

São Paulo: Intelligence on the horizon

São Paulo is still at a nascent stage of its smart-city development, ranking 132nd out of 174 cities worldwide, according to a study of smart cities by Barcelona-based IESE Business School.¹ The city lacks advanced technological infrastructure but is taking incremental steps towards modernisation, such as rolling out digital services and expanding connectivity and street monitoring.²

In a survey exploring smart-city expectations, conducted by The Economist Intelligence Unit and sponsored by Nutanix, residents and executives in São Paulo are generally more optimistic than others that smart programmes will add to their city's appeal.³ In particular, São Paulo residents hope smart initiatives will improve their ability to find jobs, namely through enhanced education, and improve personal health and safety services. (This should not come as a surprise, considering the city ranks in 47th place out of 60 cities for personal security in the Economist Intelligence Unit's Safe City Index.)⁴ In addition, more than two in five executives (44%, the largest share of all cities) point to environmental sustainability as a top priority.



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¹ *IESE Cities in Motion Index*, IESE Business School, 2019.

² Angelica Mari, "São Paulo City Drives Innovation Agenda", *Forbes*, June 29th 2018.

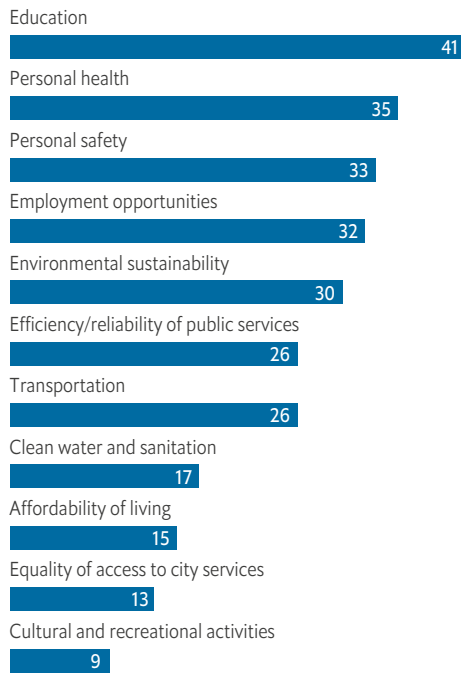
³ In summer and autumn 2019, The Economist Intelligence Unit surveyed 373 citizens and 51 business executives in Dubai as part of a larger survey of 6,746 citizens and 969 executives in 19 cities around the world; the full research is available at <http://bit.ly/urbanintelligence>

⁴ *Safe Cities Index*, The Economist Intelligence Unit, 2019.

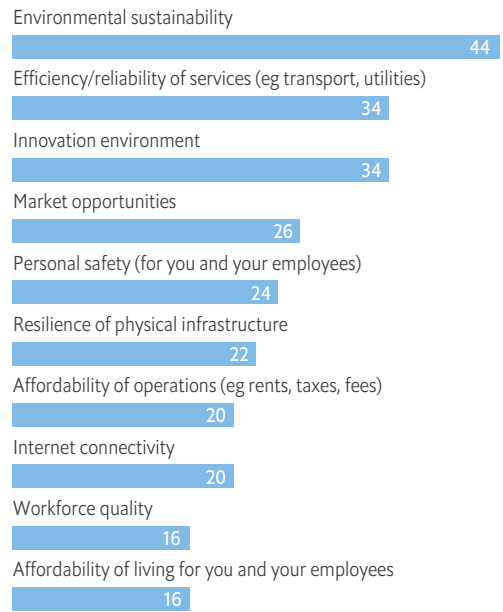
Order and progress

Chief benefits sought by smart-city initiatives, São Paulo citizens and businesses
(% of respondents)

Citizens



Businesses



Source: The Economist Intelligence Unit

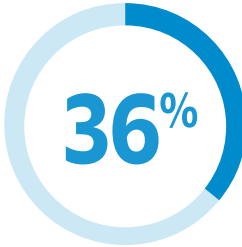
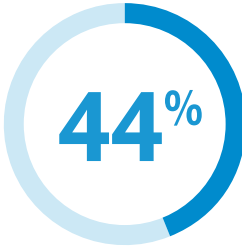
Citizen priorities: Employability and personal security

São Paulo residents' leading priorities for smart-city development are **improving skill sets** in order to secure better jobs and **ensuring personal health and safety**.

41%

Two in five (41%) citizens—the highest share of all cities studied except Riyadh—say education should be the chief focus, while one in three (32%) point to creating employment opportunities.





Attracting large technology companies to the city is considered a top way to create job opportunities, cited by 44%, while 36% point to the expansion of digital-skills training in schools.



Citizens are especially keen to make the city a **safer and cleaner place to live.**



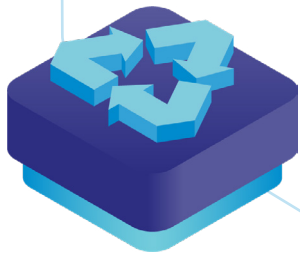
Approximately one in three citizens say improving personal health (35%) and personal safety (33%) should be a key aim.



