

# 4<sup>o</sup> District

An SAP Social Sabbatical 2013 Project  
Recommendation

Nos Coworking / CITE

Porto Alegre / Rio Grande Do Sul /  
Brazil

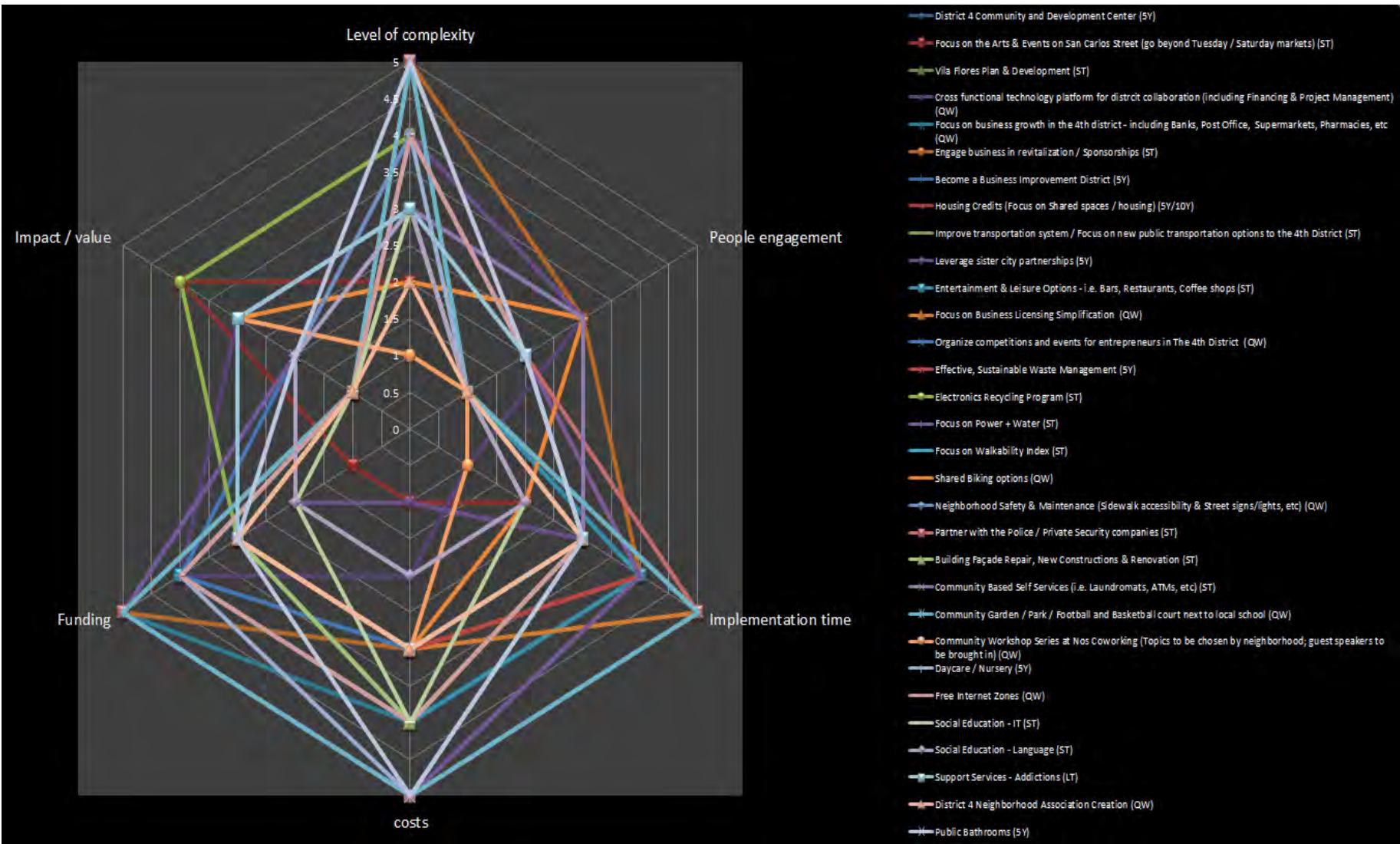


# Our Opportunity





# Hands On Research / Idea Generation Design Thinking Exercise



## Agenda

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

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## 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
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# Recommendation: Short & Long Term Plan for the 4<sup>th</sup> District

Goal deliverables with recommended supporting actions

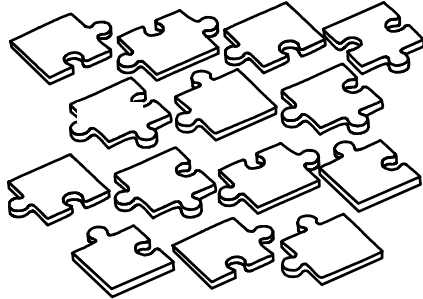
- **Self-Sustaining Community**
  - Community Workshop Series at Nos Coworking  
(Topics to be chosen by neighborhood; guest speakers to be brought in)
  - 4<sup>th</sup> District Association Creation
- **Creative Economy**
  - Cross functional technology platform for district collaboration  
(including 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 4<sup>th</sup> 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 4<sup>th</sup> District

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## The Foundation: The 4th District Association

