



elogroup ▶

ANTES DE MAIS NADA...

BOA DIA



# Qual o nosso desafio?

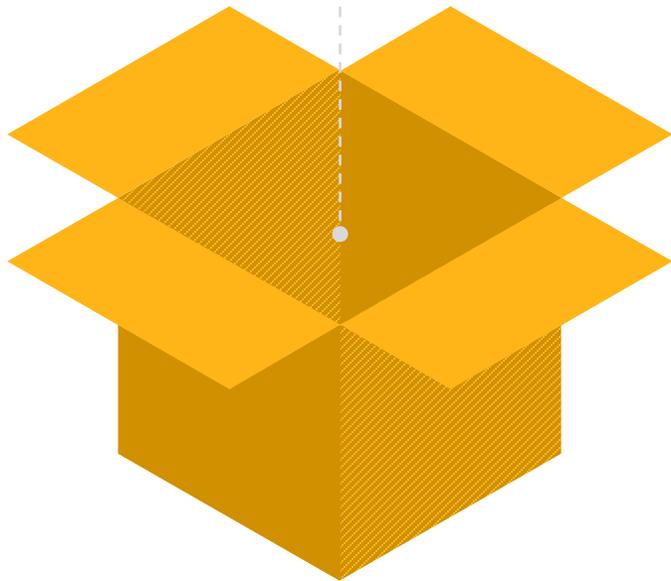


HISTÓRICO

# ≡ BREVE HISTÓRICO DE ABORDAGENS



VALOR PÚBLICO



Como as organizações públicas geram valor e como podemos medir isso? Durante o decorrer da história, essa pergunta recebeu várias respostas, cada uma elaborando esquemas de captura e mensuração dos benefícios que são entregues à sociedade.

1800s

## ● ABORDAGEM UTILITARISTA

Valor público como a promoção do bem-estar da maioria

Uma instituição é boa quando entrega mais para a maioria

Referências: Jeremy Bentham e Stuart Mill



*“Maiores benefícios para maiores números”*

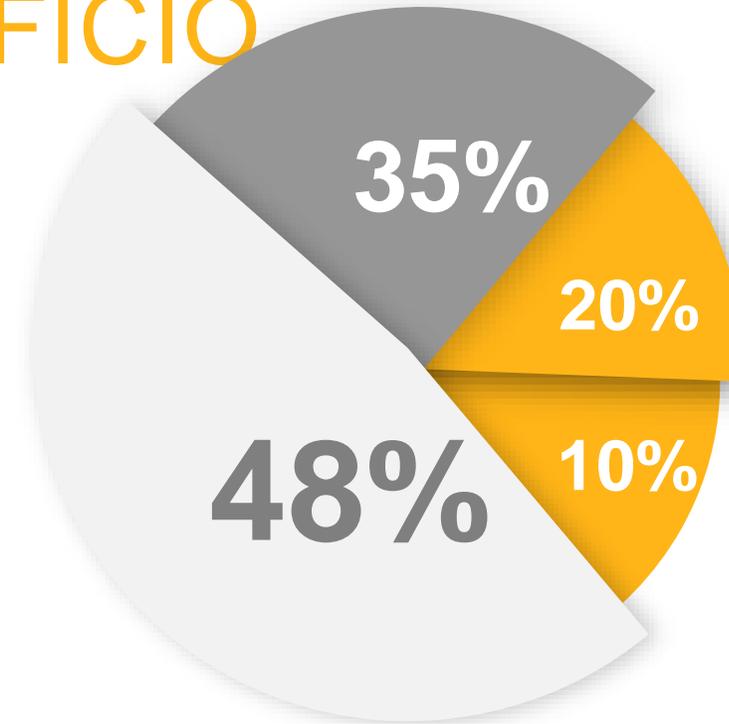
1900s

Valor público como eficiência na utilização dos recursos disponibilizados pela sociedade

Uma instituição é boa quando entrega mais com menos

Referências: Stokey e Zeckhauser

## ● ABORDAGEM CUSTO-BENEFÍCIO



“O papel das instituições públicas é fazer o melhor uso dos recursos dos contribuintes”

1980 - 2000

**Valor público como a entrega de um serviço de qualidade para o cliente (sociedade)**

**Uma instituição é boa quando gera valor para o seu cliente**

**Referências: Jonathan Boston, Ferlie e Hood**

## ● ABORDAGEM NOVA GESTÃO PÚBLICA



**“A modernização da gestão passa pela incorporação de conceitos do mercado privado, com o intuito de entregar mais valor ao cliente”**

2000 - atualmente

**Valor público como a interação com o cidadão para o desenho de serviços de qualidade**

**Uma instituição é boa quando orchestra o diálogo com o cidadão sobre o que deve ser entregue**

**Referências: Moore**

## ● ABORDAGEM VALOR PÚBLICO (Moore)



**“Uma parte importante de ser um gerente efetivo é a orquestração de uma conversa coerente com os grupos tanto sobre o que deve ser produzido, como de que maneira devem ser produzidos”**

