



SMART CITY

Eng. Muammar Al Katheeri

Executive Vice President
Engineering & Smart City



2004





2009





Technology Hub



Happiest People



Smart City



Desired Society



DSO Strategy
2021

السلطة دبي
Dubai Silicon Oasis Authority



SMART CITY STRATEGY



VISION

To make DSOA a leading smart community

MISSION

To develop a fully integrated sustainable and happy community through collaboration, innovation, and technology

VALUE

We Collaborate
We Innovate
We Integrate

SMART CITY DIMENSIONS



SMART ENVIRONMENT

Compliance with international green standards

SMART PEOPLE

Nourish human capital

SMART ECONOMY

One of the top investment destinations in the Middle East for business

SMART MOBILITY

Fully integrated, convenient, green, 24x7 public transportations

SMART LIVING

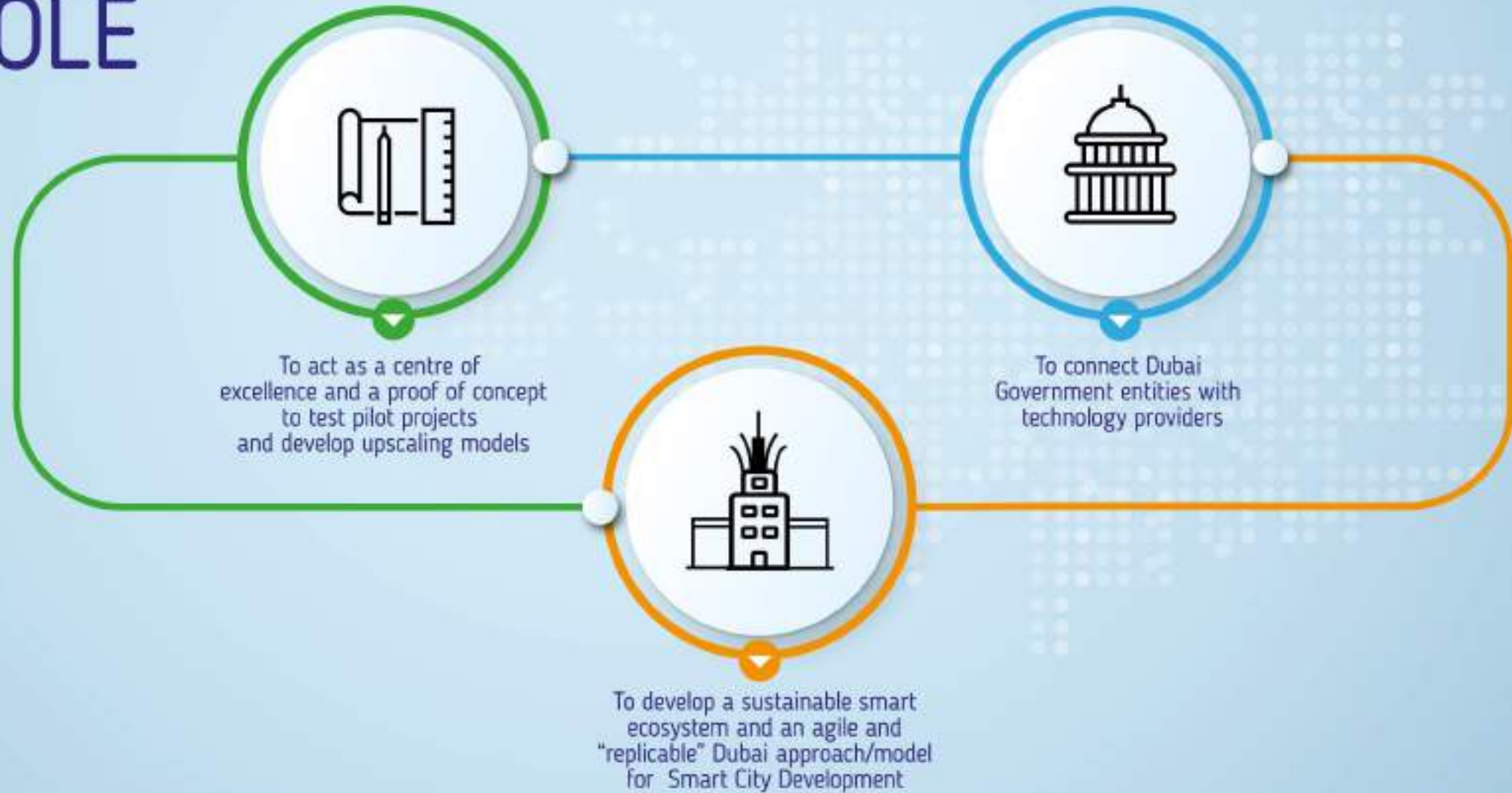
One of the top 5 living communities in the UAE

