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

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• **Creative Economy**
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    *(including Community Engagement, Financing & Project Management)*
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• **Safe & Eco-friendly:** Become first Eco District in Brazil:
  – Neighborhood Safety & Maintenance
    (Sidewalk accessibility & Street signs/lights, etc...)
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• **Cross – Functional Topics:** Become a Business Improvement District
  – Engage business in revitalization / Sponsorships
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

4th District Association

Association Head

Focus Area Leads

Community
  - Community Engagement
  - Social Life / Entertainment / Art

Urban Development
  - New Construction
  - Building Maintenance
  - Heritage Site Preservation

Safety & Security
  - Maintaining relationships with Police and private security companies
  - Lighting and Street Safety

Promotion & Marketing
  - Tourism Website creation & maintenance
  - Event Planning & Promotion
  - Social Media and Communication

Business & Innovation
  - Advertising Big Business
  - Coordination of the stakeholder relationships
  - Entrepreneurship Engagement
  - Creation of the Creative Economy Ecosystem

Government Relations
  - Maintaining relationships with the government and legislative bodies.
  - Tax /Incentives / Regulations

Environment
  - Green & Eco Planning
  - Focus on Sustainability
The Foundation: The 4th District Association - Structure

Community

Responsibilities: Continuous feedback loop with the Creative Economy, Arts & Neighbourhood artists. Leverage existing and future assets to grow creative focus in the neighbourhood.

Urban Development

Responsibilities: Focus on construction and urban building revitalization projects. Alignment with area architects and government entities + bodies.

Safety and Security

Responsibilities: Understanding security risks and working to eliminate them, and forging relationships with private & public security entities for better neighbourhood security.

Promotion & Marketing

Responsibilities: Working with 6 other groups to promote exciting happenings, events, new buildings, etc. Developing annual and monthly communications, including Social Media involvement for the neighbourhood.

Business & Innovation

Responsibilities: Serve as overall lead to attract large and small businesses to the District. Maintain understanding of business concentration and focus to 'attract' others. Work with local and global business associations to expand perspective.

Government Relations

Responsibilities: Work with municipality on collective budgeting and neighbourhood planning goals. Ad hoc government needs addressed by this group.

Environment

Responsibilities: Focus to build the first 'Green' and Eco-friendly neighbourhood in Rio Grande do Sul (and Brazil). Focus on initiatives such as recycling, composting, green business involvement, etc.

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 voluntaries 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

- [http://portoalegre.cc/](http://portoalegre.cc/)
  PortoAlegre.cc is a citizen collaboration space, where you can meet, discuss, inspire and transform the city itself

Collaborative Technology Platform

  Mobilizing for impact projects (an Example from Rio)
  Solution Proposals (an Example from the European Union)
A Supporting Technology Platform

Community / Businesses / Entrepreneurs

Crowd Sourcing

Expert Input (PUC, UFERGUS, Nos Coworking, CITE...)

Financing & Project Management (Nos Coworking, Cite, Entrepreneurs, VC, ...)

Layer 1

Layer 2

Layer 3

Solution Proposals

Impact Projects

Idea Bank

- Ownership
- Project Management Tools
- Transparency
- Inclusive
- Best Practices

- 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://riomais.benfeitoria.com/
http://www.eu-smartcities.eu/
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)

NOW (QW)  
**Action Items (Solution Proposal and Impact Projects)**

**Short Term (now to 1Y)**
- Partner with the Police / Private Security companies
- Community Based Self Services
- Focus on Walkability Index
- Social Education - IT
- Building Façade Repair, New Constructions & Renovation
- Social Education - Language

**Medium Term (5Y)**
- Daycare / Nursery
- Effective, Sustainable Waste Management
- Public Bathrooms

**Long Term (10Y)**
- Support Services - Addictions

**NOW (QW) - Cross functional technology platform for district collaboration**
- Community Garden
- Focus on business growth in the 4th district
- Community Workshop Series
- Focus on Business Licensing Simplification
- Free Internet Zones

**Short Term (now to 1Y) - Arts & Events on San Carlos Street**
- Electronics Recycling Program
- Improve transportation system
- Vila Flores
- Entertainment & Leisure Options
- Focus on Power + Water
- Engage business in revitalization / Sponsorships

**Medium Term (5Y) - District 4 Community and Development Center**
- Become a Business Improvement District
- Leverage sister city partnerships

**Long Term (10Y) - Housing Credits (Focus on Shared spaces / housing)**
- Building Façade Repair, New Constructions & Renovation
- Social Education - Language
- Effective, Sustainable Waste Management
- Public Bathrooms
- Support Services - Addictions

**NOW (QW) - District 4 Neighborhood Association Creation**
- Neighborhood Safety
- Organize competitions and events for entrepreneurs in The 4th District
- Shared Biking options

**Short Term (now to 1Y) - Partner with the Police / Private Security companies**
- Community Based Self Services
- Focus on Walkability Index
- Social Education - IT
- Building Façade Repair, New Constructions & Renovation
- Social Education - Language

**Medium Term (5Y) - Daycare / Nursery**
- Effective, Sustainable Waste Management
- Public Bathrooms

**Long Term (10Y) - Support Services - Addictions**
Idea Bank - Creative Economy
Idea Bank - Entrepreneurship & Innovation

- Entertainment & Leisure Options - i.e. Bars, Restaurants, Coffee shops (ST)
- Focus on Business Licensing Simplification (QW)
- Organize competitions and events for entrepreneurs in The 4th District (QW)
Idea Bank - Safe & Eco-friendly
Idea Bank - Self Sustaining Community

![Graph showing level of complexity vs. impact, value, people engagement, funding, implementation time, costs, and building façade repair, new constructions & renovation, community-based self services, community garden/park/football and basketball court next to local school, community workshop series at Nos Coworking, daycare/nursery, free internet zones, social education - IT, social education - language, support services - addictions, district 4 neighborhood association creation, and public bathrooms.]
Idea Bank - Cross – Functional Topics

- Focus on business growth in the 4th district - including Banks, Post Office, Supermarkets, Pharmacies, etc (QW)
- Engage business in revitalization / Sponsorships (ST)
- Become a Business Improvement District (SY)
- Housing Credits (Focus on Shared spaces / housing) (SY/10Y)
- Improve transportation system / Focus on new public transportation options to the 4th District (ST)
- Leverage sister city partnerships (SY)
Summary

• Vision, Mission & Goals
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Many thanks!