Digital India
Power To Empower

सत्यमेव जयते
GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS

150 YEARS OF CELEBRATING THE MAHATMA

स्वच्छ भारत
एक कदम स्वच्छता की ओर

HOW CAN GOVERNMENTS INNOVATE IN URBAN MOBILITY: LESSONS FROM MOBILAB (SAO PAULO, BRAZIL)

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UPMRC

12th Urban Mobility India Conference & Expo 2019

INSTITUTE OF URBAN TRANSPORT (INDIA)

Outline

1. Background principle: the role of government in services for mobility
2. The innovation game
3. Brazilian game changer: MobiLab
4. Technology for mobility services created at MobiLab Brazil
5. Final message: how can governments avail technology innovation opportunities?

GROUNDING PRINCIPLE

Governments must care for well being of its citizens.

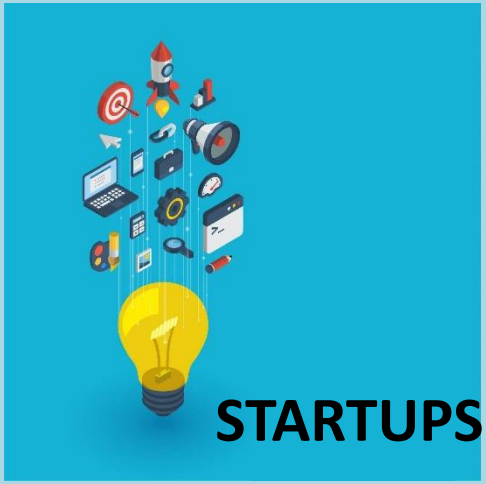
It is government responsibility to guarantee fair and high quality mobility to the population, regardless if the services are publicly operated, privately by PPP, concessions or created by the market.

Are governments biting the dust regarding innovation?

Innovation in urban mobility is growing fast

But…. How are governments availing the opportunities?

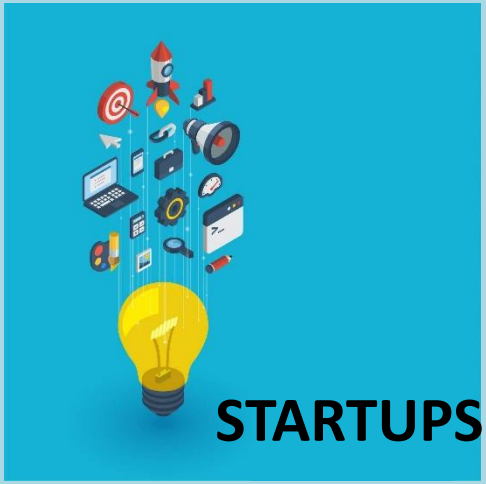
THE GAME



BIG COMPANIES

GOVERNMENTS

THE GAME



CREATIVITY

BIG COMPANIES

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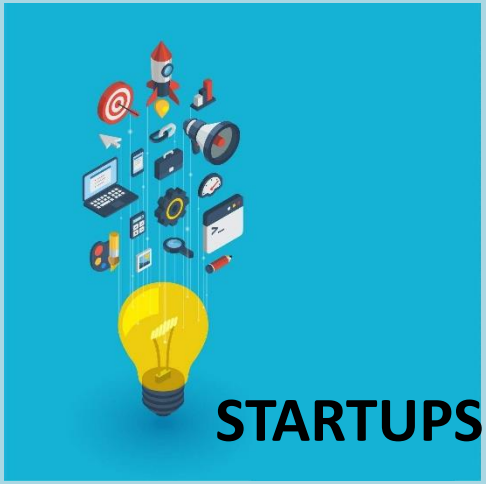
GOVERNMENTS

