

## SMART DUBAI – A CITY THAT LEADS TO HAPPINESS AND PROSPERITY

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### ABSTRACT

*This article provides information on the smart city and digitalization policy of the Emirate of Dubai, the adopted programs, laws and various projects to make Dubai a smart city. Achievements and its significance are analyzed.*

**KEYWORDS:** *Smart Dubai, Minister of Happiness, Happiness Street, National Program of Happiness and Prosperity.*

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### INTRODUCTION

#### Formulation of the problem

Today, the Smart City projects, implemented in the developed countries of the world, are used by almost all countries as an effective way to solve socio-economic problems at different levels. If we take the fact that 56.2% (4.4 billion people) [1] percent of the world's population live in urban areas, the issue of introduction and development of the system of "smart city" is becoming increasingly important.

Population growth poses challenges to the management of urban infrastructure, specifically water, energy, transportation. Therefore, local governments are trying to solve urbanization problems using digital technologies. This action has led to the emergence of the concept of "Smart City" in recent years and the implementation of "Smart City Initiatives" in many cities around the world.

The need to build and develop "smart cities" is associated with the need to improve the level of scientific and technological development of the productive forces, the cultural and socio-economic life of society. The purpose of creating a "smart city" is to increase the efficiency of services and welfare, aimed at meeting the needs of the population through digital technologies.

Any government that is building the cities of the future today has the potential to improve the condition of its people. With the help of intelligent technology and analytics, a smart city can create new services to meet people's needs: a convenient parking search app, a health services portal, a smart traffic management system to help drivers avoid congestion, and more.

According to experts [2] from the McKinsey Global Institute (MGI), once cities become smarter, they will be more throng either. **The report,[3]** prepared by the institute, analyzes how dozens of digital applications solve people's problems. It turns out that cities can improve some vital

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indicators of quality of life by 10 to 30 percent with the help of smart technologies: that is, save lives, reduce crime, reduce travel to the workplace, reduce the health burden and prevent carbon emissions.

### **Statement of basic materials**

*Smart Dubai philosophy: smart city for universal values.* So, what makes a city smarter in the digital age? How can a complex urban structure develop an intellect that can improve the lives of citizens?

The answer to these questions lies in Dubai's goal to become not only the smartest city in the world by 2021 but also one of the happiest places to live and work. A smart city needs to improve people's well-being and raise the level of "happiness." When the Emir of Dubai, Muhammad ibn Rashid Al Maktoum, launched the Smart Dubai strategy in 2018, he wrote on Twitter: "Our goal is to make all of the city's services and capabilities available on smartphones." Dubai has seen unprecedented growth in the last two decades and has been able to turn a city that was once a small town into one of the world's largest megacities.

Dubai's Annual Strategic Plans (DSP) clearly articulate the city's ambitions. As part of the 2021 plan, Dubai has developed a city strategy [4] for 2021. This plan aims to see the future of Dubai through holistic and complementary criteria, starting with the people and society that have always been the backbone of the city. That is, to realize the aspirations of the city in all areas, its population must be happy, creative, and strong, and society must be open and united. In addition, the plan focuses on the economy, which drives urban development and allows it to move forward. Finally, the government is to be a sponsor of the city's comprehensive development. These prospects are divided into 6 sectors, each of which is divided into groups of strategic goals for the development of Dubai, and together form the Vision of the city for 2021.

- 1. People:** "City of happy, creative and strong people".
- 2. Society:** "Inclusive and united society"
- 3. Experience:** "Convenient place to live, work and visit".
- 4. Address:** "Smart and sustainable city".
- 5. Economy:** "The basis of the world economy".
- 6. Government:** "Innovative and brilliant government"

Dubai's concept of making a smart city happy is a simple but unique philosophy compared to other smart city projects in the world. Thus, the philosophy of raising happiness has become the main driving force of the government's new major initiatives in Dubai, and the government has officially included this goal in Dubai's development program.

*Happiness as a national idea.* The Government of the United Arab Emirates has put forward the initiative to achieve happiness, which has made the happiness of its citizens one of its top priorities and an important aspect of the country's national strategy to achieve it. The initiative aims to make the country one of the happiest five in the world by 2021. In order to encourage optimism and positivity among UAE citizens, even the **Minister of Happiness** [5] (Ehud Al-Rumi) was appointed a few years ago. (*Below is a special mention of this ministry*)

Today, all sectors in Dubai work together to become a happy city. There are 47 happiness strategy champions (experts) in more than 40 sectors of the city. Their mission is to implement the Happiness Program.

Social analysis and the study of data, as well as the quantitative study of happiness, have allowed authorities to consider its economic importance. According to research, happy people are 50% more [6] successful. It has been found that if they are happy and satisfied with their work, they can be more than 50% productive, and more than 88% of employees are loyal to their work.

Recognized as the best place to work in the world in recent years, the United Arab Emirates ranked 9th in its economic growth rankings, according to HSBC's Expat Explorer [7] report. The main reasons for entering this ranking were the increase in wages, the opportunities created for career growth, and the improvement of living standards.

