

Pref Rio — Rio de Janeiro's AI WhatsApp Agent Proactively Connects Vulnerable Families to Public Services

AI in the Public Sector · Good practice · Brazil

Quality score: 60/100

Evidence strength: Descriptive / self-reported

Summary

IplanRio's 'Pref Rio' AI agent proactively messages vulnerable Rio de Janeiro residents on WhatsApp to connect them to health, education and welfare services; the city reports higher school attendance and benefit-renewal rates among the 135,000 residents initially targeted.

Key dimensions

Dimension	Score
Evidence of impact / measured public value	2/3
Transparency, fairness & accountability	2/3
Transferability / demonstrated replication	1/3
Scalability beyond pilot	2/3
Governance, capability & sustainability	2/3

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-09-11

IplanRio (Empresa Municipal de Informática, Rio de Janeiro City Hall) — accessed 2026-09-11

Prefeitura do Rio (English): Rio launches AI agent on WhatsApp — accessed 2026-09-11

Bloomberg Philanthropies: 2025–2026 Mayors Challenge Winners — accessed 2026-09-11

IplanRio: Rio reconhecido globalmente por projeto com IA — accessed 2026-09-11

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