THE GAME



STARTUPS

CREATIVITY

BIG COMPANIES

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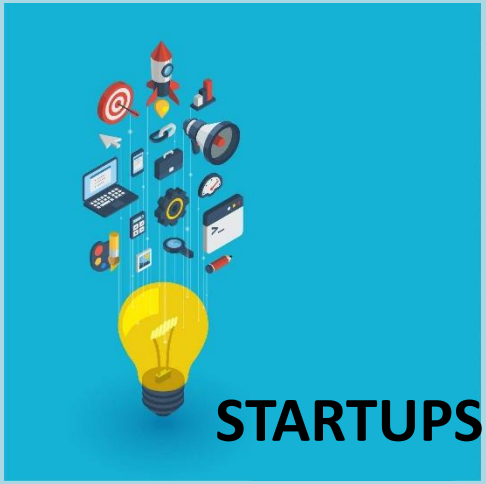
REGULATION AND TAXES

GOVERNMENTS

THE GAME



STARTUPS

CREATIVITY

BIG COMPANIES

CREATIVITY

GOVERNMENTS

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CHANGING THE GAME

STARTUPS

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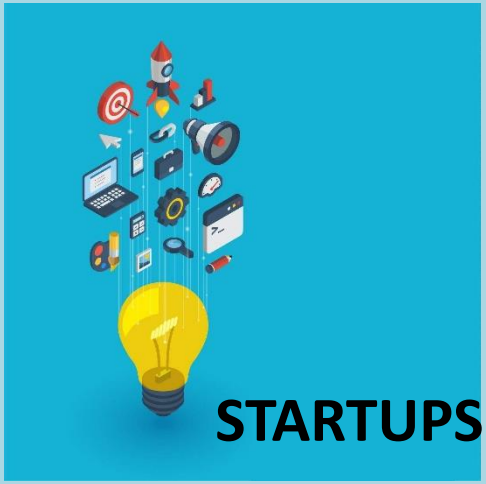
CHANGING THE GAME



CREATIVITY

BIG COMPANIES

CREATIVITY

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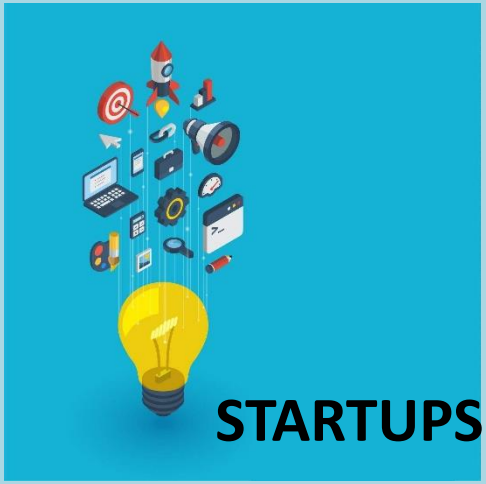
CHANGING THE GAME



STARTUPS

CREATIVE SOLUTIONS

KNOWLEDGE ON PUBLIC CHALLENGES

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GOVERNMENTS

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HOW WE STARTED GAME CHANGING IN BRAZIL: MOBILAB

MobiLab

- Creative, low cost, agile solutions
- Technological Innovation
- Shared knowledge
- Transparency
- Open data
- Startups

THREEFOLD ACTION

CONTRACTING AND FOSTERING STARTUPS

OPENING DATA AND RELATIONSHIP WITH NEW SERVICES

REGULATING NEW INNOVATIVE SERVICES

SOLUTIONS AT MOBILAB

Developed Solutions

- ✓Monitoring (fines) with smartphones
- ✓Fine appeal online
- ✓Bus inspection system
- ✓Web portal with services for operators

