

Summary of Agile Pilot

Company name	TeleGroup d.o.o. Beograd
Company location	Belgrade, Serbia, Svetozara Miletića 9a
Domain	Smart Cities / Digital Services / Green Infrastructure / ICT Solutions / Infrastructure
Municipality	Opština Nova Crnja (pilot implementacija u okviru PilotInnCities projekta)
Project period	01.07.2025 – 31.12.2025
Solution	Within the framework of the INTERREG Danube Region project DRP0200367 “PilotInnCities”, TeleGroup d.o.o. implemented the agile pilot project “ParkLIFE – Smart Digital Platform for Public Green Space Management” in the Municipality of Nova Crnja, Serbia, between July and December 2025. ParkLIFE is a smart digital platform designed to support local governments in managing and maintaining public green areas. The platform integrates a GIS system for digital mapping of green spaces and urban furniture inventory, meteorological station data for microclimate monitoring, and operational workflow management for field activities. Within the scope of this pilot project, a new citizen-facing module was developed and deployed, enabling residents to report issues in parks (damages, waste, diseased plants), track the status of their reports, receive notifications about planned treatments and works, and access information about park locations and available facilities. This module represents a key innovation introduced through the PilotInnCities pilot, transforming citizens from passive users of public space into active participants in its maintenance and improvement. The solution enables municipalities to: digitalize green space inventory and field maintenance workflows; monitor microclimate conditions through integrated meteorological data; plan and track maintenance activities in real time; engage citizens through a free mobile application; improve transparency and public trust through two-way digital communication.
Stakeholders	· TeleGroup d.o.o. Belgrade – solution provider · Digital Serbia Initiative – contracting authority and funder · Municipality of Nova Crnja – pilot municipality and end user · Municipal and utility services · Citizens of Nova Crnja · Hardware vendor
Lessons learned	· Early and continuous involvement of the municipality significantly improves implementation efficiency. · Practical training and work in a demo environment are crucial for user adoption. · Citizens respond positively to transparent communication and the ability to track reported issues. · A modular system architecture enables easy adaptation to the needs of smaller municipalities.
KPI 1	Number of municipal employees trained to use the ParkLIFE platform, including staff from utility services and municipal administration. Measurement: Active participation in hands-on training sessions in a dedicated demo environment, supervised by the TeleGroup implementation team. Expected target value: Minimum 5 trained employees. Achieved value: 8 trained employees (3 utility

	services staff + 5 municipal administration employees). The target value was exceeded. Training was conducted in a practical demo environment simulating real operational scenarios. The municipality demonstrated a high level of interest and commitment from the outset. A key factor was the strong personal involvement of the municipal president, facilitated by the well-established relationship between TeleGroup and the municipality. This close collaboration motivated staff engagement and contributed to smooth adoption of the system.
KPI 2	Number of field maintenance activities digitally recorded in the ParkLIFE system during the pilot phase (e.g. watering, mowing, inspections). Measurement: System-generated data, with activities logged directly by municipal and utility services staff through the platform. Expected target value: Minimum 3 digitally recorded field maintenance activities. Achieved value: 3 digitally recorded field maintenance activities. The target value was met. Field maintenance activities were recorded by municipal staff independently during the testing phase, confirming that training was effective and users were able to operate the system without external assistance. The recorded activities reflect the initial phase of system adoption. Three recorded activities represent a solid starting point, demonstrating that employees successfully transitioned from training to independent operational use of the system. An additional indicator tracked during the pilot was the number of citizen issue reports submitted through the platform. 12 citizen reports were submitted organically during the pilot phase, without any formal promotional campaign, confirming strong natural interest in the solution among residents.
Evaluation of the business model focusing on its viability and potential for growth	ParkLIFE operates under a B2G licensing model, where local governments license the platform and receive full functionality, support, and maintenance, while the citizen application remains free of charge. TeleGroup d.o.o. Belgrade is a regional IT and engineering company with over 20 years of experience in software development, telecommunications, and energy efficiency. ParkLIFE was developed as an adaptation of AgroLIFE, a platform for agricultural production management successfully deployed in multiple municipalities across Serbia. Validated strengths of the business model: The B2G licensing model proved viable and well-suited to the procurement processes of smaller municipalities. The modular architecture enables efficient deployment across municipalities of different sizes without significant additional development costs. The free citizen-facing application proved to be an effective driver of public engagement and municipal buy-in. The pilot confirmed that ParkLIFE can be deployed in municipalities with limited prior digital experience. A relationship-driven sales approach is effective in the B2G segment and contributes directly to project success. Identified barriers or potential weaknesses: Smaller municipalities often have limited human resources dedicated to new digital initiatives, which can slow adoption. The B2G sales cycle can be lengthy due to administrative and procurement procedures. Dependency on the personal commitment of key municipal representatives introduces continuity risk. Planned adjustments: New functionalities identified during the pilot have already been incorporated into the platform. The citizen-facing module will be prioritized and positioned more prominently in future sales efforts. A standardized deployment model will be formalized to enable efficient rollout in new municipalities. The model is viable and scalable because: ● It addresses clear and recurring needs of municipalities ● It allows replication without high additional development costs ● It builds on existing municipal processes and infrastructure

