

# Intervention Logic of a SGI project proposal

Webinar, 31.07.2025

PA Bulgaria - Serbia

#### 7 REASONS, WHY

## SERVICES OF GENERAL INTERES

#### SHOULD BE IN PUBLIC HANDS

Provision of essential services to the people at affordable prices



#### PUBLIC GOOD INSTEAD OF PROFIT

Services of general interest are serving the common welfare, and as such they should be available to everybody at affordable prices. However private companies wish to achieve profits. For a private provider a non-profitable service is not of interest.



#### DISAPPOINTING PRIVATISATIONS



Services should become 'better and cheaper' when provided by private operators, but frequently those promises have not eventuated. Often the results were higher prices, and poor quality because of lack of investment.

#### CLIMATE PROTECTION

Climate protection goals can be easily implemented by publicly owned transport and energy providers. Many recently started municipal energy providers use 100% green power. However private operators frequently still use fossil fuels (coal, oil, gas) or nuclear power.



In many cases privalisations led to job losses, as well as stress and lower pay for staff. However with public employers fair compensation of a pay schedule rate is the norm.



In contrast to a private operator any profits of a public business flow back to the people as investment, to maintain or improve the quality of the service.

#### MORE FLEXIBILITY

Municipally owned businesses offer a range of options for the population to exert political influence on the quality and cost of services of general interest.

#### RESIDENTS PREFER THE PUBLIC HAND

In the past years citizens' initiatives were formed in several European countries to take action against the sale of publicly owned assets or to demand a return to public service provision. This shows that people prefer services of general interest to be in public hands.



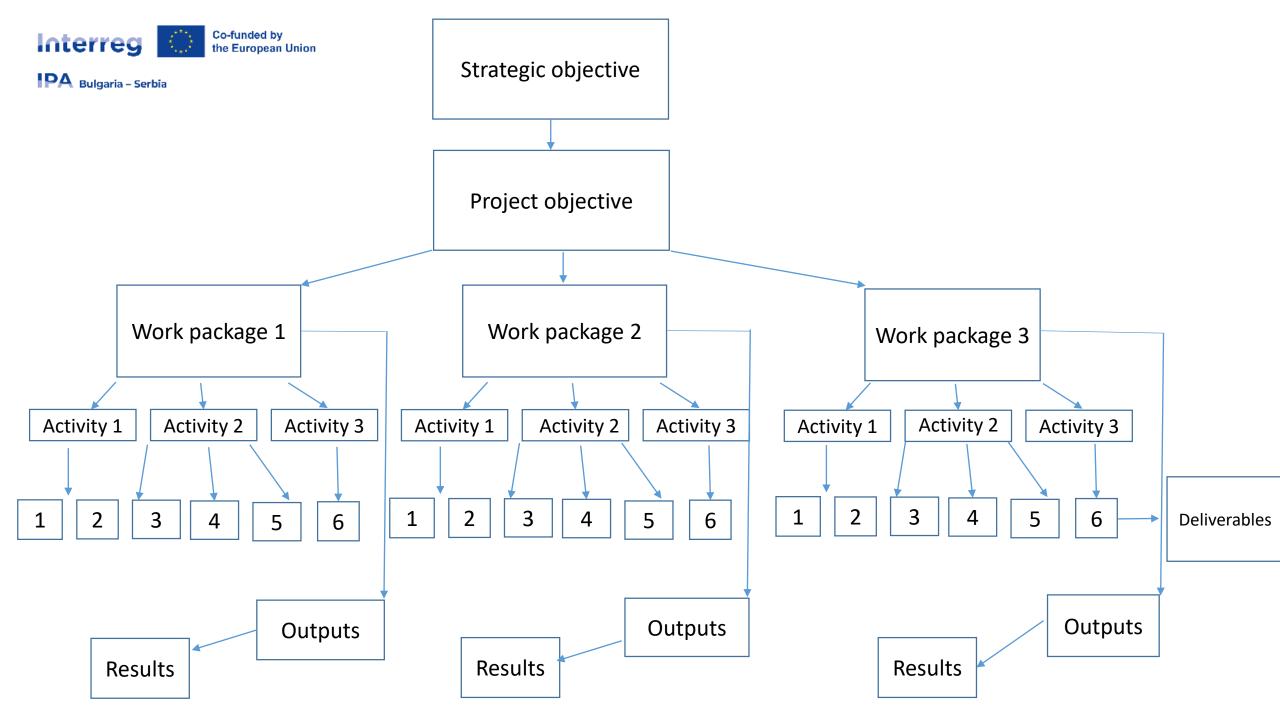














# **MONICA**

A EU Horizon 2020 Project

29 PARTNERS, 9 COUNTRIES

The MONICA Project is a large-scale demonstration of how cities can use IoT technologies to meet sound, noise and security challenges at big, open-air cultural and sport events, which attract and affect many people