Modernization and automatizatio n of bus operation

Solutions

Control system for traffic lights

REGULATORY SOLUTIONS

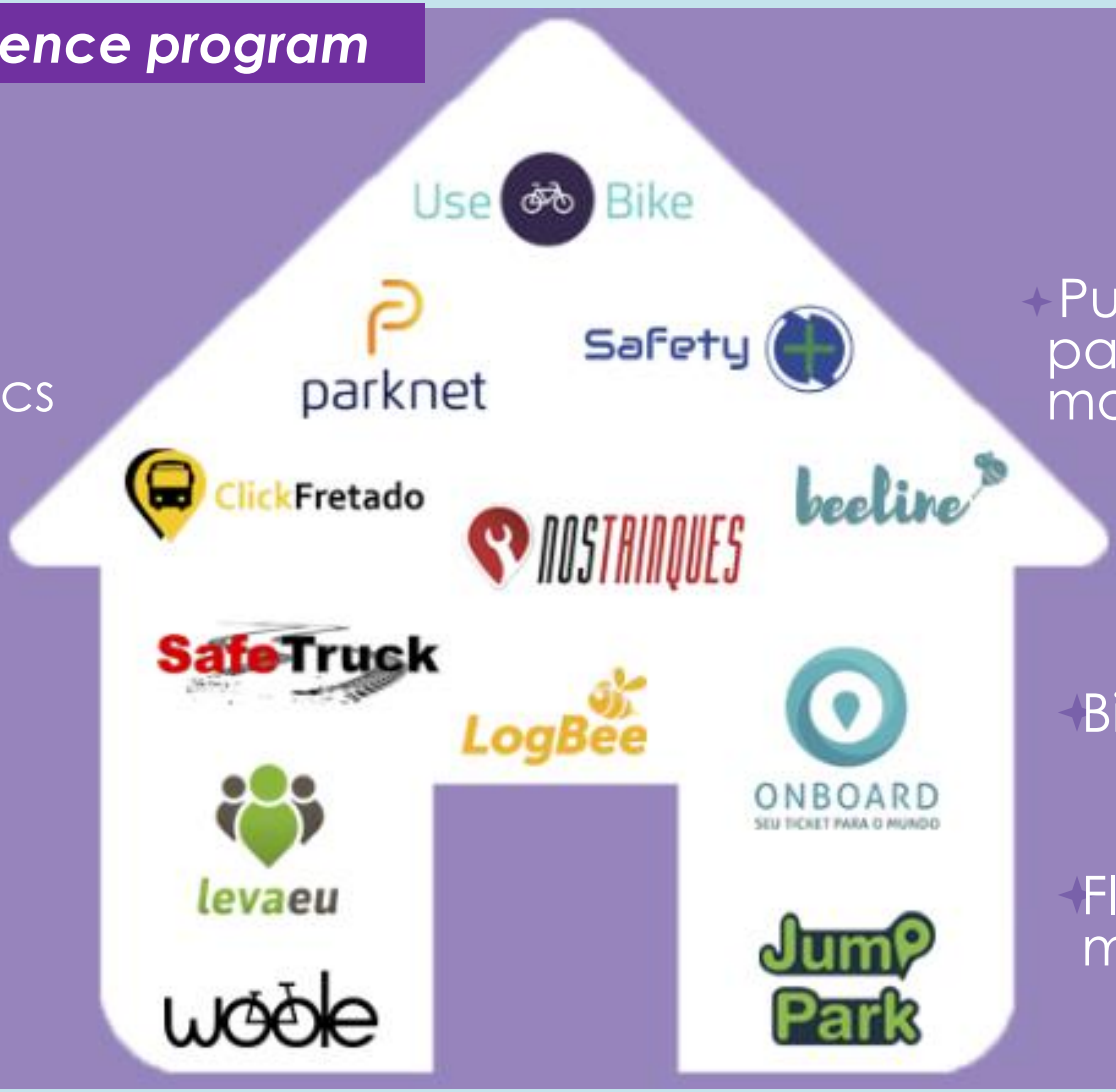
99 UBER

Residence & Ecosystem

- Fostering solutions for the citizens that are created, developed and commercialized by startups
- Freshen up – new alternatives and challenges to the city government
- Create an innovation environment with government, startups, academia, third sector and civil society

Solutions /Residence program

- Parking
- Freight Logistics
- Bus system's dashboard
- Private buses
- Road safety



- Public transport payment by mobile phone
- Bike routing
- Fleet management

Big Data Opportunities

Data and sensors

- Ticketing System
- GPS of Taxis and private buses
- Radars
- Traffic light controllers
- Cameras CFTV

How can governments avail the opportunity?

- ✓Stop depending on magical solutions
- ✓Automatization of processes
- ✓Creativity
- ✓Open data
- ✓New mindset
- ✓Social participation

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धन्यवाद

Thank you!

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