



City Innovation Snapshot FORTALEZA, Brazil

Overview

- ▶ **Mayor:** Roberto Cláudio Rodrigues Bezerra
- ▶ **Term:** 2013–2020
- ▶ **Innovation Lead:** Cláudio Ricardo Gomes de Lima
- ▶ **Population size:** 2.6 million (2018)
- ▶ **Innovation / open data website:**
www.fortaleza.ce.gov.br

What is the organisational structure?

The Science, Technology and Innovation Foundation of Fortaleza (CITINOVA) is made up of a multidisciplinary team of **40 staff**.

Staff skills and profiles include:

- Project Manager
- Data Scientist
- Strategic Communications / Marketing
- Designer
- Engineer
- Sociologist
- Community Engagement



Spotlight

Fortaleza's Municipal Plan for the Development of Science, Technology, and Innovation was developed in 2019. It establishes strategies and guidelines designed to stimulate creative energy, diffuse scientific knowledge, and develop technologies in order to address urban problems and increase resident well-being. Mayor Cláudio works directly with a technical team to launch pilot projects grounded in data, which aim to stimulate public-private cooperation, promote economic freedom and quality of life for residents, and increase efficiency in service delivery by the Fortaleza government.

What is the city's innovation vision?

Like 50% of cities surveyed, Fortaleza has a **formal innovation strategy**.

The city most closely associates innovation capacity with:

- **Experimentation, pilots and prototyping**
- **Bold leadership**

What is the city's innovation approach?

Similar to more than half of cities surveyed, Fortaleza approaches innovation capacity **both from a holistic / macro level and in specific policy areas**.

The top two priority policy areas for the city's innovation work are:

Digital
Governance

Social inclusion
and equity

What innovation partnerships exist?

Fortaleza has developed partnerships to **promote innovation capacity** with other public agencies, private firms, and not-for-profit organisations.

To **improve data use**, the city has also developed data partnerships with private philanthropy, academia and think tanks to collect and analyse data, as well as with other cities.



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What funding is available?

Like 81% of cities surveyed, Fortaleza has dedicated funding to support innovation capacity, which comes from the following sources:

- **Municipal budget** (operating budget)
- **External (non-public) funding** (philanthropic or non-profit resources)
- **Innovative financing tools**

Fortaleza's funding for innovation capacity is generally directed towards **training staff and building capacity, generating ideas and brainstorming, investing in digital systems and physical infrastructure, and paying for third-party services.**



How is innovation helping the city?

- ✓ **Expanding digital services and improving service delivery**
- ✓ **Simplifying administrative procedures for firms and residents**
- ✓ **Gaining efficiency within the public sector**
- ✓ **Improving the connectivity infrastructure for the digital inclusion of the population**

The most critical success factors in supporting the city's innovation work are **dedicated funding, Human Resource involvement, a dedicated innovation team, a culture of innovation within the municipal administration, engagement with partners, and leadership from the Mayor.**



How is data used?

Data plays a **significant role** in decision-making and innovation efforts in Fortaleza. The city currently **uses data to align its budget process with its strategic priorities.** Through its **open data portal**, Fortaleza has also made an effort to provide data aimed at attracting talent to the city.

Challenges preventing the use of data to support innovation goals include **public distrust in government data, lack of technical infrastructure, insufficient interaction with data producers, and limited compatibility of data across policy areas.** Fortaleza reports that **data are seldom shared among agencies.**



How are outcomes measured?

Policy areas **with sufficient data** or **without sufficient data** to support innovation capacity in the city.

Transport / Mobility	Economic Development	Housing	Policing and Law Enforcement	Health
Government Finance	Waste and Sewage	Labour Market and Skills	Environment and Climate Change	Education
Culture	Social Inclusion, Equity	Public Works	Tourism	Digital Governance

NB: No response provided by the city for the policy areas in grey.