

THE SWITCHERS

Challenge:

Development of sustainable solutions that improve urban mobility for the **improvement** of **tourism** and **leisure** in **Senador Canedo**.

LATIN AMERICA PRACTICES AND SOFT SKILLS FOR
LAPASSION
AN INNOVATION ORIENTED NETWORK

SMT
SUPERINTENDÊNCIA
MUNICIPAL DE TRÂNSITO

PREFEITURA DE
**SENADOR
CANEDO**
NOVA CIDADE
2017/2023



Co-funded by the
Erasmus+ Programme
of the European Union

Problem

“Visibility of existing
points in Senador
Canedo”





Our View



Potential



Value



How?



Internet

Senador Canedo's Website

- Home
- The City
- Town Hall
- Departments
- SMT
- Legislation/Normative Acts
- Talk To Us

The screenshot displays the 'Lei de Acesso à Informação' (Right to Information Law) portal on the Senador Canedo website. The page is titled 'Serviço de Informação ao Cidadão - Primeiro Acesso' (Service of Information to the Citizen - First Access). The sidebar on the left contains the following links:

- Portal da Transparência
- Lei de Acesso à Informação
 - Página Inicial
 - Estrutura Organizacional
 - Diárias
 - Transferências de Recursos
 - Licitações
 - Dispensa / Inexigibilidade / Credenciamento / Chamada Pública
 - Adesão Registro de Preço
 - Programas e Ações
 - Patrimônio
 - Obras
 - Publicações de Documentos
 - Leis / Decretos
 - E-SIC Serviço de Informação ao Cidadão

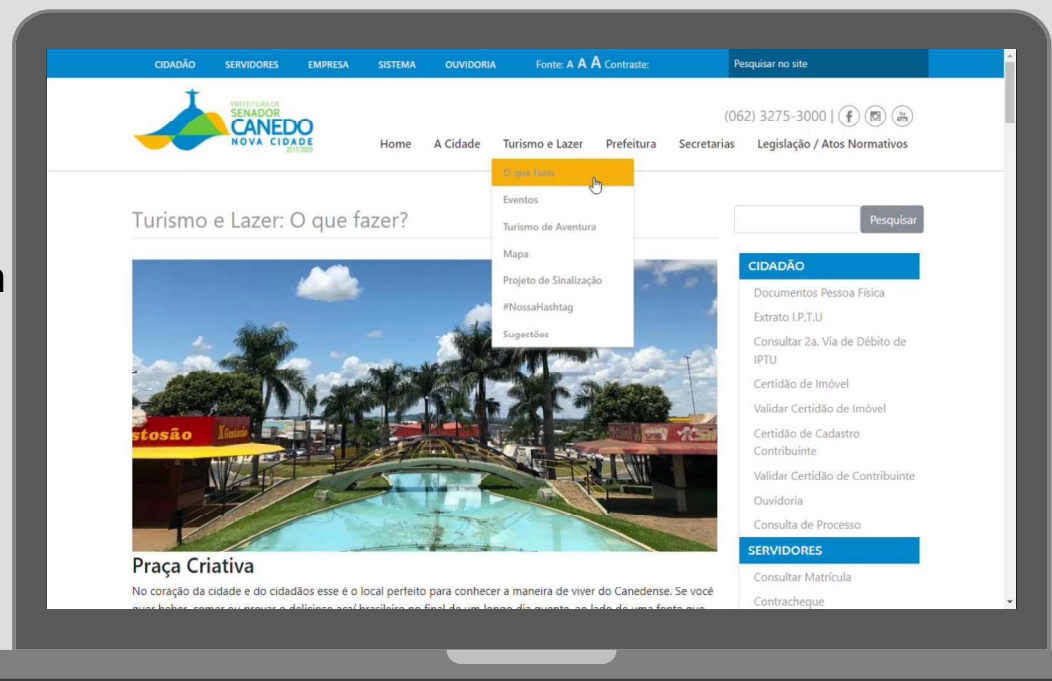
The main content area features a form for requesting information. The form includes the following fields:

