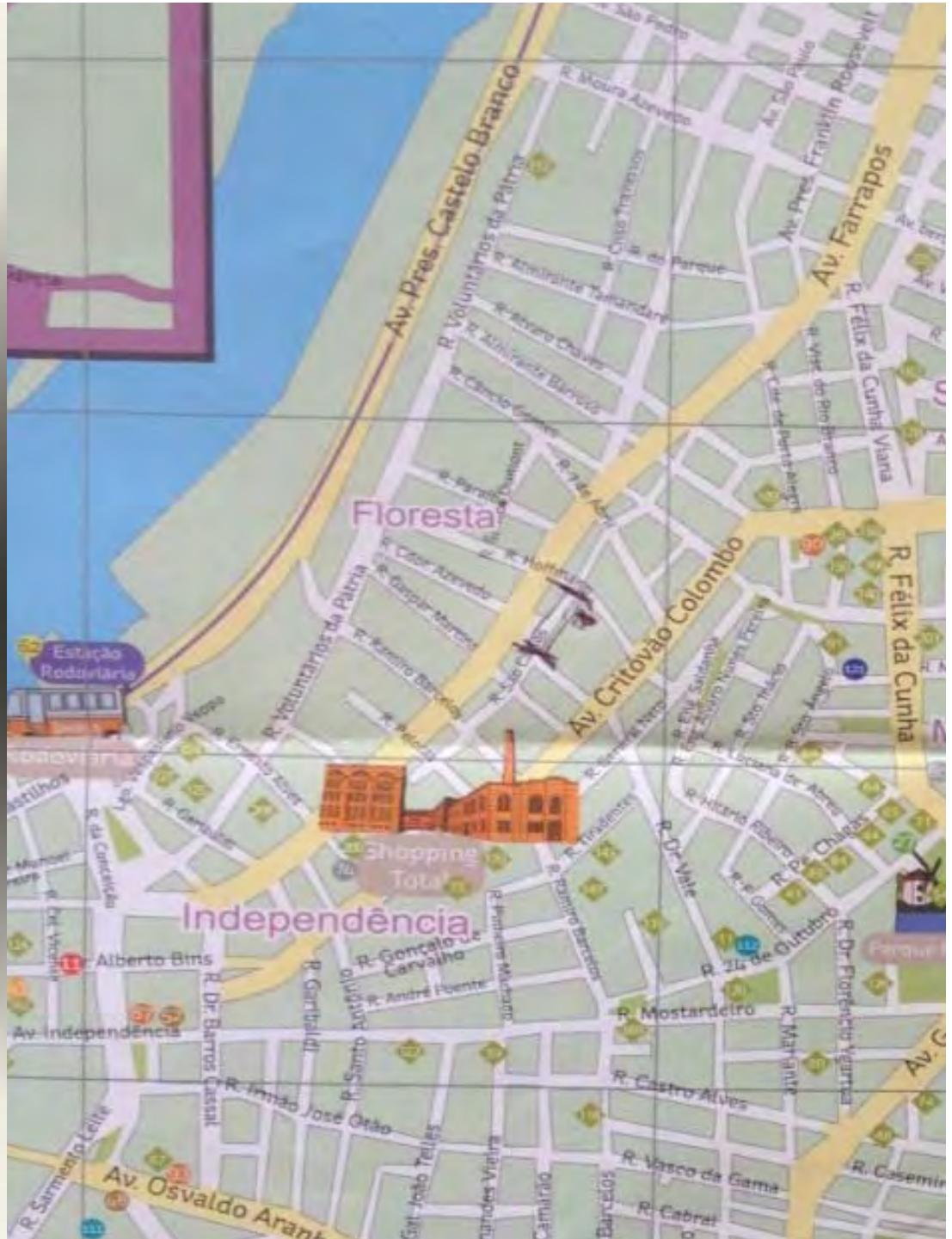


4º District

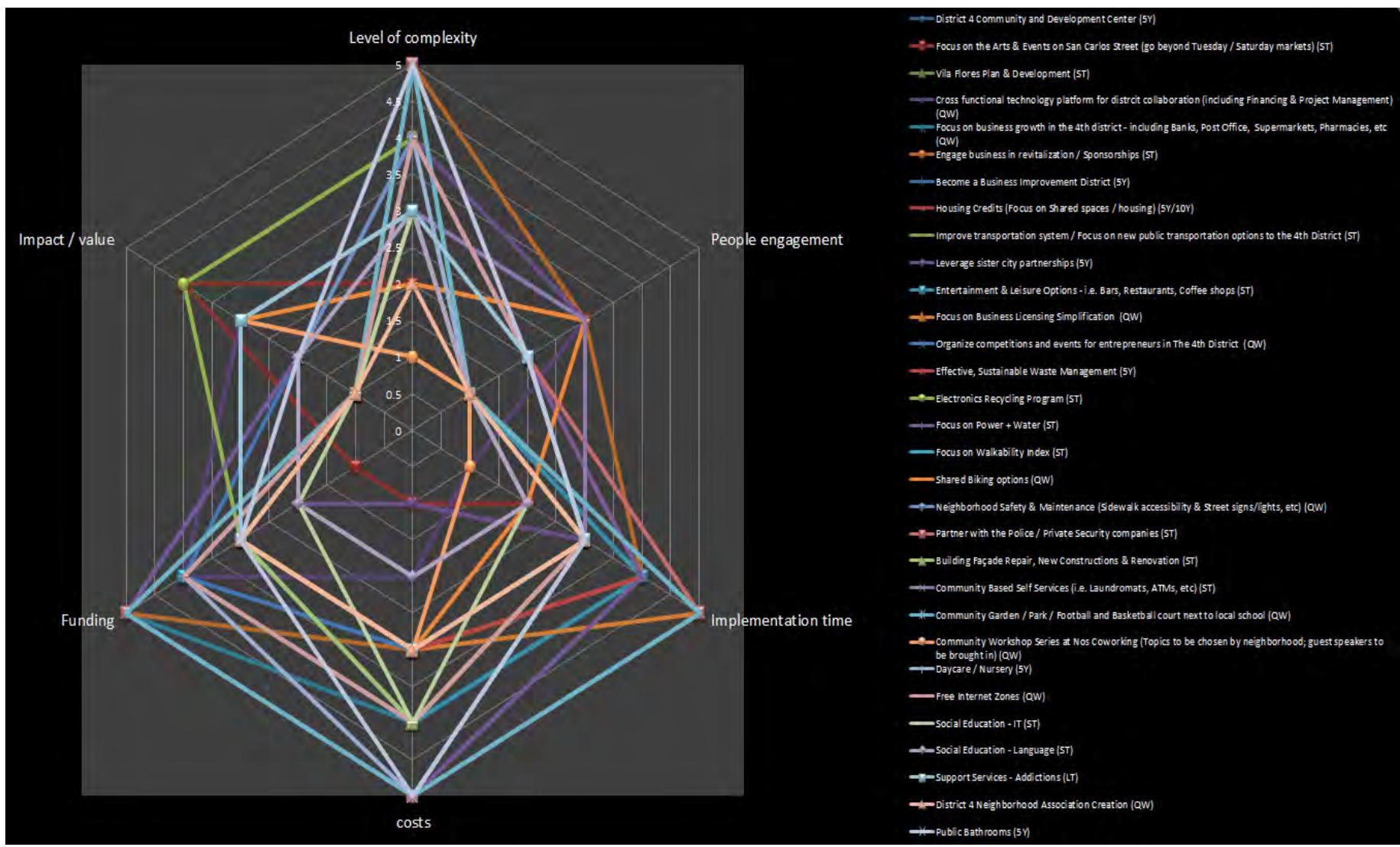
An SAP Social Sabbatical 2013 Project
Recommendation
Nos Coworking / CITE
Porto Alegre / Rio Grande Do Sul /
Brazil



