DEPARTMENT OF PUBLIC POLICY ANALYSIS

INNOVATION FOR PUBLIC POLICIES
DEPARTMENT OF PUBLIC POLICY ANALYSIS

INNOVATION FOR PUBLIC POLICIES
FGV DAPP

Director
Dr. Marco Aurelio Ruediger

DAPP
DAPP Contacts: +55 (21) 3799-4300 | www.dapp.fgv.br | dapp@fgv.br

FGV is an institution with a philanthropic, educational, technical and scientific nature, created on 20 December 1944 as a private entity, whose aim is to act in a broad manner in all questions with a scientific nature, with an emphasis on the social sciences, administration, law, and economy, contributing to the socio-economic development of the country.

Head Office
Praia de Botafogo, 190, Rio de Janeiro | RJ, CEP 22250-900 ou Caixa Postal 62.591 CEP 22257-970 | Tel: (21) 3799-5498 | www.fgv.br

Founding President
Luiz Simões Lopes

President
Carlos Ivan Simonsen Leal

Vice-Presidents
Sergio Franklin Quintella, Francisco Oswaldo Neves Dornelles e Marcos Cintra Cavalcante de Albuquerque
TABLE OF CONTENTS

PART I

06 FGV
07 DAPP
08 THE TEAM

PART II

10 AREAS OF APPLIED RESEARCH

PART III

34 DAPP IN THE MEDIA
42 DATA VISUALIZATION AND IMPACT STUDIES
The **Fundação Getulio Vargas** is a leading Think Tank and Higher Education Institution in Brazil. Founded in 1944, FGV is dedicated to promoting the economic and social development of Brazil. Based in Rio de Janeiro, FGV is also present in São Paulo, Brasília, and other major Brazilian cities.
DAPP

The Department of Public Policy Analysis is an applied social research center, which has the aim of promoting the understanding of public policies and their effects, improving public debate in a networked society. Its mission is to improve transparency and strengthen the dialogue between the state and society, as well as to promote national development.
DAPP produces public policy analyses with an interdisciplinary and diversified team, with a sound background in areas such as Sociology, Political Science, Anthropology, Linguistics, Economics, Public Administration, International Relations, Statistics, Mathematics, Philosophy, and Social Communication, allied to the areas of Informational Technology and Design.
DAPP IS COMMITTED TO ALWAYS WORKING AT THE FRONTIER OF KNOWLEDGE.
DAPP develops applied social research with the aim of promoting innovation for public policies, producing qualified analyses and making open to the public many data analysis and visualization tools. Its research methodologies involve quantitative and qualitative methods, linked to social network analysis and an interface with the areas of technology and design.
POLITICS ON THE NET
A vision of the public debate

BUDGET TRANSPARENCY
How your money is used

POLITICAL TRANSPARENCY
The funding of representation

IMMIGRATION
A vector for strategic development

SCHOOL UNIVERSE
What is the state of education in Brazil?

PUBLIC SECURITY
Police, human rights, and citizenship

DAPP LAB
Technology for public policies

SPORTS
Administration and transparency for sporting events

HEALTH IN NUMBERS
Panorama of public health in Brazil

SUCCESSFUL CASES
Partnerships and initiatives in innovation and public administration
POLITICS ON THE NET
A VISION OF THE PUBLIC DEBATE
Social network analysis and a visualization of data about the principal themes of public debate on the web. **The Theme Monitor, Pulse of Brazil, Economics on the Net, and Social Network Analysis** compose a panel of monitoring and analysis tools about what is being debated in the public policy arena.
**COUNTRY PULSE**

Monitors in real time what people are saying about the selected themes. Up to eight million tweets are registered and geo-located per day all over Brazil.

**THEME MONITOR**

Represents a thermometer of the public debate on the social networks about questions linked to transport, health, education, security, protests, and corruption.
ECONOMICS ON THE NET
Provides an indication of how the economy is perceived in Brazilians’ daily lives, revealing impressions about economic variables.

