

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	ParkLIFE is a smart digital platform for managing public green areas, designed to support local governments in planning, monitoring, and maintaining parks and green infrastructure while actively involving citizens.
Stakeholders	<ul style="list-style-type: none"> · 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	<ul style="list-style-type: none"> · 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.
KPI 2	Number of field maintenance activities digitally recorded in the ParkLIFE system during the pilot phase (e.g. watering, mowing, inspections).
Evaluation of the business model focusing on its viability and potential for growth	<p>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.</p> <p>The model is viable and scalable because:</p> <ul style="list-style-type: none"> • It addresses clear and recurring needs of municipalities • It allows replication without high additional development costs • It builds on existing municipal processes and infrastructure <p>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.</p>

Impacts	The ParkLIFE pilot generated measurable environmental, operational, and social impacts. The solution improved the efficiency of municipal services through digitalized workflows and enabled data-driven planning of green space maintenance. 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. Citizen engagement and transparency were strengthened through faster response times and direct communication, contributing to improved public services and trust in local institutions.
Suggestions for future actions, especially focusing on sustainability and replication	Future actions should focus on expanding ParkLIFE to additional municipalities, strengthening long-term sustainability through continuous training of municipal staff, and integrating additional environmental data sources. The functionalities innovated through this pilot project are already being further developed, as emerging opportunities have enabled the addition of new features that provide increased value to end users. Replication can be supported through a standardized deployment model, enabling efficient rollout in municipalities of different sizes with minimal customization.
Next steps	Next steps include continued operational use of the ParkLIFE platform in the pilot municipality, further development of newly introduced functionalities based on user needs, onboarding of additional municipalities, and leveraging pilot results to support broader deployment and partnerships.
Provider's Reflection	From the provider'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 be further expanded into new projects and functionalities.
Municipality's Reflection	From the provider'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 be further expanded into new projects and functionalities.
Expert's Reflection	