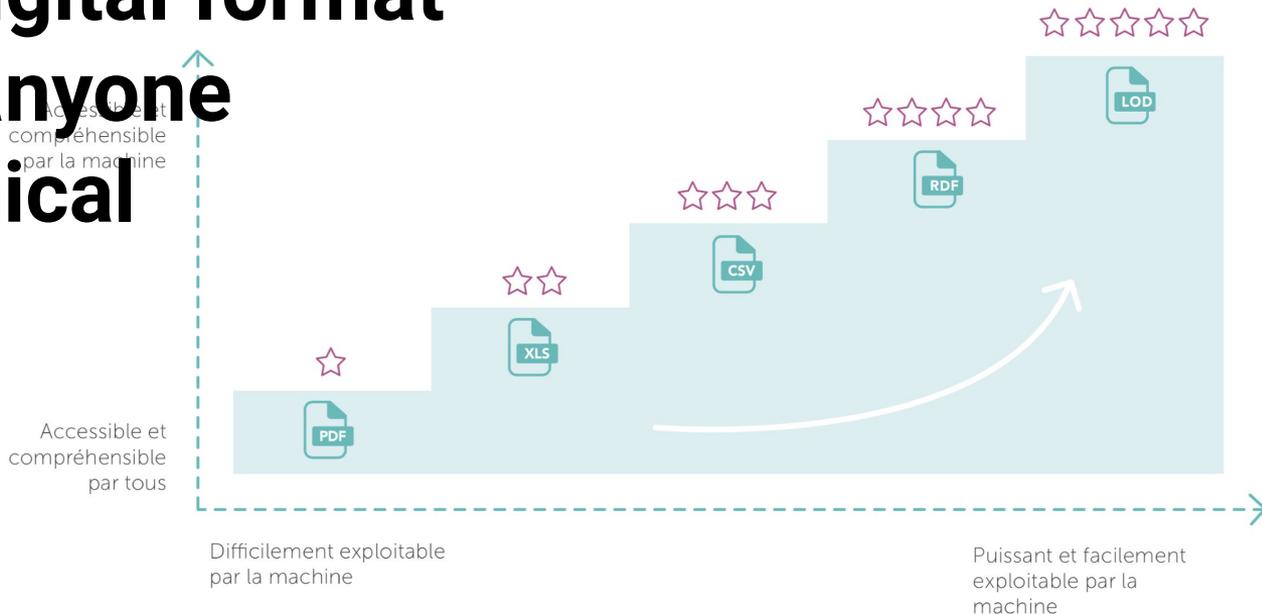
(Graphique inspiré du modèle 5 étoiles de Tim Berners-Lee)<sup>130</sup>

