



THE DIGITAL CITY OF TOMORROW

IDEA FUNNEL CRITERIA



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Objective criteria decided by the city council of Mönchengladbach according to how smart city project ideas were evaluated by an idea funnel.

The evaluation of measures is a central step to effectively allocate resources for implementing the strategy and to outline the roadmap for implementation.

Each criterion is assigned one of the following three levels of importance:

- yes (2 points)
- partial (1 point)
- no (0 points)



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EXCLUSION CRITERIA

This criteria must be met for the smart city project idea to be considered at all.

STRATEGIC ALIGNMENT

Does the idea contribute to at least one strategic Smart City goal and align with the overall urban strategy

NORMATIVE ORIENTATION

Is the idea in accordance with the Smart City Charter and the criteria of the nationwide smart city funding program?

DATA GOVERNANCE GUIDELINES

Is the idea in accordance with the Data Governance Guidelines of the city of Mönchengladbach?

PROCUREMENT POLICIES

Is the idea in compliance with the procurement guidelines?

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PRIORITIZATION CRITERIA

These criteria determine the evaluation of the idea. The higher the evaluation, the more the idea should be prioritized.

LOCAL SCALABILITY

Is the idea locally scalable

REGIONAL SCALABILITY

Is the idea regionally scalable?

INTERSECTORAL ORIENTATION

Does the idea contribute to multiple fields of action?

MULTIPLE GOALS

Does the idea contribute to multiple strategic goals?

TIMELINESS OF IMPLEMENTATION

Is the idea implementable within a reasonable timeframe?

ADMINISTRATIVE INTERNAL RESOURCE EXPENDITURE

Is the idea implementable within a reasonable personal resource framework?

RESOURCE ALLOCATION FOR THE FUNDING PROGRAM

"Is the idea implementable within a reasonable financial resource framework?"

OPEN SOURCE

Can the idea be realized using open-source software?

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COMPATIBILITY

Can the idea be implemented with the existing open technical infrastructure?

COLLABORATION

Does the idea promote collaborative, cross-functional cooperation?

NETWORKING

Does the idea promote networking among the stakeholders of urban society in Mönchengladbach (Digitalization Ecosystem)?

ENABLER

Does the idea enable the initiation and implementation of further projects?

IINDIRECT BENEFIT

Does the idea create an indirect benefit for the citizens? (through process optimization, resource conservation, or savings...)

DIRECT BENEFIT

Does the idea create a direct benefit for the citizens? (usability, improvement of quality of life...)

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PRIORITIZATION CRITERIA

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USER-CENTRICITY

Is the idea being developed using user-centered methods (personas, user testing...)?

INNOVATION

Does the idea have an innovative character? Could it serve as a model for other municipalities?

QUICK WIN

Can the idea be implemented within a short timeframe?

Evaluation: yes, within 3 months // yes, within 6 months // no.

All further information and regular insights into the projects are published under

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