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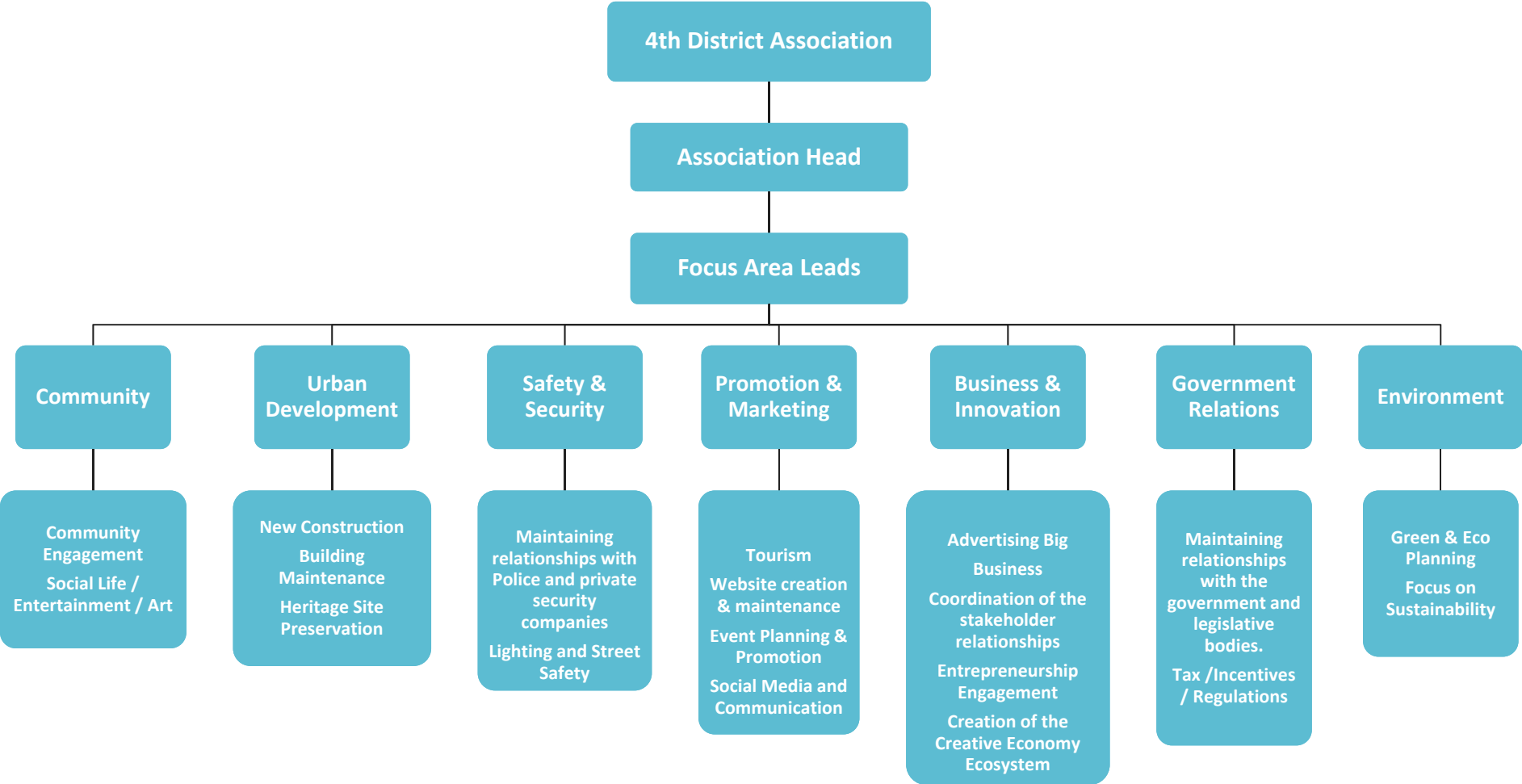
**Mission:** The ultimate mission of the association is to transform The 4<sup>th</sup> District into a self-sustaining, safe, eco-friendly environment to fuel growth, development and entrepreneurial innovation in Porto Alegre.