	There is strong potential for growth both in Serbia and the wider regional and European market, already confirmed by the initiation of an additional project during this pilot.
Impacts	The ParkLIFE pilot generated measurable environmental, operational, and social impacts. Operationally, the solution improved the efficiency of municipal services through digitalized workflows and enabled data-driven planning of green space maintenance based on real-time meteorological data. A key impact was the positive first-hand experience of municipal employees with digitalization, which increased their confidence, digital skills, and openness to adopting new technologies. The project introduced designated digital leads within municipal teams – staff members who took ownership of the platform and now support colleagues in its daily use. Citizen engagement and transparency were strengthened through faster response times and direct communication via the new citizen-facing module, contributing to improved public services and trust in local institutions. 12 citizen reports were submitted during the pilot, confirming active public participation. The municipality independently initiated procurement of a digital totem for the park to further promote the platform, demonstrating strong institutional ownership. Commercially, the citizen communication module developed during the pilot directly contributed to securing a new project in the Municipality of Raška, confirming the immediate commercial value of pilot innovations.
Suggestions for future actions, especially focusing on sustainability and replication	Future actions should focus on expanding ParkLIFE to additional municipalities in Serbia and the wider region, strengthening long-term sustainability through continuous training of municipal staff, and integrating additional environmental data sources such as air quality and soil humidity sensors. The functionalities innovated through this pilot are already being further developed – a new module for tree health monitoring has been added in the Municipality of Raška. Replication can be supported through a standardised deployment model enabling efficient rollout with minimal customisation. Municipalities would benefit from external support in citizen-facing communication campaigns to raise awareness of the platform among residents. Involvement of agronomists during and after implementation would enhance the quality of data and increase the operational value of the platform. Group workshops for pilot municipalities would foster peer-to-peer knowledge exchange and strengthen the digital capacity of local governments.
Next steps	Next steps include continued operational use of the ParkLIFE platform in Nova Crnja and Raška, further development of new functionalities based on user feedback, and onboarding of additional municipalities in Serbia. TeleGroup is actively seeking EU grant funding to support broader deployment and scaling. International expansion is planned for the Western Balkans region, starting with Bosnia and Herzegovina, followed by Slovenia and Croatia where TeleGroup already has established company presence. Participation in Smart City Expo World Congress Barcelona (November 2026) and local agricultural fairs in Serbia is planned to strengthen market visibility. Priority needs for scaling include financing dedicated to green urban infrastructure initiatives in the municipality segment, business development capacity for B2G sales, and marketing support to raise awareness among municipal decision-makers.
Provider's Reflection	From TeleGroup's perspective, the pilot project confirmed the technical reliability, usability, and scalability of the ParkLIFE solution. The experience validated the value of close cooperation with local governments and demonstrated that innovations developed within the pilot can generate concrete and immediate commercial value – the citizen communication module directly contributed to securing a new project in the Municipality of Raška. Participation in PilotInnCities provided structured

	access to a real municipal environment, generated actionable user feedback, and strengthened TeleGroup's credibility and market positioning in the smart cities domain. The agile piloting model proved highly effective, with clear onboarding, consistent support, and regular status meetings throughout implementation.
Municipality's Reflection	The Municipality of Nova Crnja welcomed the ParkLIFE pilot as an opportunity to modernize the management of public green areas and strengthen the digital capacity of municipal staff. Prior to the project, green space maintenance was managed through manual, unstructured processes with no digital oversight. The implementation process was smooth and well-supported by the TeleGroup team throughout all phases. Municipal employees and utility services staff quickly adopted the platform, gaining practical experience with digital tools for daily operations. A key outcome was the introduction of designated digital leads within municipal teams, reflecting a genuine shift in how the municipality approaches digitalization. The municipality is committed to continuing the use of ParkLIFE on a commercial basis and has already independently initiated the procurement of a digital totem for the park, demonstrating strong ownership and confidence in the long-term value of the solution.
Expert's Reflection	