



City Innovation Snapshot MACEIÓ, Brazil

Overview

- ▶ **Mayor:** Rui Soares Palmeira
- ▶ **Term:** 2013–2020
- ▶ **Innovation Lead:** Íria Almeida
- ▶ **Population size:** 1.01 million
- ▶ **Innovation / open data website:**
www.maceio.al.gov.br/ggov/

What is the organisational structure?

Situated within the Mayor's Office, Maceió's dedicated innovation team consists of **15 staff**, eleven of whom is working specifically on innovation.

Staff skills and profiles include:

- Project Manager
- Data Scientist
- Strategic Communications
- Engineer
- Designer
- Architects / Urban Planners
- Lawyers



Spotlight

Maceió's Innovation Law of 2019 establishes as priorities for the city the stimulation of innovation, the creative economy, entrepreneurship, and scientific research. Maceió engages in several partnerships and programmes to bring innovation to the city. Working with a local micro and small business assistance service, Maceió's Smart City Project matches local creativity with advanced technologies and data management in order to foster more efficient use of natural and financial resources. The city's InovaMCZ Programme aims to cultivate local innovation and increase civic engagement.

What is the city's innovation vision?

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

The city most closely associates innovation capacity with:

- **Experimentation, pilots and prototyping**
- **Resident engagement**

What is the city's innovation approach?

Similar to 24% of cities surveyed, Maceió approaches innovation capacity in **specific policy areas**.

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

Tourism

Transport /
mobility

What innovation partnerships exist?

Maceió has developed partnerships to **promote innovation capacity** with other public agencies, private firms, not-for-profit organisations and city residents / resident associations.

To **improve data use**, the city has also developed data partnerships with the private sector, 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, Maceió has dedicated funding to support innovation capacity, which comes from the following sources:

- **Municipal budget** (city council approved funds / Municipal Science, Technology and Innovation Fund)
- **Other:** Resources from Maceio Smart City Agreement

Maceió's funding for innovation capacity is generally directed towards **generating ideas and brainstorming** as well as **promoting and supporting innovation-related events**.



How is innovation helping the city?

- ✓ **Engaging residents and other stakeholders**
- ✓ **Improving service delivery**
- ✓ **Simplifying administrative procedures for firms and residents**

The most critical success factors in supporting the city's innovation work are **dedicated funding**, a **focus on metrics**, a **dedicated innovation team**, a **culture of innovation within the municipal administration**, **support from the broader community** and **leadership from the Mayor**.



How is data used?

Maceió does not currently use data to align its budget process with its strategic priorities. Challenges preventing the use of data to support innovation goals include a **lack of technical infrastructure** and **limited compatibility of data across policy areas**. The city also reports that **data are seldom shared among agencies**.

Maceió maintains a **comprehensive data inventory** to make data more accessible and **provides clear how-to guidance** to help residents access and use city data.



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.