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

PRESENTED BY: DANIELA SWIATEK
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?
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

STARTUPS

BIG COMPANIES

GOVERNMENTS
THE GAME

CREATIVITY

STARTUPS

$BIG COMPANIES$

GOVERNMENTS
THE GAME

CREATIVITY

STARTUPS

BIG COMPANIES

REGULATION AND TAXES

GOVERNMENTS
THE GAME

STARTUPS → CREATIVITY → BIG COMPANIES → CREATIVITY → GOVERNMENTS
CHANGING THE GAME

STARTUPS → CREATIVITY → BIG COMPANIES → CREATIVITY → GOVERNMENTS
CHANGING THE GAME
CHANGING THE GAME

STARTUPS → CREATIVITY → BIG COMPANIES → STARTUPS

$ → CREATIVITY → $ → $ → GOVERNMENTS → $
CHANGING THE GAME

STARTUPS

CREATIVE SOLUTIONS

KNOWLEDGE ON PUBLIC CHALLENGES

$ GOVERNMENTS
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
Developed Solutions

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

Modernization and automatization of bus operation
Solutions

Control system for traffic lights
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
धन्यवाद
Thank you!

Daniela Swiatek

LinkedIn
@daniela-coimbra-swiatek

E-mail:
danielaswiatek@gmail.com