Our Opportunity



Hands On Research / Idea Generation Design Thinking Exercise





Agenda

- Vision, Mission & Goals
- Recommendation for the Short & Long Term Plan for the 4th District
- The Foundation: A Community Association
- A Supporting Technology Platform
- Walkability index
- The 'Idea Bank'

Vision, Mission & Goals

Mission Statement:

- To create and promote a self-sustaining , safe , and creative economy to fuel growth and entrepreneurial innovation in 'The 4th District' Porto Alegre

Key Goals:

- Self Sustaining Community:
 - To build an association for and by the people to drive community engagement
 - Leverage existing momentum in key projects and current programs (i.e. Florida Park Fair, Vila Flores Event)
 - To create new opportunities for education and a higher standard of living for the whole community
- Safe & Eco- Friendly:
 - To prioritize safety and security
 - To become the first 'Eco-District' in Brazil
- Creative Economy :
 - To build a community of artists and creators to drive a 'creative economy'
 - To attract regional and international talent
 - To support restoration and urban development efforts
- Entrepreneurship & Innovation:
 - To be the magnet for Entrepreneurs & Innovators in Porto Alegre; to be a 'Business Improvement District'
 - To attract tourists through major events, including the World Cup & the Olympic games
 - To partner with 'Business' to sponsor technology innovation, 'green' and volunteer programs

Recommendation: Short & Long Term Plan for the 4th District

Goal deliverables with recommended supporting actions

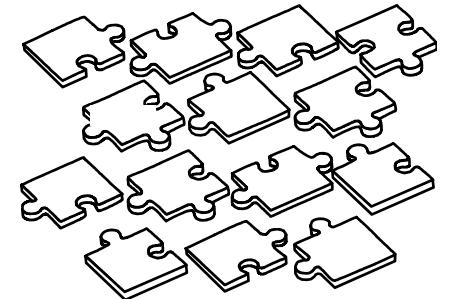
- **Self- Sustaining Community**
 - Community Workshop Series at Nos Coworking
(Topics to be chosen by neighborhood; guest speakers to be brought in)
 - 4th District Association Creation
- **Creative Economy**
 - Cross functional technology platform for district collaboration
(including Community Engagement, Financing & Project Management)
 - Vila Flores Plan & Development
- **Entrepreneurship & Innovation:** Become a ‘Business Improvement District’
 - Focus on Business Licensing Simplification
 - Organize competitions and events for entrepreneurs in The 4th District
- **Safe & Eco-friendly:** Become first Eco District in Brazil:
 - Neighborhood Safety & Maintenance
(Sidewalk accessibility & Street signs/lights, etc...)
 - Focus on Walkability Index
- **Cross – Functional Topics :** Become a Business Improvement District
 - Engage business in revitalization / Sponsorships



Recommendation: Short & Long Term Plan for the 4th District

Goal deliverables with recommended supporting actions

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The Foundation: The 4th District Association

