

Pacto Alegre sets strategic agenda for capital city's transformation

This commitment brings together projects that have a common goal: to turn Porto Alegre into a reference in innovation and quality of life

The Pacto Alegre established a strategic agenda that will be further developed to make Porto Alegre a reference in innovation and quality of life. This commitment brings together 19 projects that were prepared in brainstorming workshops and in five proposals that were made by the Pacto Alegre's executive coordination to improve the performance of public administration.

The meeting of the members of Pacto Alegre took place at Unisinos, in Porto Alegre, and was attended by Spanish consultant Josep Piqué.

Since its official launch on March 26, 2019, this initiative has mobilized representatives from more than 100 organizations to discuss and select projects devoted to tackle six macro challenges: Talent, Urban Transformation, Business Environment, Innovative City Image, Quality of Life, and Public Administration Modernization (see listing below the text).

There are five more strategic proposals to this set of projects that the executive coordination understood as opportunities to be developed at this time and which were validated collectively: Digital Health – a platform for sharing health actions; Caldeira Institute – new business booster; Innovation Agents Training – focused on the creation of innovative ideas; Transformative Education – encouraging technology among young people; and Innovative Urban Guidelines – modernization of public spaces.

According to Deputy Mayor Gustavo Paim, the projects demonstrate the efforts of all Porto Alegre residents to overcome obstacles and to advance in technology and innovation. "We facilitate the process of intelligence and collective construction that inspires Porto Alegre's growth," he says. The whole process, says Pacto Alegre's coordinator Luiz Carlos Pinto da Silva Filho, has joined efforts by organized civil society towards a common agenda and resource sharing.

In the opinion of the representatives of the universities that form the Alliance for Innovation, the agreement symbolizes a historic moment. "This group takes responsibility by working to make sure the city really grows and innovates overtime," says Unisinos' Vice-President Pedro Gilberto Gomes. "The alliance involves the whole community in the great challenge of social transformation," adds UFRGS' President Rui Oppermann. "We bring together as many leaders as possible, so we can create an organized vision of the future," concludes PUCRS' administration representative Jorge Audy.

According to Josep Piqué, a better future cannot be built without the joint work of the government, academia, private enterprise and society. "The municipality has given a concrete demonstration that it understands the importance of the unification of diverse social segments to generate collective intelligence," he emphasizes.

Also attending the meeting were Assistant Special Secretary for Social Development, Neusa Kempfer, who represented the Ministry of Citizenship; the public prosecutor Márcio Bressani; municipal secretaries and representatives of the entities that make up the Bureau.



Image: Eduardo Beleske

APPROVED PROJECTS**City Image Macro Challenge**

- POA 2020
- Rotas de POA (POA's Routes)
- Marca de POA (Place Branding) (POA's Branding (Place Branding))

Public Administration Modernization Macro Challenge

- Cidadão Único (Unique Citizen)
- Start.gov
- Cidade Transparente (Municipal Transparency)

Talent and Education Macro Challenge

- Professor Inovador (Innovative Teacher)
- Olimpíadas da Inovação POA (POA Innovation Olympics)

Business Environment Macro Challenge

- Blitz da Inovação (Innovation Blitz)
- Licenciamento Expresso POA (POA Express Licensing)
- Conecta POA Trinova (POA Connect Trinova)
- Crowdfunding POA

Urban Transformation Macro Challenge

- Hands On 4D
- Intervenções Culturais Pintando POA (Cultural Interventions Painting POA)
- Cultura Cidadã I Love POA (Citizen Culture I Love POA)

Quality of Life Challenge Macro Challenge

- Mexe com POA (do centro à periferia) (Shake it up POA - from downtown to the outskirts of town)
- WOND3r Água Maravilhosa (WOND3r Wonderful Water)
- Smart City Todas Gerações (Smart City All Generations)
- Engaja POA (Open City) (Engage POA (Open City))

Strategic Projects

- Instituto Caldeira (Caldeira Institute)
- Formação de Agentes de Inovação (Innovation Agents Training)
- Diretrizes Urbanas Inovadoras (Innovative Urban Guidelines)
- Saúde Digital (Digital Health)
- Educação Transformadora (Transformative Education)

* information from Porto Alegre's City Hall

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Directions