# ≡ PUBLIC VALUE SCORECARD

## Valor público

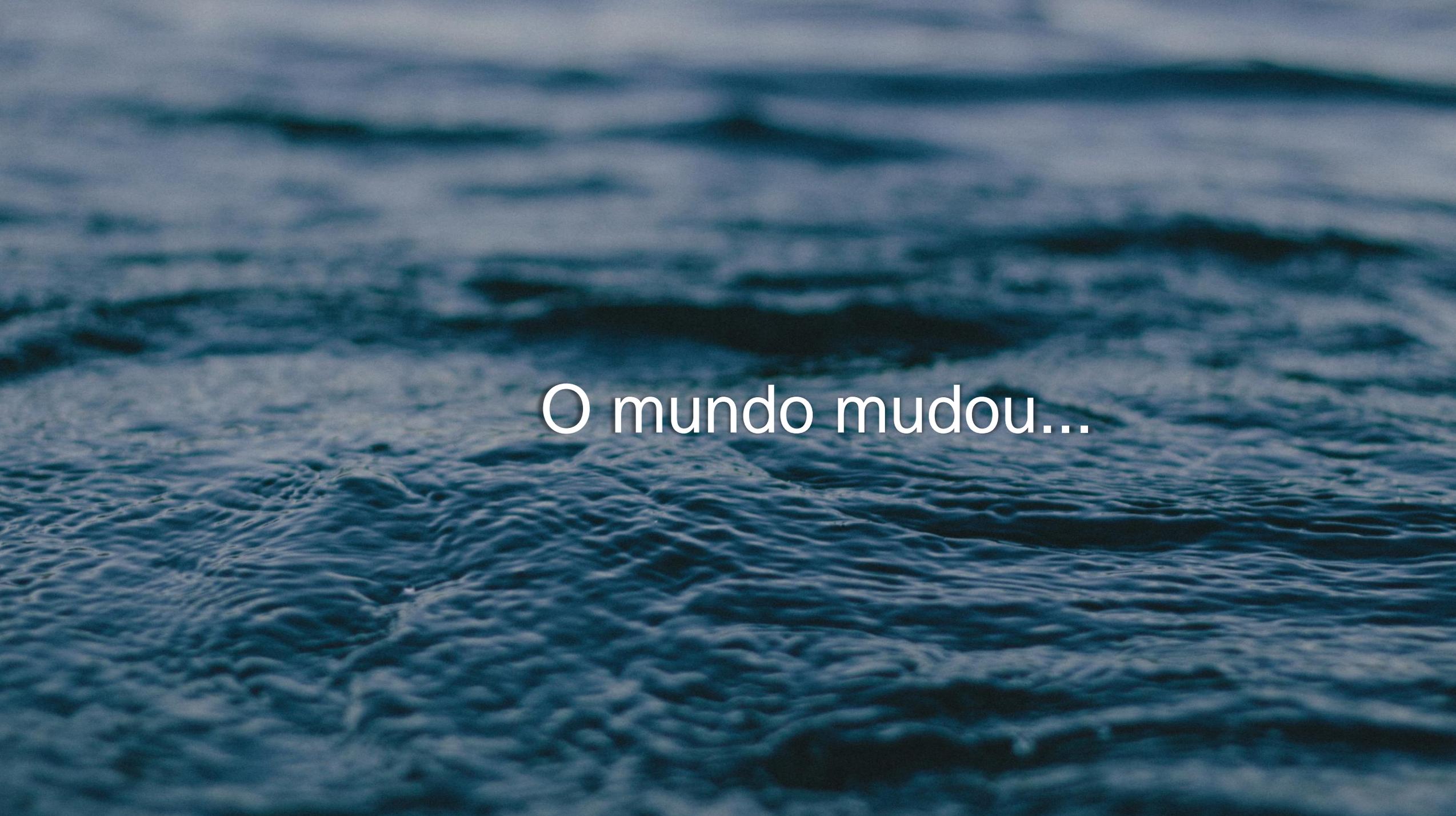
Quais valores precisam ser entregues a quais clientes?

## Legitimidade e suporte

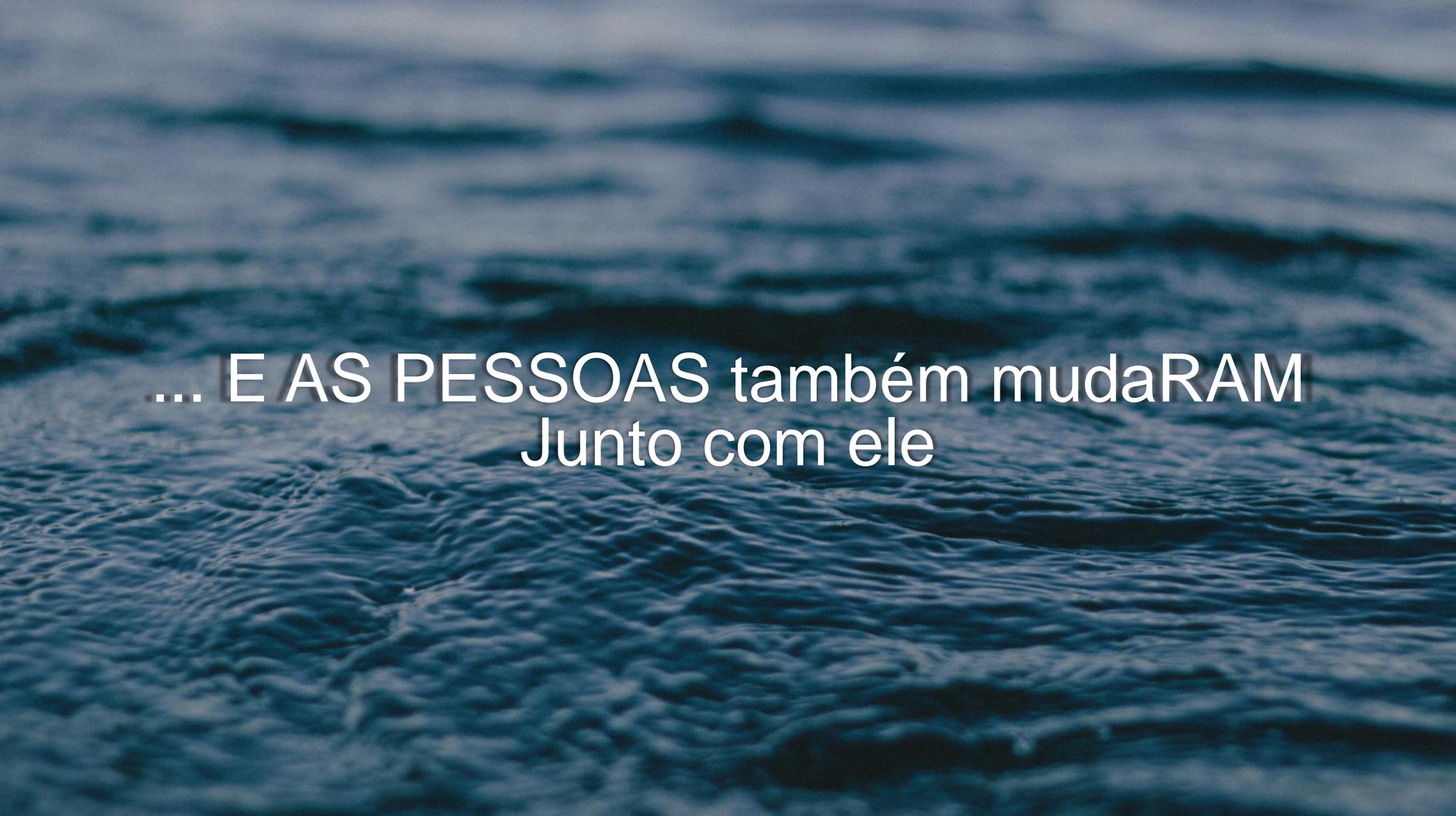
Quem legitima e disponibiliza recursos para a organização? E quais são suas expectativas em relação à organização?

