Africa Perspective on the Role of Mobile Technologies in Fostering Social and Economic Development

April 1-2 2009, Maputo, Mozambique
M-Gov

Understanding Government’s Needs
Mapa mundo ou América do Sul destacando o Brasil
Mobile telephony in Brazil

- 94.9 million mobile telephones
- 186.8 million inhabitants
- 82.9 million economically active (in 2006)

(POPULAÇÃO TOTAL X TELEFONES MÓVEIS)

50.8%

(Telefone móvel X população economicamente ativa)
Growth of the mobile telephony
Fixed telephony in Brazil

39,6 million lines
186,8 million inhabitants
21,2%
Growth of the fixed telephony
Evolution of pre-paid and post-paid mobile phone service
Hanking 2005
Participation of the technologies
Public services

• more efficient
• faster
• cost effective
The problem

The cost of the mobile telecommunication in Brazil is ten times higher than the fixed one.
Some difficulties

• Bureaucracy of the public services
• Too much formal requirements
The solution!

- Low cost of communication of SMS
The project

Beneficiaries: citizens and internal process
Impacts: agility, less cost, efficiency
Sharing: Internet, URA
Who pays the count: operators of mobile telephony and government
The government can be efficient, agile and pro-asset

Social relevance
It became a corporative initiative
Public licitation for SMS

The government contracts the operators of mobile telephony
Recognition and incentive! 
Conip Award
Quotation of agricultural products

- Producer registers in the web site
- System sends password
- Citizen confirms the service in the site
- System sends the information when the event occurs
Work opportunities

- Citizen registers personally in the web site
- System sends the information
- Citizen confirms or not his interest through URA (24X7)

Cost revolution and change of paradigm
News from the Government

- Citizen registers in the web site
- System sends password
- Citizen confirms the service in the site
- System sends the information when event occurs
Cultural programming

- Citizen registers in the web site
- System sends password
- Citizen confirms the service in the site
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Information of public competition

- Citizen registers personally in the site
- System sends password
- Citizen confirms the service in the site
- System sends the information when event occurs
Potential and use in Brazil

Bahia - Where is your block?

Complete program of parallel blocks and parties that happen at the same time. The register who does is the very merrymaker, via internet or phone.
Potential and use in Brazil

- Notice or Confirmation of medical consultations
- Weather
- Conditions for transit
- Civil Defense - call for volunteers
- Row transplantation of organs
- Notice of medical examination
- Notice of arrival special medicines
Social and digital inclusion

The easiness in the act of receiving answers from the government, makes more humble citizen feels itself respected.
Simplicity

Our search reflects our belief that simplicity can be an objective of the technology.
Obrigada! Thanks! Merci!

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