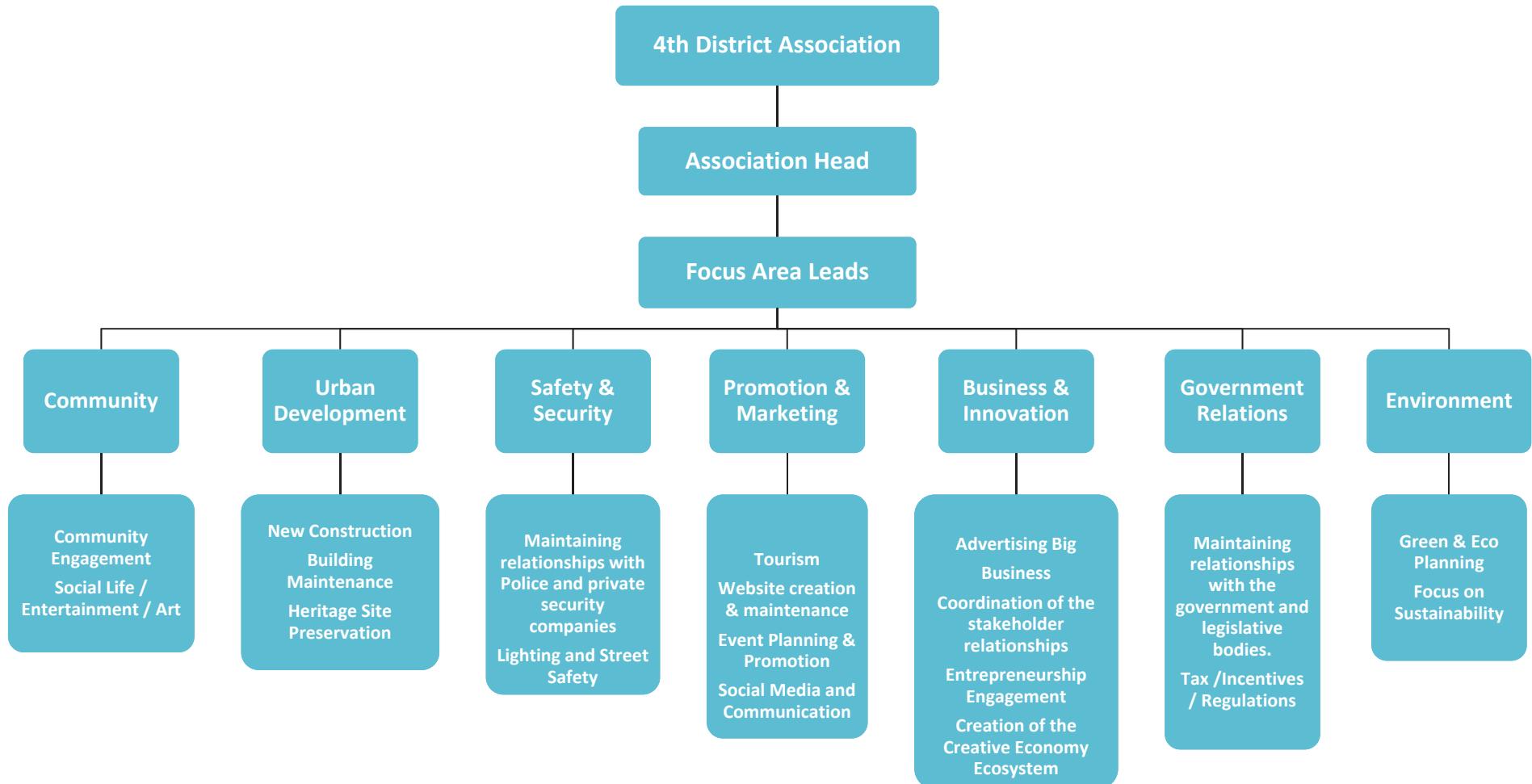
Mission: The ultimate mission of the association is to transform The 4th District into a self-sustaining, safe, eco-friendly environment to fuel growth, development and entrepreneurial innovation in Porto Alegre.

Goals:

- To collaborate with associations, institutions and organisations committed to social and economical development of The 4th District.
- To promote The 4th District among the local and global investors and entrepreneurs.
- To create clear and realistic strategic plan for development and growth of The 4th District.
- To create safe, sustainable and eco-friendly ecosystem for the citizens and entrepreneurs.
- To make association united voice of The 4th District community.
- To create actions necessary to attract big business into the area.

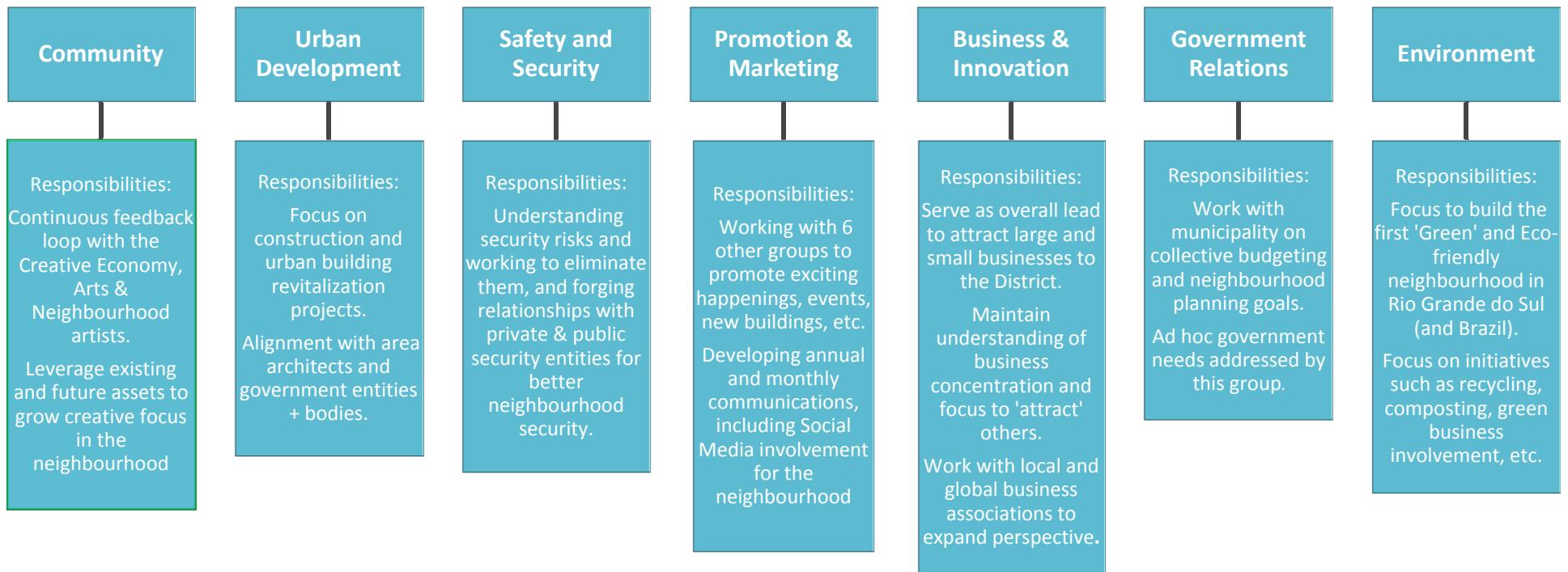


The Foundation: The 4th District Association - Structure





The Foundation: The 4th District Association - Structure



Activities:

- Nos Coworking team to present mission statement, goals and association structure to the 4th District Community during the meeting on the 5th of November 2013
- Focus area leads to be nominated among the community volunteers during the meeting on the 5th of November 2013 in Nos Coworking
- Association to select first actions from the Idea Bank recommended by the SAP team and to set the delivery deadlines for each of the actions.



