

MUNTSTROOM PCP ON PEOPLE FLOW ANALYTICS

Open Market Consultation and Client Dialogue plus outreach to SMES

Muntstroom PCP is the first European PCP on people flow analytics. The PCP is a first step of an innovation procurement programme to enhance the attractiveness of the Brussels Capital Region for pedestrians.

The Muntstroom project is initiated by four public buyers: STIB-MIVB (lead), CIRB-CIBG, Brussels Mobility and Parking.Brussels. They would like to be the launching customer for an integrated end-to-end solution for the outdoor and indoor monitoring of people flow. However, research showed that the desired integrated solution, and specific elements thereof, do not yet exist. Hence, via the Muntstroom PCP, these public buyers would like to develop and test the monitoring system themselves, together with the private sector and in collaboration with the end users.

After a successful completion of the Muntstroom PCP, the public buyers intend to initiate a follow-up PPI, based upon the lessons learned from the Muntstroom PCP.

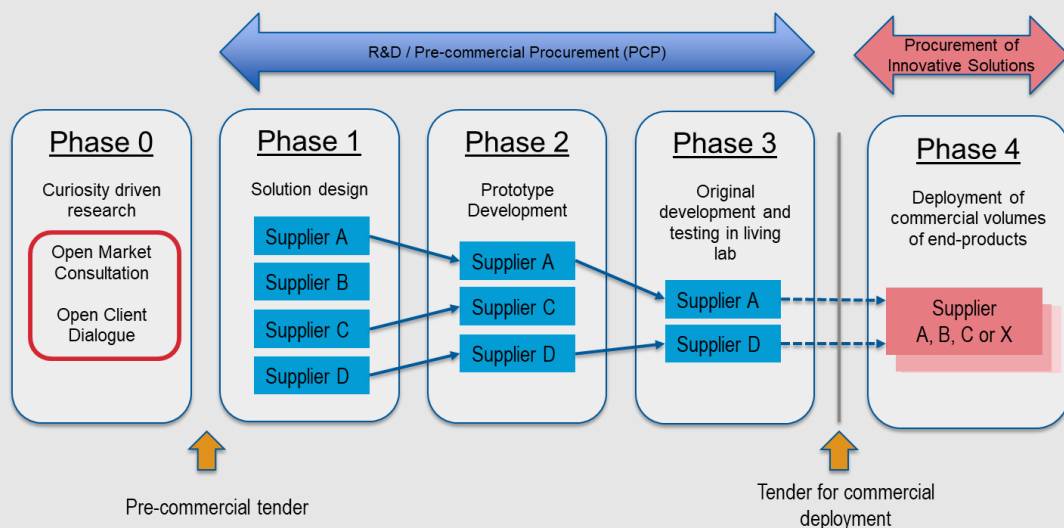


Figure 1: the different phases of Innovation procurement

Despite Covid times, Phase 0 of the Muntstroom project is an interesting example of a successful engagement with market parties and potential users of a future end-to-end solution. The activities were carried out making use of digital technologies. The Open Market Consultation (OMC) and Open Client Dialogue (OCD) events took place in the form of interactive webinars using the [Teams](#) tool. The [EUSurvey](#) tool was used for the questionnaire addressed to interested parties. Three times more reactions than expected were received through the OMC questionnaire (39 interested parties and many of them SMEs) probably due to the involvement of the outreach group (EASME, Agoria, BECI and hub.brussels).

A summary and links to all related materials and videos are provided below.



Market consultations

The Muntstroom PCP started with an extensive preparation by the public buyers. Subsequently, two market consultations took place:

- an Open Market Consultation (OMC) to give technology suppliers the possibility to provide feedback.
- an Open Client Dialogue (OCD) to give potential end-users of people flow data the possibility to provide feedback.

Due to the complexity of the project, the Market consultation document ([click here](#)) was divided into six parts that can be read separately. In addition, four annexes were made available:

Annex 1. Scope of the project ([click here](#))

Annex 2. Use cases ([click here](#))

Annex 3. OMC EUSurvey questionnaire in 3 languages (EN, NL, FR) ([click here](#))

Annex 4. OCD EUSurvey questionnaire in 3 languages (EN, NL, FR) ([click here](#))

The final market consultations report can [be downloaded here](#) .

Outreach and matchmaking

For the outreach of the Muntstroom project, the public buyers work together with four intermediate organisations: EASME, Agoria, BECI and hub.brussels. These parties help with reaching out to the most innovative companies in Brussel, Belgium and Europe. The outreach group also helps identify the matchmaking needs and activities through their respective networks.

Webinars and videos

The final Q&A summary addressing the questions received during the webinars and via email can be downloaded [here](#).

Webinar slides of 19 November 2020

- The [slides](#) of the OMC-webinar
- The [slides](#) of the OCD webinar

Webinar videos of 19 November 2020

The OMC and OCD-webinars can be reviewed via these links:

- OMC-video part 1: [Introduction](#)
- OMC-video part 2: [Challenges from desk research](#)
- OMC-video part 3: [The PCP-approach](#)
- OMC-video part 4: [The process of the Open Market Consultation](#)
- OCD-video part 1: [Introduction](#)
- OCD-video part 2: [Our questions to you](#)
- OCD-video part 3: [The process of the Open Client Dialogue](#)

Videos on the Muntstroom project

[Challenge for technology vendors.](#)

[Challenge for parties interested in People Flow-data](#)

Source: [Muntstroom PCP](#)