# **MONICA** project

Integration of IoT tech and data security across all WPs

Work package 1
Sound
Management

Activity 1: Deploy sound zones, smartphone sound monitoring

Del 1: Sound monitoring apps

Del 2: Noise display systems

Output: Improved real-time central and citizen

Result: Reduced noise complaints, enhanced concert experience Output: Improved realtime control and citizen engagement

## Strategic objective

(desired change)
Better management of urban open-air
events (sound, security, user experience)

## **Project objective**

Develop and deploy large-scale IoT-based solutions for sound, security, and public experience in European cities

# Work package 2

Crowd Safety & Security

**Activity 1:** Deploy wearables, cameras, mini drones, create dashboards

**Del:** Real-time operational interface, data processing tools

**Result:** Improved

public safety,

faster response

times

Output: Better monitoring and incident prediction

Achieved Change: Safer, smarter urban environments for large events with less noise pollution and higher citizen satisfaction

# Work package 3

User Experience & Innovation

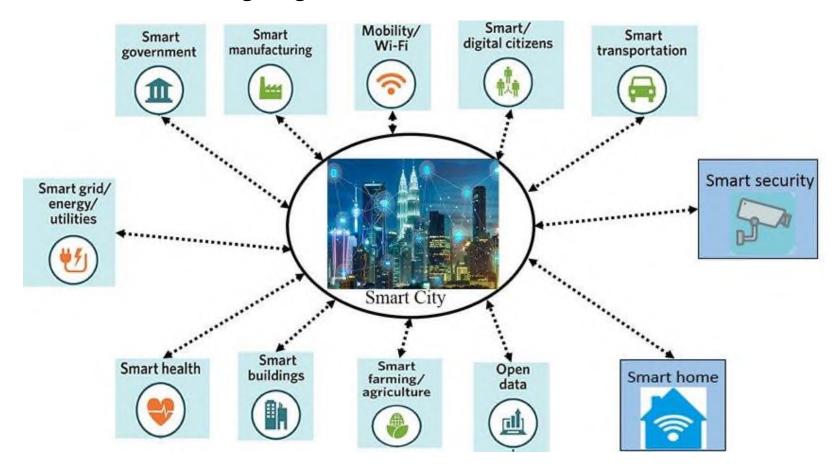
**Activity 1:** Use mobile apps and wristbands to guide visitors

**Del:** Apps for navigation, crowd updates, parking info

Result: Better public satisfaction and event participation **Output:** Improved event navigation, shorter queues

**SMART TECHNOLOGIES** enable cost-effective, secure, and citizen-centered services of general interest—even in small border municipalities - by enhancing efficiency, control, and sustainability through digitalization and AI

Sensors, IoT devices, and Al-powered video analytics enable real-time detection of technical issues and suspicious activity - helping municipalities monitor infrastructure, predict failures, and respond quickly without on-site inspections.



They are "**ready-made solutions**," i.e. these solutions/products have already been tested, are fully operational, and can be implemented immediately without being designed from scratch.



# **PA** Bulgaria – Serbia



# HOW DO DIGITALIZATION AND ARTIFICIAL INTELLIGENCE HELP?

**Telemedicine** is the use of telecommunication technologies to provide medical services remotely – including diagnosis, treatment, and consultations by doctors.

**Telecare** refers to technologies that support independent and safe living at home – through sensors, apps, reminders, and connection with family members or caregivers.

# **Health Monitoring (Telecare Services)** project:

- •Integrated Telecare Services: The "Home Care" project by the Bulgarian Red Cross combines health and social support, using smart bracelets for remote monitoring in 7 municipalities in Northwestern Bulgaria.
- •24/7 Monitoring: A central control center in Vratsa tracks vital signs (e.g., oxygen, pulse, ECG, temperature), triggering alerts and ensuring continuous support.
- •**Technology Used:** Devices include smart bracelets and certified telemonitoring systems, enhancing safety and independence at home.
- •Reach and Recognition: The service covers 940+ users and is included in Bulgaria's national long-term care strategy (2022–2027)



# Bulgaria – Serbia



## HOW DO DIGITALIZATION AND ARTIFICIAL INTELLIGENCE HELP?

# **Emergency Assistance Stations** concept:

- Accessible Local Healthcare: Small digital stations in village offices or community spaces provide basic health checks (blood pressure, temperature) without requiring travel to urban hospitals.
- Smart Health Kiosks: CS Smart-type booths enable remote doctor consultations with no on-site medical staff, using built-in diagnostic tools and video links.
- Municipal Support Model: Trained local staff or volunteers assist residents and maintain emergency contact with hospitals or 112 services.







# CALL FOR PROJECT PROPOSALS FOR SERVICES OF GENERAL INTEREST







# **Telephone**

+359 2 9405 666

+381 18 513 224

# Website

https://ipa-bgrs.mrrb.bg/

# **Addresses**

**Sofia 1000, Bulgaria** 9 Stefan Karadzha Str.

Nis 18 000, Serbia Obrenovica St., II floor, lamella "C" local "C-67"