Beyond Smart Cities 2.0 - How to create an Attractive city for talented citizens? SmartCityExpo Research Results

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Cities Prosperity Recipe → 3 T's:
Technology + TALENT + Tolerance

Robotics / Artificial Intelligence (AI) = Massive DATA + CLOUD Power + TALENT

Cities Technology Adoption. SmartCities

My PhD Thesis Objectives

- 1.- Help Citizens to choose the best city in the world to realize their full potential, achieve their goals as a Citizen and Person, and make the greatest possible contribution to the society.
- 2.- Advice Majors and City Managers on how to create the most possible attractive City to retain and attract talented Citizens and build a more prosper, innovative, fair and human City.
  - Help them Design a:
    - Long-term Transformational Plan
    - Short/Mid-term Improvement/Integrated Plan

City Attractiveness =
City Magnetism x City Profitability (Yield)

We need your help. Please State:

- City Services according to your Scale of Values
- City "Magnets". What you love from a City

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THANK YOU SO MUCH !!!!!

Survey conducted at 21.300 Nov2018 SmartCity Expo (Barcelona) attendees. (N=1600 Confidence: 95%. Error Margin 2,4%)

Cities Magnetism

City Identity (Past)

City Dynamism (Present)

City Strategy (Future)

City Profitability (Yield)

PERFORMANCE (Services obtained from City) / COST of Living

Citizenship Contract

City to provide:

- ✓ Governance
- ✓ Education
- ✓ Employability
- ✓ Health/Social SVS
- ✓ Sustainability
- ✓ Connectivity
- ✓ Urban Planning
- ✓ Culture
- ✓ Urban Mobility
- ✓ Safety

You: Cost of Living

CITY SERVICES - SCALE OF VALUES	RK
URBAN MOBILITY / TRANSPORTATION	1
SOCIAL SERVICES / HEALTH	2
SUSTAINABILITY / ENVIRONMENT	3
SAFETY (PHYSICAL/VIRTUAL)	4
EDUCATION	5
EMPLOYABILITY	6
URBAN PLANNING	7
GOVERNANCE	8
CONNECTED CITY	9
CULTURAL SERVICES / TOURISM	10

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Tool Screenshots

Input Data in BLUE (from Nov18 SmartCityExpo Survey)

MAGNETISM PRECONDITIONS											
Main Language						Landscape	MUST BE:	IRRELEVANT	Religion	MUST BE:	IRRELEVANT
Official	English	IRRELEVANT	Spoken (>50%)	English	IRRELEVANT					MUST NOT BE:	IRRELEVANT
	Spanish	IRRELEVANT									
	Chinese	IRRELEVANT									

CITY SERVICES - YOUR SCALE OF VALUES

ENTER WEIGHTS ->	6,95	11,40	10,87	6,01	12,66	12,57	5,24	13,54	8,72	12,04	100 OK
	GOVERNANCE	EDUCATION	EMPLOYABILITY	CONNECTED CITY	HEALTH / SOC SVS	SUSTAINABILITY	CULTURE	URBAN MOBILITY	URBAN PLANNING	SAFETY	

CITY MAGNETISM - Your CITY TASTE

ENTER WEIGHTS ->	35,33	36,93	27,74	100 OK
	IDENTITY	DYNAMISM	STRATEGY	

Honor Ranking (TOP 1)

ATTRACTIVENESS	Melbourne
MAGNETISM	Stockholm

IDENTITY	Madrid	DYNAMISM	Oslo	STRATEGY	Seoul
HISTORY	Rome	COMPETITIVENESS	New York City	AGING	Manila
GOVERNANCE	Oslo	EXPAT EXPERIENCE	Madrid	HUMAN CAPITAL	London
REPUTATION	Zurich	ETHICS	Copenhagen	SMART CITY	Copenhagen
SPACE	Moscow	EQUALITY	Stockholm	INNOVATION	Boston
CLIMATE	Jerusalem				
GEORISK	Doha				
GEOECONOMICS	Prague				
GASTRONOMY	Bern				
EX_IDENTITY	London				