A Supporting Technology Platform



PortoAlegre.cc

Collaborative
Technology
Platform

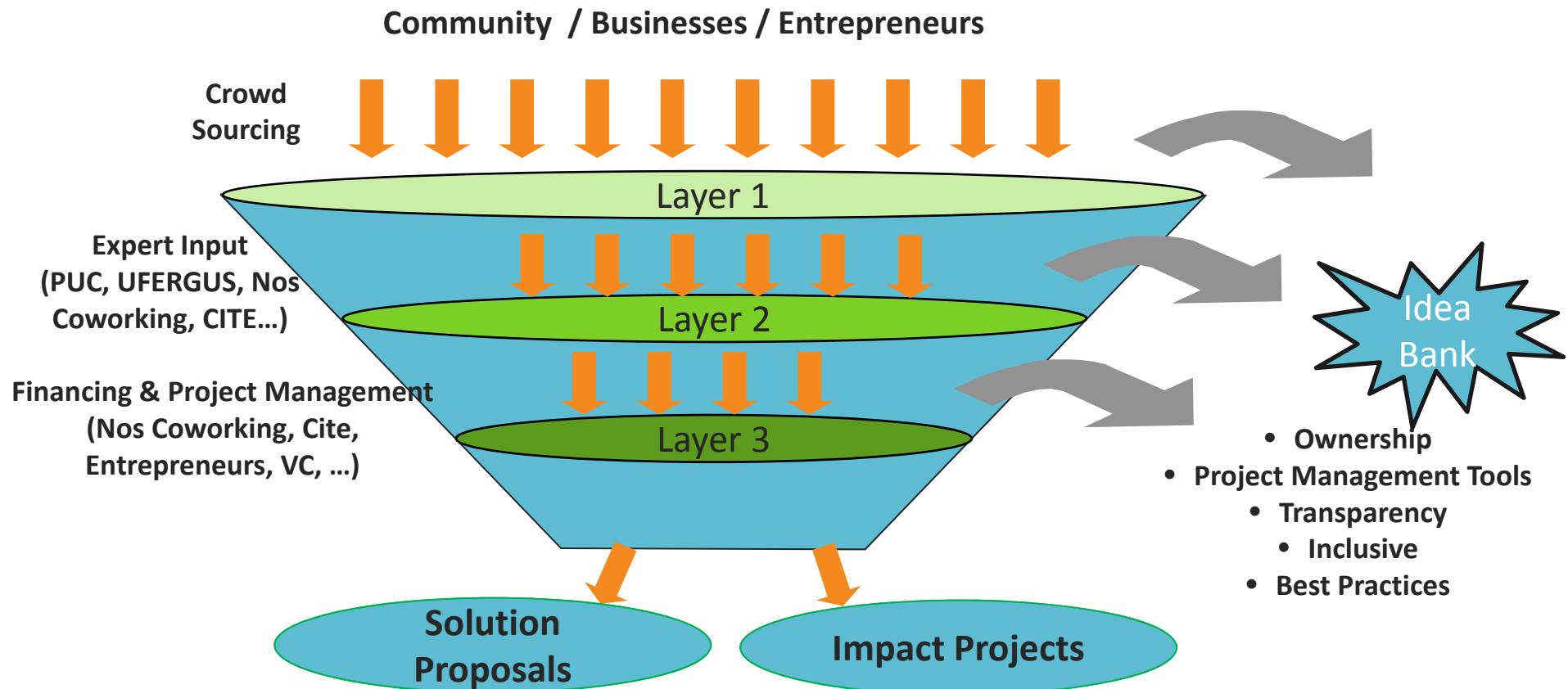
- <http://portoalegre.cc/>

PortoAlegre.cc is a citizen collaboration space, where you can meet, discuss, inspire and transform the city itself

- <http://riomas.benfeitoria.com/>
Mobilizing for impact projects (an Example from Rio)
- <http://www.eu-smartcities.eu/>
Solution Proposals (an Example from the European Union)



A Supporting Technology Platform



- The 4th District Neighborhood Association Creation
 - Cross functional Technology platform
- Focus on the Arts & Events on San Carlos Street
- Community Workshop Series at Nos Coworking
 - Organize competitions
- Focus on Business Licensing Simplification

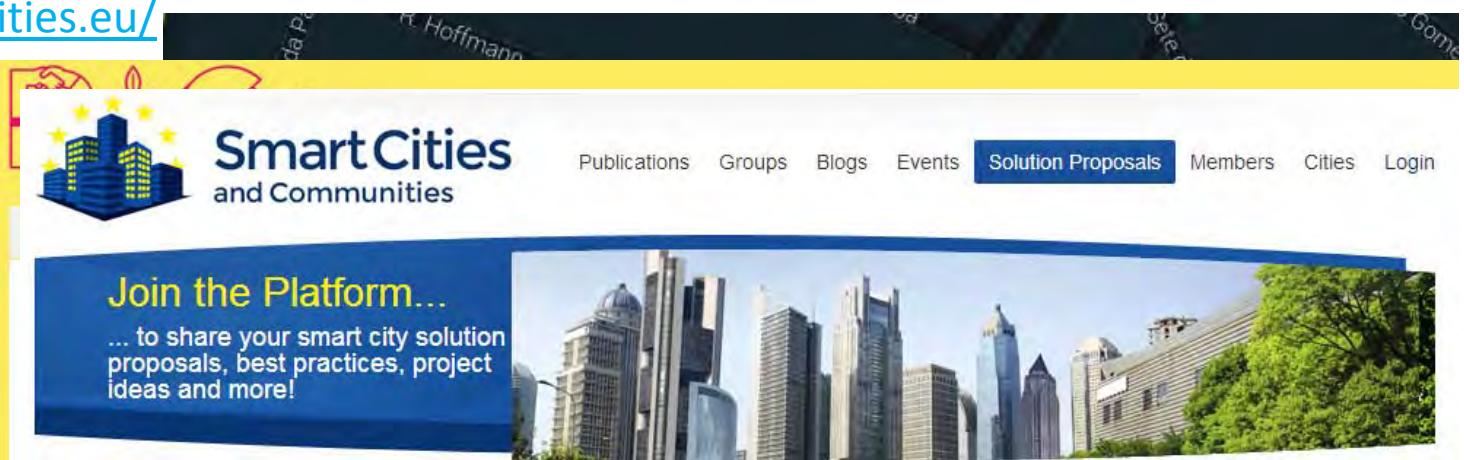
- Villa Flores
- Focus on Walkability Index
 - Shared Biking options
 - Community Garden
 - Free Internet Zones

A Supporting Technology Platform

<http://portoalegre.cc/>

<http://riomas.benfeitoria.com/>

<http://www.eu-smartcities.eu/>



The screenshot shows the homepage of the Smart Cities and Communities website. The header features the logo 'Smart Cities and Communities' with a stylized building icon. The navigation menu includes 'Publications', 'Groups', 'Blogs', 'Events', 'Solution Proposals' (which is highlighted in blue), 'Members', 'Cities', and 'Login'. A large banner on the left encourages users to 'Join the Platform...' to share solution proposals, best practices, and project ideas. To the right is a photograph of a modern city skyline. Below the banner, the 'Solution Proposals' section is displayed with a table. The table has columns for 'Title', 'Field of application', 'Innovation maturity', and 'In which cities has this project already been tested or piloted?'. Two rows of data are visible: one for 'Efficient and sustainable mobility' and another for 'Efficiency and individual control'. A 'Submit Solution Proposal' button is located on the right, and a 'Filter by innovation maturity' section with three options is also present.