### Goals:

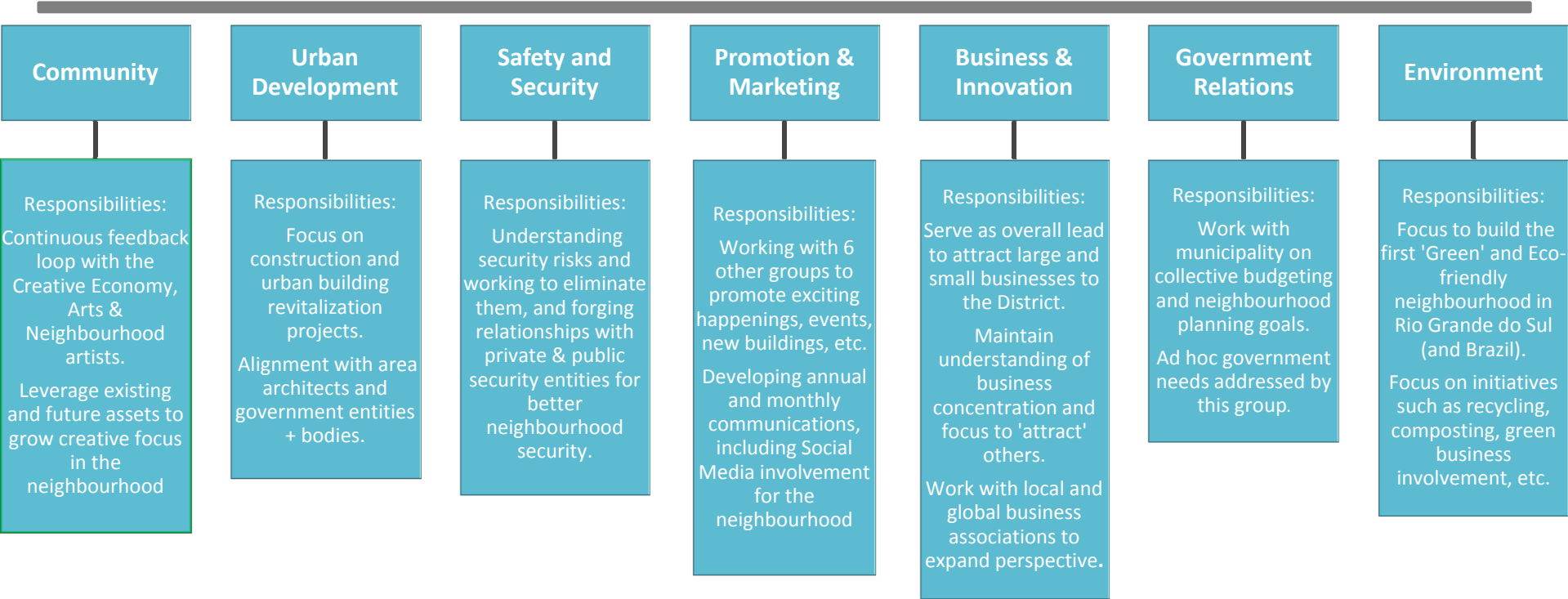
- To collaborate with associations, institutions and organisations committed to social and economical development of The 4<sup>th</sup> District.
  - To promote The 4<sup>th</sup> District among the local and global investors and entrepreneurs.
  - To create clear and realistic strategic plan for development and growth of The 4<sup>th</sup> District.
  - To create safe, sustainable and eco-friendly ecosystem for the citizens and entrepreneurs.
  - To make association united voice of The 4<sup>th</sup> District community.
  - To create actions necessary to attract big business into the area.
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# 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 4<sup>th</sup> District Community during the meeting on the 5<sup>th</sup> of November 2013
- Focus area leads to be nominated among the community voluntaries during the meeting on the 5<sup>th</sup> 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

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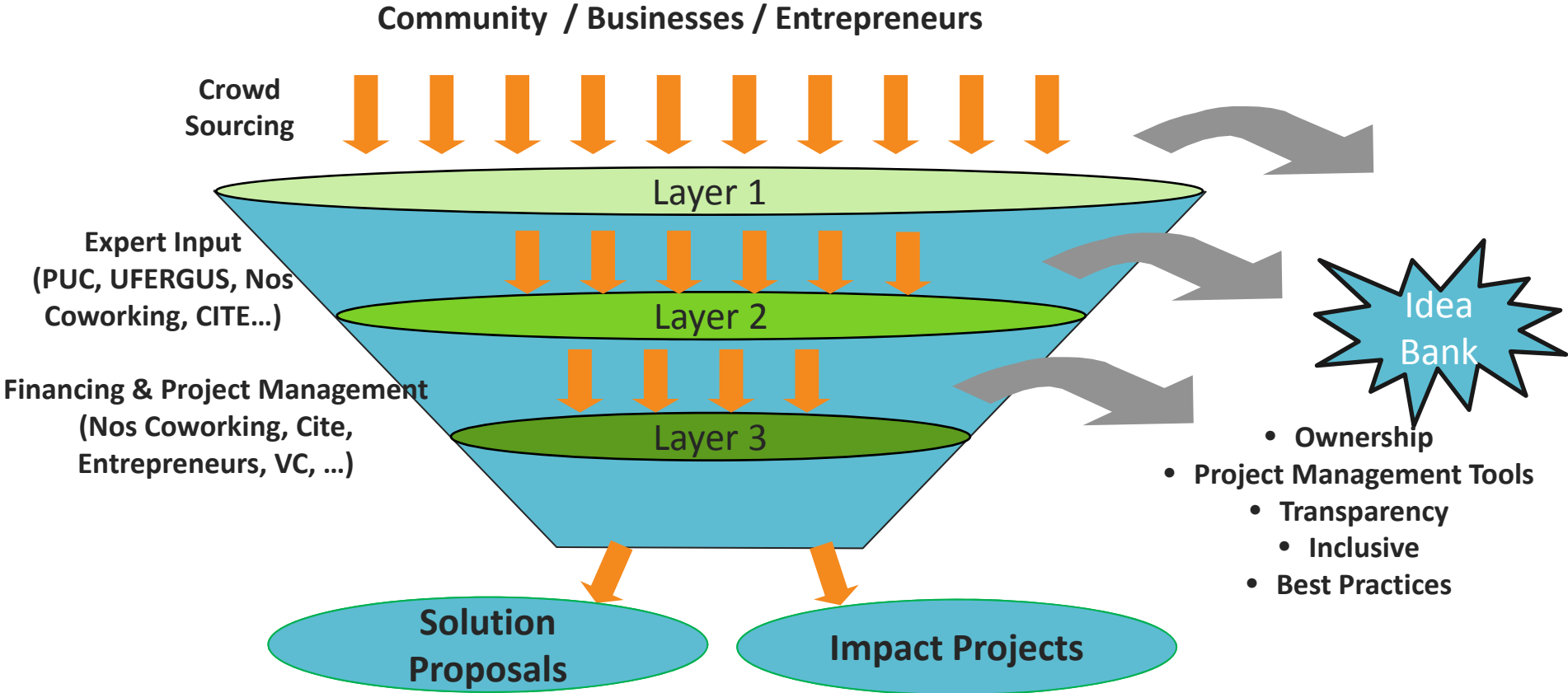