PROFITABILITY	Phoenix
PERFORMANCE	Amsterdam
GOVERNANCE	Amsterdam
EDUCATION	Boston
EMPLOYABILITY	Helsinki
CONNECTED CITY	Seoul
HLC / SOC SVS	Stockholm
SUSTAINABILITY	Geneva
CULTURE-TOURISM	London
URBAN MOBILITY	Amsterdam
URBAN PLANNING	New York City
SAFETY	Tokyo

Net Purchase Power	Dallas
MONTH WAGES AVG	Zurich
MONEY AFTER DIR TAXES	Zurich
REAL MONEY AFTER INDIRECT TAXES	Zurich
COST OF LIFE	Cairo

Best at…

Identity

Dynamism

Strategy

Magnetism

Performance

Cost of Living

Profitability

Attractiveness

(with SmartCityExpo Attendees values/preferences)

Findings Magnetism

- Talented Citizens prefer strong City Dynamism (Vibrant Competitive Open Respectful). Identity (Past) is also very important (short distance), then Strategy (Future) is considered the least relevant (Future can be fixed…)
- Innovative EUR/AUS Cities are leading
- Identity (Past): Twofold Area: Preserving History/Culture while continuously investing on projected external Image.
  - Good Geoposition is a clear advantage.
  - TOP30 are Traditional European Cities
  - Reputation takes decades to be built, few days to get destroyed.
- Dynamism (Present): Competitiveness/Vibrant/Creative vs ExpatCare vs Ethical vs Balanced/Equalitarian
  - CAN/AUS Leading, then EUR, then USA
  - USA best Competitive. Best ExpatCare: SPA/POR/NZ/CAN/MEX/COL. Best Ethics and Equality: EUR/AUS/CAN.
- Strategy (Future): Very much depends on Leadership and Funding Allocation. Not just only good Governance.
  - Leaders: USA + SmartCity Leaders (CPH, HEL, STO, TEL)
  - Youngest are ASIA/LATAM. HumanCap: USA, London, JPN. SmartCity Plans: EUR/AUS. Innovation: USA/KOR/JPN
- Other:
  - Sense of Belonging/Citizenship is stronger in cities with longer History/Culture. Feeling of “Proud of living here” is deeper on old cities than new “planned” cities. Community sense stronger in smaller cities. Landscape, Language, Religion are positive/negative Magnets.
  - A low/little Magnetic City can be turned into strong if People and right political decisions are made. Leadership and Creativity are key. And a long-term Transformational Plan is needed.
- Best Possible City: Meeting Place for Humans (Understanding, Collaboration, CoCreation). Technology helps connect citizens to Cities, gathering their collaborative ideas/projects, developing their full potential.

Findings – Profitability (Yield)

- Best Combined Profitability (Services x NetPurchasePower) at USA, CH, CAN, AUS
- Best in Services are at EUR (TOP20), then JPN, CAN, AUS, USA,…
  - Most Appreciated Services are : Urban Mobility – SocSVS – Sustainability - Safety
- Best NetPurchasePower (NPP) is enjoyed at USA, Qatar, CAN, CH, AUS
  - Best Wages found at CH, Nordics, USA, AUS,…
  - Best final "Pocket Money" or Money After Taxes lands on CH, USA, AUS, CAN
  - Most Expensive Cost of Live are also at CH, Nordics, some USA, JPN Cities

- Fall of myths (Best Services come from Nordics…true, but huge Taxes too)
- Opportunity for midsize/non Capital cities (Very Good Services, Excellent Quality of Life)
- Consider VeryGood/Affordable vs Excellent/Expensive (like Good wine!!!)
- Opportunity for Emerging cities (fix the basics and enroll the global game!)
- Challenge for old large cities. Burden of People Aging Costs encumbering new attractive services Investment.
- Special guess stars: Apart from above best… Gulf, Asian Tigers (KOR,SGP,TWN,HNK), ISR
- Cloud Technology helps improve Cities yield, improving Services Performance while reducing their associated costs for citizens.

Attractive Cities, wanna try?

Get list of top 15 WW Cities better matching your preferences

https://play.google.com/store/apps/details?id=com.trackglobe.attractivecities

https://apps.apple.com/us/app/attractive-cities/id1487782051

Thank you!
SMARTCITY
EXPO WORLD CONGRESS