## Capacidade operacional

Qual a capacidade real da organização em operacionalizar e entregar estes valores?



O mundo mudou...



.... E AS PESSOAS também mudaRAM  
Junto com ele



Conectividade  
massiva



EXPANSÃO DOS LIMITES  
DO conhecimento

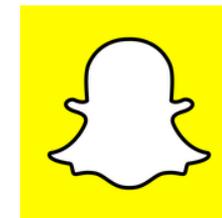
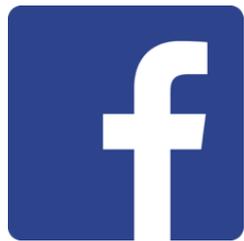


Novos  
comportamentos



MAIS OFERTAS  
MAIS DEMANDAS

# Como AS empresas PRIVADAS têm enfrentado as mudanças?



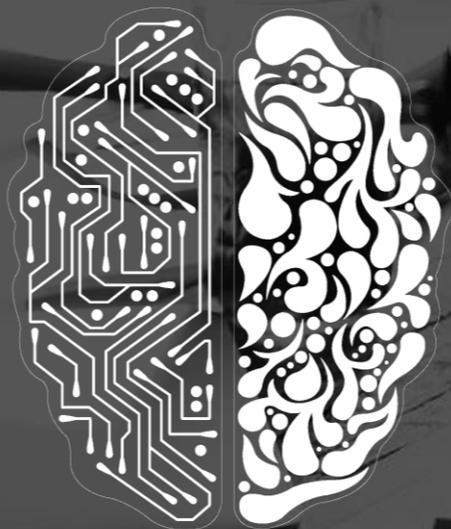
NOVOTEL

O SETOR PRIVADO  
TEM RESPONDIDO  
COM MAIS  
ENGAJAMENTO,  
EXPERIÊNCIA e  
eficiência



# ≡ O ecossistema do setor

privado



mindset de  
inovação

OPERAÇÃO  
ESCALÁVEL E  
APRENDER COM O  
CLIENTE  
FLEXÍVEL PARA SE  
REINVENTAR  
PLANEJAR MENOS,  
TESTAR MAIS  
SENSO DE  
COMUNIDADE

NOVOTEL

Qual tem sido a  
resposta do setor  
público?



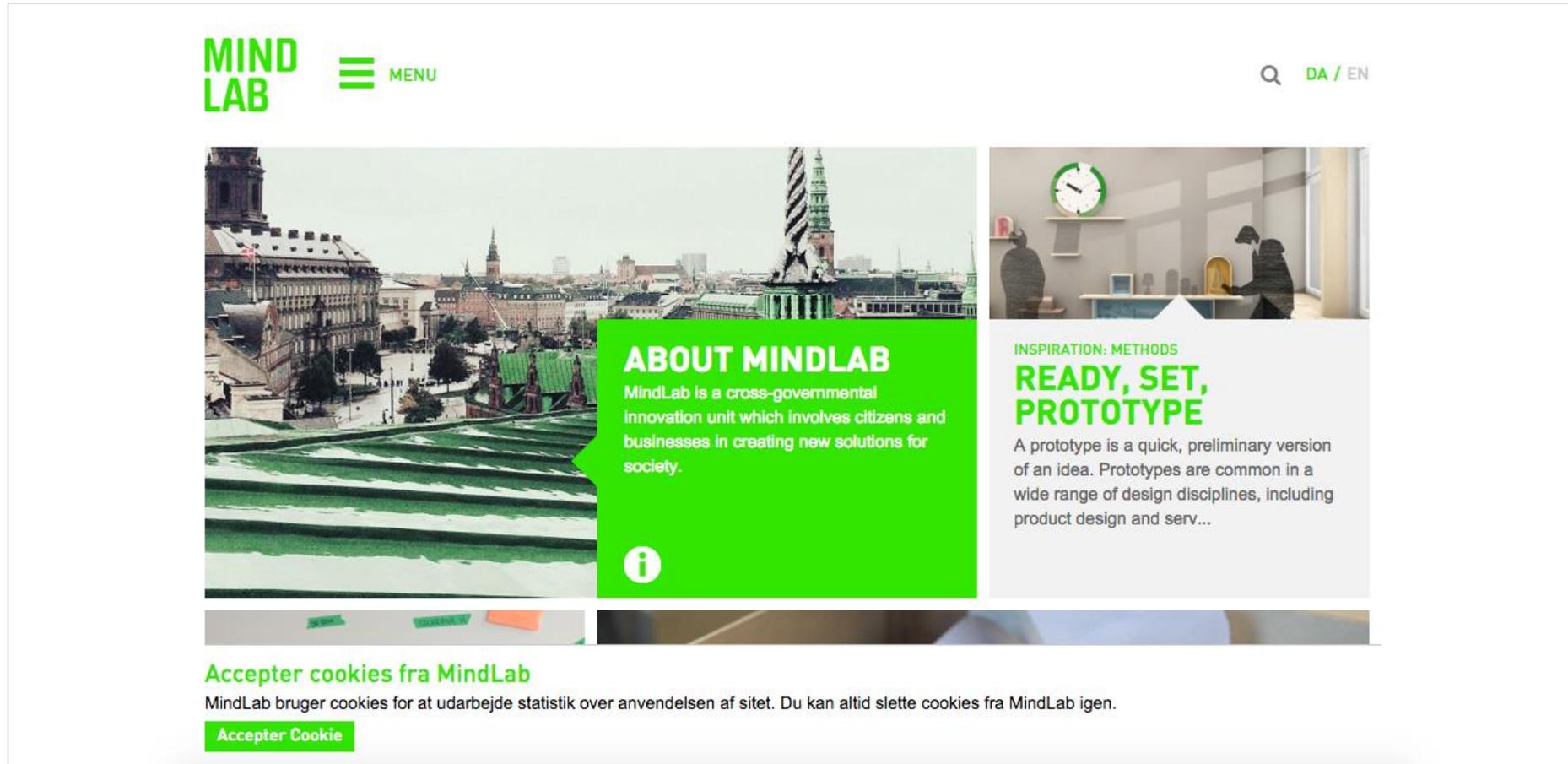
A black and white photograph of a workspace. In the foreground, a person's hand is visible, holding a pen and pointing at a document on a desk. The desk is cluttered with various items: a laptop, several papers, a pair of glasses, and two glasses of water. The background shows more of the desk and a person's hand writing in a notebook. The overall scene suggests a busy, creative, or professional environment.

