SMART DUBAI

TOWARDS BECOMING THE HAPPIEST CITY ON EARTH

PRESENTED BY HER EXCELLENCY DR. AISHA BIN BISHR
DIRECTOR GENERAL, SMART DUBAI OFFICE
Our ambition is to touch the life of every individual — to achieve a happier life for all.

UAE Vice President Prime Minister and Ruler of Dubai,
His Highness Sheikh Mohammed bin Rashid Al Maktoum
Our vision is to make Dubai the happiest city on Earth

Our mission is to create happiness, by embracing technology innovation—making Dubai the most efficient, seamless, safe and impactful experience for residents & visitors.
Technology only builds solutions. Great solutions drive happiness.

Our visionary leader Sheikh Mohammed Bin Rashid Al Maktoum equates technology to a building block towards extraordinary quality of life—not the end goal. Sustained resident & visitor happiness is the purpose of the journey.
“The government that doesn’t innovate, stagnates.”

HIS HIGHNESS SHEIKH MOHAMMED BIN RASHID AL MAKTOUM
Smart Dubai is enabling & unifying Dubai’s citywide smart transformation
MANDATE

1 RANKED

4 PILLARS

6 DIMENSIONS

100 INITIATIVES

1000 SMART SERVICES
SMART DUBAI HAS PARTNERED WITH THE ITU TO DEVELOP & PILOT A NEW GLOBAL INDEX AND SMART CITY ROADMAP

Established and are leading a new global UN body, United for Smart Sustainable Cities was formed to advocate for public policy in line with the smart city index.
The goal of the Dubai Blockchain Strategy is to be the first blockchain powered government, driving the future economy.
SMART DUBAI IS IMPLEMENTING THE SMART DUBAI PLATFORM, THE NEW DIGITAL BACKBONE POWERING DUBAI’S SMART CITY TRANSFORMATION.

SELECTED FEATURES:

- **DASHBOARD AND ANALYTICS TOOLS**
- **DIGITAL ID SERVICES (DUBAIID)**
- **DIGITAL PAYMENT GATEWAY (DUBAIPAY)**
- **PLATFORM AS A SERVICE (PAAS)**
- **REAL-TIME / IN MEMORY APP ENVIRONMENT**
- **GEO-LOCATION DATA SUPPORT**
- **OPEN & SHARED CITY DATA CATALOGUE**
- **IOT MANAGEMENT & DATA AGGREGATION**
Fuel city transformation with a globally unique, scientific approach to measuring & impacting people’s happiness.
OUR TRANSFORMATION AGENDA IS STRUCTURED ON THREE IMPACT AXES BENEFITING ALL CITY CONSTITUENTS

CUSTOMER 95%
IMPACT
FINANCIAL
RESOURCE &
We are working with our partners across the city to improve experiences for everyone.
Happiness Meter

Real-time customer happiness feedback at citywide touch-points
CASE STUDY

Freight & Transport Management System

Matching cargo shipments to available loads, maximising utilisation and reducing idle capacities
CASE STUDY

Food Safety & Nutrition

Making restaurant food safety and inspection records available to general consumers
NOL Card Payments

Contact-less payments for public transit, convenience stores, more by card or app
CASE STUDY

Citywide network of electric-vehicle charging stations, driving adoption with convenience.
CASE STUDY

Residents enjoy easy and fast entry and exit using their Emirates ID card.
CASE STUDY

Smart City Masters Program

Masters degree in Smart Cities from Rochester Institute of Technology
Smart Waste Management

IOT-enabled waste bins to inform collection cycles and reduce pollution
IMPACT
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IN LESS THAN THREE YEARS:

- **121** 
  Smart initiatives launched
  Surpassing mandate for 100 smart initiatives by 20%

- **1,129** 
  Smart services launched
  Surpassing mandate for 1000 smart services by 129 services

- **90%** 
  Avg happiness index in 2016

- **5.4 AED saved by the Gov't**
  For every 1 AED spent by SDG

- **4.3 BN** 
  AED saved by Dubai Govt through DSG 2003 - 2015

Core enabling services

- **307,105** 
  Total downloads

- **30,123** 
  Questions asked in 3 months

- **640+** 
  City services from 16 Gov't entities

- **11** 
  Billion AED transacted in 2016

**Dubai Now**
A Smart Dubai Initiative

**Dubai Saad**
A Smart Dubai Solution

**Dubai Pay**
A Smart Dubai Solution
happiness never decreases by being shared