

# Bocconi

## 2ND TEM CONFERENCE ON LOCAL DEVELOPMENT, INNOVATION, TOURISM AND PLACE BRANDING

### FROM SMART CITY TO SMART LAND How to promote territorial resilience and sustainability



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## Introduction

**Top-performing cities  
come in all shapes  
and sizes  
It's not about being big,  
or being rich,  
It's about being 'smart'**



**Smart villages**

**To pass from 'smart cities' to 'smart land' means a new attention to territory  
A territory is smart if it focuses on diffuse knowledge and diffuse competencies  
This can contribute to generatint: quality of life, responsible firms, qualified jobs**

The Top 20 Global City Performance by Index, 2017

	Mobility	Health	Safety	Productivity
1	Singapore	Singapore	Singapore	Singapore
2	San Francisco	Seoul	New York	London
3	London	London	Chicago	Chicago
4	New York	Tokyo	Seoul	San Francisco
5	Barcelona	Berlin	Dubai	Berlin
6	Berlin	New York	Tokyo	New York
7	Chicago	San Francisco	London	Barcelona
8	Portland	Melbourne	San Francisco	Melbourne
9	Tokyo	Barcelona	Rio de Janeiro	Seoul
10	Melbourne	Chicago	Nice	Dubai
11	San Diego	Portland	San Diego	San Diego
12	Seoul	Dubai	Melbourne	Nice
13	Nice	Nice	Bhubaneswar	Portland
14	Dubai	San Diego	Barcelona	Tokyo
15	Mexico City	Wuxi	Berlin	Wuxi
16	Wuxi	Mexico City	Portland	Mexico City
17	Rio de Janeiro	Yinchuan	Mexico City	Rio de Janeiro
18	Yinchuan	Hangzhou	Wuxi	Yinchuan
19	Hangzhou	Rio de Janeiro	Yinchuan	Hangzhou
20	Bhubaneswar	Bhubaneswar	Hangzhou	Bhubaneswar

## Top twenty competitors

The Top 20 Smart Cities Globally, Consolidated Performance 2017

	City	Region
1	Singapore	Asia Pacific
2	London	West Europe
3	New York	North America
4	San Francisco	North America
5	Chicago	North America
6	Seoul	Asia Pacific
7	Berlin	West Europe
8	Tokyo	Far East & China
9	Barcelona	West Europe
10	Melbourne	Asia Pacific
11	Dubai	Middle East & Africa
12	Portland	North America
13	Nice	West Europe
14	San Diego	North America
15	Rio de Janeiro	Latin America
16	Mexico City	Latin America
17	Wuxi	Far East & China
18	Yinchuan	Far East & China
19	Bhubaneswar	Indian Subcontinent
20	Hangzhou	Far East & China

**I prefer 'smart land' to 'smart villages', as it includes urban non-core areas**

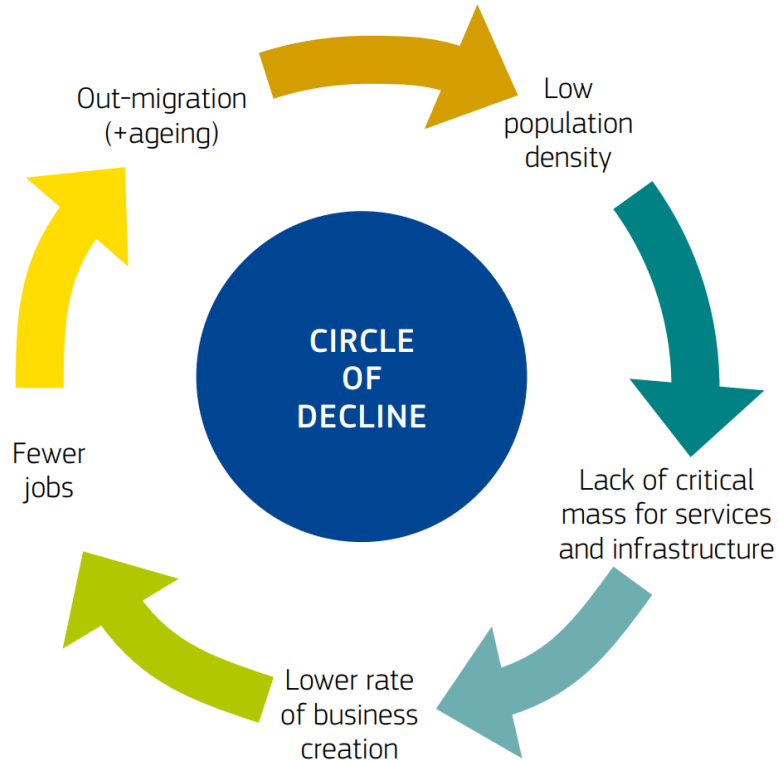
**I prefer 'smart land' to 'smart villages', as it includes urban non-core areas**



