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**PUBLIC  
INNOVATION  
TO TRANSFORM  
THE GOVERNMENT  
WITH PEOPLE**

Ten years from now, how do you imagine the conversations of servants in the halls of the City Hall would be, considering a transformed and transforming management? And at the counter of a public service office, if we can keep bringing government and society closer together? And at the window of one of the buildings in downtown São Paulo, when observing the view?

Try to give as much concreteness as possible to your imagination, reflecting on what would be the types of services offered, the names of the departments in the City Hall, the words used in communication. Then complete the dialogues, the service signs, the billboards in the city.

Be sure to take a picture and share the possible futures you envisioned on the social networks! To expand the dissemination, we ask you to tag **@011labSP** and use **#FuturosSampa** in the text.

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