# Iniciativas em Andamento Pelo mundo

A black and white photograph of a workspace. In the foreground, a person's hand is visible, holding a pen over a notebook. To the left, another person's hand is writing in a notebook. The desk is cluttered with various items: a laptop, a glass of water, a pair of glasses, and several papers. The background is slightly blurred, showing more of the workspace and a cup of coffee. The overall atmosphere is one of focused activity and collaboration.

# Laboratórios de inovação

# mind lab (dinamarca)



The screenshot shows the MindLab website homepage. At the top left is the 'MIND LAB' logo in green, followed by a hamburger menu icon and the word 'MENU'. At the top right is a search icon and the text 'DA / EN'. The main content area features a large image of a cityscape with a green overlay containing the text 'ABOUT MINDLAB' and a description of the organization. To the right is a smaller image of a person working at a desk with a clock, and a text box titled 'INSPIRATION: METHODS' with the sub-heading 'READY, SET, PROTOTYPE' and a paragraph about prototypes. At the bottom, there is a cookie consent banner with the text 'Accepter cookies fra MindLab' and a green 'Accepter Cookie' button.

**MIND LAB** MENU

Q DA / EN

**ABOUT MINDLAB**  
MindLab is a cross-governmental innovation unit which involves citizens and businesses in creating new solutions for society.

**INSPIRATION: METHODS**  
**READY, SET, PROTOTYPE**  
A prototype is a quick, preliminary version of an idea. Prototypes are common in a wide range of design disciplines, including product design and serv...

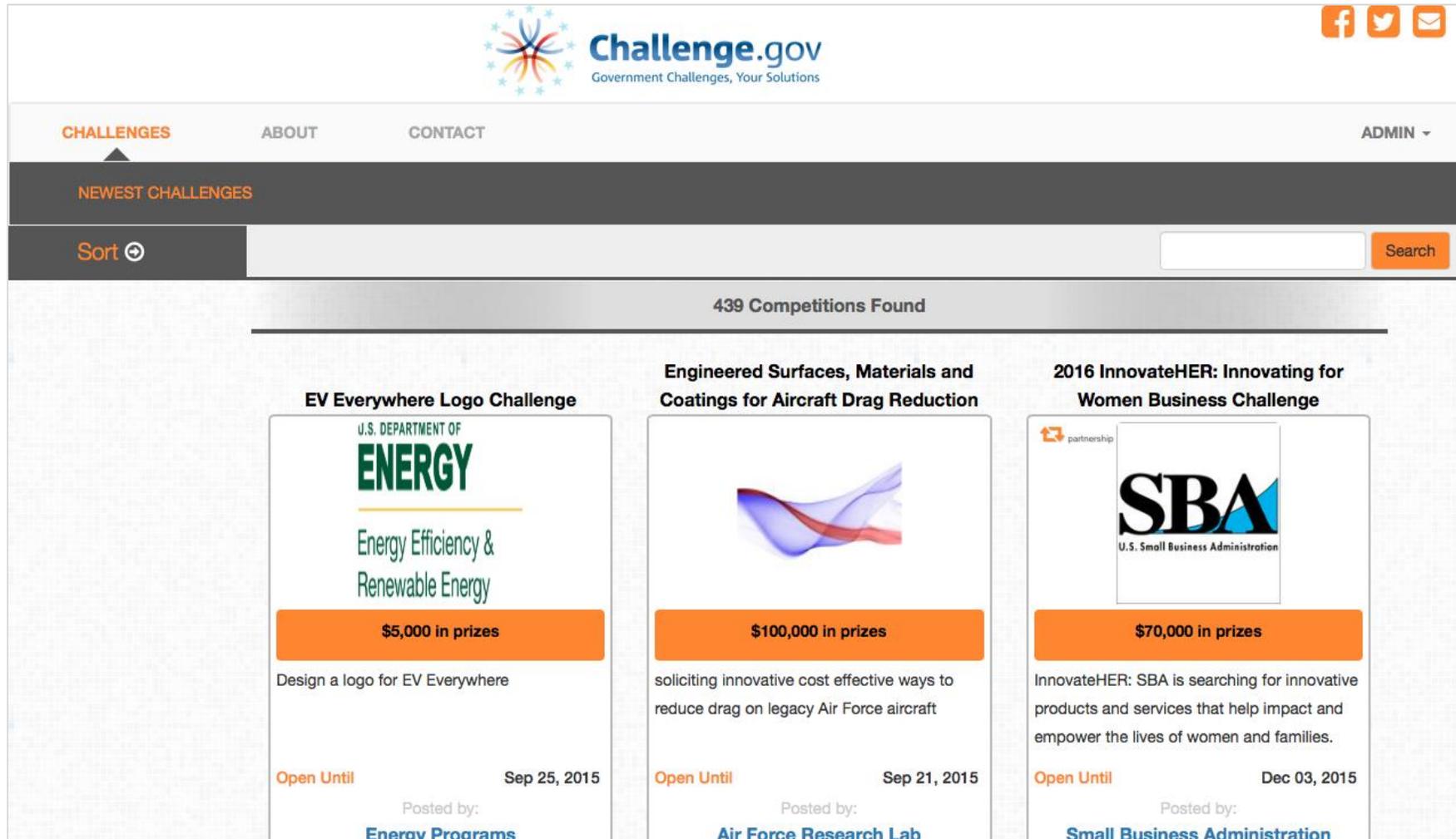
**Accepter cookies fra MindLab**  
MindLab bruger cookies for at udarbejde statistik over anvendelsen af sitet. Du kan altid slette cookies fra MindLab igen.

