TOWARDS BECOMING THE HAPPIEST CITY ON EARTH
IoT Week 2017 Geneva
Our vision is to make Dubai the happiest city on earth.
Technology only builds solutions. Great solutions drive happiness.
SD 2021 is a five-year strategy that focuses on *impact* rather than simply *enablement* to transform Dubai.
Impact on the city will be measured along three areas

CITY STRATEGY IMPACT AREAS

Every strategic initiative and program contributing to our citywide transformation is evaluated against our impact areas, so that decision makers can focus time and resources on the most impactful projects.

CUSTOMER IMPACT

When city services become more efficient and seamless, saving time and money while delivering delightful experiences.

FINANCIAL IMPACT

When efficient city services enable cost savings in all industries while insights from data drive innovations stimulate economic growth.

RESOURCE & INFRASTRUCTURE IMPACT

When city resources, energy and infrastructure are sustainable and resilient, a clean and healthy environment is maintained.
SD 2021 defines six strategic objectives

**SMART DUBAI 2021 STRATEGIC OBJECTIVES**

1. **Smart Livable & Resilient City**
2. **Globally Competitive Economy Powered by Disruptive Technologies**
3. **Interconnected Society With Easily Accessible Social Services**
4. **Smooth Transport Driven by Autonomous & Shared Mobility Solutions**
5. **Clean Environment Enabled by Cutting-Edge ICT Innovations**
6. **Digital, Connected, Lean Government**
SMART DUBAI 2021 / KPIs ARCHITECTURE

A two-tier KPI architecture is designed to measure programs progress towards city strategic objectives

**OBJECTIVES**

- Smart Livable & Resilient City
- Globally Competitive Economy Powered by Disruptive Technologies
- Interconnected Society With Easily Accessible Social Services
- Smooth Transport Driven by Autonomous & Shared Mobility Solutions
- Clean Environment Enabled by Cutting-Edge ICT Innovations
- Digital, Connected, Lean Government

**TIER I KPIs**

- KPI 1
- KPI 2
- KPI 3
- KPI 4
- KPI 5
- KPI 6
- KPI 7
- KPI 8

**TOTAL 42 TIER I KPIs**

**TIER II KPIs**

- KPI 9
- KPI 10
- KPI 11
- KPI 12

**TOTAL 58 TIER II KPIs**

**100 KPIs**

**INITIATIVES/PROGRAMS**

UN Sustainable Development Goals

ITU & UNECE KPIs on Smart Sustainable Cities

#smartdubai
INITIATIVES
Three related initiatives were launched to support Smart Dubai Transformation, among others.

SMART DUBAI 2021

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.

SMART DUBAI PLATFORM

Globally Competitive Economy Powered by Disruptive Technologies

Interconnected Society With Easily Accessible Social Services

Smooth Transport Driven by Autonomous & Shared Mobility Solutions

Clean Environment Enabled by Cutting-Edge ICT Innovations

Digital, Connected, Lean Government

#smartdubai
Dubai Data Initiative governs city data

1. **Law**
   - Dubai Data Law defines the general framework for the publication and exchange of data as well as the duties of DDE and the obligations of Data Providers

2. **Policies**
   - Dubai Data Policies define the provisions for classifying, publishing, exchanging, using and reusing data, and protecting privacy and IPR

3. **Standards**
   - Dubai Data Standards detail governance arrangements, business processes and dataset standards

4. **Unified Electronic Platform**
   - The Smart Dubai Platform provides the ideal solution for the publication and exchange of data
Smart Dubai Platform is the new digital backbone powering Dubai’s smart city transformation.

Selected Features:

- Dashboard and Analytics Tools (DubaiID)
- 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
IoT Business Strategy

GOVERNANCE

MANAGEMENT

SECURITY

ACCELERATION

MONETIZATION

DEPLOYMENT

#smartdubai