PortoAlegre.cc

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://riomais.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 4<sup>th</sup> 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://riomais.benfeitoria.com/>

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

**Smart Cities and Communities**

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## Solution Proposals

Title			Field of application	Innovation maturity	In which cities has this project already been tested or piloted?
Efficient and sustainable mobility	21 December 2012	Ana Herrera (aherrera)	Transport and mobility	Pilot project	Barcelona, Madrid, Valladolid
Efficiency and individual control	10		End-use		Bilbao,

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

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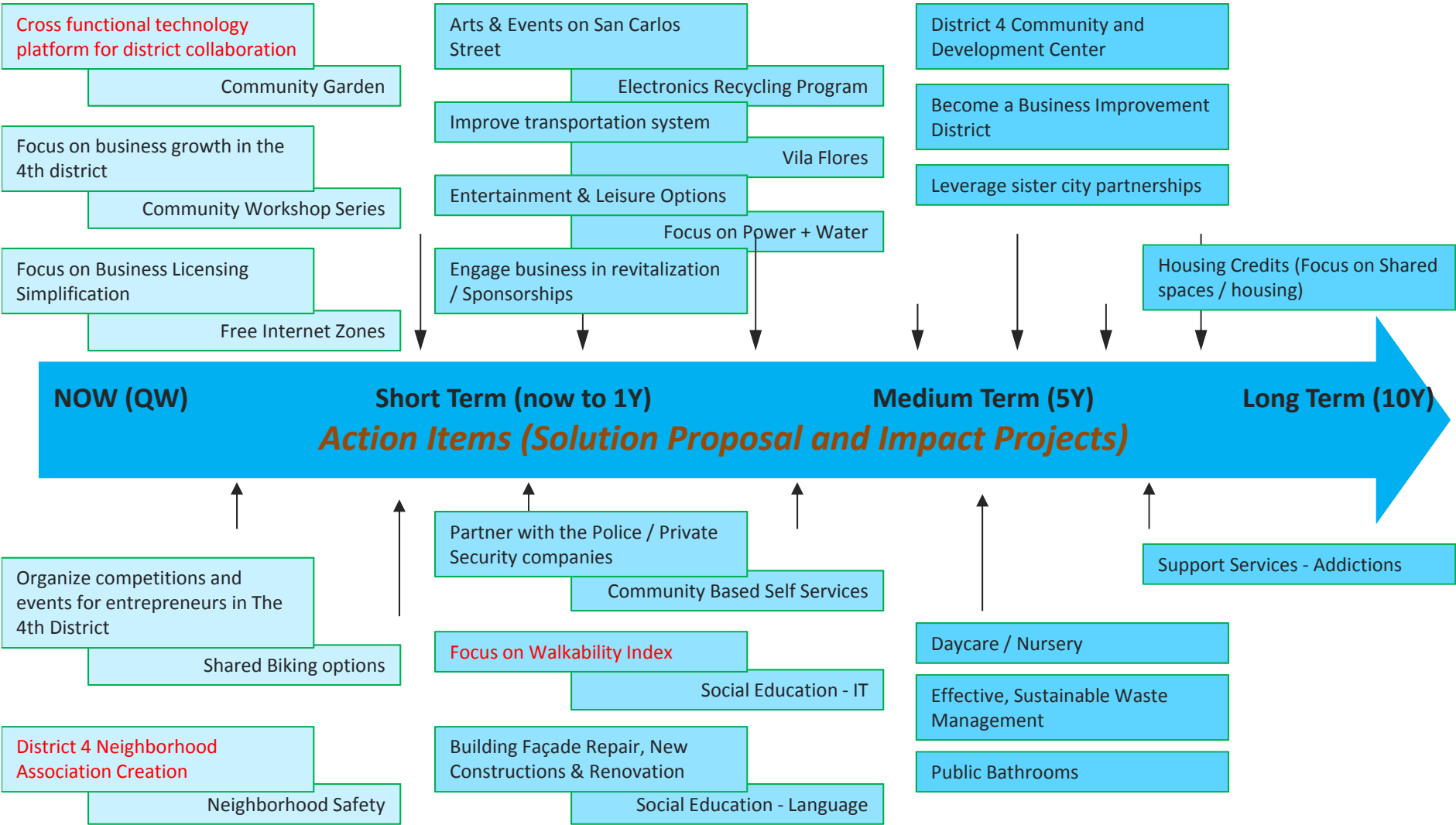
**What is 'Walkability':** Walkability is largely the proximity and connectivity between destinations, or how easy it is to get to places where we live, work and play. Though the term refers to walking specifically, the characteristics of walkable neighborhoods also support other forms of transportation,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