Accepter Cookie



desafios

# CHALLENGE.GOV (EUA)



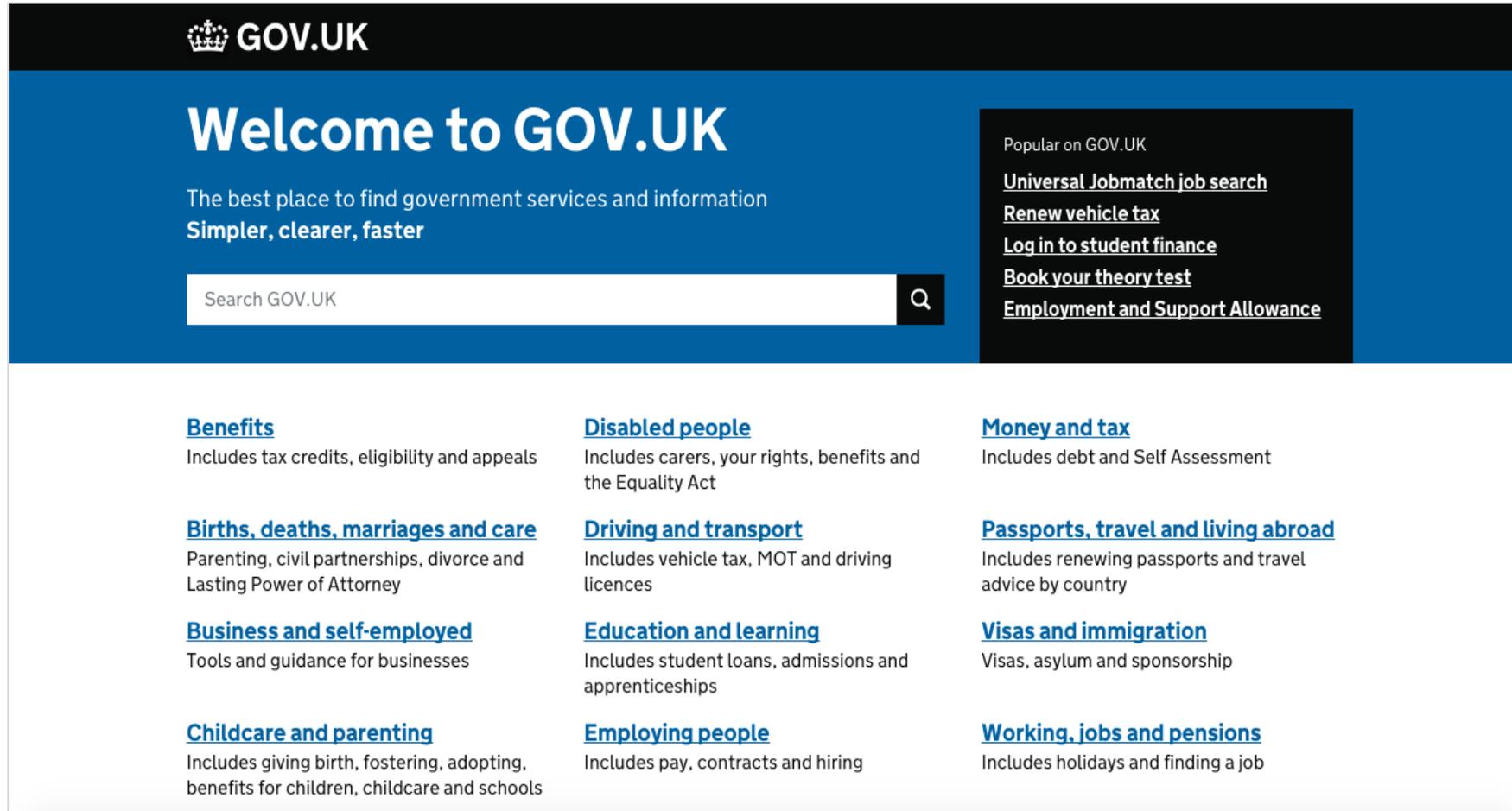
The screenshot displays the Challenge.gov website interface. At the top, the logo for Challenge.gov is centered, with the tagline "Government Challenges, Your Solutions". To the right of the logo are social media icons for Facebook, Twitter, and Email. Below the logo is a navigation bar with links for "CHALLENGES", "ABOUT", "CONTACT", and "ADMIN". A dark grey bar below the navigation bar contains the text "NEWEST CHALLENGES". Below this is a search bar with a "Sort" dropdown menu and a "Search" button. The main content area shows "439 Competitions Found". Three challenge cards are visible:

- EV Everywhere Logo Challenge**: Hosted by the U.S. Department of Energy, Energy Efficiency & Renewable Energy. It offers \$5,000 in prizes and is open until September 25, 2015. The challenge is to design a logo for EV Everywhere.
- Engineered Surfaces, Materials and Coatings for Aircraft Drag Reduction**: Hosted by the Air Force Research Lab. It offers \$100,000 in prizes and is open until September 21, 2015. The challenge is to solicit innovative cost-effective ways to reduce drag on legacy Air Force aircraft.
- 2016 InnovateHER: Innovating for Women Business Challenge**: Hosted by the Small Business Administration (SBA). It offers \$70,000 in prizes and is open until December 03, 2015. The challenge is to innovate products and services that help impact and empower the lives of women and families.

A black and white photograph of a workspace. In the foreground, a person's hand is visible, holding a pen over a stack of papers. To the left, another person's hand is writing in a notebook. A laptop is open in the background. There are two glasses on the desk, one containing a dark liquid. The scene is dimly lit, creating a focused and professional atmosphere.

# Portal de serviços

# Gov.uk (reino unido)



The image shows a screenshot of the Gov.uk homepage. At the top, there is a black header with the Gov.uk logo (a crown icon followed by 'GOV.UK') in white. Below this is a blue banner with the text 'Welcome to GOV.UK' in white, followed by 'The best place to find government services and information' and 'Simpler, clearer, faster'. A search bar with the placeholder text 'Search GOV.UK' and a magnifying glass icon is positioned below the banner. To the right of the search bar, a black box contains the text 'Popular on GOV.UK' and a list of popular services: 'Universal Jobmatch job search', 'Renew vehicle tax', 'Log in to student finance', 'Book your theory test', and 'Employment and Support Allowance'. The main content area is white and features a grid of service categories, each with a blue underlined title and a brief description.

