

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

April 1-2 2009, Maputo, Mozambique

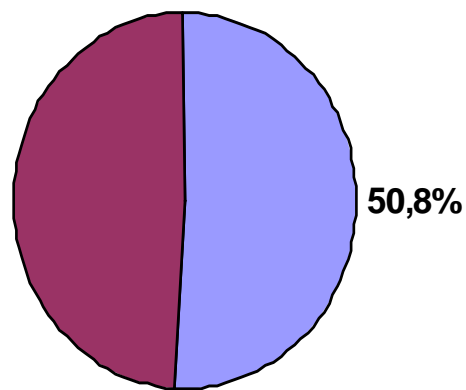
M-Gov

Understanding Government Needs

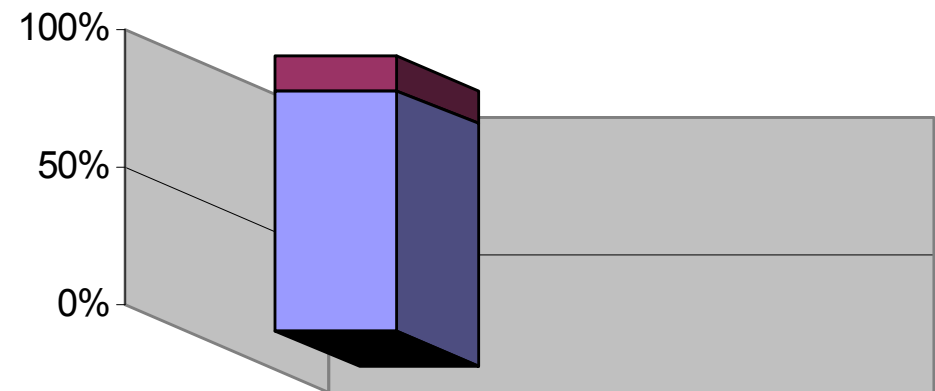


Mobile telephony in Brazil

**POPULAÇÃO TOTAL X
TELEFONES MÓVEIS**



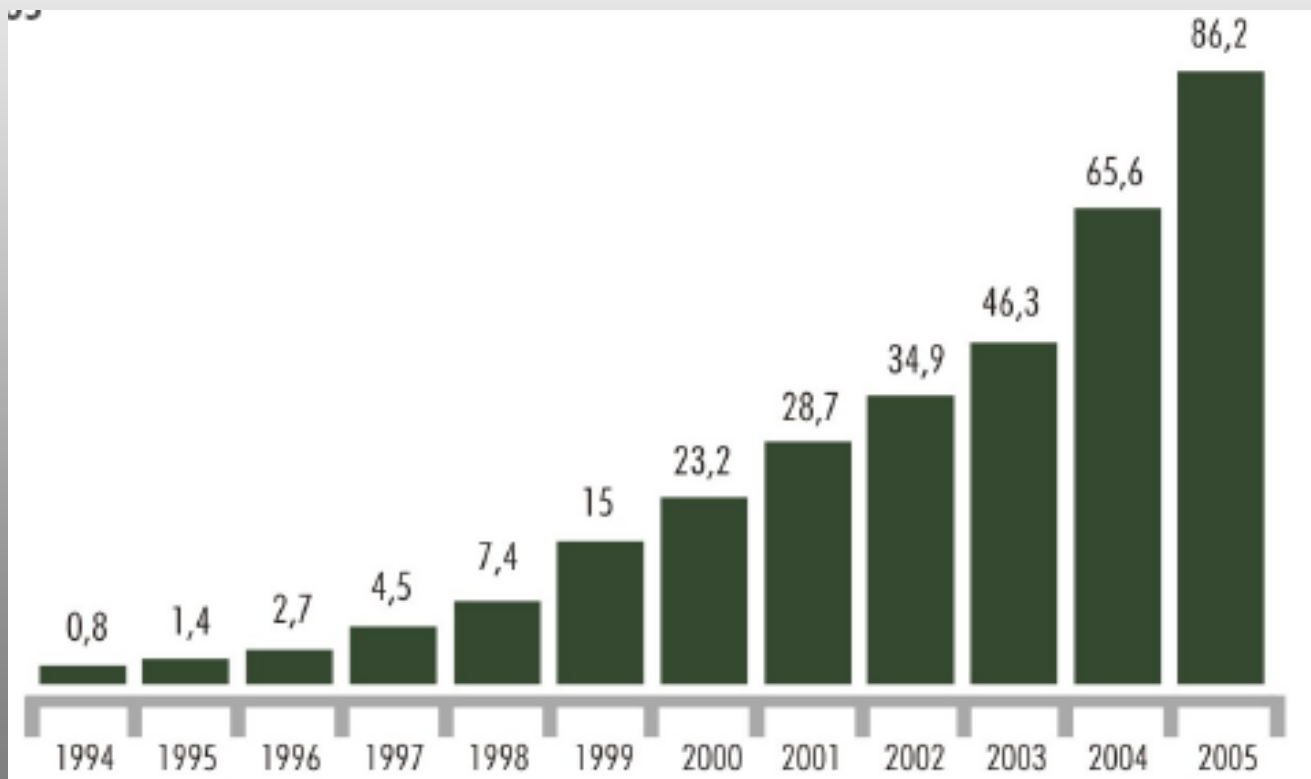
Telefone móvel X população economicamente ativa



