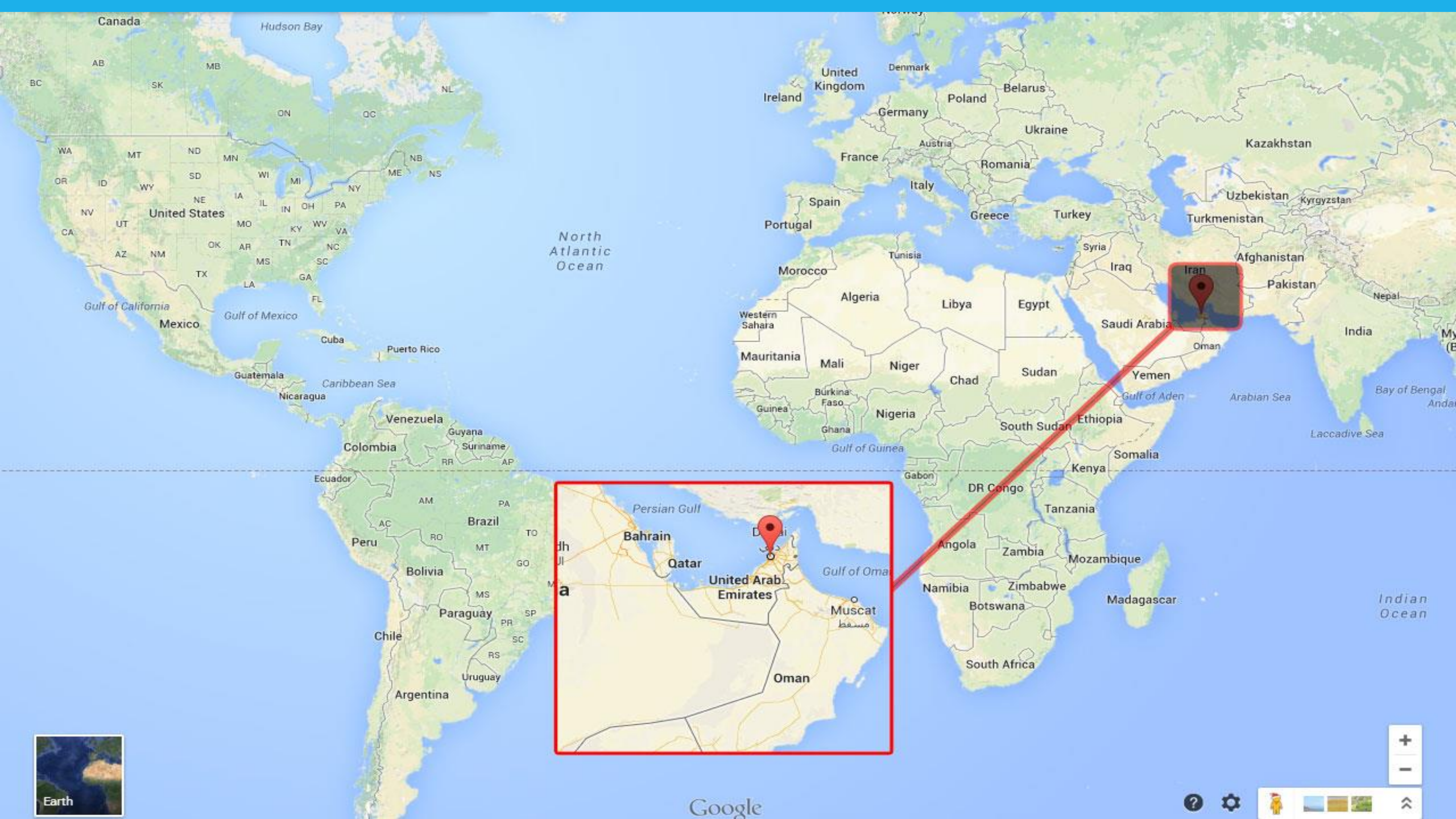


SMART DUBAI

# TOWARDS BECOMING THE HAPPIEST CITY ON EARTH







GLOBAL RANKINGS  
**NETWORK  
READINESS INDEX**



**26**

**OUT OF 139**

WEF | 2016

**GOVERNMENT**

**#1**

ICT use and gov't  
efficiency

Gov't success in ICT  
promotion

Importance of ICTs to  
gov't vision

(#4) Laws relating to  
ICTs

**BUSINESS**

**#4**

ICT use for B2B  
transactions

(#7) Impact of ICTs on  
business models

(#10) Impact of ICTs on  
organisational models

**INDIVIDUALS**

**#1**

Mobile network  
coverage

90.1% of individuals  
have internet access

90.4% of households  
have internet access



The UAE is connected:

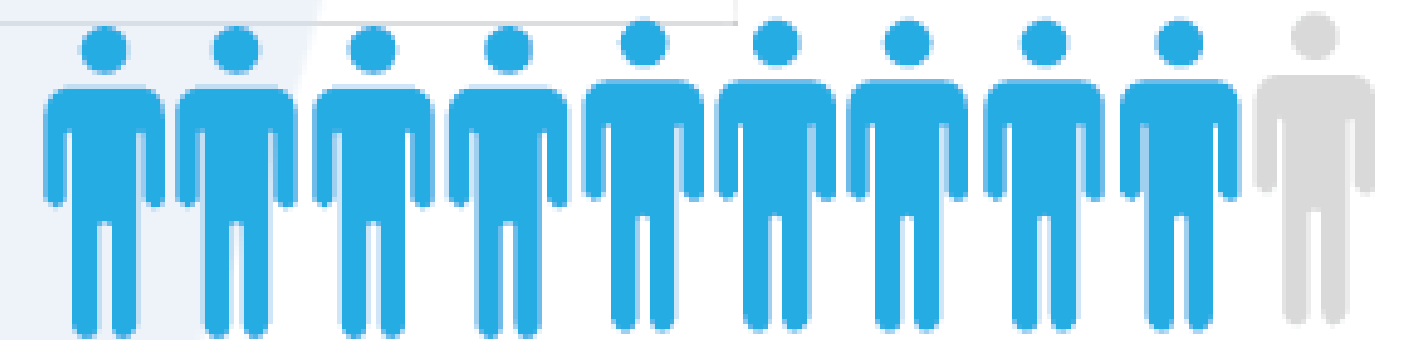
**19M**

**ACTIVE MOBILE  
SUBSCRIPTIONS**

2.2:1 mobile subscriptions  
per individual



**95% BUSINESSES WITH  
INTERNET ACCESS**



**90% INDIVIDUALS  
WITH INTERNET  
ACCESS**

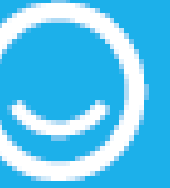


Our ambition is to touch the life of every individual — to achieve a happier life for all.

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.**



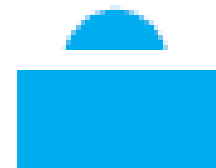


**Technology only builds  
solutions. Great solutions  
drive happiness.**



**ECONOMY**

Innovative economic conditions fuelling entrepreneurship & global competitiveness



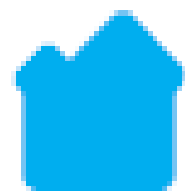
**GOVERNANCE**

Innovative, transparent government services with public, private & civil engagement



**ENVIRONMENT**

Innovative resource, pollution & asset management for sustainability



**LIVING**

Exceptional quality of life, accessible education, culturally vibrant lifestyle



**MOBILITY**

Seamless, efficient transport of people & movement of ideas enabled by innovative infrastructure



**PEOPLE**

Culture of continual learning, innovating & participating in an inclusive society



**INITIATIVES**





Fuel city transformation  
with a globally unique,  
scientific approach to  
measuring & impacting  
people's happiness



1. BASELINE
2. SCIENCE
3. ALIGNMENT
4. NEEDS BASELINE

Discover basic & higher needs, formalise definitions & establish cultural baseline

1. HX STRATEGY
2. POLICIES & AWARDS
3. CUSTOMER INTERVENTIONS
4. CITY TRANSFORMATION

Influence policies & recommend approaches to focus city and people on happiness.



1. TRAINING & MENTORSHIP
2. EVENTS & CONTENT
3. PARTNERSHIPS
4. THOUGHT LEADERSHIP

Build awareness, teach self reflection and influence city to prioritise happiness.