Navigation: Home / [all items] /

Solution Proposals

Title	Field of application	Innovation maturity	In which cities has this project already been tested or piloted?
Efficient and sustainable mobility	Transport and mobility	Pilot project	Barcelona, Madrid, Valladolid
Efficiency and individual control	End-use	Pilot project	Bilbao, Madrid

Submit Solution Proposal

Filter by innovation maturity:

- Pilot project (51)
- Project Idea (31)
- Best Practice (28)



The Walkability Index: A short term plan for long term benefits

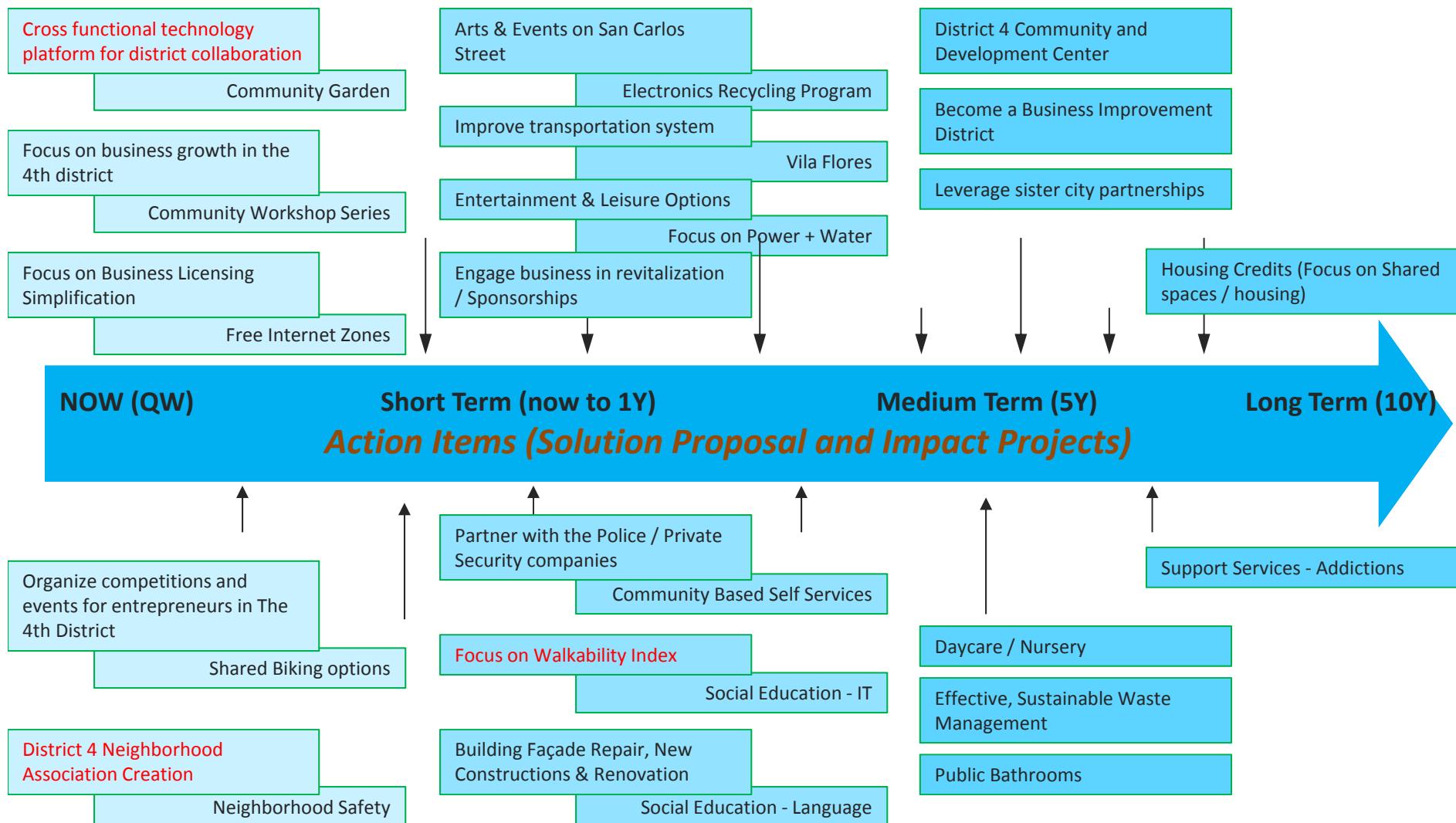
What is ‘Walkability’: Walkability is largely the proximity and connectivity between destinations, or how easy it is to get to places where we live, work and play. Though the term refers to walking specifically, the characteristics of walkable neighborhoods also support other forms of transportation, like cycling and transit

‘Walkability Mission’ for the 4th District: To build a plan to make the 4th District the most walkable neighbourhood in Porto Alegre