To achieve greater safety, São Paulo residents point to improving the crime-fighting capabilities of police (52%) over any other method, with reducing emergency response time to threats coming in second (37%).



Improving the efficiency of waste recovery is a leading goal for making the city greener, cited by 42% of citizens, second only to improving the efficiency of public transport (43%).



Business priorities: Sustainability and innovation

Business executives in São Paulo believe **improving environmental sustainability** will be the top benefit that smart initiatives can deliver.

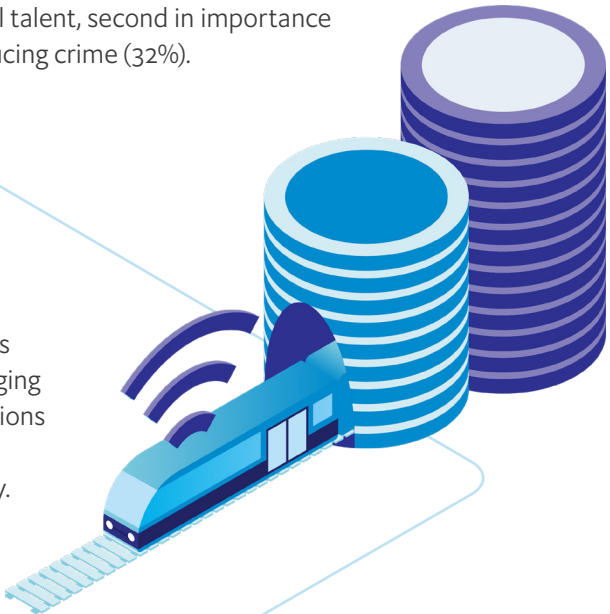


28%

Smart technology-enabled improvements in air and water quality is cited by 28% of executives as a priority for expanding the pool of local talent, second in importance only to reducing crime (32%).

46%

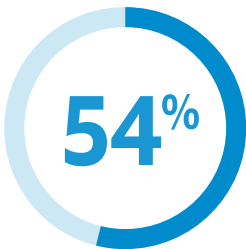
When it comes to improving the city's affordability, executives say encouraging the growth of low-cost transport options (46%) should be the chief focus, the highest share of any city in the survey.



Enhancing the city's **innovation environment** is also an area where São Paulo executives hope smart programmes can make a difference.

1 in 3

One in three (34%) executives say this should be a priority for smart initiatives, tying with improving the efficiency of services like utilities and transportation.



To strengthen São Paulo’s innovation environment, a majority of executives (54%—the largest share of any city surveyed) hope smart-city development will attract large technology companies to establish operations in the city.



2 in 5

Two in five business respondents (40%) believe it will foster greater research and development collaboration with universities.

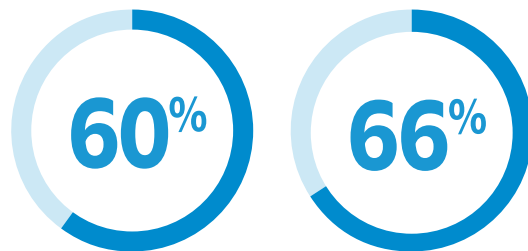
Trade-offs: Business acceptance; citizens welcome greater security

Executives in São Paulo recognise the value of smart-city development and are **prepared to make compromises** for its benefits.

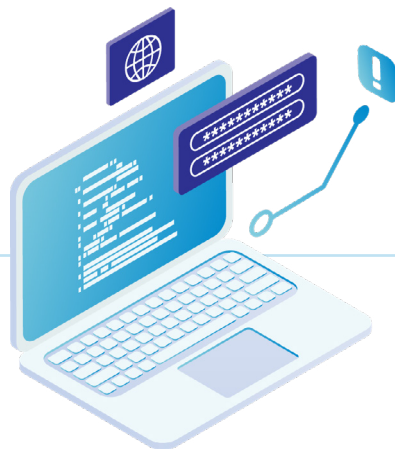


40%

When asked where the municipal government needs to make the most improvement in developing smart-city initiatives, executives in São Paulo are the most likely of any city to point to increasing investment, cited by 40% of respondents.



Likewise, they are more amenable relative to the overall region to paying higher taxes (60% vs the regional average of 52%) and higher service fees (66% vs 58%).



4 in 5

Four in five executives (82%) also say they are ready to share more of their data in exchange for smart-city benefits.

Residents in São Paulo are less keen than executives on raising costs, but **support the use of data for better security.**

28%

Citizens are especially sensitive to price increases, with just over one in four willing to pay higher taxes (28%) or service fees (29%), compared with the regional average of about two in five (36% and 39%, respectively).

50%

Half (50%) of the city's residents are willing to share personal data—in line with the regional average (48%).



82%

Approximately four in five (82%—the largest share after Mumbai) say the use of facial recognition in crime prevention will do more good than harm.