SMART GOVERNANCE

Community engagement and transparency through digital government services



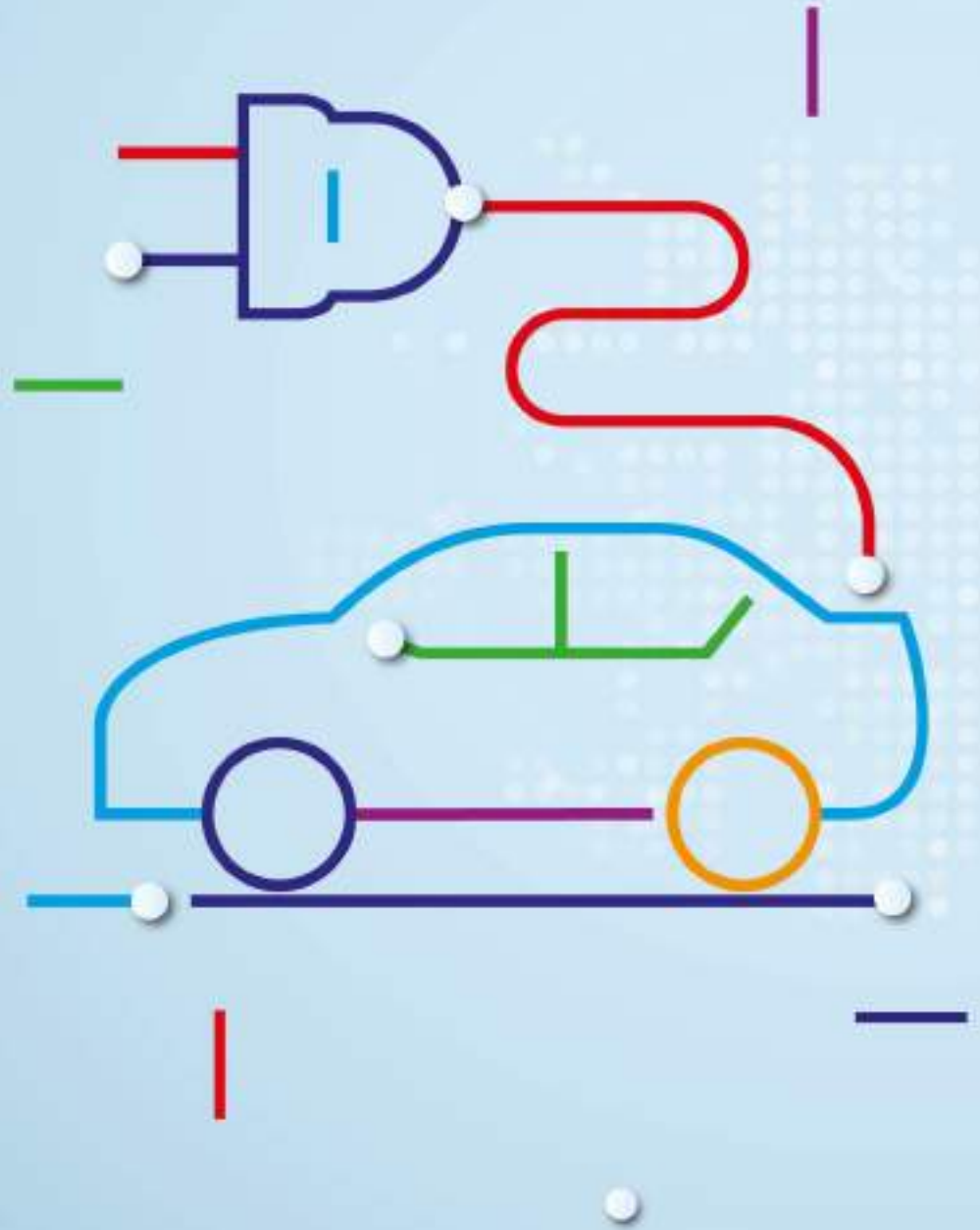
DSOA'S PRIMARY ROLE



Dubai Clean Energy Strategy 2050 aims to transform Dubai into a global hub for clean energy and green economy by diversifying the energy mix to include 7% of Dubai's total power output from clean resources by 2020, 25% by 2030, and 75% by 2050. The strategy includes five main pillars: infrastructure, legislation, funding, building capacities and skills, and an environment-friendly energy mix.



Transforming Dubai to Autonomous Mode by 2030 by transforming 25% of the total transportation in Dubai to autonomous mode by 2030, involving 5 million daily trips, saving AED 22 billion in annual economic costs and positioning the government of Dubai as a global leading example through announcing an integrated strategy with clear enablers and targets within a specific timeframe.



SMART MOBILITY



EV CHARGING STATIONS



Installation of the first charging station outside DEWA in **2015** at DSOA headquarters, the Two Towers and Cedre Community Centre



EV charging station installed in Operations & Facility Centre



5 charging stations



The **1st** to introduce free EV charging



ELECTRIC CARS



Replaced fuel enabled cars with electrical cars



10% of DSOA's vehicles are electric



Aims to further reduce CO₂ emissions by **20%** to reach a total of **72,000** tons by **2020**



RENAULT





PARTNER

SHIP



Understand your partner's language , motivations and objectives



Understand build **trust**



Develop **clear agreements** and be flexible



Learn from your partner



View partnership as a **mindset** not a formula



Share failures



