Results:

- **Institutionalize digital practices**
  The City of Rio de Janeiro created and filled the position of chief digital officer. Since its creation, the office maintains ongoing contact with the city's Smarter Cities Challenge team.

- **Sustainability**
  The relationships built by the IBM team with such stakeholders as the Secretary of Conservation and the social program "Rio, Eu Amo, Eu Cuido" have led to the ongoing exchange of ideas and recommendations. Furthermore, the city created a "Rio Negocios," or "Rio Business," agency according to the governance model defined by the Smarter Cities Challenge team, and invited IBM Brazil CEO Ricardo Pelegrini to join its board.

IBM's Smarter Cities Challenge

Rio de Janeiro

Summary report

The opportunity

Two teams of IBMers were deployed to Rio de Janeiro. The first team advised city leaders on a variety of topics with recommendations that ranged from issues around the use of social media in government to benchmarking best practices for Rio's investment promotion agency.

- Pilot projects were proposed for the city's maintenance department to popularize adoption of public spaces using such tools as social media.
- Sustainability projects around the city's upcoming hosting of the Olympic Games were prioritized with a view to the city's long-term future.
- Institutionalization of the city's social media and digital practices began with the appointment of a chief digital officer.
- The team advised Rio de Janeiro's fledgling Investment Promotion Agency on a market segmentation to determine which sectors to pursue.

The second team worked very closely with multiple secretaries of the city government of Rio de Janeiro, with a focus on transportation, education and healthcare. These recommendations included:

- Education: Improving the application of technology, business process modeling and predictive analytics to drive long-term policy changes and transform performance results. The team also shared customer case studies and Smarter Education best practices.
- Healthcare: Addressed the need for an integrated transformation plan that incorporates the vision of the healthcare transformation and includes key elements such as configuration of the healthcare system, major milestones, benefits to all stakeholders and a communications strategy.
- In addition, specific recommendations for communications including strategy, core messages and communications channels were provided. The team also recommended a strategy for improving the information provided to travelers and provided helpful benchmarking from other cities.

For more information

To learn more, send an email to smartcc@us.ibm.com or visit smartercitieschallenge.org

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