- Nome * (Name)
- CPF * (CPF)
- Sexo (Sex) - Seleccione o sexo
- Idade (Age) - Seleccione o sexo
- Endereço (Address)
- Cidade (City) - SELECCIONE O ESTADO
- Escolaridade (Education) - SELECCIONE UMA OPÇÃO
- CPF * (CPF)
- Lista de Nascimento (Birth List)
- Cep (Zip Code)
- Email
- Estado (State) - SELECCIONE O ESTADO

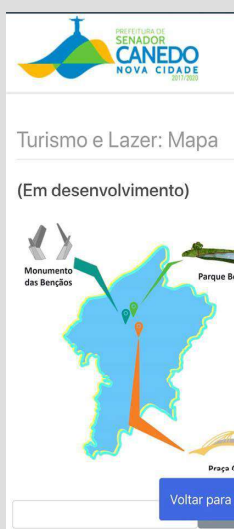
The form also includes a 'Enviar' (Send) button and a note: 'Campos marcados com (*) são obrigatórios.' (Fields marked with (*) are mandatory).

Tourism and Leisure Tab

- What to do?
- Events
- Adventurous Tourism
- Map
- Signalization Project
- #OurHashtag
- Suggestions



Tourism and Leisure Tab



Recognize

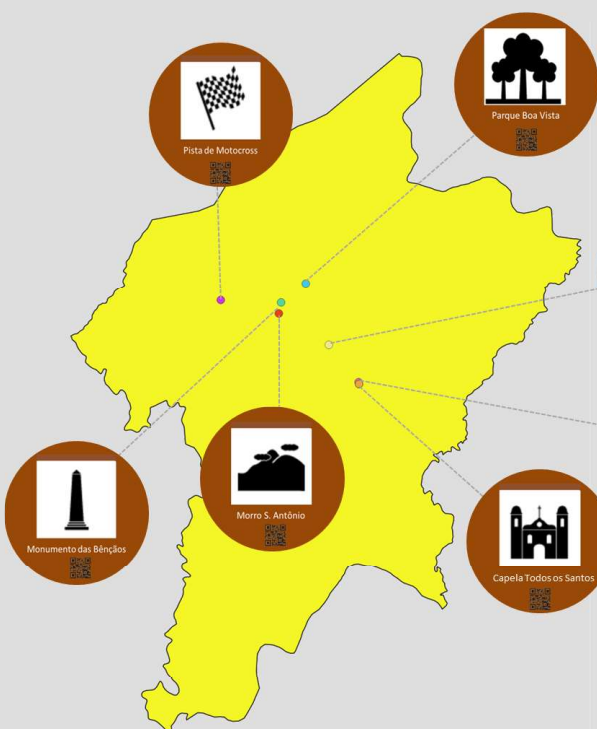


Signalization Project



TOURIST SPOT	CODE	IDENTIFICATION	UTILIZATION	PICTOGRAM S
Santo Antônio's Hill	TNA-01	Mother Church	Mountains, Peaks and Mountainous Areas	
Criativa Square	TAR-01	Square	Squares	
Todos os Santos' Chapel	THC-01	Religious Architecture	Churches, Chapels, Cathedrals;...	
Mother Church	THC-01	Religious Architecture	Churches, Chapels, Cathedrals;...	
Boa Vista Park	TAR-03	Urban Park	Urban Parks With Green Areas	
Bençãos' Monument	THC-04	Monument	Obelisks, Sculptures and Statues	
Motocross Track	TAD-03	Motor Sports	Obelisks, Sculptures and Statues	

Signalization Project



Tourist Spots:

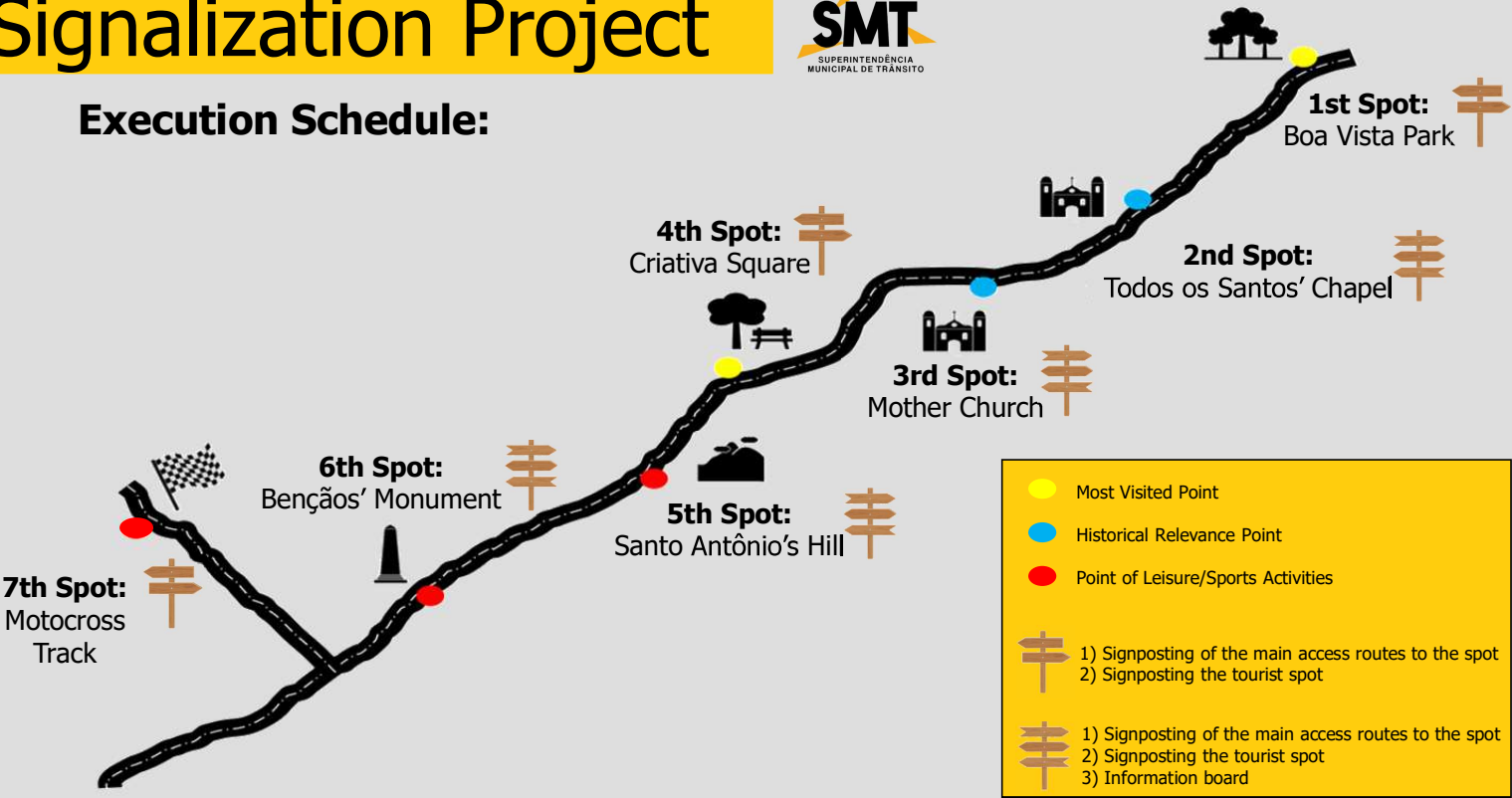
- Morro de Santo Antônio
- Parque Boa Vista
- Praça Criativa
- Igreja Católica Matriz
- Monumento das Bênçãos
- Pista de Motocross Senador Canedo
- Capela de Todos os Santos



Signalization Project



Execution Schedule:



Expected Outcome



Our Team



Araceli
Storyteller



João
Design Manager

Creative and Innovation
Department



Matheus
Project Manager
and Mediator

Project Manager



Aline
Report Manager



Sandro
Target Perception



Gabriel
Mobility Specialist

Research Department

Our Tutors:



Eduardo



Carol

Thank you!

Follow our updates



tinyurl.com/theswitchers

Contact us



theswitcherslapassion2020@gmail.com

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