



a world class African city

# GeoJozi Challenge Overview



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Briefing Session**

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## Definition of GeoJozi Challenge

- 1<sup>st</sup>
- Partnership
- Young upcoming developers (30 yrs and younger, reside in Jhb)
- “Geo” refers to Geography / location on earth / map based

## Rational

- In the context of City’s commitment to become a smart city
- How can we work better, smarter, embrace technology, involve citizens?
- Local solutions for local challenges

## Theme: Why an address is important

- Critical piece of info for smart city
- Indicates location
- Point of service delivery (ambulance, refuse removal, voting, etc.)
- Entry to society

### What must developers do?

- Develop map based app that talks to any part of the address issue
- Use technology to re-engineer processes e.g. crowd sourcing vs. fieldworkers, gamification, awards vs. penalties, etc.
- Young, vibrant, fun, attractive, engaging

### Why should developers enter?

- Prizes, training, exposure
- Make a difference
- Innovation, develop idea for possible implementation



# GEOJOZI CHALLENGE

## Overview

## Communication

- Website [www.geojozi.joburg](http://www.geojozi.joburg)
- Schedule of events (31 Aug – 19 November)
- Rules, Terms and conditions
- Social media



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# GEOJOZI CHALLENGE

## Suggestions

### Innovative Possibilities

The issues associated with street addresses in cities throughout the world are complex, but also present exciting challenges.

Be a catalyst in making the City of Johannesburg and residents smarter by rising to the **2016**

### GeoJozi Challenge: some basic ideas

- Can our address capture and verification process be simplified and streamlined?
- Can we use crowd sourcing or gamification for sourcing addresses?
- Could we use augmented reality apps on a smart phone to do a “treasure hunt” for virtual treasures while gathering address and other data for verification?
- What about creating a data marketplace where residents can use their smartphones to gather bits of data for a reward such as airtime, points or other items of value?
- What about validating street address data using outside sources e.g. Google Street View, satellite imagery or equivalent sources?
- Maybe the ways in which routing to addresses is done needs innovation? e.g. GPS navigation, signage, etc.