Smart City for 650 years
97,4 km²
97.4 km²

210,361
210,361

20%
20%

123
123

population
expats
nationalities

32 km
32 km

coastline
territory
SUSTAINABLE TOURISM DESTINATION

32% of territory is natural park

6 km² parks and green spaces

11 large parks

450,000 visitors / year

96 km² walkways and bikeways

20 museums
HOW IS CASCAIS PERCEIVED

MONOCLE (UK)
“Why should we all move to Cascais”

CNN (United States)
“Beaches of Cascais rated as the best urban beaches in Europe”

PARIS MATCH (France)
“Cascais, The Portuguese Hamptons”

AGÊNCIA REUTERS (UK)
“Lumina - Cascais was news in over 260 TV channels around the world”

FOCUS magazine (Germany)
“The excellence of the beaches of Portuguese Cascais and Estoril”
650 YEARS OF (SMART) HISTORY

1364
Elevation of the village of Cascais to town

1870
The Portuguese royal family chooses Cascais as its summer destination

1878
First electric illumination experience in Portugal

1882
The cradle of tennis in Portugal

1888
First national football game

1896
First Portuguese film production

1898
First sailing regatta in Portugal

1914
Estoril becomes a major tourism resort in Europe

1926
First itinerant library

1953
First electrified railway in Portugal
To make Cascais the best place to live for a **day** or a **lifetime**

Through innovative public policies and territorial management, attracting leading investments, fostering and managing knowledge, preservation of natural resources and heritage, engaging citizen participation and intelligent use of technology.
Our success is citizen’s satisfaction
Our work is professional and ethical
We deliver quality and excellence in all we do
Our positioning is global
Our management is sustainable and transparent
We Value and empower employees
STRATEGIC AREAS

- Education and Knowledge
- Health and Well-being
- Quality of Public Space and Environment
- Cultural offer
- Public Safety
EVOLUTION

1.0 SMART CITIES
TECHNOLOGY DRIVEN

2.0 SMART CITIES
TECHNOLOGY ENABLED, CITY-LED

3.0 SMART CITIES
CITIZEN CO-CREATION
THE ORGANIZATION

ASSOCIATION

Cascais Dinâmica
Tourist promotion, infrastructures management

Cascais Próxima
Roads & infrastructures

DNA CASCAIS
Entrepreneurship

Cascais Ambiète
Environment, Cleaning & Waste management

Associação S. F. Assis
Animal protection

Fundação D. Luis
Culture

City Hall CASCAIS

Cascais Envolvente
Social housing
ONGOING CHALLENGES

SIMPLIFICATION
MOBILITY
PARTICIPATION

INTEGRATION
CONTROL
TRANSPARENCY
95% VIRTUALIZED INFRASTRUCTURE

- Data Cascais
- Fix cascais
- Document Management
- Cloud Infrastructure & Services
- C3 Smart City
- Unified Call Center
- Education
- City Points
- Cascais Framework
- Cascais ID
- Domain & Network Integration
DIGITAL INFRASTRUCTURE

SMART CITIZENSHIP

SMART MOBILITY

SMART ENERGY & ENVIRONMENT
80% of urban licensing requests came from online channel in 2016 (it was 68% in 2015)
CASCAIS ID

Cascais ID will allow one single login, to communicate with the municipality through all digital platforms, resulting in a better citizen service.
SINGLE CONTACT SOLUTION

Contact Centre that provides an answering service previously provided by 5 entities. It provides information and services.

800 203 189
DATA AND THE FUTURE OF SMART CITIES

SMART CITIZENSHIP

- Consolidate vision of the activity of Citizens and Companies in Cascais Territory
- Expand existing BI Infrastructure to collect meaningful data from municipal companies
- Expand systems integration between Municipal companies

examples

- **Licencing requests**
  - The municipality

- **Noise level**
  - Cascais Ambiente

- **New companies**
  - DNA Cascais

- **Hotel occupation rate**
  - Cascais Dinâmica

- **Museum tickets**
  - Municipal Foundations
Data Science for Social Good

Future Data scientist work with Cascais to find solutions for real problems in unemployment.

People, technology and future – The city as incubator for innovation

Document and map the ecology of innovation by studying cases with different dynamics of innovation in Lisbon Metropolitan Area.
Integrated control centre for the territory of Cascais

- Integrated command capability in different areas of intervention in the territory: Security, surveillance, mobility, safety, environment, and others

- Multidisciplinary room in the technical centre
  Coordination with other entities with management responsibilities in the territory (eg: Police, civil parishes, ...)