SOCIAL NETWORK ANALYSIS
Research about the public debate on the web from a transdisciplinary perspective. Data visualization in graphs offers a panorama of the groups involved.
BUDGET TRANSPARENCY
HOW YOUR MONEY IS USED
Information in a simple and accessible manner about how public funds are used through graphic visualizations of the Federal Budget. The **Budget Mosaic**, **Budget Geology**, and **Budget Transfers** offer distinct perspectives of the analysis of public expenditure.
Information about the Federal Budget in a simple and interactive manner, promoting the transparency of public expenditure. The Mosaic’s graphic models show the proportional distribution of the Budget in terms of Functions, Agencies, and Parties, revealing decisions about the division of federal resources. The tool, which also makes data available for download, aims to improve the public debate and contribute to democracy and development.
**BUDGET TRANSFERS**

Funds transferred by the Federal Union to the states and Federal District. It offers a panorama of the distribution and the implementation of funds throughout the country per area of use.

**BUDGET GEOLOGY**

How public funds are used per type of expenditure. It has the aim of showing in a ludic form how federal government expenditure evolves for each Function and Agency.
POLITICAL TRANSPARENCY

THE FUNDING OF REPRESENTATION
These tools reveal the origin of donations received by candidates in electoral disputes for the Chamber of Deputies, the Federal Senate, State Governors, and the Brazilian Presidency. The Transparent Congress and Electoral Mosaic reveal the relationship between economic interests and politicians.
CONGRESS TRANSPARENCY

The Congress Transparency Tool has the aim of unveiling the economic influences on the current electoral representatives elected to the Chamber of Deputies. The data used shows the campaign revenue of the federal deputies who are currently part of the Congress, their participations in Thematic Commissions, and the economic groups and companies who donate to the candidates, promoting the transparency of electoral financing.
ELECTORAL MOSAIC

The Electoral Mosaic is a complementary tool to the Transparent Chamber and lets users navigate through the data provided from the accounts presented by candidates for Federal Deputy, Senator, Governor, and President of the Republic. The tool allows the relationship between sectors, companies, and candidates to be seen in a simple and interactive manner.
Provides content referring to applied research about global migratory movements and their impacts on the socio-economic and institutional development of Brazil.
MINISTRY OF LABOR AND EMPLOYMENT
Research about the attraction of qualified labor for Brazil in partnership with the Ministry of Labor and Employment.

MIGRATORY GLOBE
An interactive tool which simulates a 3D Globe, in which it is possible to accompany migratory flows between Brazil and other countries. Available to the user are filters of education level, while countries can be selected to obtain information about migration.

STRATEGIC STUDY
An interdisciplinary study of worldwide migratory movements, dealing with questions such as attracting qualified immigrants, refugees, and the labor market in Brazil and the world.

WEB SERIES
Videos of statements by immigrants, covering various nationalities and perspectives, from the motivations to emigrate to the experiences of immigrants in Brazil.
SCHOOL UNIVERSE

WHAT IS THE STATE OF PUBLIC EDUCATION IN BRAZIL?

The aim of the FGV/DAPP education series called The Universe of Schools is to provoke a discussion about the state of second level education in Brazil and its impact on school performance and the personal achievement of students. Aims to show what Brazilian schools say they offer to their students in order to carry out an exploratory analysis of the differences in the situation of public education in Brazil in terms of what is offered and to think of forms of measuring how this may or may not be linked to the development of cognitive and socio-emotional abilities.
PUBLIC SECURITY
POLICE, HUMAN RIGHTS, AND CITIZENSHIP

Data-driven research and analysis about police, human rights, and citizenship. It aims to promote a qualified debate about public security policies, and relations between the Brazilian states, with an emphasis on Big Data and the visualization of data about violence and criminality.
GEOGRAPHY OF INCARCERATION
A tool that identifies strategies for the investment of public resources in order to analyze the urban conditions in which the convicts originate and into which the majority return. It indicates a new opportunity for the reduction of the imprisoned population through specific investments.

STATISTICAL ANALYSIS
A special platform bringing together statistics about violence and criminality. The interactive tool allows a focus on crime, city, state, and time series, with data analyses and comparisons with other socio-economic indicators.

