Joburg Smart City Strategy Revised 2019-2021
Disrupting the Landscape of City Government

A new way to engage our citizens to build a sustainable, safe, resilient and liveable City
Content

I. Digital Transformation
II. Smart City Road Map
III. Role & Importance of Smart City
IV. Re-visioning Smart City
V. Approaches
VI. 6 Strategic Pillars of SC
Digital Transformation

A new way to engage with citizens and improve efficiencies and standards
The mandate of the Smart City Office is to provide strategic and operational leadership of the CoJ’S Smart City Programme, specifically through the execution of the Programme of Action as defined by the Smart City Strategy, providing relevant programme leadership, coordination, programme management, incubation of new initiatives, and programme performance assessment.

The objective of this CoJ priority therefore is to ensure that a plan to transform Joburg into a Smart City is developed and implemented, and that the CoJ grows its ability to provide services that are people centric, are available to all, and are easy to access and use. When implemented in full, this priority will establish a fully-fledged smart city.

When established the expectation is a City that is Economically Competitive, Addresses its critical threats more efficiently and becomes attractive as a liveable and sustainable City.
**Smart City Roadmap**

**FOUNDATIONS**
- Strategy; Procedures; Policies; Frameworks

**CONSOLIDATE/SCALE-UP**
- Consolidate and scale-up the implementation of Smart City initiatives across depts. and MOES

**MAINSTREAMING**
- Streamline the Smart City approach as a way of life

**MAINTAIN**
- Successful realization and maintenance of a Smart City

---

**2000 – 2010: First Decade of Democratic Metropolitan System of Government**

**2010 – 2040: GDS is launched as a long term development strategy**

**City declares intention to transform into a Smart City in 2013. Smart City Strategy and Implementation Roadmap approved in 2014**

---

**Following the maturity of the development of smart city (as described in the Information Market Places report) the target for the city is, starting from its current stage 1: isolated initiatives to move up through the stages, to reach stage 4: real holistic approach by least 2020.**

---

**Smart City Maturity Model**

- Stage 1: Isolated
- Stage 2: Loosely connected
- Stage 3: Integrated
- Stage 4: Holistic
Smart City

Role & Importance

Urbanisation
Lessens the strain of population growth & migration

Liveability
Makes city more liveable & less stressful

Efficiencies
Better, Faster and more frequent service delivery

Citizen
Facilitates engagement with stakeholders & solution-based technologies

Economy
Expands work hours & Creates new opportunities, esp. for youth and women

Sustainability
Manages demand on infrastructure & services
Re-visioning Smart City Approach

The current CoJ vision says that:

"The City of Joburg is a smart city that makes decisions and governs through technologically enhanced engagement with its citizens who have universal access to services and information, where socioeconomic development and efficient service delivery is at its core."

Proposed revision;

"The City of Joburg is digitally transforming to become a citizen-centric, inclusive smart city that makes decisions and governs through technologically enhanced engagement with citizens who have universal access to services and information that enhances pro-poor socioeconomic development and efficient service delivery that makes the City safe, sustainable, liveable and resilient."
Revised Approach

Principal considerations to get onto one page as a City

Being Citizen-Centric

24/7 City Service
- all day every day anywhere

No Queue
- No office queuing
- No telephone queuing
- Book a queue

Universal Access
- Free WiFi
- Broadband 5G
- All communities
- All regions

Data Collection & Sharing
- Citywide Sensors to track citizens to collect & share data
24/7 e-Services

Smart Services for Smart Citizens to deliver a Smart Future

- Smart Safety
- Smart Mobility
- Smart Health
- Smart Education (eLearning)
- Smart Utilities
- Smart Buildings
- Smart Infrastructure
- Smart Procurement
Revised Approach

Principal considerations to get onto one page as a City

A Whole City Approach

Universal Commitment
All Departments on board with active programmes

Institutionalisation
Mayoral Priority COO Office GSPCR oversight

Urban Living Lab
City Initiatives tested in public spaces Investing in Digital ideas

Technology Framework
Technical architectural blueprint

Urban Development Plan
Re-imagine/ Re-engineering the city

Economic Development Plan
Preparing citizens and staff for the next economy
**Revised Approach**

Principal considerations to get onto one page as a City

---

**Sustainable & Resilient**

- **Buildings & Human Settlements**
  - Green infrastructure

- **C40 Commitments to Climate Change**
  - Climate Action Plan

- **Energy & Water Scarcity**
  - Reduce energy & water consumption.
  - Invest in renewable energy sources

- **Sanitation & Pollution**
  - Reuse, Reduce, Recycle
  - Reduce Carbon Emissions
  - Restoring green ecosystems
Revised Approach

Principal considerations to get onto one page as a City

Digital Economy

Skills & Career Development
- Early Learning thru to tertiary
- Career Guidance

Talent Acquisition
- Talent identification and tracking
- Global talent attraction & skills transfer

Investing & Attracting Investment
- Municipal investment in new technologies
- Attracting external & international investment into technology

Support Tech Entrepreneurs
- Invest in new ideas
- Innovation fund
- Citywide Sensors to track citizens to collect & share data

Digital Hub Africa
- Silicon Valley of Africa
- Support & Grow ICT precinct/hub
- Bring thought leaders together (local and international)
The Digital Economy

Demanding new skills, services and business.
Dose of Reality...

Many people will have to be re-trained in 21st century skills more quickly to remain employable.

New jobs will have to replace vanishing old jobs.

The challenge for the city is to make this transition as smooth as possible by renewing fast and making the turn rapidly. (Union Support!)

A city which does not make the turn fast enough will be confronted with an increasing number of long-term unemployed, leaving no money for addressing social challenges.

Economic Growth

Gearing the workforce for tomorrow skills
6 Strategic Pillars

- **Smart Citizen and Citizen Centricity**
- **Connectivity and Universal Access**
- **Digital/Smart Economy**
- **Safe City**
- **Smart Services 24/7 No Qs**
- **Smart Governance and Institution**
- **Green & Sustainable Built Environment**
6 Strategic Pillars

1) **Smart Citizen and Citizen Centricity** – which is to ensure that citizens are at the centre of all initiatives to develop the city into a compelling investment destination, and a place to live, work, and play in. It is also about ensuring that citizens of the City of Joburg are empowered with knowledge, skills, and opportunities to take advantage of the technologies that are being made available in order to be “smart citizens”, and to use the opportunities to grow as entrepreneurs, and to develop their own innovations and start-up businesses,

2) **Connectivity and Universal Access** – which is about ensuring that the city is fully connected via broadband and other communication infrastructure, and that internet access throughout the city is made available so as to eliminate the digital divide,

3) **Digital/Smart Economy** – is about stimulating and extracting the economic benefits of a digital economy. Its focus is on citizens learning new skills and adopting new ways of living, working, engaging and operating businesses. It is about talent being developed to meet the future market demands and attracting investment into the sector.

4) **Smart Governance and Institution** – which is about building open, democratic, and people centred governance, as well as an institution geared to provide services in the most convenient and efficient manner, aided by technology and efficient business processes,

5) **Smart Services** – is about understanding our citizens needs and providing a 24/7, noQ basket of services that are efficient and responsive.

6) **Green & Sustainable Built Environment** – which is about taking advantage of advances in technology, and encouraging innovation to facilitate more efficient, convenient and sustainable access to services, and the protection of the environment.
Thank You

Monique D. Griffith & Nomagugu Gubese
+27 83 689 5144
moniquegr@Joburg.org.za
Nomagugug@Joburg.org.za