The City of Growth: Balancing Economic Development & Sustainability
Songdo IBD, Incheon Korea

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From 1980 to 2010, Asia added more than a billion people to its cities – more than all other regions combined – with a further billion people set to be city dwellers by 2040.

11 of the 20 most polluted cities in the world are in Asia.

From 2000 to 2008, average per capita greenhouse gas emissions for Asia grew by 97% versus only 18% for the world overall.

In many Asian nations, losses from traffic-related congestion amount to 5% of gross domestic product (GDP).

Source: Key Indicators for Asia and the Pacific 2012
Asian Development Bank
Multinational corporations expanding global operations
Land & natural resources becoming increasingly scarce
Korea's desire to be a global hub for N.E. Asia
Creation of a new model of sustainable development
Growing demand for quality residential & commercial space
Today the vision is being realized....
INNOVATION & SUSTAINABLE DESIGN STRATEGIES

- USGBC LEED standards introduced to Korea
  - LEED ND pilot program for overall master plan development
  - First LEED Certified Exhibit Hall in Asia
  - First LEED Certified Residential Tower in Korea
  - First LEED Certified Hotel in Korea
  - First LEED Certified School in Korea

- Multi-modal transportation options – a 10-minute walk from home to work

- U-Life Solutions ubiquitous ICT platform powered by Cisco Systems/LGCNS
Lessons Learned

INNOVATION & SUSTAINABLE DESIGN STRATEGIES

FOCUS ON QUALITY OF LIFE

• Balanced commercial and residential development
• Governmental, educational, cultural and recreational facilities
• Physical construction plus community development “software”
Lessons Learned

INNOVATION & SUSTAINABLE DESIGN STRATEGIES

FOCUS ON QUALITY OF LIFE

THE POWER OF PARTNERSHIP

- Opportunities and challenges
Public–Private Partnership Players

- Korean Central Government
- Local Government
  - Incheon City/IFEZA
- Developer
  - NSIC - Gale International & POSCO E&C
- Consultants
  - A/E & Other Service Providers
- Financial Investors
  - Debt & Equity
- Users & Occupiers
  - Commercial & Residential

Users & Occupiers
- Commercial & Residential
- Public–Private Partnership Players

Financial Investors
- Debt & Equity
Challenges:

"The best laid schemes of mice and men go often awry…"

Robert Burns, “To a Mouse”

"If you build it, will they come?"

Adapted from “Field of Dreams"

"You can’t always get what you want…"

Mick Jagger and Keith Richards, “You Can’t Always Get What You Want”