**'Walkability Mission' for the 4<sup>th</sup> District:** To build a plan to make the 4<sup>th</sup> District the most walkable neighbourhood in Porto Alegre

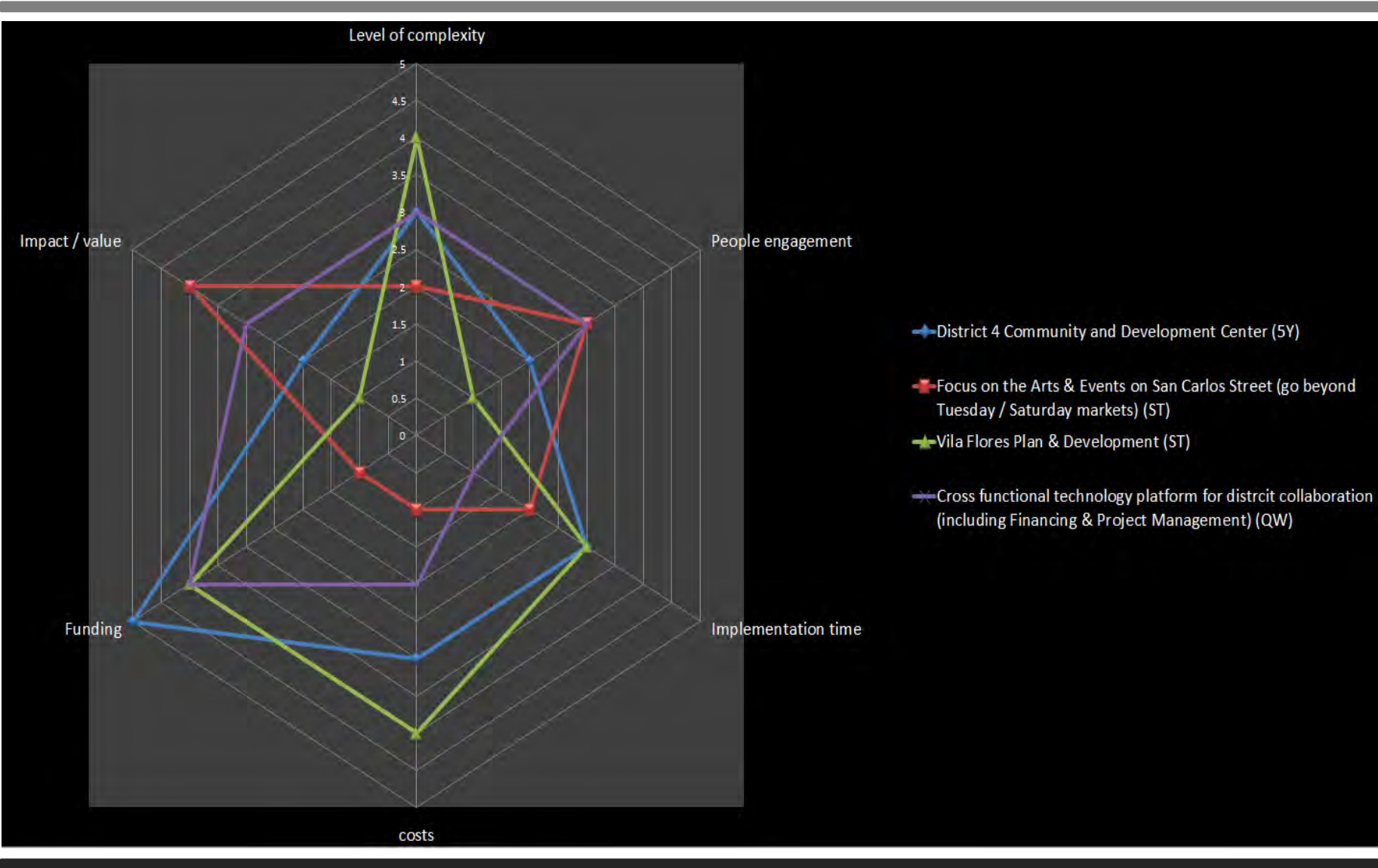
## **Goals for the 4<sup>th</sup> District:**