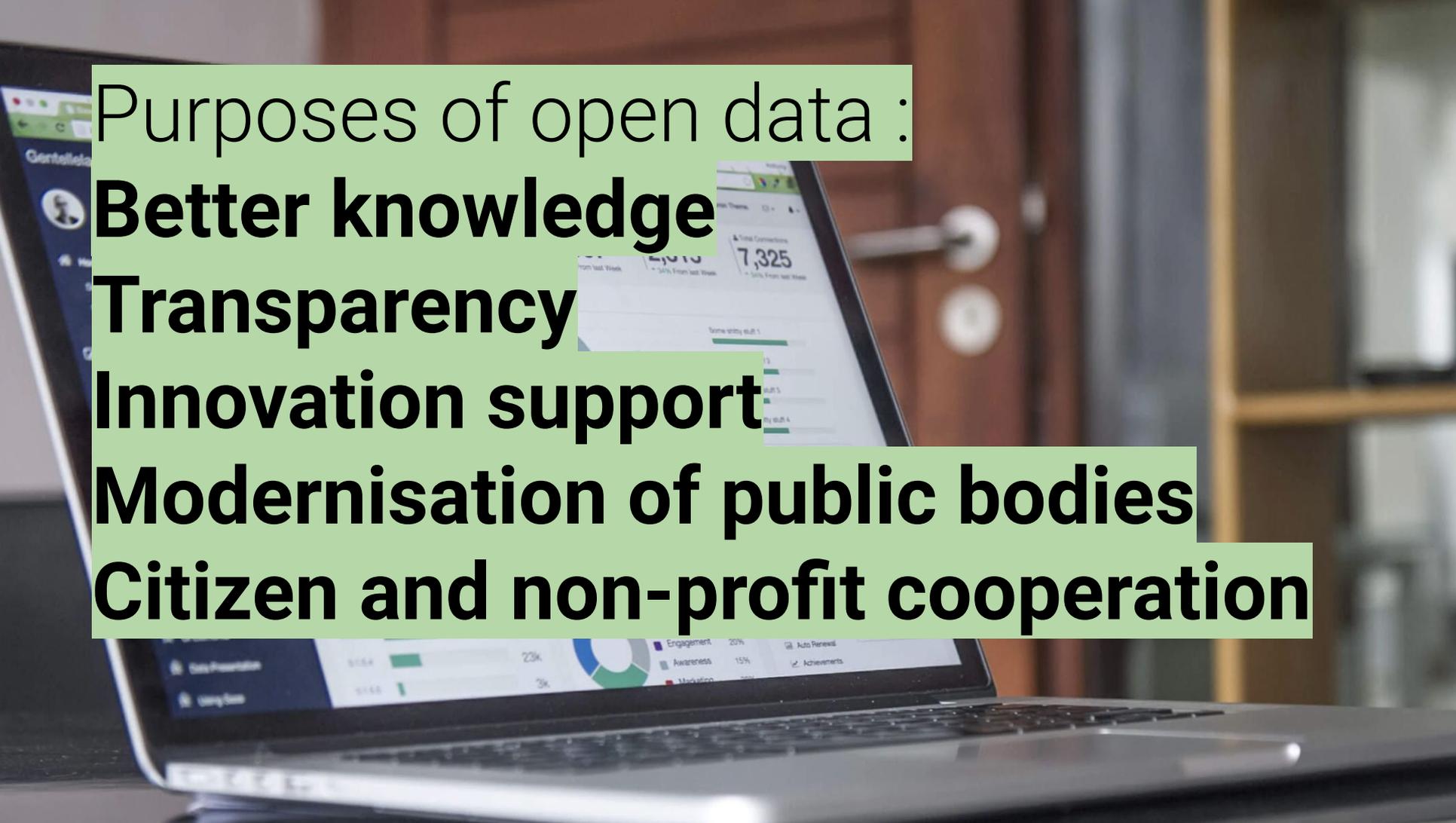
**available in digital format**

**for reuse by anyone**

**without technical**

**restriction**





Purposes of open data :

**Better knowledge**

**Transparency**

**Innovation support**

**Modernisation of public bodies**

**Citizen and non-profit cooperation**

# How do you deal with data?

## **How is data stored ?**

Spreadsheet - Database - Software - Ledger - Other

## **How often is new data added to the collection?**

Hourly - Daily - Weekly - Monthly - Yearly - Other

## **How is data collected and added ?**

Automatically - Manually

## **Is there a written procedure to manage your data?**

Yes - No

## **How long do you keep your data?**

## **How do you keep your data safe ?**

From theft, alteration, loss ...

A male scientist with short brown hair, wearing clear safety glasses and a white lab coat, is focused on his work in a laboratory. He is holding a pipette tip over a small vial. The background shows a clean lab environment with a clock on the wall, a fume hood, and various pieces of laboratory equipment, including a red tube and a glass flask. The lighting is bright and even.

