



The Role of Technology in Enabling Sustainable Growth

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Fundamental Global Changes: Urbanisation, Globalisation

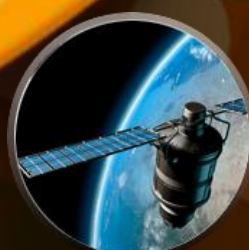
- 500M Urbanised Next 5 Years, 100 new cities.
350M in China alone by 2025
- GDP of Emerging Countries
= GDP of Developed
- Crime Rate Up 30% Worldwide
60% of urban dwellers have been victims
- Top 20 Megacities Use 75% of World's Energy
50%+ of new construction happening in Asia
- Only 3% of buildings in the
developed world qualified for LEED

Technology Trends: Everything Is Becoming Connected

50 Billion



300 Million Devices



2004

2008

2010

2012

2014

2016

2018

2020

2022

2024

Source: Forrester Research, Cisco

Songdo, ROK: Cities are Already Run on Networked Information



Citizen Smart Services Menu



Connecting and Monetization of Services

Environmental efficiency

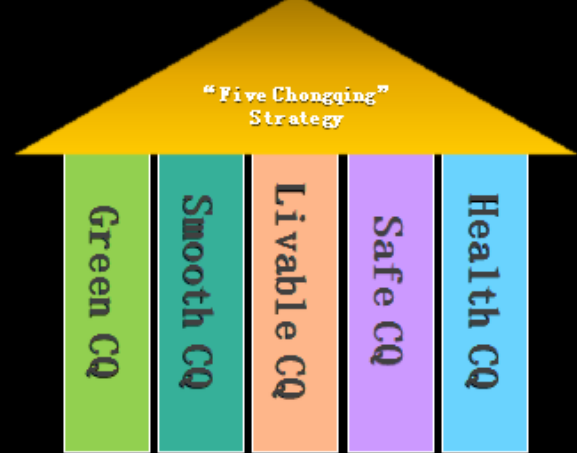
Economic development

Citizen quality of life

Chongqing, China: 5 pillar Smart City strategy based on a city wide network

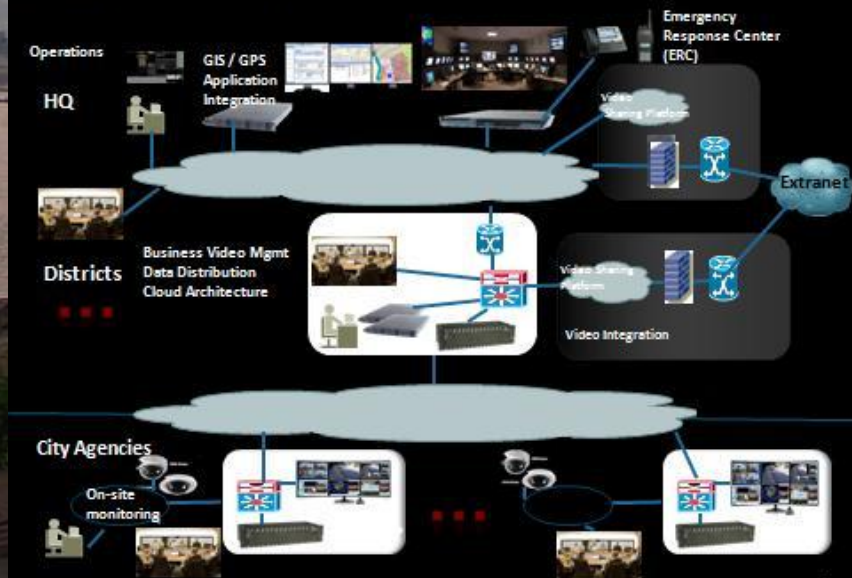
- ICT Master Plan supporting 5 CQ Vision
- Phase one Safe and Green
- Top Down Approach

“Five Chongqing” Vision



“Five Chongqing” Development Plan

Architecture Overview



Analyzing and modeling the impact of these city services in a real-time visualized environment

- Visualizes the city - buildings and critical infrastructure (water, electricity, the ICT network)
- Visualizes and simulates the impact of services (energy consumption, traffic, emergencies)
- Breaks down functional and data silos
- Models impact of services on the city – with real or even realtime data



Technical
Assessment

Simulation
Requirements
and Status

Data
Simulation

Decisions

Modeling these Services will create decision maker and public buy in to realize the Benefits of a Smart + Connected Community:

20 Years... 5 Million People:

Community Revenues +\$15B



GDP Growth 9.5%



Energy Efficiency +30%



New Jobs 375,000



Source: Connecting Cities: Achieving Sustainability Through Innovation
Nicola Villa and Wolfgang Wagener, Cisco IBSG