94,9 million mobile telephones
186,8 million inhabitants
82,9 million economically active

(em 2006)

Growth of the mobile telephony



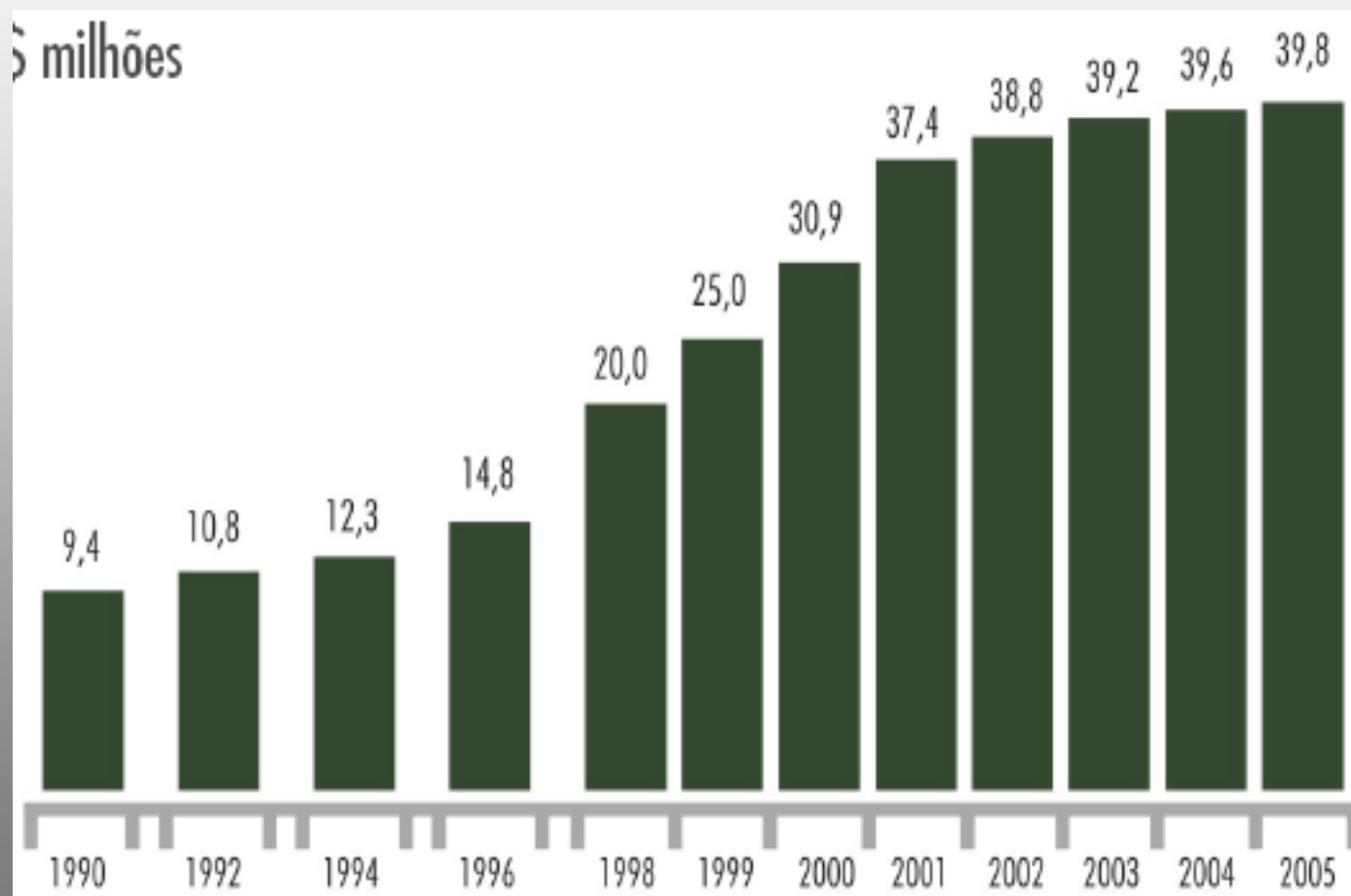
Fixed telephony in Brazil

39,6 million lines

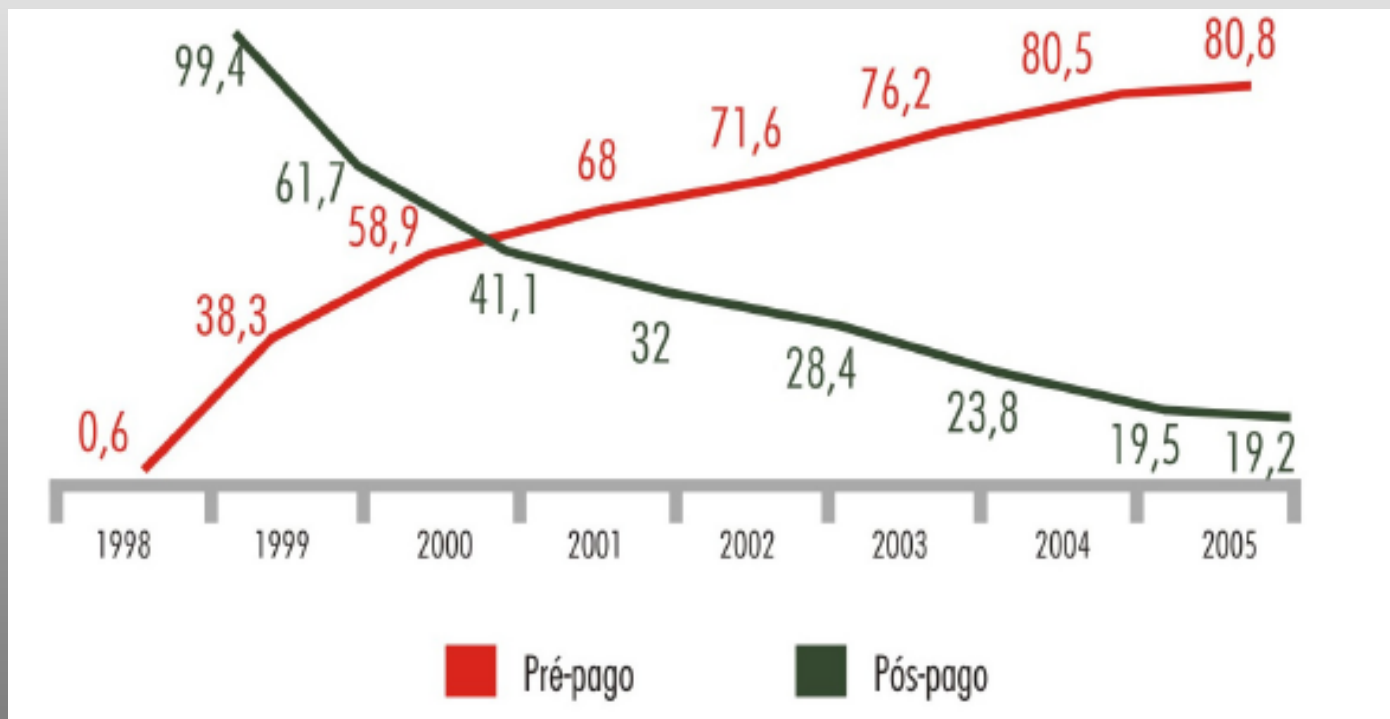
186,8 million inhabitants