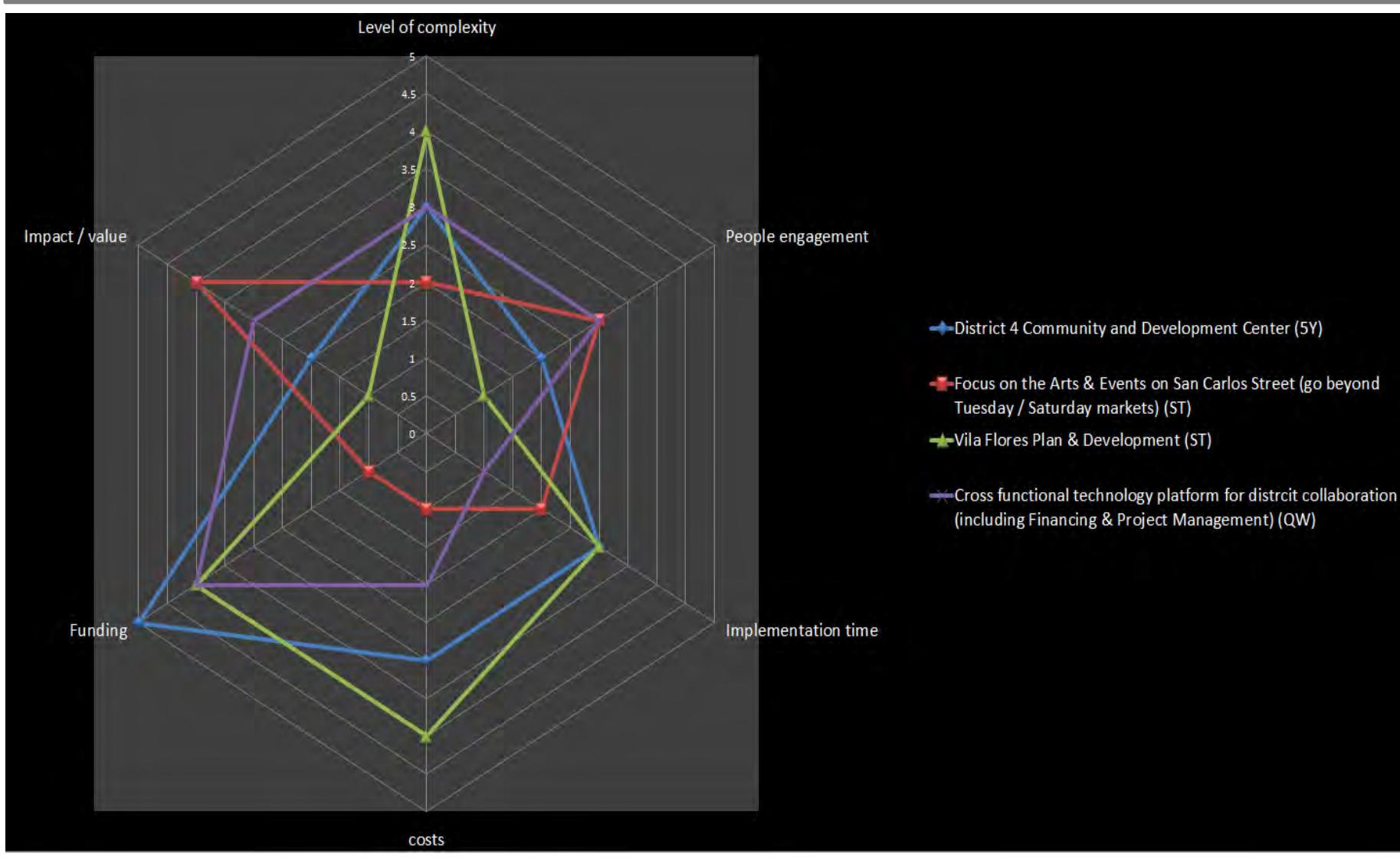
Goals for the 4th District:

- To improve the overall ‘walkability’ index number of the 4th District
- To enable the community and association to promote the 4th District as an area with convenient and easy access
- To partner with the Municipality to fix any issues with the sidewalks, streets, etc...
- To partner with organizations such as ITAU Bike Sharing to drive other means of eco-friendly and easy transportation
- To further the ‘eco friendly’ mission of the district

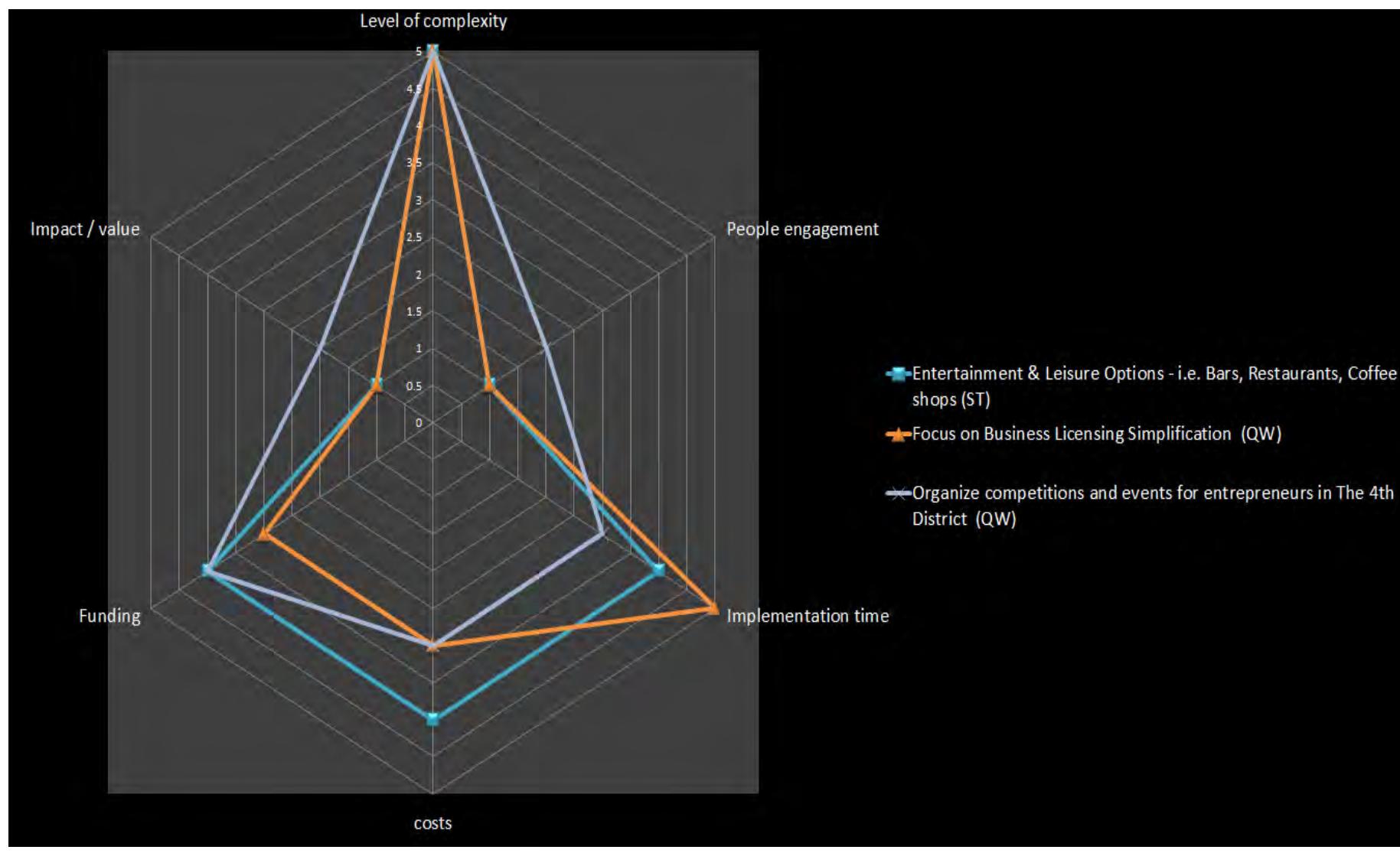
Timeline and Idea Bank (Total 31 Ideas Selected)