**GOV.UK**

## Welcome to GOV.UK

The best place to find government services and information  
Simpler, clearer, faster

Search GOV.UK

Popular on GOV.UK

- [Universal Jobmatch job search](#)
- [Renew vehicle tax](#)
- [Log in to student finance](#)
- [Book your theory test](#)
- [Employment and Support Allowance](#)

**[Benefits](#)**  
Includes tax credits, eligibility and appeals

**[Disabled people](#)**  
Includes carers, your rights, benefits and the Equality Act

**[Money and tax](#)**  
Includes debt and Self Assessment

**[Births, deaths, marriages and care](#)**  
Parenting, civil partnerships, divorce and Lasting Power of Attorney

**[Driving and transport](#)**  
Includes vehicle tax, MOT and driving licences

**[Passports, travel and living abroad](#)**  
Includes renewing passports and travel advice by country

**[Business and self-employed](#)**  
Tools and guidance for businesses

**[Education and learning](#)**  
Includes student loans, admissions and apprenticeships

**[Visas and immigration](#)**  
Visas, asylum and sponsorship

**[Childcare and parenting](#)**  
Includes giving birth, fostering, adopting, benefits for children, childcare and schools

**[Employing people](#)**  
Includes pay, contracts and hiring

**[Working, jobs and pensions](#)**  
Includes holidays and finding a job

A black and white photograph of a workspace. In the foreground, a person's hand is visible, holding a pen over a document. To the left, another person's hand is writing in a notebook. The desk is cluttered with various items: a laptop, a glass of water, a pair of glasses, and several sheets of paper. The background is slightly blurred, showing more of the workspace and a cup of coffee. The overall atmosphere is one of focused activity and collaboration.

# Design de políticas PÚBLICAS

# democracy.com (eua)



[Sign In](#) / [Sign Up](#)

## Calling All Candidates. And Every Voter.

It's democracy's turn for an upgrade.

We give every candidate and organization a free website and every citizen the ability to make a difference through quick online actions.

Let's get started.

**SEARCH OUR DEMOCRACY**  
FIND CANDIDATES, OFFICIALS & ORGANIZATIONS

Search



I'M A CANDIDATE

Set up a Free Profile



I'M A VOTER

Find Your Candidates



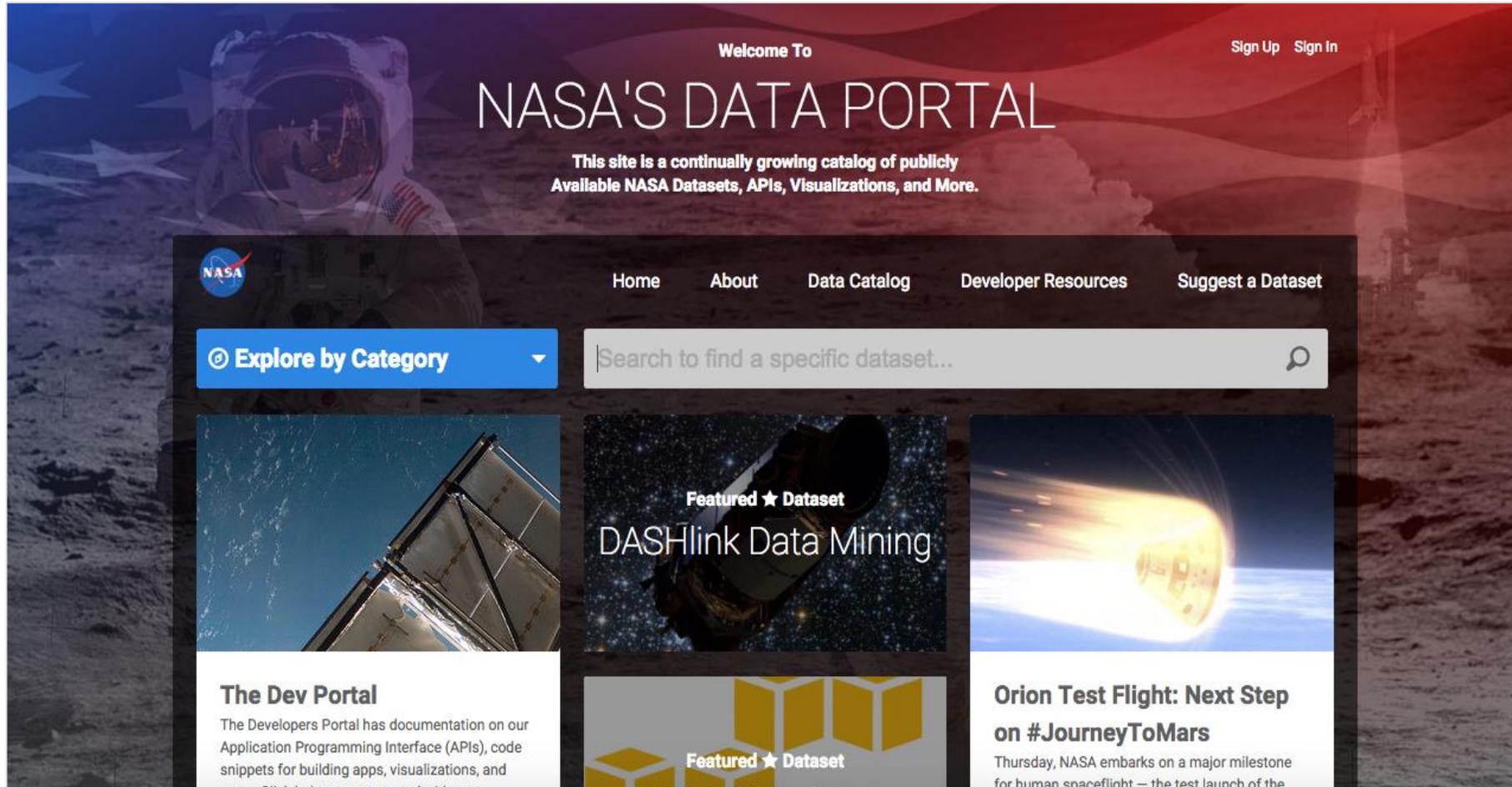
I'M AN ORGANIZATION

Set up a Free Profile

A black and white photograph of a workspace. In the foreground, a person's hand is visible, holding a pen over a document. To the left, another person's hand is writing in a notebook. The desk is cluttered with various items: a laptop, a glass of water, a pair of glasses, and several papers. The background shows more of the workspace, including a coffee cup and another laptop. The overall atmosphere is one of focused activity.