Another interesting fact. There is also Happiness Street [8] in Dubai (Figure 2). It has everything you need to make locals and tourists happy: the many restaurants and shops in the City Walk complex, the cinemas for a fun holiday, and the Coca-Cola Arena stadium. The name of the street reminds me that Dubai is the home of the happiest people on earth.

*Ministry of Happiness of the UAE.* What kind of organization is the Ministry of Happiness in Dubai? What do the officials of the innovative organization do? What is the National Program for Happiness and Prosperity?

Dubai is a strange city that has emerged in the desert over the years. The rich oil fields were discovered here in the second half of the last century laid the foundation for the well-being of the local population. In Dubai, less than 20% of the population are immigrants and service workers. However, the city government is doing its best for a small number of locals. In particular, the local population will be paid a share of the proceeds from the sale of oil; tuition fees will be reimbursed for higher education at any university in the world, and when a child is born, the land will be allocated and a "surcharge" of \$ 60,000.[9]

However, these efforts were not enough for the city authorities, and in 2016 established an innovative body in Dubai – the Ministry of Happiness, whose main task was to mobilize all forces for the well-being of the local population and a life free from worries and worries.

In 2016, the Minister of Happiness was appointed in Dubai to be responsible for "creating social well-being and happiness" and preserving the fundamental values of the emirate's society. Interestingly, it was decided to nominate a woman under the age of 22 for the post of the new minister. The government explained the decision by the fact that the UAE is a young country and Dubai is a young city with a young population. And that's why it was emphasized that a young leader with a modern outlook and non-standard approaches is needed to improve people's well-being. As a result, Ehad bint Khalfan ar-Rumi was elected Minister of Happiness.

The daily tasks of the Minister of Happiness include constant monitoring of the level of satisfaction with the life of the population. Although Dubai is currently ranked 39th in the world in terms of life satisfaction, [10] the government aims to achieve more and enter the TOP-5 on this criterion. Therefore, the main task of Ms. Ehad bint Khalfan ar-Rumi today is to create an environment of tolerance where every citizen feels comfortable. At the same time, to create equal

conditions for men and women to live in the city (this is unnatural for Muslim countries) and to discredit visitors, to combat religious bigotry and cultural oppression of other nationalities.

The minister uses various methods to achieve these lofty goals. For example, on March 7, 2016, Ehud bint Khalfan ar-Rumi presented the **National Program of Happiness and Prosperity [11]** to the government.

The program covers three areas:

1. Introduce happiness into politics and programs and services of all government agencies;
2. To promote the idea of happiness and prosperity as a way of life in society;
3. Develop tests and gauges to measure happiness.

In March, the National Charter of Happiness [12] was adopted, which committed to creating effective and comfortable working conditions for federal government employees. Launched in April 2017, the Friends of Happiness platform [13] has become an electronic portal designed to engage the general public in the National Program for Happiness and Prosperity initiatives.

One of the unique initiatives of Ehud bint Khalfan ar-Rumi was the Customer Happiness Formula. The formula is designed to provide government officials with an effective means of achieving the goals of happiness under the National Program for Happiness and Prosperity. The formula consists of three main components: employees who provide excellent public services; Government agencies that strive to please customers; Entrepreneurial customers who are willing to contribute and develop innovative services that serve to create happiness.

In 2017, for the first time in the UAE and the Middle East, the Emirate Happiness Research Center [14] was established to study happiness and well-being scientifically. The Center conducts research on happiness and well-being, assesses happiness indicators in the UAE, builds capacity, and develops professional consulting programs to achieve the goals of the National Program for Happiness and Prosperity. The Center's activities are also aimed at enhancing the UAE's contribution to enriching the scientific nature of happiness on a global scale.

*Happiness can be measured in Dubai.* The smart happiness meter is another unique phenomenon of Dubai. It is the first software in the world that measures well-being. The program currently runs in more than 40 government offices and has garnered more than two million votes since its launch. Today, the average happiness rate in the city is 89%. The plan is to increase this figure to 95% by 2021.

All data through the centralized control panel “City Happiness Map” allows private sector and government agencies with happy counters to interconnect and sort customer experiences across industries and geographic regions, as well as directly differentiate.

The Dubai government has launched the Happiness Portal to measure the happiness of the city's visitors and residents. It collects data from different parts of the city and instantly displays the impressions of the city's residents and visitors. The overall mood is presented in the form of faces (smiles or emojis): happy, neutral, and unhappy.

## CONCLUSION

The concept of happiness is not just a slogan in Dubai. The National Program for Happiness and Prosperity is a unique concept aimed at improving the living standards of the population.

Happiness Minister Ehud al-Rumi is dissatisfied with the progress made and takes happiness as a serious matter, believing that the main task of the government is to create happiness. The new reforms are having a positive impact on the lives of Dubai's citizens and residents. According to experts, the reforms also have a significant impact on productivity and creativity. The reforms are to achieve a high level of happiness among the people of Dubai by improving education, medicine, working conditions, and other aspects of life.

Happiness, prosperity, and quality of life are relatively new goals in government policy in the digital age. Understanding the Happiness Program will help you understand the ethics of the Dubai government. This concept focuses not only on the well-being of society but also to set an example to the whole world in its pursuit of happiness.

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