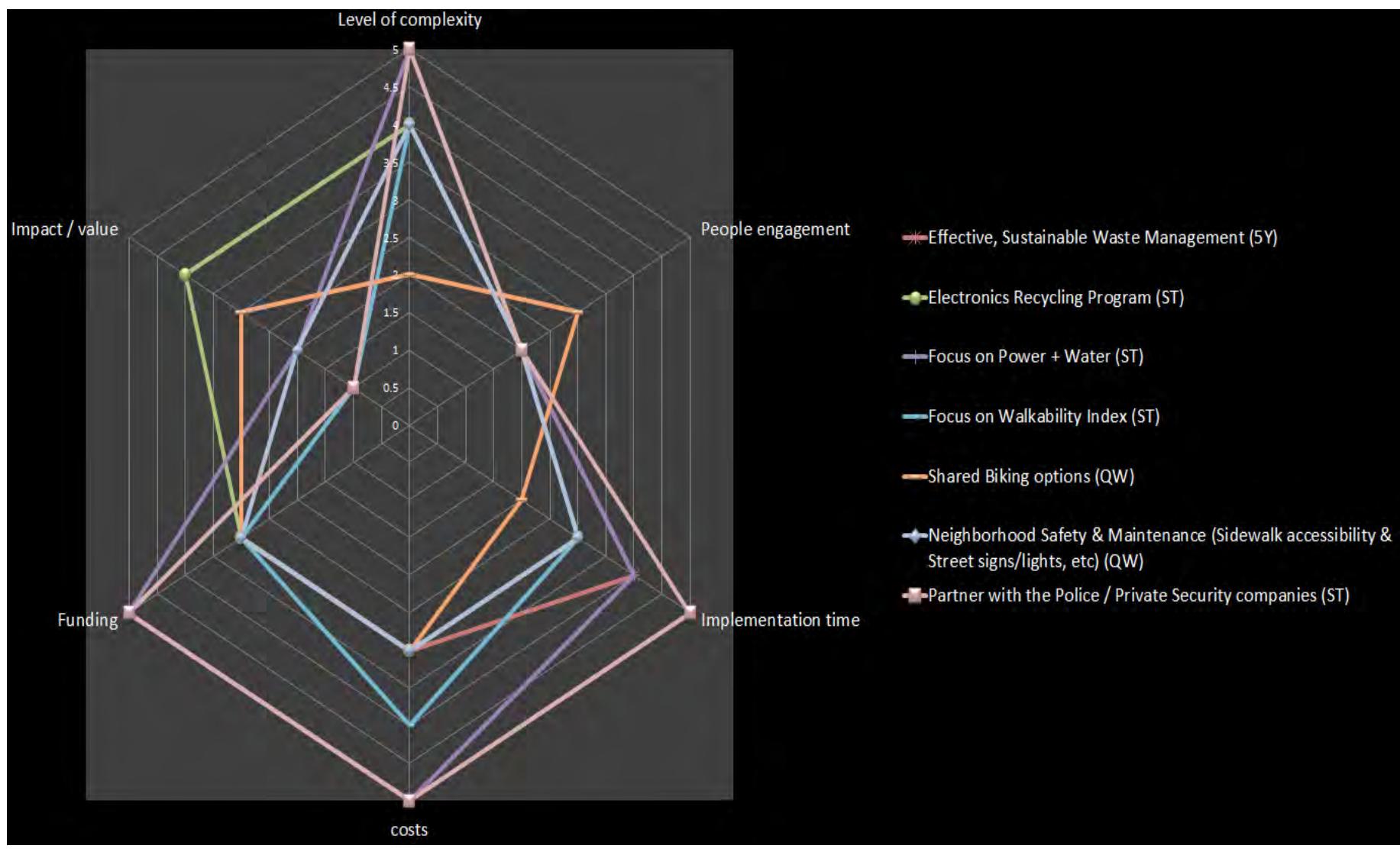
Idea Bank - Creative Economy



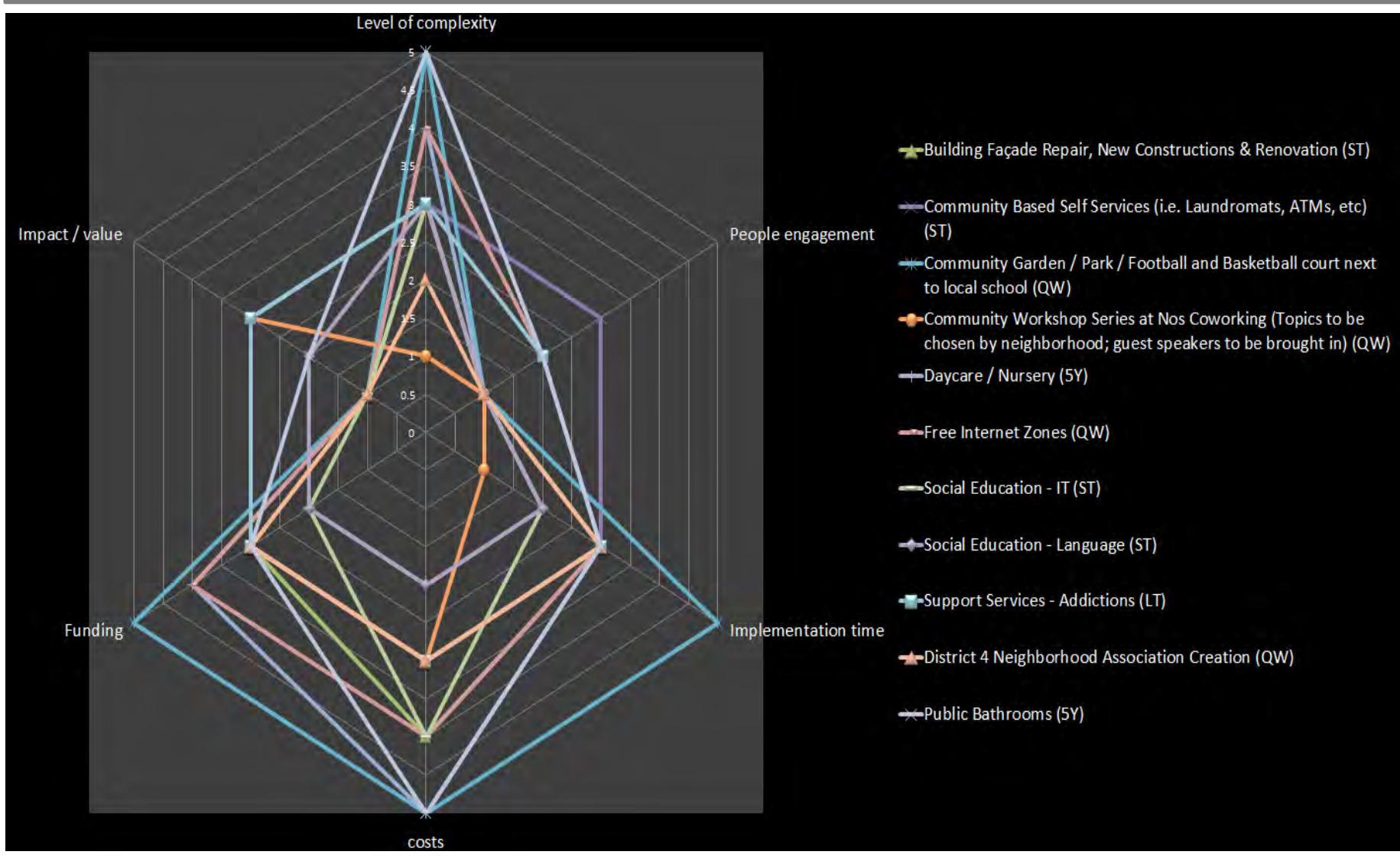
Idea Bank - Entrepreneurship & Innovation



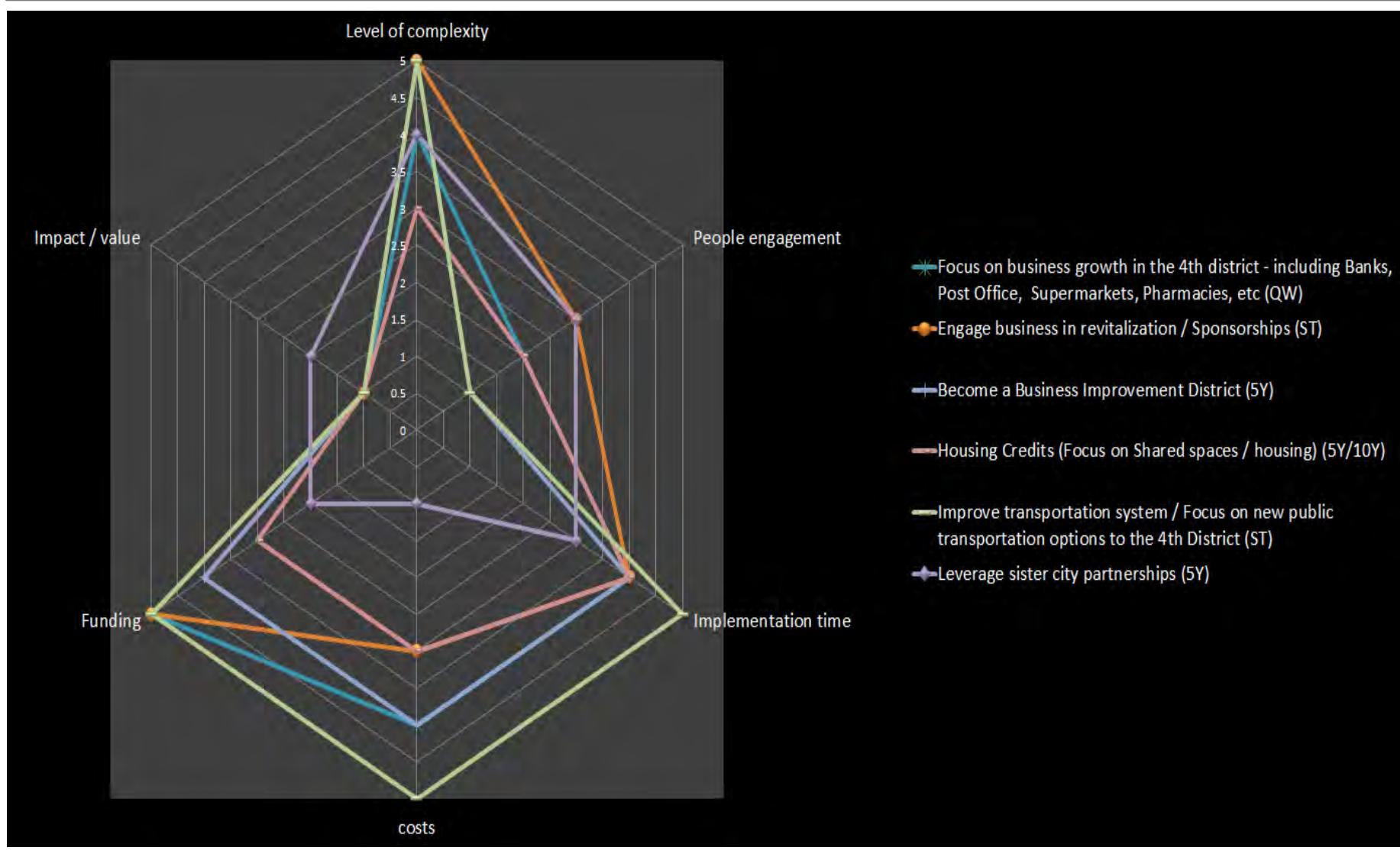
Idea Bank - Safe & Eco-friendly



Idea Bank - Self Sustaining Community



Idea Bank - Cross – Functional Topics





Summary

- Vision, Mission & Goals
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Many thanks!