## EU ACTION FOR SMART VILLAGES

Smart villages are rural areas and communities which build on their existing strengths and assets as well as new opportunities to develop added value and where traditional and new networks are enhanced by means of digital communications technologies, innovations and the better use of knowledge for the benefit of inhabitants.

- 1 'Smart' means using digital technologies when they are appropriate, not because they are fashionable
- 2 'Smart' means thinking in connection with inside and outside
- 3 'Smart' means building new forms of cooperation and alliances



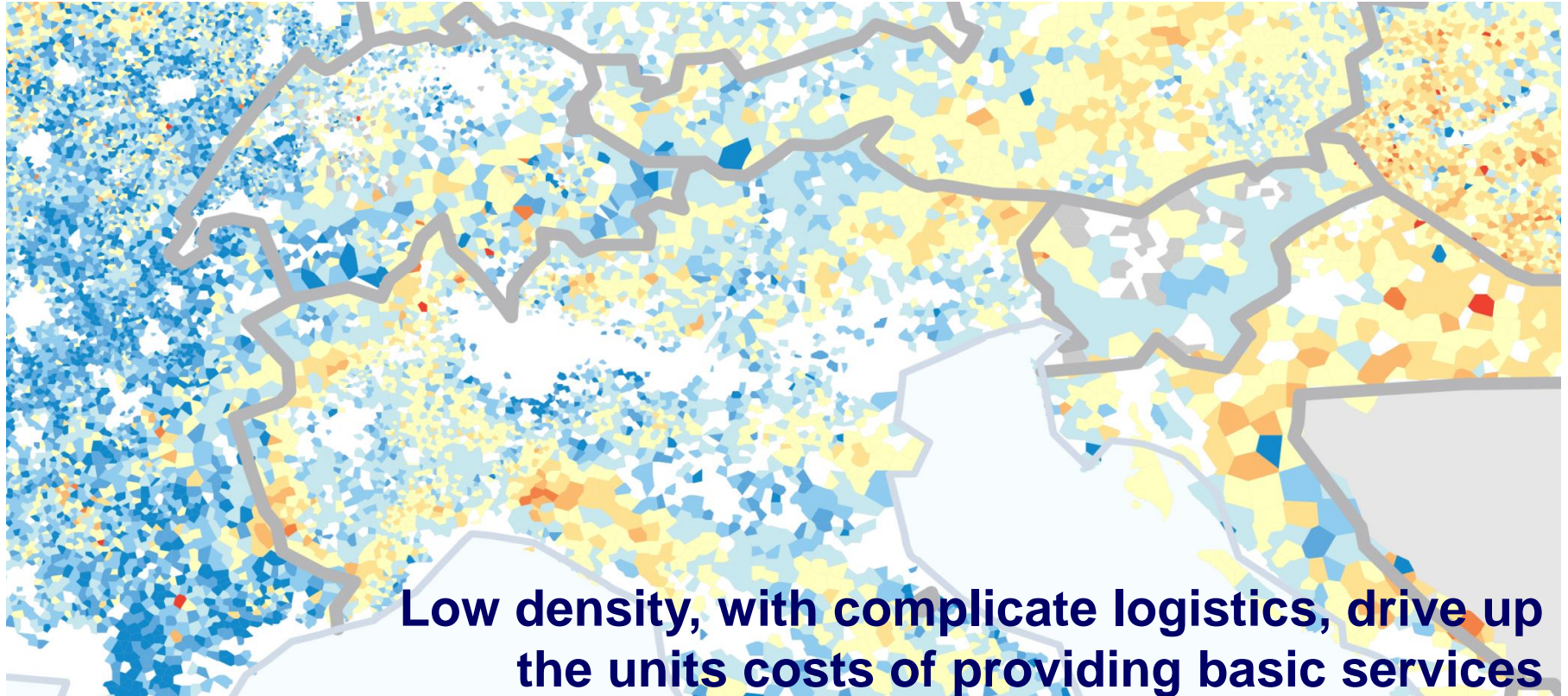
## Will the circle be broken?