# Data management is all about the process

You need adequate procedures to keep your data relevant  
The complexity of these procedures may vary greatly



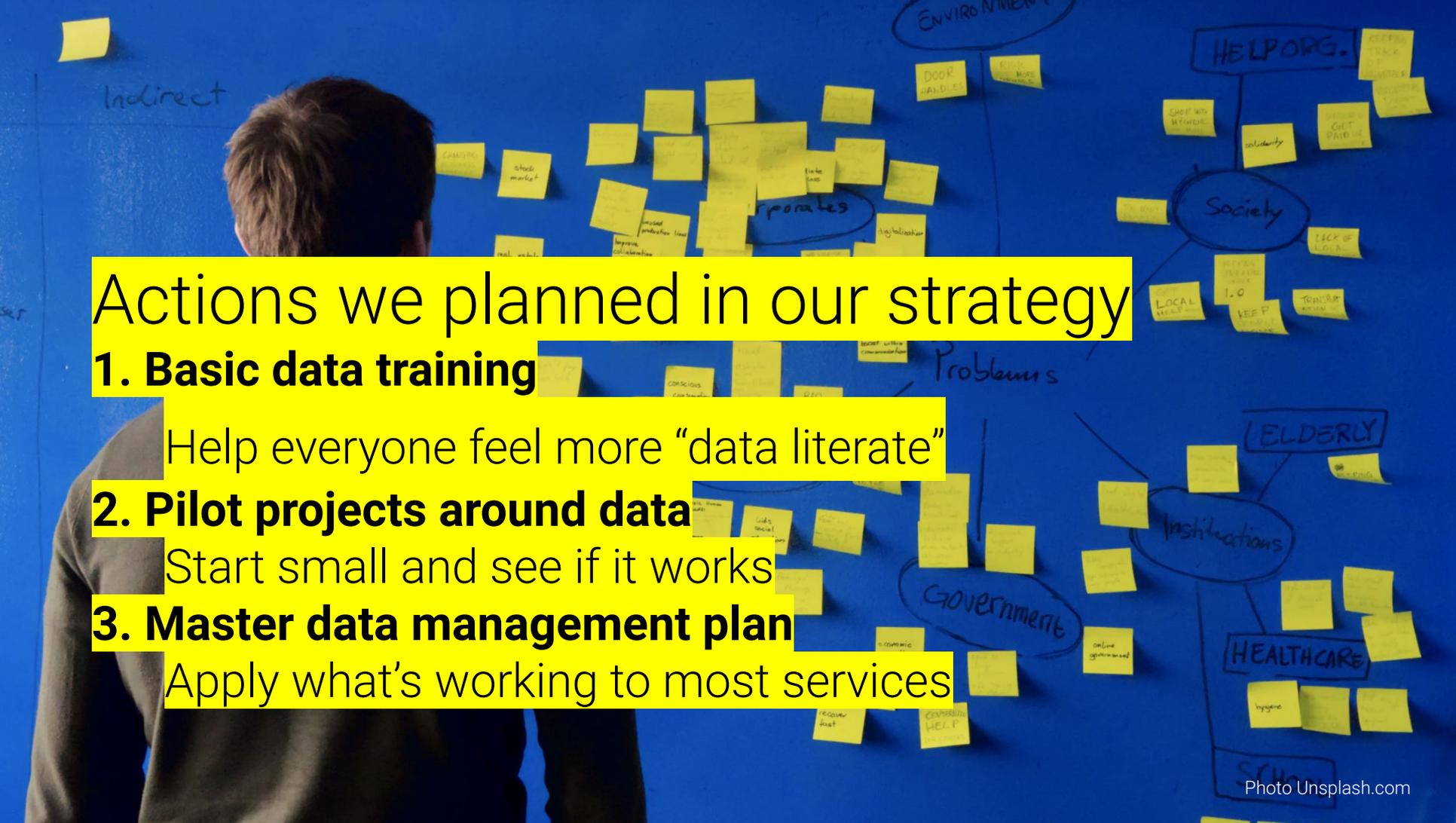
## Why a process is important

Keep data freshness and quality

Keep data safe and unaltered

Manage data over time and people

Keep the data relevant



# Actions we planned in our strategy

## 1. Basic data training

Help everyone feel more “data literate”

