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

Source: Forrester Research, Cisco
Songdo, ROK: Cities are Already Run on Networked Information

Connecting and Monetization of Services

Environmental efficiency

Economic development

Citizen quality of life

Citizen Smart Services Menu
Citizen Services Menu

- Health Care Monitoring From Home $10
- Alert That Your Child Is At School $5
- Check mobile phone for Next Bus/ online on bus $3
- TelePresence a Friend From Home $8
- Access Government Services Online $6
- “Green” Utility Awareness / Smart Grid $3
- Automatic Guidance to Parking Spot / Elevator Held $5
- Access to Security Services $15

My Total = $52/mo
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
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
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