CONSULTATIVE COUNCIL
The central objective of the Consultative Council of Public Security and Citizenship is the monitoring, assessment, and debating of the public security issues. Its members come from academia and the government, as well as public security operations and strategy, with the purpose of dialoguing in a critical and purposeful manner with public security policies and issues in Brazil.
DAPP LAB

TECHNOLOGY FOR PUBLIC POLICIES

A technological innovation laboratory for public policies run by DAPP. It has the aim of developing innovative methodologies for the analysis and implementation of public policies, with an intensive use of new technologies, data analysis, and the internet.
DAPP SENSORS
Applied research about the use of sensors for the extraction of data aimed at public administration. It aims at optimizing health, education, transport, and security, amongst other areas.

HUMOUR ON THE NET
Assessment of people’s positive and negative perception of relevant public policy issues in real time, through the monitoring of emojis and emoticons in tweets.
SPORT ADMINISTRATION AND TRANSPARENCY FOR SPORTING EVENTS

A platform for administration, data analysis, and transparency aimed at large sporting events. It has the purpose of looking at sports administration in Brazil in an innovative manner, promoting professionalization and the improvement of the debate about this sector of the economy.
BRASILEIRÃO ON THE NET
A social network monitoring and transparency tool about the Brazilian soccer championship (the Brasileirão). The platform updates in real time mentions of teams, players, and managers.

THE WORLD CUP ON THE NET
Monitoring, in partnership with a British company, of social networks during the 2014 World Cup, with analysis of the main highlights on the internet and ranking of the most popular subjects.
This has the aim of promoting transparency and improving the public debate about policies in the sector through public data combined with network analysis, new technologies, and data visualization.
DENGUE NUMBERS IN BRAZIL
The panorama of the cases of dengue in Brazil and its different states. The principal aim is to consolidate different sources of data to provide qualified information for decision making.

FEDERAL GOVERNMENT BUDGET FOR THE FIGHT AGAINST DENGUE
Information about the government budget and transfers to states for combatting various diseases, amongst which dengue is the most important.
The implementation of public policies in Brazil nowadays faces a series of challenges, from the emergence of digital citizenship to the integration of different sectors of government in a single development strategy. FGV/DAPP has the mission of promoting a culture of innovation in public policies and improving the public debate through data transparency and social participation.
**IPORTOS**

The strategic project and service administration system developed by FGV/DAPP in partnership with the Special Secretariat of Ports shortened deadlines and facilitated private investment in Brazilian ports.

**IMMIGRATION BRAZIL PORTAL**

FGV/DAPP’s innovative project integrates services and processes from the different bodies involved with the administration of immigration, facilitating the experience of the immigrant and encouraging information transparency.
Partnerships with the media for the analysis of public policies. It aims to promote and improve public debate through innovative analysis methodologies and data visualization tools, offering a distinct perspective for the discussion of issues in the public agenda.
O GLOBO

A set of analysis and monitoring of social networks in the 2014 elections. During this period various themes were analyzed, including the repercussion of public policy proposals.
VALOR ECONÔMICO

A partnership in the area of budget transparency, including the provision of tools for the analysis of public expenditure in Valor and Valor PRO, the premium service of the newspaper. In the monthly column of the Director of DAPP, Marco Aurelio Ruediger, analysis the main themes of the public agenda.
Estabilidade institucional convive com uma crescente crise de confiança. Por Marco A. Ruediger

Uma questão de transparência

uma das poucas evidências que as crises políticas e econômicas recentes tem trazido é de que as instâncias políticas brasileiras descarregam um gasto de legitimidade democrática de incapacidade e ineficiência. Independente das soluções a que se chega na crise atual, norteadas por um crescimento econômico, a vertente da transparência e da boa gestão pública tem-se tornado um tema central na discussão política.

Numa sociedade em constante transformação, a transparência tem-se tornado uma ferramenta essencial para a sustentabilidade de um sistema político. O crescimento da desigualdade, a corrupção e a falta de transparência são responsáveis por uma crise democrática que ameaça a estabilidade institucional. Oito instâncias políticas brasileiras estão entre as que mais têm de transparência. A transparência é um instrumento essencial para o funcionamento correto da economia.