The 'circle of decline' is characterized by two main trends:

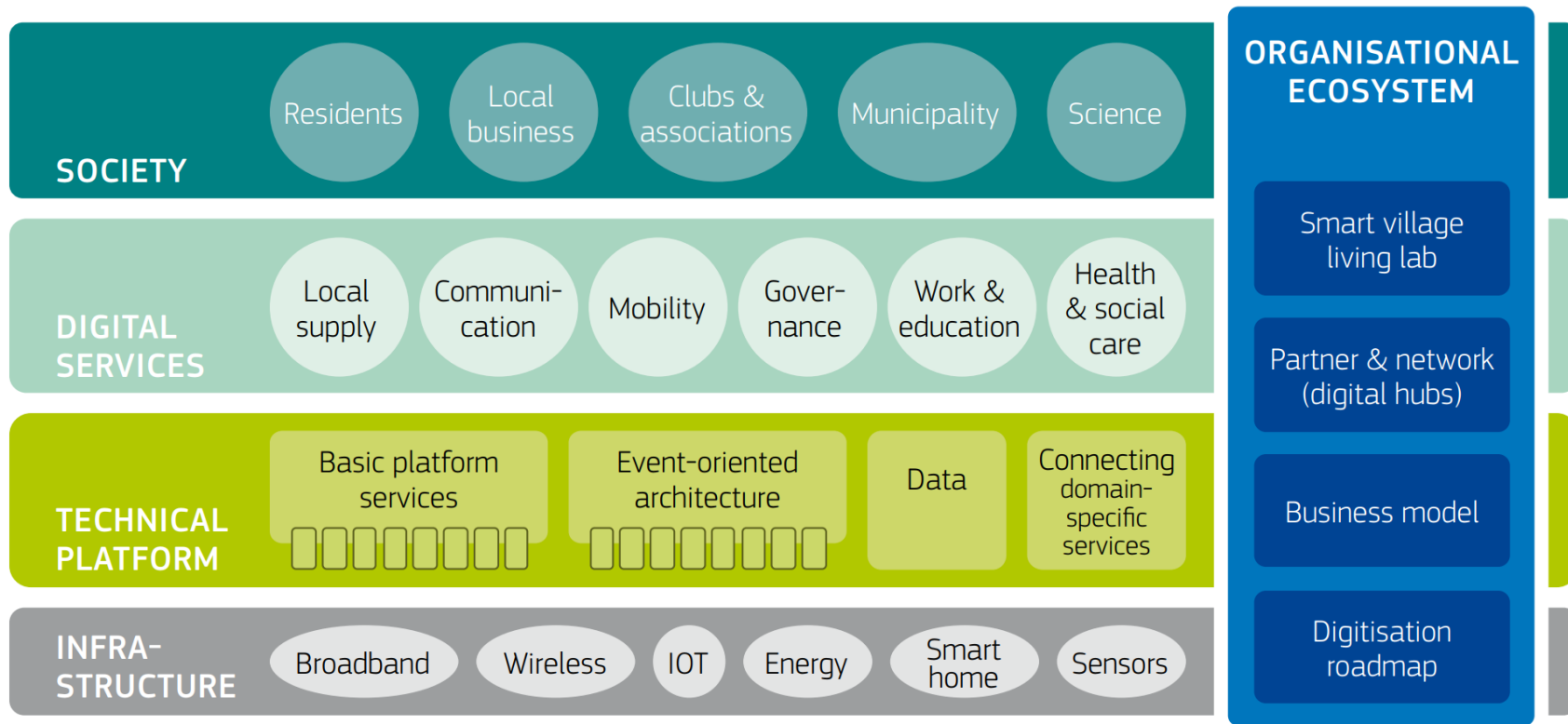
- ① A shortage of jobs and sustainable business activity
- ② Inadequate and declining services

The smart approach has to deal with these challenges:

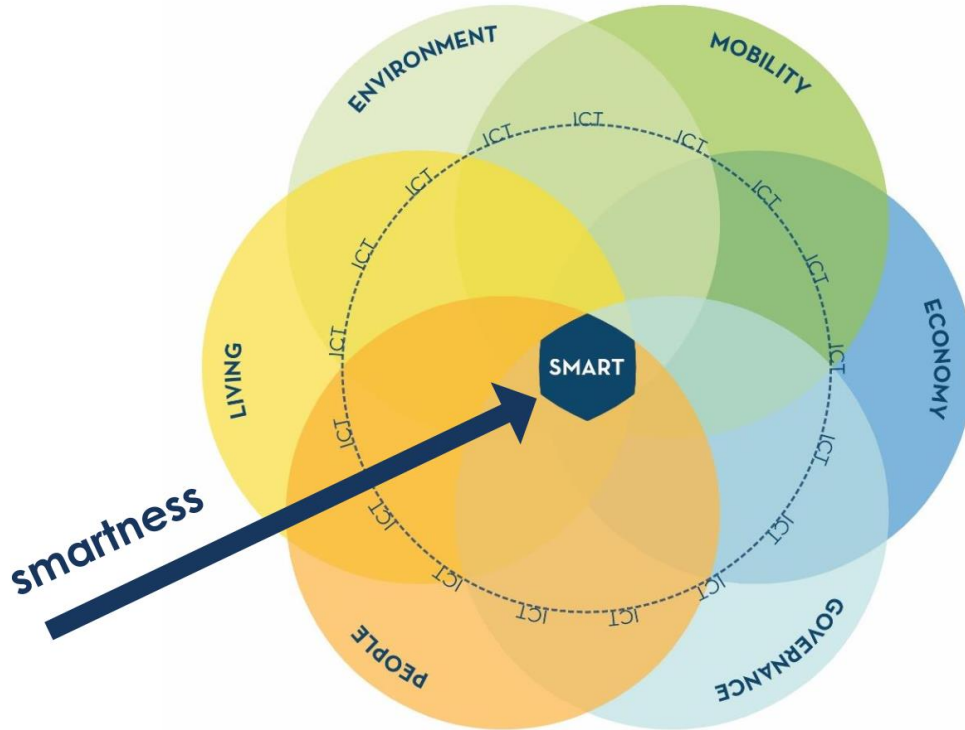
... responding | funding | exploiting | maximizing | promoting ...



## Achieving digital transformation



## Six different 'smartness' dimensions



Smart Governance	Participation
	Transparency and information accessibility
	Public and Social Services
	Multi-level governance
E Smart Economy	Innovation
	Entrepreneurship
	Local & Global interconnectedness
	Productivity
	Flexibility of labor market
Smart Mobility	Traffic management
	Public Transport
	ICT Infrastructure
	Logistics
	Accessibility
	Clean, non-motorised options
	Multimodality

Smart Environment	Network and environmental monitoring
	Energy efficiency
	Urban planning and urban refurbishment
	Smart buildings and building renovation
	Resources management
	Environmental protection
Smart People	Digital education
	Creativity
	ICT - Enabled working
	Community building and urban life management
	Inclusive society
Smart Living	Tourism
	Culture and leisure
	Healthcare
	Security
	Technology accessibility
	Welfare & Social inclusion
	Public spaces management

## Set your dreams high



**We need to rise  
'vision and  
strategies':  
this is a bottom-  
up approach,  
leveraging on  
living  
communities  
and  
stakeholders  
at large.**

# Bocconi

SMART CITIES WEEK  
WASHINGTON, DC

## SMART CITIES by the NUMBERS

JENNIE PEROT

DUBAI, SINGAPORE, NYC  
pulling ahead...

POPULATION EXPLODING -  
MORE THAN 50% IN CITIES

BY 2050  
2.5 BILLION NEW  
URBAN RESIDENTS

WE MUST  
BUILD CHICAGO  
EVERY MONTH  
FOR THE NEXT  
FEW YEARS...

SENSORS  
COMMUNICATION  
COMPUTATION  
IT'S A  
FACE...

SITUATIONAL AWARENESS  
PREDICTIVE ANALYTICS

- COLLECT THE INFO
- COMMUNICATE THE DATA
- ANALYZE THE DATA
- SEND OUT THE INFO

THE GATEWAYS:

SMART STREET LIGHTS

SMART GRID

SMART BUILDINGS

## KEYNOTE

PAT VINCENT-COLLAMANN, EEI

WORKING NOT JUST  
FOR THE AFFLUENT  
ELECTRIC UTILITIES  
ACCOUNT 9% OF GDP.  
THE FIRST 9%!