- To improve the overall 'walkability' index number of the 4<sup>th</sup> District
  - To enable the community and association to promote the 4<sup>th</sup> 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
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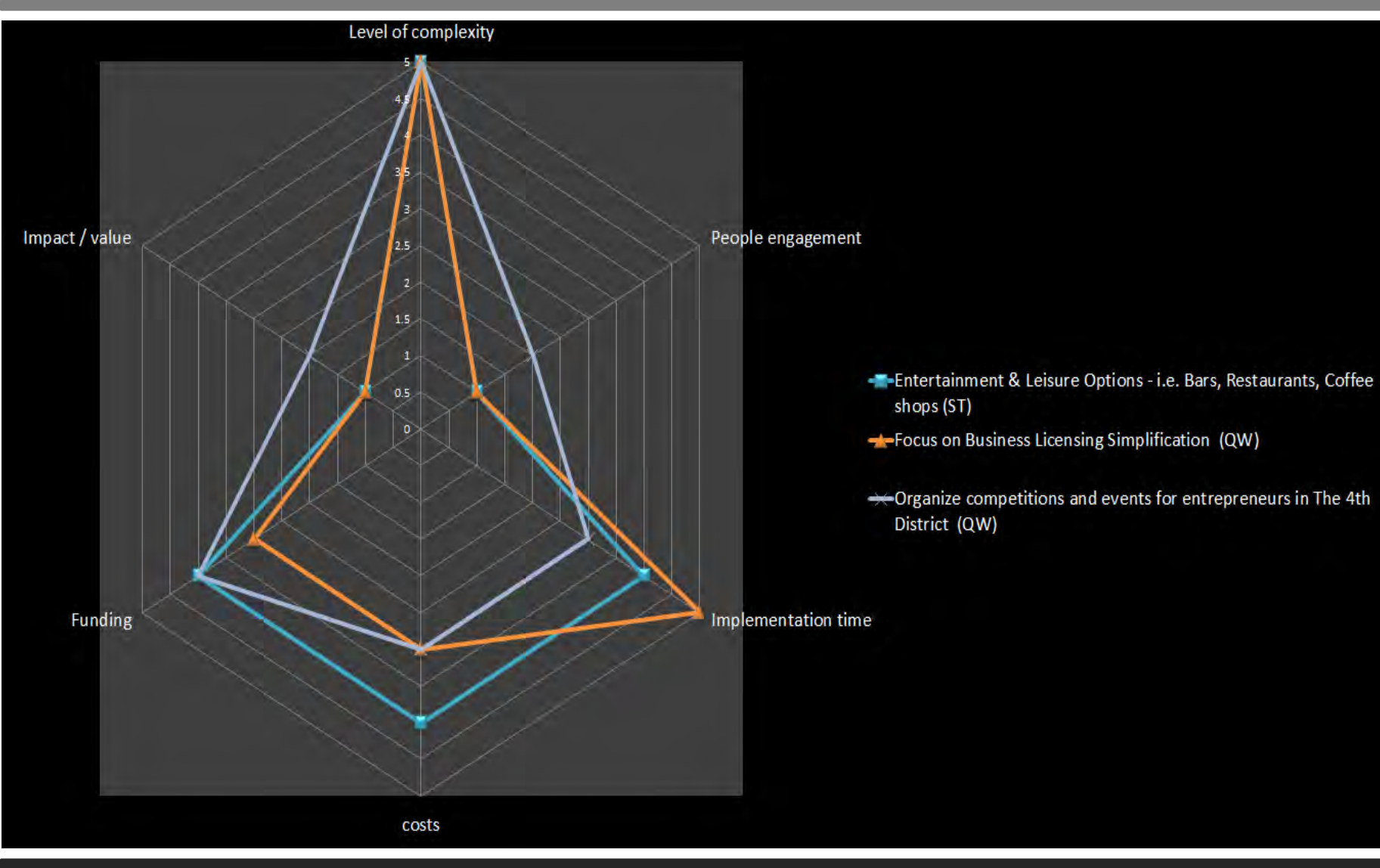
# Timeline and Idea Bank (Total 31 Ideas Selected)