1. CUSTOMER NEEDS
2. GOVERNMENT SECTOR
3. PRIVATE SECTORS
4. FRAMEWORK & INTERVENTIONS

Research, formulate and implement a predictive happiness impact score & citywide index





Published the Dubai Data Law to pave the way for a new culture of data sharing and excellence in Dubai through a comprehensive data initiative



**COVERING PUBLIC &  
PRIVATE SECTOR**



**COVERING OPEN &  
SHARED DATA**



**GOVERNMENT, NOT  
DEPARTMENTS,  
OWNS DATA**



**PROTECTS PRIVACY,  
CONFIDENTIALITY, IP &  
NATIONAL INTERESTS**



**COLLABORATIVE  
APPROACH FOR PUBLIC  
& PRIVATE SECTOR**

# Dubai Data Initiative targeted 5 policies for opening and sharing data linked to 16 data standards



Standards Architecture & Roadmap	Dubai Data Implementation Principles	Building the entity roadmap	Governance Roles
Competency Framework	Data Inventories	Data Cataloguing	Data Classification
Prioritization Criteria	Data Formats	Metadata	Data Quality
Open Data License	Permission Access Management	Publishing Acceptance Criteria	Ingestion Process





The goal of the Dubai Blockchain Strategy is to be the first blockchain powered government, driving the future economy

## DUBAI BLOCKCHAIN STRATEGY

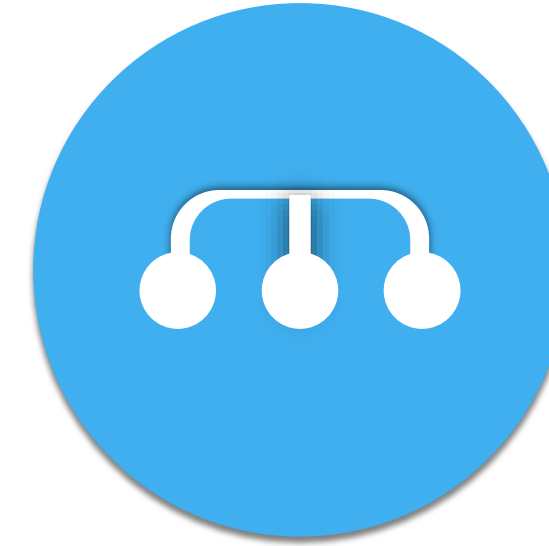


# IoT Business Strategy Domains

GOVERNANCE



MANAGEMENT



SECURITY



ACCELERATION

MONETIZATION



DEPLOYMENT

#smartdubai





## OFFICE



## MISSION

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

## INITIATIVES & STRATEGIES

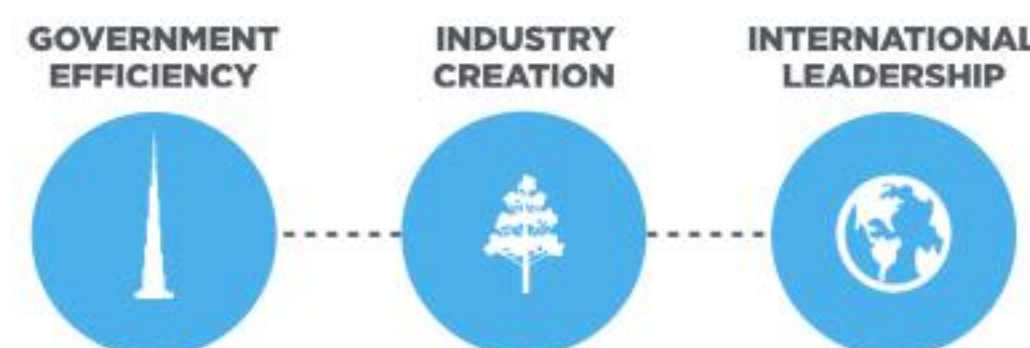


## Dubai Data Initiative

Published the Dubai Data Law to pave the way for a new culture of data sharing and excellence in Dubai through a comprehensive data initiative



## DUBAI BLOCKCHAIN STRATEGY



## IoT Business Strategy Domains



## PRODUCTS & SOLUTIONS







# 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**



## HAPPINESS METER



### Dimension



ECONOMY



LIVING



GOVERNANCE



MOBILITY



ENVIRONMENT



PEOPLE

### Happiness Agenda

# MEASURE



### Impact Axes



CUSTOMER  
IMPACT



ECONOMIC  
IMPACT



RESOURCE &  
INFRA. IMPACT



حكومة دبي الذكية  
smart dubai gov



# Happiness Meter

Real-time customer happiness  
feedback at citywide touch-points





**SMARTDUBAI.AE | #SMARTDUBAI**