Para a transparência, é fundamental que as instituições políticas e econômicas estejam alinhadas com as expectativas do cidadão. A transparência deve ser vista não apenas como uma forma de controlar o poder, mas também como uma forma de garantir a eficiência e a eficácia na gestão pública. O principal desafio para a transparência é a implementação de mecanismos que garantam a transparência e a eficiência na gestão pública.

Os mecanismos de transparência devem ser adequados e eficazes. A transparência deve ser vista não apenas como uma forma de controlar o poder, mas também como uma forma de garantir a eficiência e a eficácia na gestão pública. O principal desafio para a transparência é a implementação de mecanismos que garantam a transparência e a eficiência na gestão pública.

Os mecanismos de transparência devem ser adequados e eficazes. A transparência deve ser vista não apenas como uma forma de controlar o poder, mas também como uma forma de garantir a eficiência e a eficácia na gestão pública. O principal desafio para a transparência é a implementação de mecanismos que garantam a transparência e a eficiência na gestão pública.

Os mecanismos de transparência devem ser adequados e eficazes. A transparência deve ser vista não apenas como uma forma de controlar o poder, mas também como uma forma de garantir a eficiência e a eficácia na gestão pública. O principal desafio para a transparência é a implementação de mecanismos que garantam a transparência e a eficiência na gestão pública.
A weekly broadcast, called Looking at the web which deals with public policies and social media, with the live participation of DAPP’s researchers in the analysis of the most important themes.
PUBLIC SECURITY

AGENDAS DE REFORMAS

CRIMES MAIS CITADOS

- Roubo
- Estupro
- Homicídio

Policial
Penal

785
686
13/9
Fonte: FGV/DAPP

3561
13/9
Fonte: FGV/DAPP

7634
14/9

EBOLA

VOLUME DE MENÇÕES

AÇÕES DO GOVERNO

19473
22634
21872

TRATAMENTO
MEDO

Fonte: FGV/DAPP
FINANCIAL TIMES

Regular collaboration with the traditional British newspaper for the analysis of Brazilian and international politics using social network and data from the public budget. A partnership with the blog Beyondbrics has covered themes such as the general elections in Brazil and the United Kingdom.
Brasil’s election as polarised as can be

Jonathan Mordby
Fri 11 Nov 2016

What you are about is a graphic representation of something anyone who followed the campaign for Brazil’s presidential elections at dawn was already aware: the campaign was the most polarised in the nation’s history.

The country was split down the middle, not only nationally (14 million people voted for Aécio Neves, 13 million for Dilma Rousseff). By region, too: in the most developed south, Aécio is the more prosperous south. The electorates, too, were divided into two camps. Not only that, they hardly talked to each other at all.

"The tension during the day," Aécio Neves told a friend, "was more potent, more real than anywhere." To him, a supporter, this was clearly disastrous, and he warned by exasperation of all.

"Aécio’s supporters were the most dying," he says. "But they didn’t get there anywhere." Most supporters are each other.


Shy Taries don’t Tweet

Antonieta Maranhão
Fri 11 Nov 2016

If you’re not a Twitter user, you might be surprised by the results of a recent study on the impact of social media on the presidential elections.

Researchers from Brazil’s Federal University of Uberaba analyzed data from 1.5 million tweets sent by Brazilian citizens during the campaign.

Their findings were surprising: more than 80% of tweets were sent by users who had never tweeted before, indicating a lack of engagement on social media.

"It’s not that people don’t want to be heard," said one of the researchers. "It’s just that they don’t know how to use it."
Since the beginning of 2015, DAPP has been using a digital tool for the production of interactive infographics. This format allows the rapid generation of modern high impact visualizations, allowing the release of research results while the research is still being undertaken, as has been done in relation to various issues: health, education, immigration, and public employment, amongst others.
REPORT ABOUT FGV/DAPP
Health in Numbers

Globonews