# Dados abertos

# Nasa's data portal (eua)



Welcome To Sign Up Sign In

## NASA'S DATA PORTAL

This site is a continually growing catalog of publicly Available NASA Datasets, APIs, Visualizations, and More.

 [Home](#) [About](#) [Data Catalog](#) [Developer Resources](#) [Suggest a Dataset](#)

[🔍 Explore by Category](#)



### The Dev Portal

The Developers Portal has documentation on our Application Programming Interface (APIs), code snippets for building apps, visualizations, and more. Click below to get started with our



### Featured ★ Dataset

## DASHlink Data Mining

Featured ★ Dataset



### Orion Test Flight: Next Step on #JourneyToMars

Thursday, NASA embarks on a major milestone for human spaceflight — the test launch of the

# Open data institute (reino unido)

The screenshot shows the Open Data Institute website. At the top left is the logo with the text "open data institute". To the right are links for "Contact us" and "Newsletters". Below the logo is a navigation menu with "About", "Get involved", "What we offer", "Themes", "Publications", "Events", and "News & blog". The main banner features a green background with blue and teal geometric shapes and the text "WHO OWNS OUR DATA INFRASTRUCTURE?". A link "Find out more here..." is positioned at the bottom left of the banner. Below the banner are three content blocks: a partial one on the left with "WHAT IS", a central one with the text "Open data leaders in government finally have a support network – each other" by Paul Stone dated 11 August 2015, and a partial one on the right with a grey and blue geometric design.

open data institute

Contact us Newsletters

About Get involved What we offer Themes Publications Events News & blog

## WHO OWNS OUR DATA INFRASTRUCTURE?

Find out more here...

### WHAT IS

Open data leaders in government finally have a support network – each other

Paul Stone

11 August 2015

A black and white photograph of a workspace. In the foreground, a person's hand is visible, holding a pen over a document. To the left, another person's hand is writing in a notebook. The desk is cluttered with various items: a laptop, a glass of water, a pair of glasses, and several papers. The background is slightly blurred, showing more of the workspace and a cup of coffee. The overall atmosphere is one of focused activity and productivity.

# Institutos DE FOMENTO À MOD

# Nesta (reino unido)

The image shows a screenshot of the Nesta website. At the top left is the 'Nesta...' logo. In the center is a search bar with the text 'Search Nesta' and a magnifying glass icon. At the top right is a blue 'Menu' button with a hamburger icon. Below the navigation is a light green banner with the text: 'We are an innovation charity with a mission to help people and organisations bring great ideas to life.' A blue downward arrow is centered below this text. The main content area features a map of Europe with several large, overlapping, semi-transparent circles in various colors (purple, blue, orange, green) representing different cities. A dark grey horizontal bar is overlaid on the map with the text 'European Digital City Index' in white. Above this bar, on the left, is a purple box with the text 'WHAT WE'RE DOING'. On the far left, a vertical black box contains the word 'feedback' in white. At the bottom of the page is a blue footer with a white cookie consent message: 'We use cookies to help us improve this site and your experience. Continue to use the site if you're happy with this or click to find out more.' To the right of the message are two white buttons with blue text: 'Continue' and 'Find out more'.

Nesta...

Search Nesta

Menu

We are an innovation charity with a mission to help people and organisations bring great ideas to life.

WHAT WE'RE DOING

feedback

European Digital City Index

We use cookies to help us improve this site and your experience. Continue to use the site if you're happy with this or click to find out more.

Continue Find out more



Gov hack

# govhack (austrália)

The screenshot shows the homepage of the GovHack Australia website. At the top, there is a dark navigation bar with links for "GovHack 2014", "GovHack 2013", and "GovHack 2012". Below this is a white header area containing the GovHack logo (a stylized building with people icons) and a navigation menu with links for "2015 Winners", "GovHack 2015", "Hackers", "Supporters", "Locations", and "The News Room". A large blue and red banner features the "GovHack" logo and social media hashtags: "#OpenGov", "#OpenData", and "#Gov2au". Below the banner is a blue button that says "SUBSCRIBE TO ANNOUNCEMENTS". The main content area has a light gray background with a geometric pattern and contains two paragraphs of text. The first paragraph describes the event's growth and mission. The second paragraph announces the "Red Carpet Awards in Sydney on 5 September" and provides a link to "Winning Teams & Prizes". At the bottom, there is a video player thumbnail for "GovHack Australia 2015 Red Carpet Awards" with a play button and a share icon.

GovHack 2014 GovHack 2013 GovHack 2012

GovHack  
empower enable connect

2015 Winners GovHack 2015 Hackers Supporters Locations The News Room

GovHack } #OpenGov #OpenData #Gov2au

SUBSCRIBE TO ANNOUNCEMENTS

Now in it's 5th Year, GovHack has grown from a small data mashup event in 2009 to a huge international competition that brings over 1800 people together to innovate, collaborate and apply their creative skills to open government data. GovHack celebrates your technical and creative capacity, opens the door to collaboration with governments, and has helped to advance the cause of open data to drive social and economic value. Over 1800 of our best and brightest gathered at an epic 30 GovHack Locations to innovate, create, and compete!

GovHack International, Australian and Team Prizes were announced at our **Red Carpet Awards in Sydney on 5 September**. Check out the [Winning Teams & Prizes!](#) Miss the Red Carpet Awards live? Here's a recording for your viewing pleasure (animated GovHack Logo disappears after 2 minutes):