R·I·T Dubai

جامعة روتشستر للتكنولوجيا - نيويورك، أمريكا
Rochester Institute of Technology, NY, USA



JAGUAR





hoop





HUMAN CROSSING



Problem:

20% of road accidents in Dubai involve pedestrians
Dubai Statistics Centre www.dsc.gov.ae -
Traffic Accidents and Injuries -
Emirate of Dubai 2012-2014

2016 Volkswagen ME found that majority of pedestrian accidents are caused due to ignored zebra lines



Idea:

To promote pedestrian safety by engaging drivers emotionally

What's Human Crossing?

A digital LED overhead crossing that displayed names of students when passing underneath it

For whom? School Students

Where was it installed?
GEMS Wellington Academy located in DSOA

Which technology was used?

2,000 pieces of RFID chips and Motion Tracking Technology programmed with individual students'



Reach:

- 10.2 million print & online circulation within and outside the UAE**
- 70 blog mentions**
- 1.4 million total video views across social media platforms**
- 47 print clippings**



Awards:

- Best Use of Initiative for Improved Traffic Safety
- Smart City Initiative of the Year
- Best Road Safety Innovation Campaign

Public Relations awards for the online film "Adam" and news circulation

- Best Digital PR Campaign (Gold)
- Best Use of Social Media/ Digital PR (Silver)
- Social Responsibility & Environmental PR (Bronze)
- Four Bronze awards for Outdoor, PR, Digital PR & Media





CONNECTED VEHICLES

FOR ROAD SAFETY TESTBED AND PILOT

Project Goals

Demonstrate feasibility and benefits of connected vehicle technologies for road safety

Demonstrate effectiveness and benefits of Derq's connected vehicle solutions

Increase readiness for deployment of connected and autonomous vehicle in a smart city