## 2. Pilot projects around data

Start small and see if it works

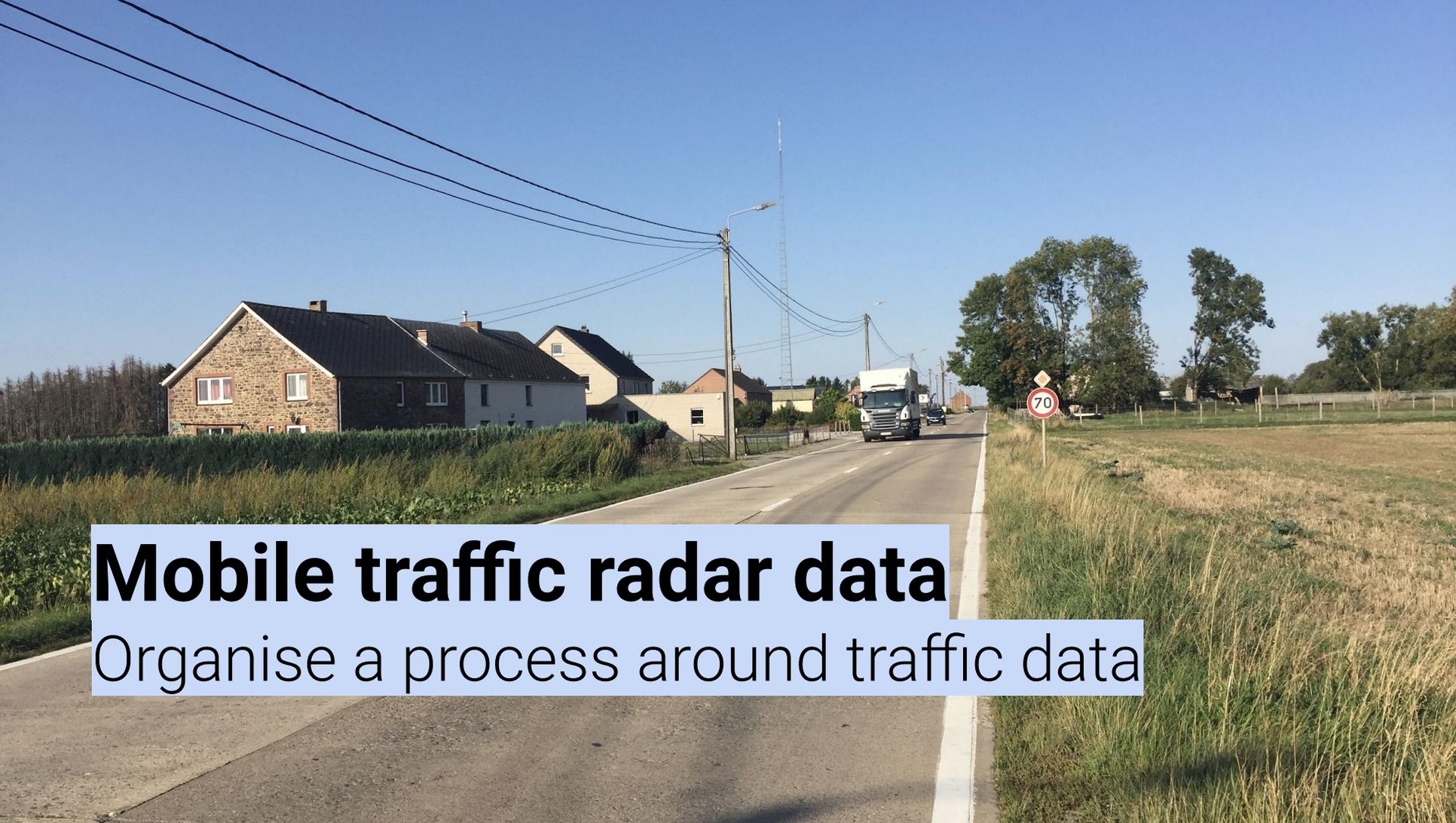
## 3. Master data management plan

Apply what’s working to most services



# Sentinel trucks

Install multi-purpose sensor racks on garbage trucks  
First use-case : check mobile data coverage of our territory