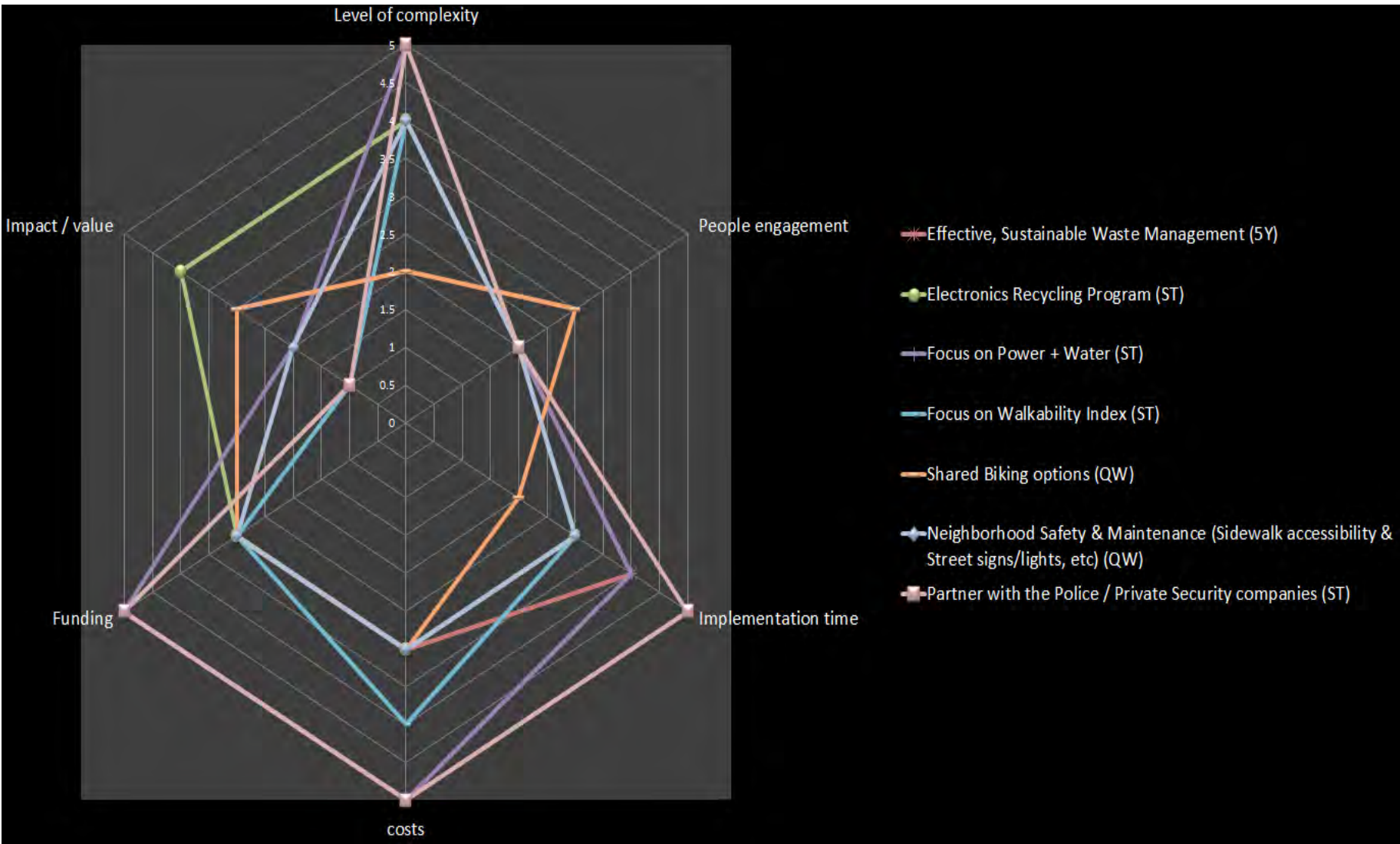
# Idea Bank - Creative Economy



# Idea Bank - Entrepreneurship & Innovation

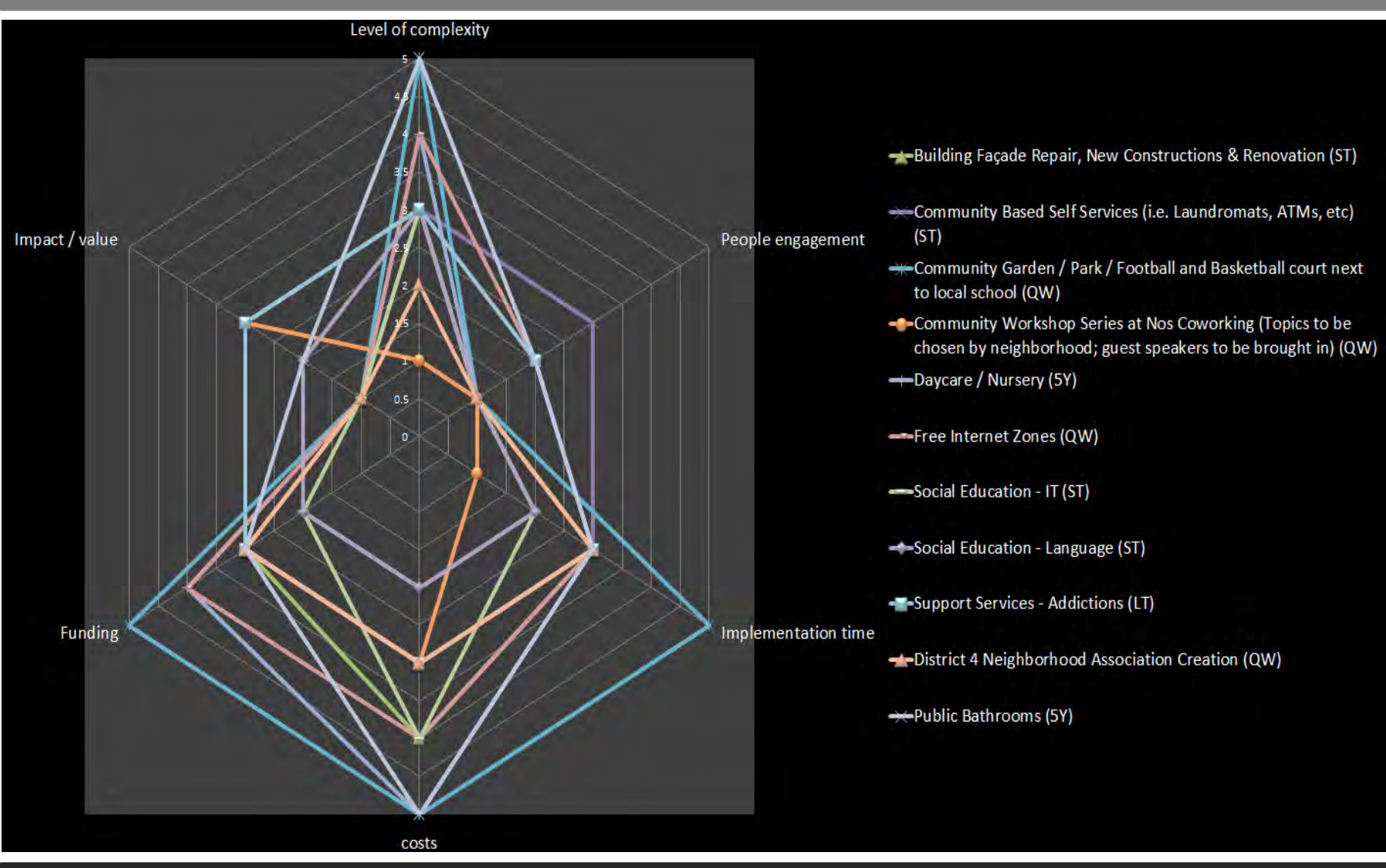


# Idea Bank - Safe & Eco-friendly

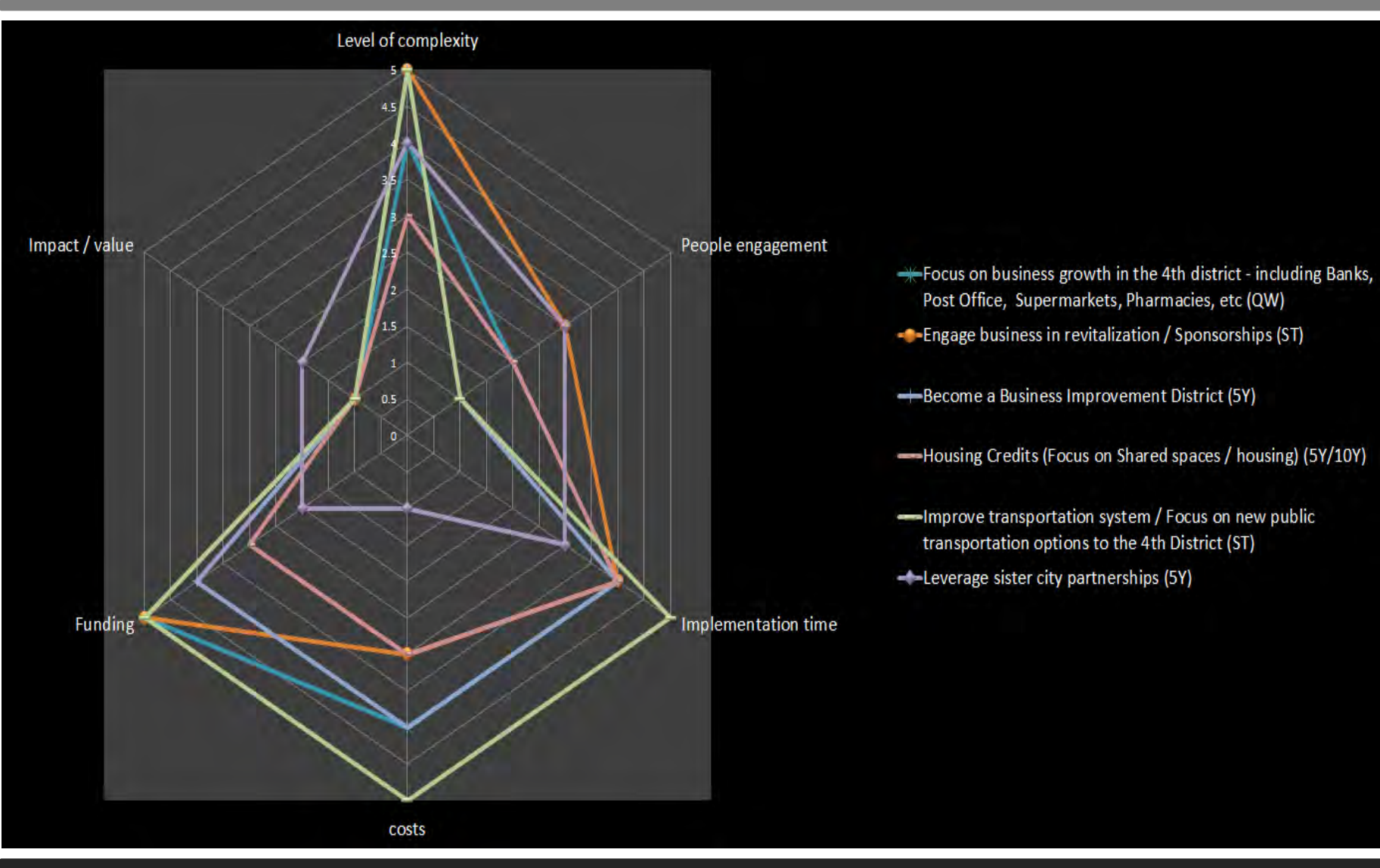




# Idea Bank - Self Sustaining Community



# Idea Bank - Cross – Functional Topics



## Summary

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**Many thanks!**

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