21,2%

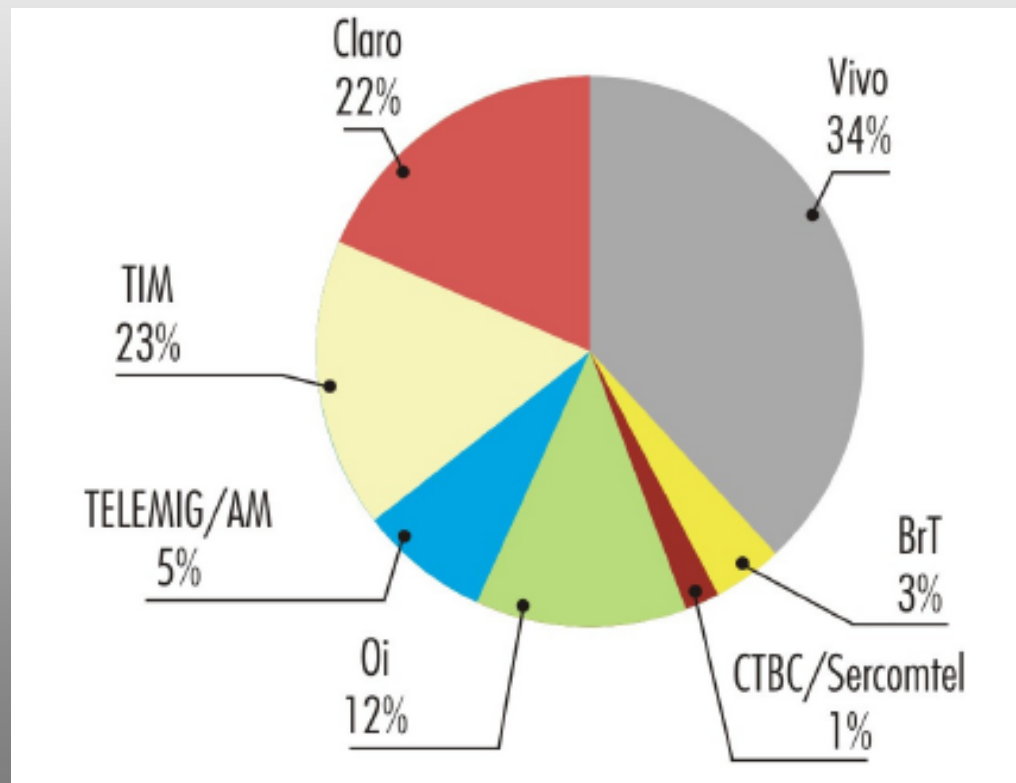
Growth of the fixed telephony



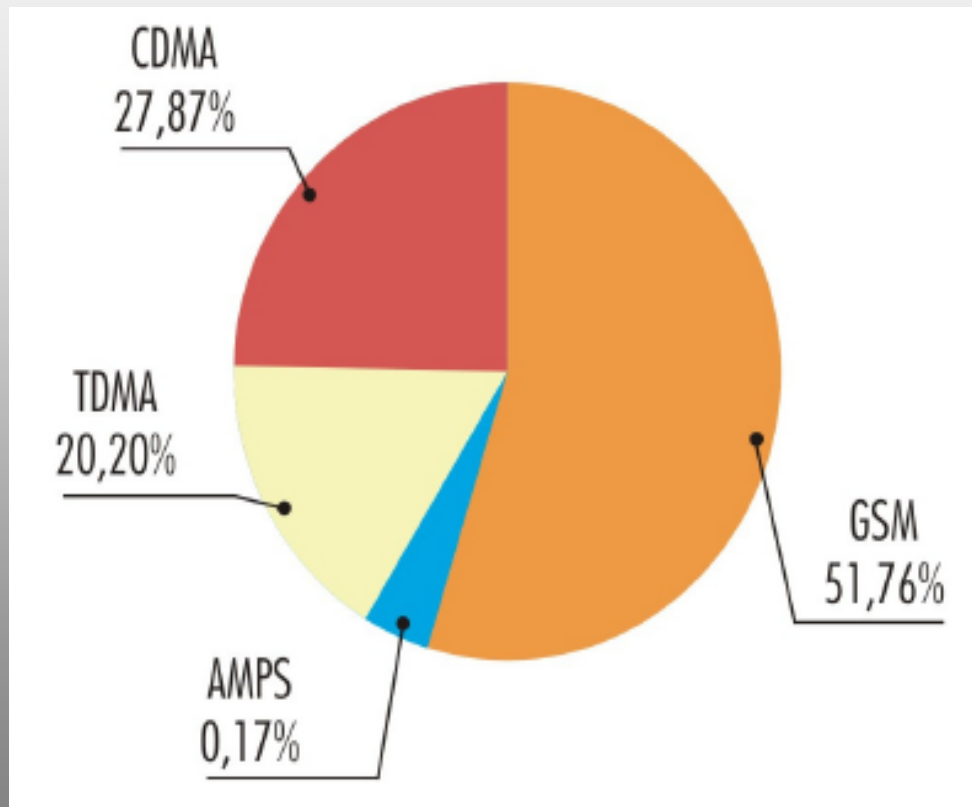
Evolution of pre-paid and post-paid mobile phone service



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
- System sends the information when event occurs

Information of public competition

- Citizen registers personally in the site
- System sends password
- Citizen confirms the service in the site
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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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