Examples of applications to be piloted



Basic safety messages for connected vehicles

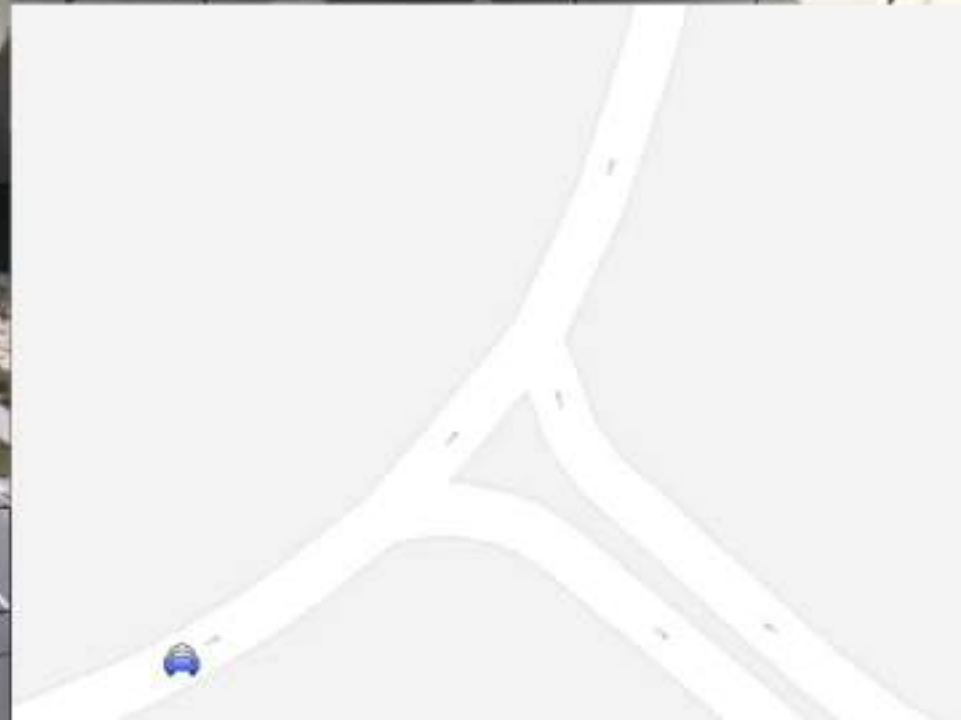


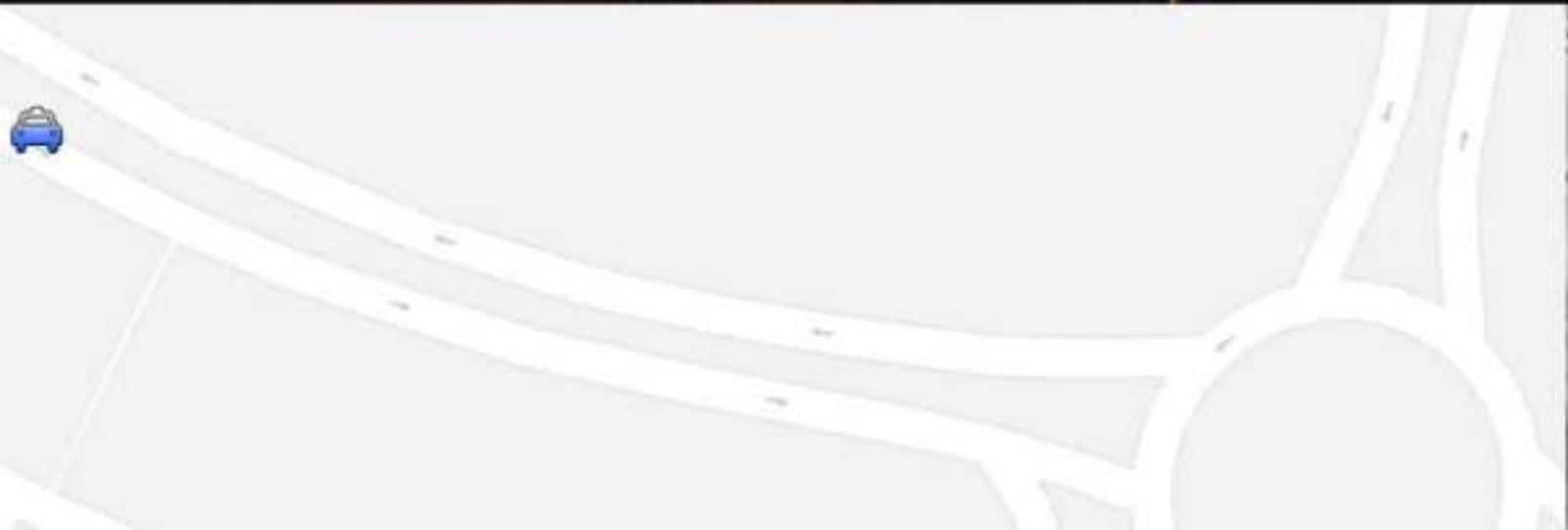
Intersection monitoring and analysis



Intersection collision prediction and warning







DSOA DRIVES RTA'S SMART MOBILITY PROJECTS



Collectively achieved milestones by presenting to the world significant innovations in the field of Smart Mobility.