100 BILLION

NATURAL ASSISTANCE -  
FASTER RESTORATION TIMES  
- CROSS COUNTRY PARTICIPATION

## COLLABORATION

## RESILIENCY

OUR SYSTEM

CUSTOMER

WE ARE COMMITTED!

## CLEARING ROADBLOCKS

## to SMART INFRASTRUCTURE

OCT. 4, 2017

PETER ALHIL  
ADELPHI - A COHESIVE VISION

WHAT ARE YOUR PROBLEMS?  
NEEDS?

WHAT DOES "SMART" REALLY MEAN?

WILL OUR PLAN  
SOLVE A  
PROBLEM?

ANDREW THERIAULT  
BOSTON - ANALYTICS + SAVING

REAL TIME

ELIMINATING WASTE

ARCHANA VENULAPALLI  
WASHINGTON, DC - STRATEGIC INVESTMENTS

WHAT DO WE WANT TO DO WITH THE DATA?

RESILIENCY

EQUITY

IN DECISION-MAKING

SHARING SUCCESS

SPREADING

EMBRACING COMMUNITIES + RESIDENTS

OUTCOME FOCUSED

TECH AS ENABLER

ALIGNMENT AND AGENCY'S AGENCIES

REMEMBER - WE'RE HERE TO SERVE!

PAY ATTENTION TO COMPETITIVE NATURE OF CITIES

WHO'S REALLY VALUABLE? DO WHO'S BEST FOR YOUR CITY.

LUCINDA LEVINE/  
IN KOLLECTIVISIONS.COM

Territorial identity is not about what we were in the past  
But how we would like to be in the future!

alberto.bramanti@unibocconi.it

## GOVERNMENT

- Digital public administration
- Participatory governance
- E-services

## BUILDINGS

- Connected facility management
- Smart home
- Smart construction

## HEALTH

- Telemedicine
- Integrated health information systems
- Ambient assisted living

## MOBILITY

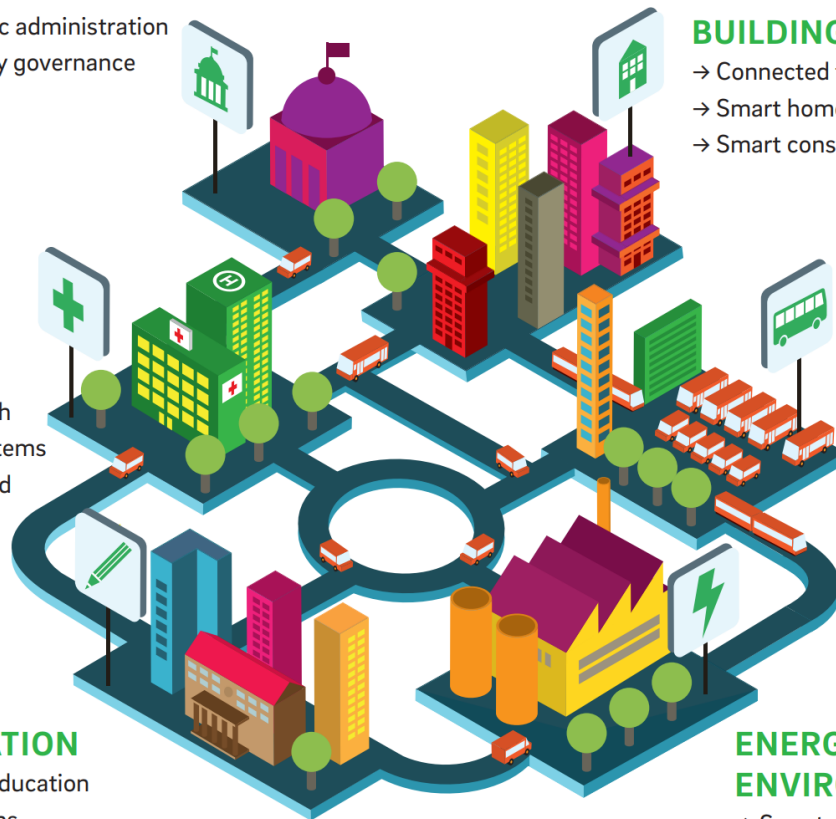
- Intelligent traffic management systems
- Smart services for public transport
- Smart urban logistics

