SÃO PAULO

TOWARDS A **SMARTER** & MORE **HUMANE** CITY

CIDADE DE
SÃO PAULO
INOVAÇÃO E
TECNOLOGIA

NOVEMBER/2019

➔ Created in **2017**

➔ Goal:
  ◆ put **technology** in a **strategic position** in **services' management** and **delivery**
  ◆ **foster digital transformation** and **build a smart city** to **improve** the **quality of life** in the city
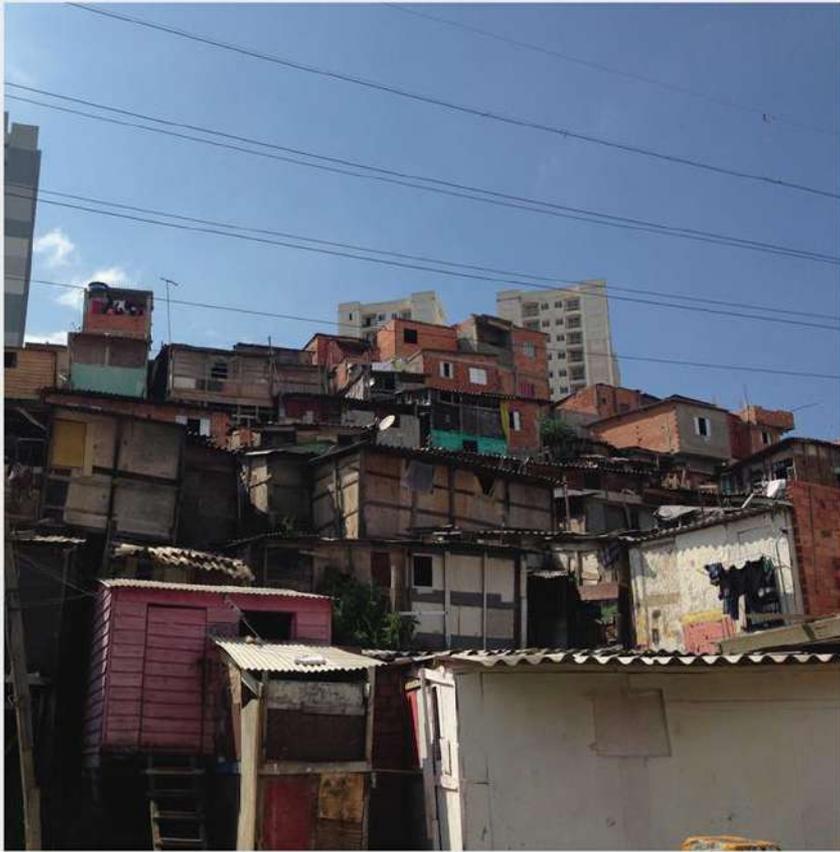
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The imaginary about Smart Cities is usually like this

Image from Songdo district, 60km from Seoul, South Korea

Is this imaginary different in São Paulo?

Image from Pinheiros river

How does the different realities of São Paulo relate with this imaginary?

Olaria, Zona Oeste - SP

OUR VISION

A Smart and Humane São Paulo transforms the municipality's management and citizens' services using technology and innovation to reduce inequality and make life in the city easier.

OUR PRINCIPLES

1. Less apps, improved service provision.

2. No solutions looking for problems.

3. Avoid bureaucracy's digitalization ("e-bureaucracy").

4. Less futurism, more realism.

5. Protecting data and privacy are rights, not luxury.

6. Technological solutions must be interoperable (always) and open source (as much as possible).

7. Technology is a strategic partner, not protagonist.

OUR CHALLENGES

SIMPLIFY THE POPULATION'S ACCESS TO SERVICES

FACILITATE CHANGE MANAGEMENT IN THE MUNICIPALITY

PROMOTE COLLABORATION BETWEEN MUNICIPAL BODIES

RATIONALIZE AND INTEGRATE TECHNOLOGICAL SOLUTIONS

GENERATE PUBLIC VALUE WITH DATA

ENGAGE WITH THE CITY'S INNOVATION ECOSYSTEM

INNOVATE IN PUBLIC PROCUREMENT

MODERNIZE THE DIGITAL INFRASTRUCTURE OF CITY HALL AND THE CITY

PROMOTE DIGITAL INCLUSION

BRING THE MUNICIPALITY CLOSER TO CITIZENS AND THE CITY'S REALITY

OUR 4 MAJOR FRONTS

1 - Improvement in citizen service

Simplifying access to city services by all means (either online or on-site)

2 - Upgrade of Digital Technologies and Digital Inclusion

Creating physical and digital conditions for: democratization of public access, digital inclusion, training and professional development of government personnel

3 - Changes in internal management

Simplifying changes in City Hall's internal management and improvement of internal processes

4 - Foster of the innovation ecosystem

Encouraging open data agendas and supporting the development of new solutions for the city's challenges

INNOVATION LABS

Innovation Lab in Government

[011]lab

Create the context to organizational change in the administration

Bring the government closer to citizens and the city"s reality

Improve the design and execution of municipal services

Build city servants capacities and skills to innovate

Creative and collaborative methodologies to solve problems

MOBILAB +

➔ Residency program to **20 startups**

➔ Datasets of GPS of **15.000 municipal bus fleet opened**

➔ Coworking space to university, startups and civil society

Thank You!

Fernando Nogueira
Head of Mobilab+
_São Paulo Open Innovation Lab
Fnogueira@prodam.sp.gov.br

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