Acts as a test bed for trials and operations for self-driving technology.

Is the R&D center for new mobility technologies as part of DSOA's Centre of Excellence (CoE).



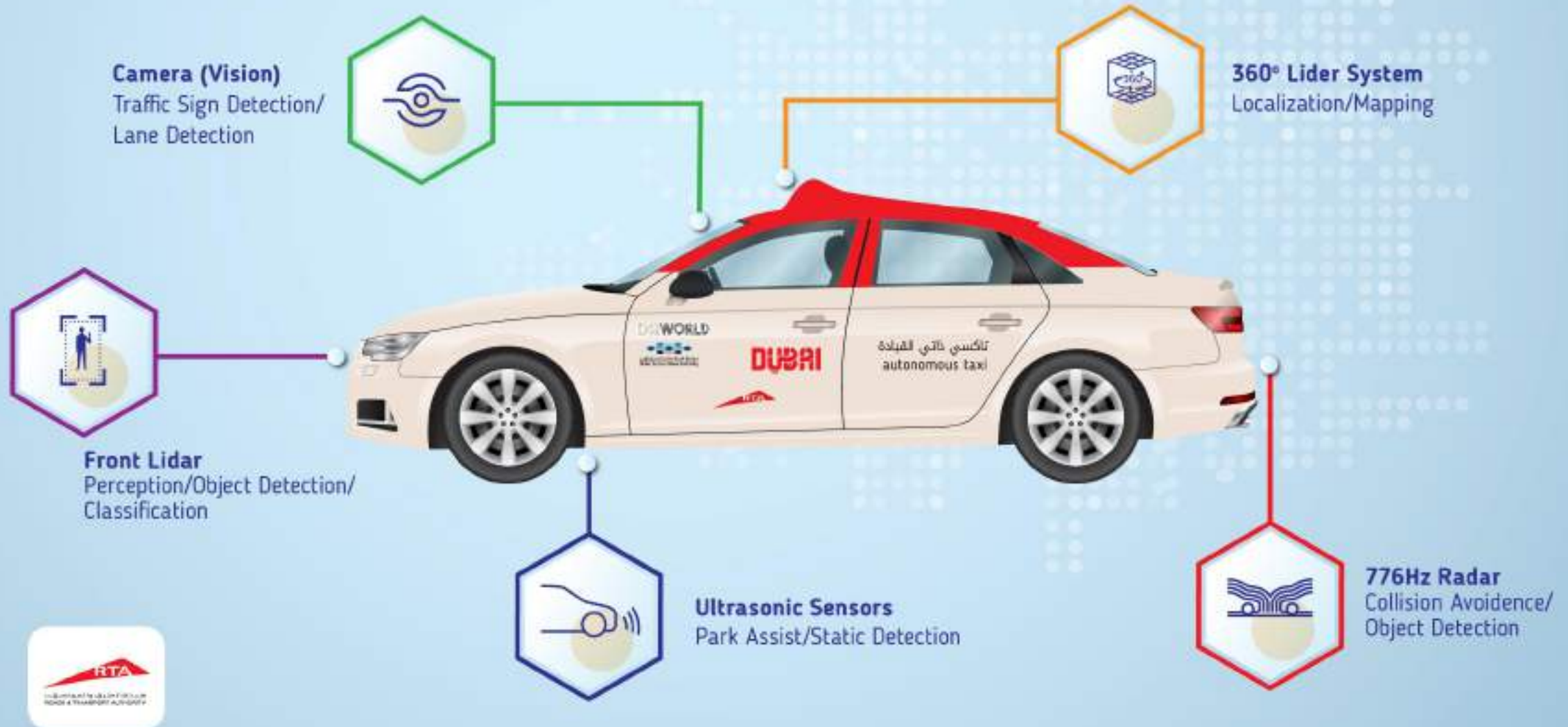
SCOPE:

- Integrating Smart Mobility Systems
- Leveraging DSOA's CoE
- Conducting Smart Mobility proof of concepts such as:
 - Self Driving Vehicles
 - Shared Mobility



AUTONOMOUS TAXI 2018

DSOA have joined hands with RTA and DG world to introduce the first Autonomous Taxi





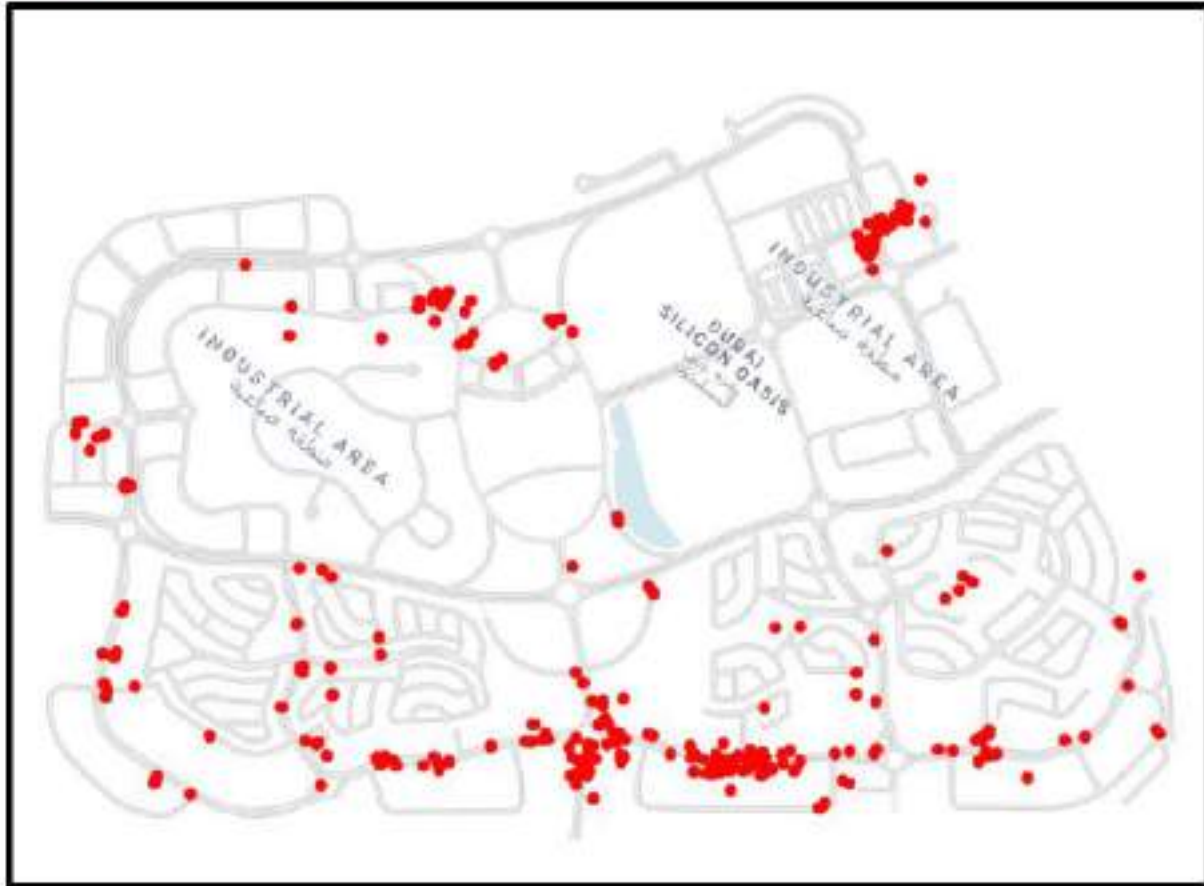
hoop



First five days in DSO

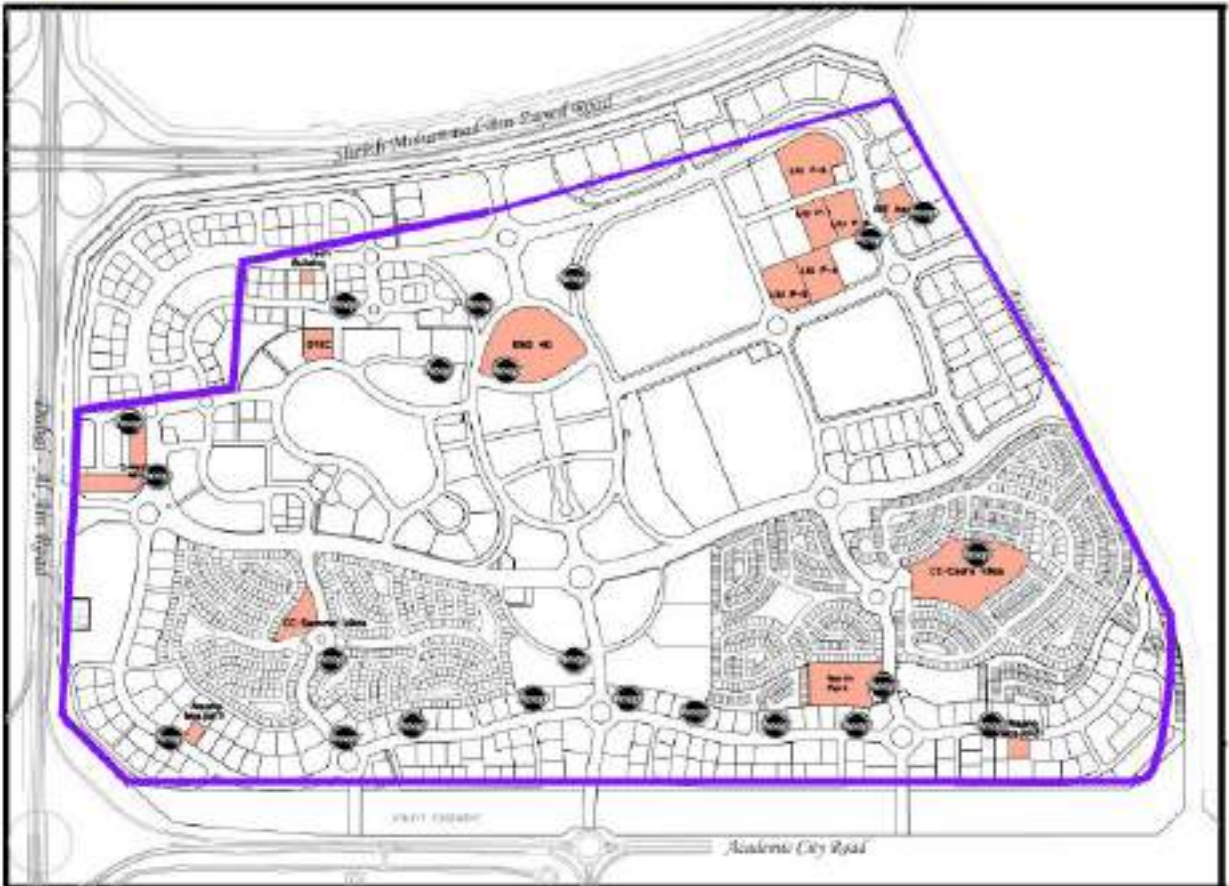
Hoop Stop & the flow of rides