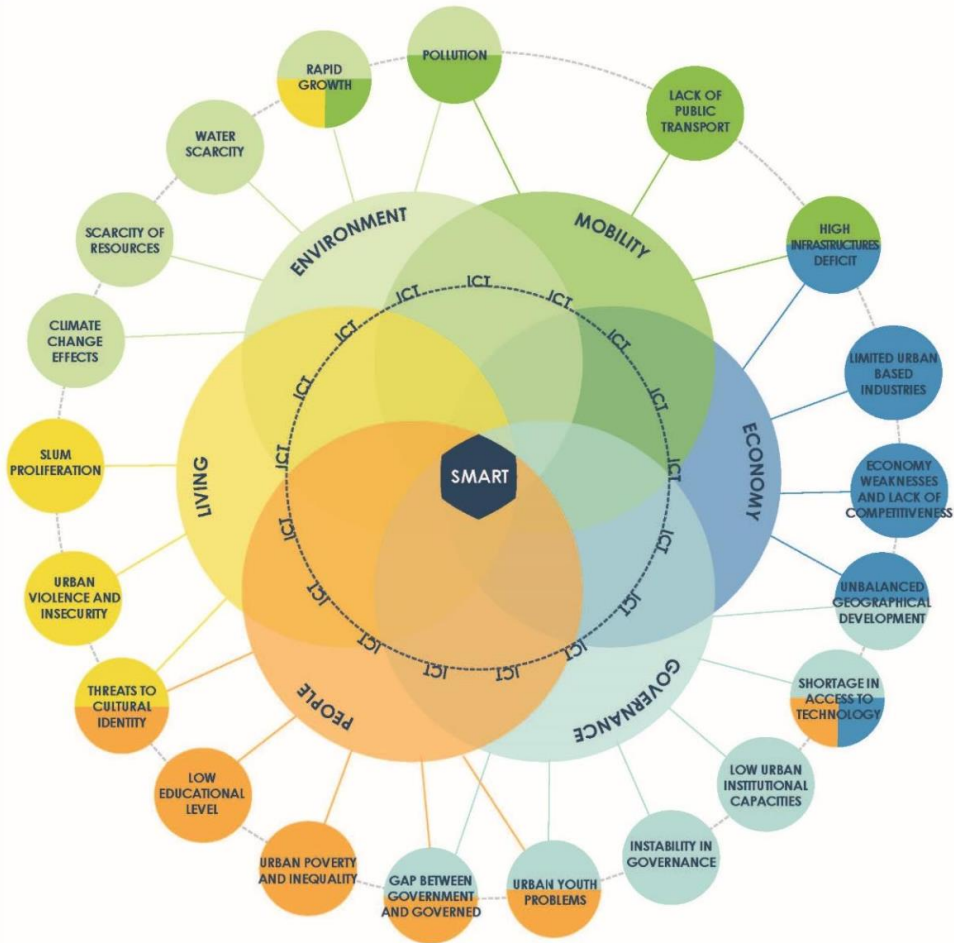
## EDUCATION

- Urban education platforms
- Digital learning formats
- Digital skills

## ENERGY AND ENVIRONMENT

- Smart energy
- Smart water management
- Smart waste management





## How will This Time be Created?



### Mobility Saves 60 Hours

Smart Traffic Systems including dynamic traffic light phasing and smart parking reduce time in traffic. Open Data Platforms enable citizens to choose the fastest metro/bus lines.



### Public Safety Saves 35 Hours

Machine learning enabled software such as PredPol used to predict crime spots on a given day. ITS here is used to prioritise emergency service vehicles through traffic light phasing & driver re-routing.



### Healthcare Saves 9 Hours

Healthcare preventative apps & telehealth aim to reduce average physician visits by promoting better overall wellbeing. While improved administration and preliminary diagnosis reduce wait times.



### Productivity Saves 21 Hours

Apps or digital services will simplify administrative processes when citizens interact with city agencies.

## Benefits to Smart City Inhabitants



### More Time for Family and Friends

Enough time to enjoy a meal with friends or family twice a week.



### Get Active

Exercise for 45 minutes 3 times a week every week of the year.



### Take a Long Vacation

An additional 50% to the average annual US vacation allowance.



### Improved Recovery

Studies have indicated that wounds take up to 25% longer to heal when individuals are chronically stressed. 110 million people die every year as a direct result of stress.



### Decreased Risk of Depression

Lost productivity and medical expenses from depression costs over \$83 billion annually: \$11.30 for every person on the planet, every year.



### Improved Earning Potential

The cost of stress can be high: If left unaddressed, it could mean that individuals' potential earnings fall by \$10,000