



Municipal Business and Governance Response to COVID-19: Tartu case

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March 12, 2021



TARK TARTU
SMART CITY

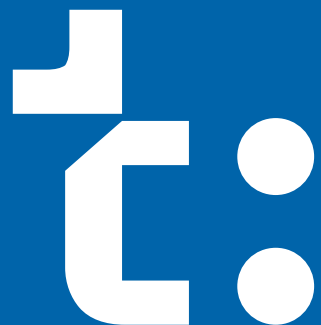


Smart city since 1632

- Almost **100 000** citizens
- 50% are **under 35** years
- About **18 000** students

- Second-largest city in Estonia
- Research and education centre
- University of Tartu was founded in 1632

COVID-19 situation in Estonia



- Declared state of emergency in Estonia, lockdown – March-May 2020
- Moderate restrictions – June 2020–February 2021
- Heavy restrictions, lockdown – March-April (?) 2021

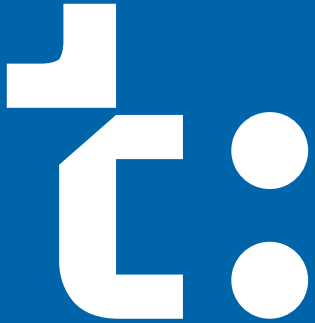


REPUBLIC OF ESTONIA
HEALTH BOARD



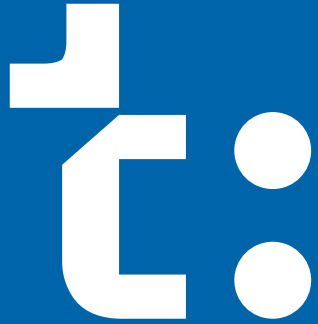
REPUBLIC OF ESTONIA
GOVERNMENT OFFICE

Municipal response - communication



- Local communication: it's our task to reach our inhabitants and entrepreneurs with information!
- Channels: webpage, media, social media, direct mailing, info signs
- Main challenges: closed schools (distance learning) and interest schools, restaurants, sports clubs, restricted outdoor activities, restrictions addressed to entrepreneurs etc.
- Challenge: people providing misleading information that virus does not exist and deny restrictions.

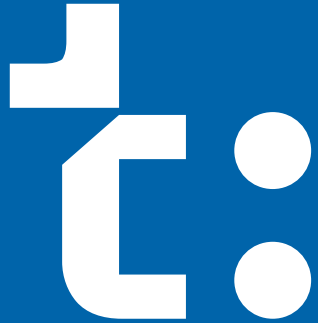
Municipal response - entrepreneurship



- Providing entrepreneurs with important information (both from state and city level) via mailing lists, social media and webpage.
- Gathering of proposals and expectations from local entrepreneurs, sending proposal to Estonian government.



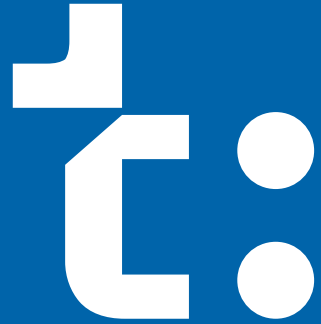
Campaigns to promote local consumption



- Different campaigns to promote local companies and increase consumption
- „Tasty Tartu“ (1.02-14.03.2021)
- Summer campaign addressing domestic tourists in 2020
- Providing information about continuously expanding home delivery services



TARK TARTU
SMART CITY



Consumer campaign „You are safe here“

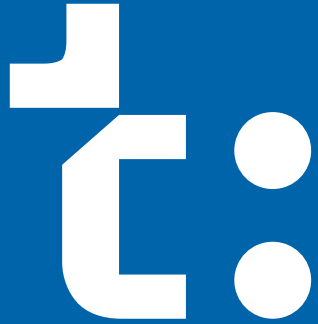


Target group: restaurants and hotels

Shows companies are following the rules to stop the spread of the coronavirus (COVID-19).

By displaying the label, the company confirms it is following instructions issued by the Health Board.

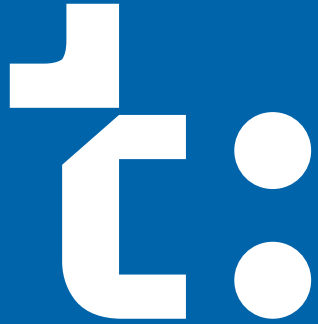
Municipal response - entrepreneurship



- Rent exemptions in case of real estate owned by the municipality. If the tenant is restricted to operate.
- Keeping the city's investment plan and continuing with investments



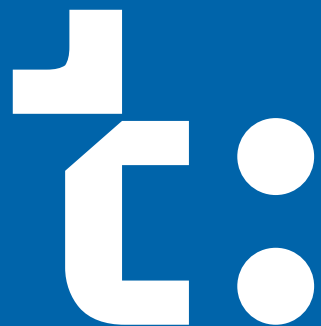
Municipal response



- Kindergardens – remained open, but we applied exemption of place fee during lockdown, opened 24 h service for families related to life-critical services
- Intermediation of PCs for distance learning purposes (mainly from companies to pupils)
- Libraries – smart lockers to enable contact-free borrowing



Municipal response



- Public transport - operated continuously (important for entrepreneurs), less service in April-May 2020, regular disinfection, bike-sharing has been a great alternative.
- Public events (both organized by the municipality and by others) – following of restrictions.





While most of the WRC rallies were cancelled, we had the first ever WRC rally in Tartu!

WRC
FIA WORLD RALLY CHAMPIONSHIP

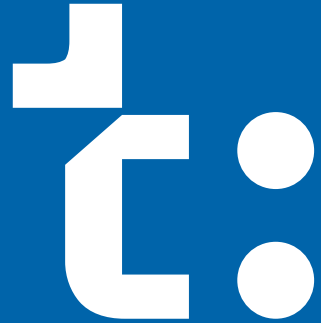
RALLY 10 ESTONIA
4-6 SEPTEMBER 2020

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RALLYESTONIA.COM

SHELL HELIX RALLY ESTONIA 2019 WINNERS
O. TÄNAK / M. JÄRVEJA
TOYOTA YARIS WRC

Municipal response



Tartu city government:

- working mostly from distance;
- business trips are not allowed;
- offices are mainly closed to external visitors;
- all services remain available, mainly via electronic channels.



eTartu roadmap

Public Legislation

Infrastructure

Implementation

2000 - 2002

Public Information Act

Digital Signatures Act

Basics of state ICT interoperability

2002 - 2007

Public key infrastructure

Electronic identity ID card & Mobil ID

Secure information exchange

2003 -

- Document registry
- Electronical document processing
- Document web publishing
- Digital signing
- Strong authentication

Paperless city government



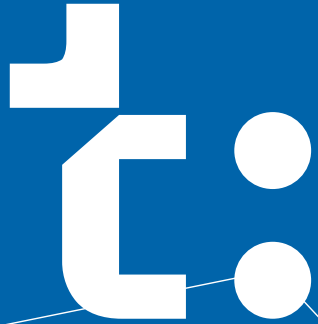
- was implemented in **2003**
- **document management** and daily work
- **digital signature** and **mobile-ID**



- Digital signature
- Digital-ID
- Mobil-ID
- ID card

Digital services for citizens

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SMART CITY



Thank you for your
attention!

Raimond Tamm

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