● Actual stops



□ Operation area

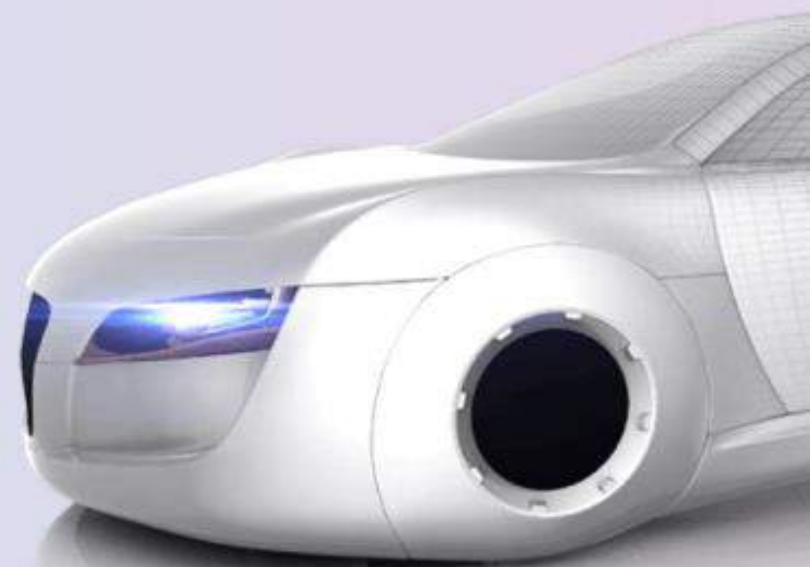
● Hoop Stop

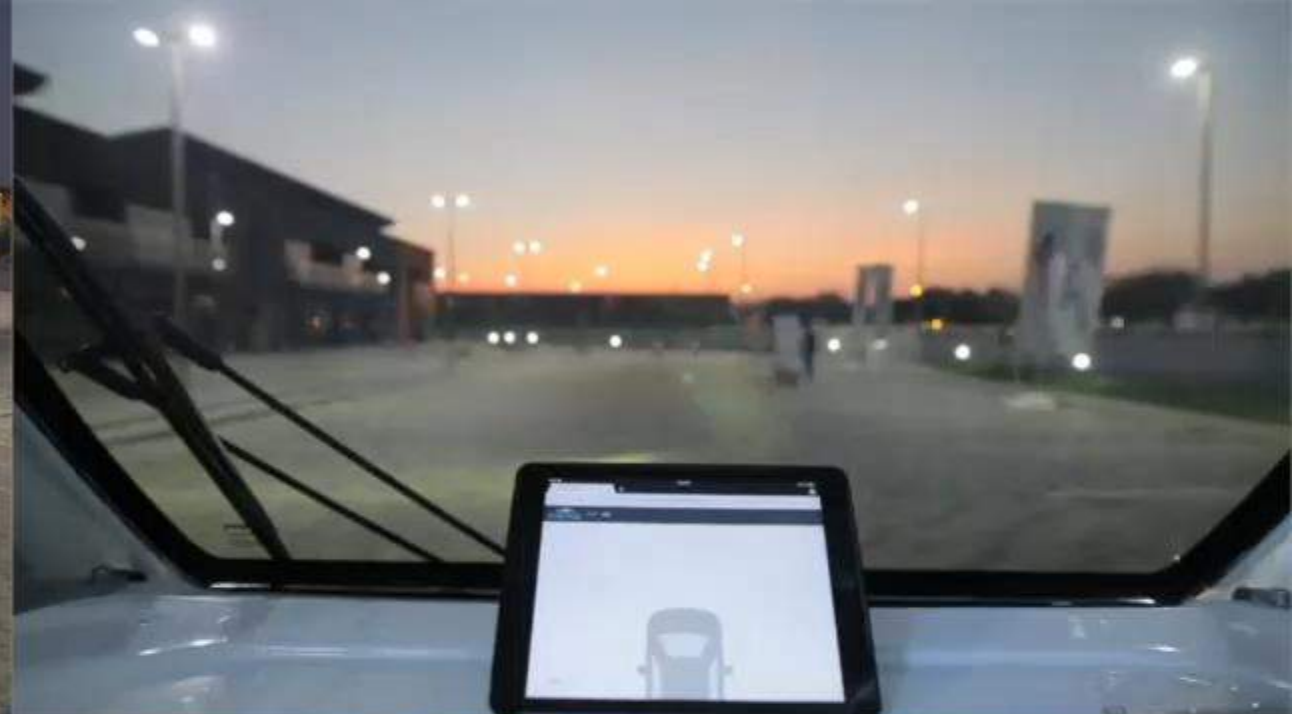




DUBAI WORLD CONGRESS
FOR SELF-DRIVING TRANSPORT

OCT | 2019







SMART CITY