- In the future it will permit a predictive command capability, based on advanced anticipation techniques
PARADIGM SHIFT

SMART CITIZENSHIP

IMPROVE COMMUNICATION

Communicate everything to everyone

Communicate by theme to specific audience

1. Identify
2. Create
3. Communicate
COMMUNICATION ECOSYSTEM

CASCAIS.PT
- Sessions: 2,164,075
- Users: 1,045,985
- Viewed pages: 4,548,523
- Avg. Session duration: 00:02:42

FACEBOOK
- Actual fans: 105,255*
- Posts: 2,578
- Comments: 21,286
- Likes: 462,322
- Shares: 81,193

YOUTUBE
- Published videos: 342
- Views: 352,510
- Total viewed minutes: 710,413

* 2nd place in fan number amongst city halls
6th place in fan number in government and public institution category.
CASCAIS APPS

- Contact Anchor – more than 50% of total website visits
- Supports permanent relationship with citizens due to high cultural offers and activities

SMART CITIZENSHIP

AGENDA CASCAIS

- Guide for Environmental tours in Cascais
- Parks, walks and activities

GREEN CASCAIS

- Geo-referentiation
- Google-based technology
- Mobile version of Cascais GIS

GEO CASCAIS
Mobile platform for urban intervention requests

Integrated with internal digital workflows and business processes

Promotes citizenship and relation between citizens and public administration

First experience in Portugal

Promotes participation
Awarding citizens with citypoints for good practices

Awards & Recognition
Citizens can earn Citypoints

Inclusive Partnerships with local businesses
New York has a lot to learn from Cascais

"What impressed us most in Cascais was the use of Participatory Budget to create confidence and participation, not just for one year but for many years. There are many processes of participatory budgets that do not last more than two or three years. What Cascais made in the last five years was to show that one can always improve and create more and more confidence to show the impact and results, so that citizens become increasingly committed, dedicated and motivated."

Lex Paulson
Translation from Observador news website
PARTICIPATORY BUDGET

Cascais Participatory Budget has the highest voting level in the country and the highest execution level.

Participants reveal the highest level of satisfaction with the political commitment of the municipal executive.*

78.3% consider that the approved proposals are the most prioritary.*

The most voted in Europe (in%)

The best European experience:

1 Person = 1 Vote

The citizen can vote by

- sms
- cascaisparticipa.pt

*Data obtained from the study “Projeto OPtar 2013”

58,567 votes in 2016
Connects Educational Community

Students, Teachers and technical staff from Public Schools of Cascais Municipality now have:

- **Office 365** Licenses
- **Email account** cascaisedu.pt
- **Unlimited storage** Cloud
- **Internal school websites** Sharepoint online
- **Skype access**
- **Minecraft Education**
Mobicascais is the mobility portal of Cascais

It holds all the information regarding the multimodal transportation system such as parking, public transportation or bike-sharing

It allows the user to manage, reserve and pay for the use of every mobility connected service in the town of Cascais.

Citizen may save around 10%

Mobile app that allows bike booking and information about the transports timetables
Cascais is developing a Mobility Cluster

INTEGRATED MOBILITY MANAGEMENT

SMART MOBILITY

Bike sharing  Moto sharing  Smart Parking  Taxi  Urban logistic

OPERATIONAL CENTRE

Traffic Management  Fleets Management  Transport on request  Car Pooling  VE Infrastructure  Car sharing
2018

2000 bicycles

300 dock station
DIGITAL INFRASTRUCTURE

SMART CITIZENSHIP

SMART MOBILITY

SMART ENERGY & ENVIRONMENT
- Green spaces and gardens
- Waste management
- Data collection and monitoring of environmental indicators
Why a delivery center in Cascais...

- is pioneer on the smart city & mobility with several unique solutions
- is a living lab for startups, global and local partners
- aims to host a global delivery center from Deloitte
- is investing a large proportion of its budget on Mobility and Smart Cities initiatives
- is already a developing center based on a living ecosystem
- has several partnerships, including a new academic and technology campus
- has a trusted relationship with Deloitte Portugal
- has a committed City Hall
STRATEGIC PARTNERSHIPS

We did not do all of this alone