GovHack Australia 2015 Red Carpet Awards

Como as instituições públicas brasileiras podem criar

**VALOR PÚBLICO NESTE CONTEXTO?**

**#1** ENGAJE  
SERVIDORES

**#2** DIALOGUE COM A  
SOCIEDADE

**#3** SEJA CRIATIVO E  
ANALÍTICO

**#4** ENTREGUE  
CONTINUAMENTE  
RESULTADOS

**#5** PROJETAR  
SERVIÇOS PÚBLICOS  
DIGITAIS

**#6** AVALIE  
O IMPACTO E A  
QUALIDADE DO GASTO

**#7** HACKEANDO A  
BUROCRACIA

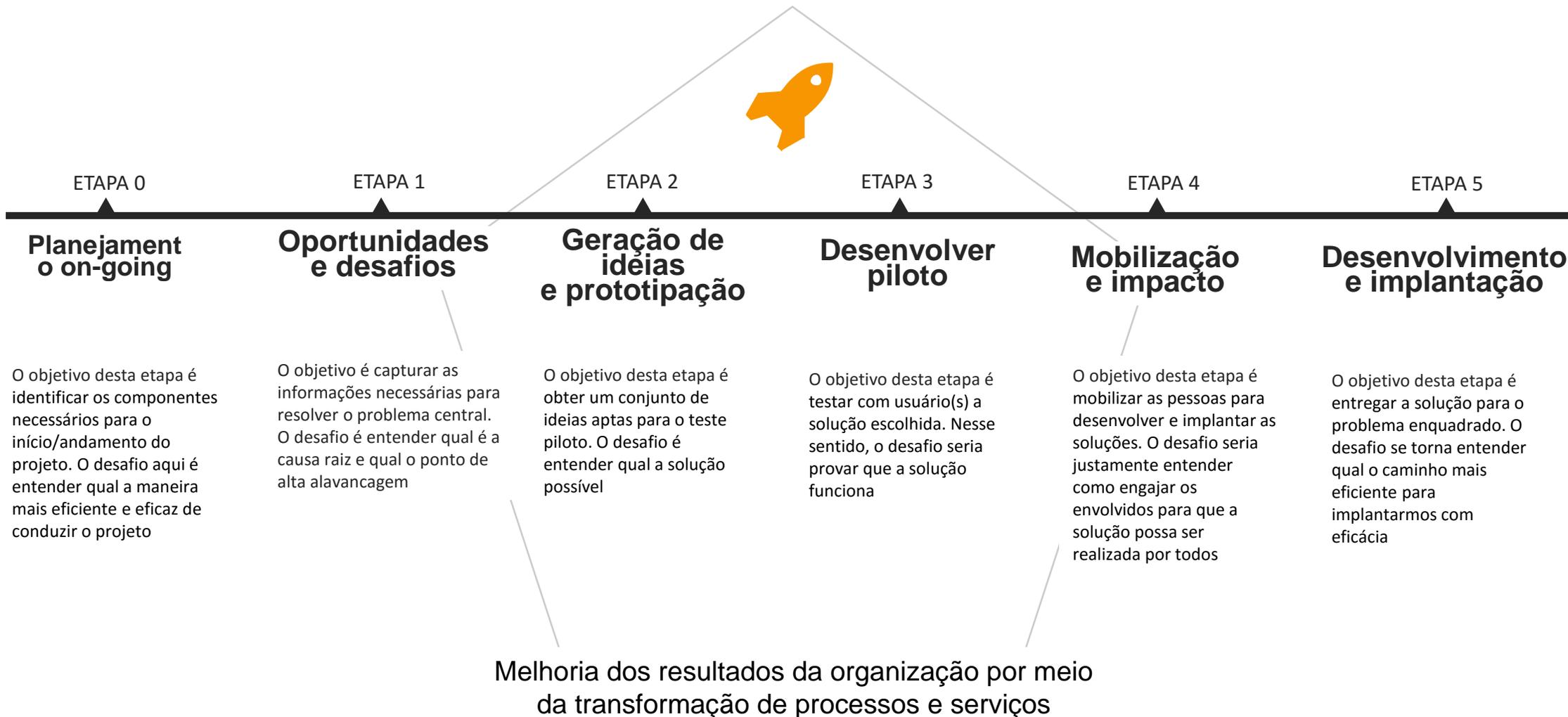


# REDESENHO DE SERVIÇOS PÚBLICOS

Melhoria dos resultados da organização por meio  
da transformação de processos e serviços

INOVAÇÃO NO SETOR PÚBLICO

# TRANSFORMAÇÃO DE PROCESSOS E SERVIÇOS PÚBLICOS



INOVAÇÃO NO SETOR PÚBLICO

# CONVITE GOV.LAB EXPERIENCE

## Vitória 27/07 9h – Auditório da Prodest

 voltar ao govlab



UM DIA DE INOVAÇÃO  
PARA SERVIDORES  
EMPREENDEDORES

VIVENCIE EXPERIÊNCIAS  
INÉDITAS EM LABORATÓRIOS  
DE INOVAÇÃO

Pessoal,

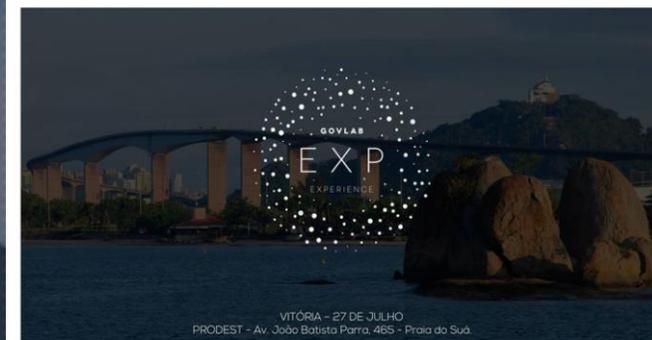
No dia 27 de julho iremos realizar o GovLab Experience Vitória, evento no qual servidores e gestores públicos capixabas poderão vivenciar experiências práticas em Laboratórios de Inovação em Governo, e conhecer as principais tendências em temas como inovação, produtividade, engajamento, agilidade e governo digital. Aproveite também para ampliar a sua rede de contatos compartilhando casos de sucesso e se conectando com outros servidores empreendedores.

O evento ocorrerá em Vitória, no auditório da Prodest. Av. João Batista Parra, 465 - Praia do Suá.

Mais informações em:

<https://www.facebook.com/events/1096067233805551/>

Inscriva-se em <http://www.govlab.elogroup.com.br/#!/govlab-experience/st7q9>



27  
JUL

**GovLab Experience Vitória**

Qua 9:00 · Vitória

4 pessoas interessadas · 10 pessoas con...

✓ Comparecerei ▾

Acreditamos no **servidor** como agente de transformação do **governo** para gerar um país melhor para os **cidadãos**



Servidor



Cidadão



Governo





elogroup ▶

OBRIGADO!

Daniel Barros

[Daniel.barros@elogroup.com.br](mailto:Daniel.barros@elogroup.com.br)

(21) 9 8702-5457