# Mobile traffic radar data

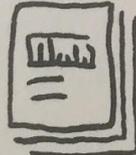
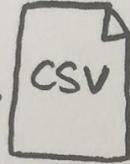
Organise a process around traffic data

# An integrated process

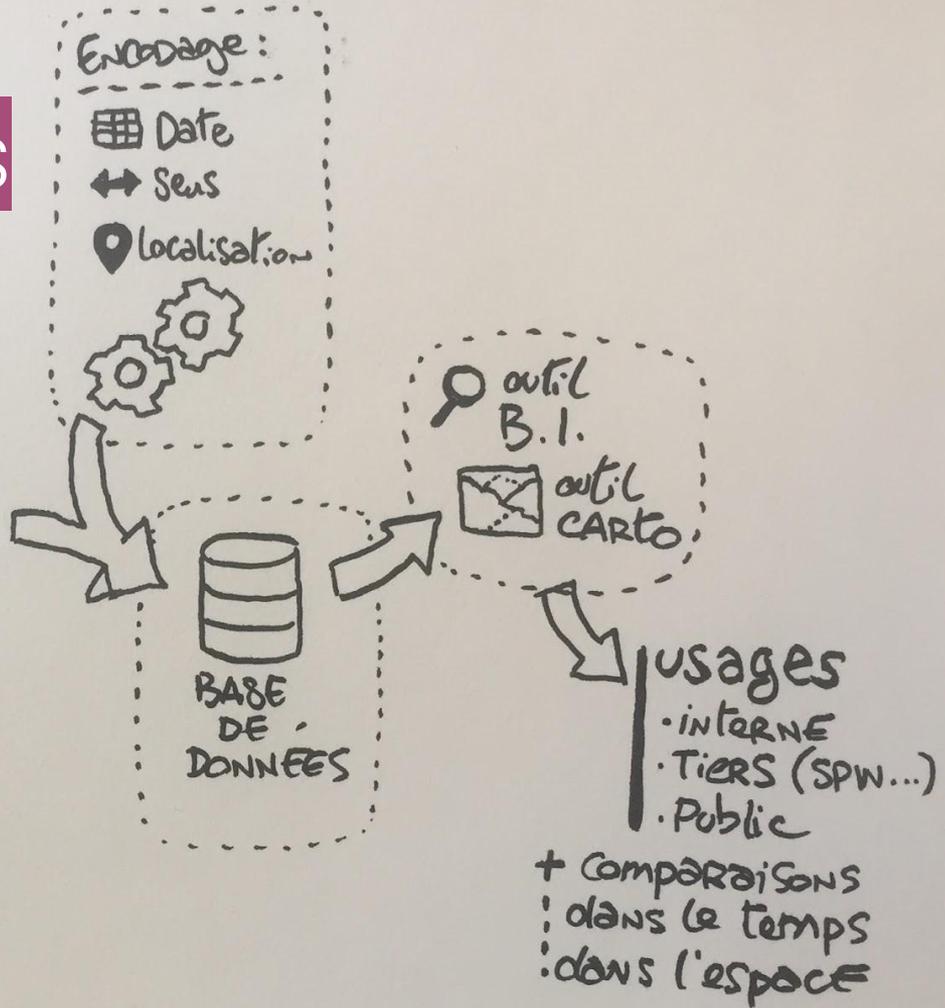
Radar  
Mobile



DONNÉES  
BRUTES



RAPPORT





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# Merci !

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Sources :  
Smart City Institute, BEP, Commune de Profondeville, unsplash.com