ReClaim the Future and find the competitive advantages 2.0

Tallinn Vision Conference - 22 Nov 2010

Jan Sturesson
Partner
Global Leader Government and Public Services
Reclaim the Future...
Our Vision - Cities of the Future!

“We need new perspectives of cities, regions and their citizens, there dreams, joy, knowledge, wisdom, creativity and motivation in order to find new ways to develop attractive sustainable cities thought strategic city management and a personal leadership.

Therefore we - PwC - will support the developments of new arenas, squares, floors and rooms for mutual dialogue with leaders in cities and business as a tool for sustainable growth, development and knowledge sharing, resulting in maximal synergy and added value for people, organisations and companies living in the city”

PwC Cities of the Future Global Network
Cities of opportunity

Seizing the day
The impact of the global financial crisis on cities and local public services

Creative Future
Growth Potentials for Baltic Cities – Outline

The road ahead for public service delivery
Delivering on the customer promise

Back to the future
Government, Financial Institutions and the Global Financial Crisis

PwC
Creative Future
Growth Potentialities for Baltic Cities – Outline
Creativity: “...the ability to create new knowledge and to deploy existing knowledge successfully.” Richard Florida – Creative City
Summary

Dynamic knowledge economies: Århus, Turku and Umeå

Knowledge-based growth gaining momentum: Kiel, Rostock and Tallinn

Course set for knowledge-based growth: Gdańsk, Riga and Vilnius
Global Competition…

- Competition of…
  - People – citizens, visitors, talented entrepreneurs
  - Money – consumers, investment and venture capital
  - Companies – creating jobs for people, adding value to city brand
  - Events and exhibitions – in the areas of sport, politics and business
  - Attention – who recognize us? (first…..)
  - Engagement – participation

- Creating a corporate identity and city brand that **burns**.
  - Historical culture, events and city spirit creating identity
  - Today's environment, events and spirit for – **attractiveness for capital, talents and entrepreneurs** – together with strategic understanding of the future dreams and exiting stories, feelings emotions and atmosphere.
Cities - on all agendas…
The Future is different... The new normal 2.0

- **Uncertainty**
- **Glocal-ization**
- **Co-opetition**
- **Ra-plexity**

Collaborating Society

Global Collaboration Innovation Team

Local Approach

The Local Club

The Local fight

Global Approach

Everybody goes global by themselves

Competing Society

PwC
Drivers for Cities of the Future

- Competitiveness
- Attractiveness
- Sustainable Development
- Balanced Growth
- Citizen Engagement
- Effective Service

Brand

PwC
The new strategic playground for growth and development cross sectors

The arena for effective processes and efficient service

Internal Control and

External Control

Organization

Territory
"New Core business" – Magnetism and attractiveness for growth and well fare.

"Old Core Business" – taken for granted…
Creating a new playground for growth - stakeholder collaboration
Holistic Approach to Sustainability – The “New Capitalism”
The New Value Matrix for Societal Innovation – Opportunity Space

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<tr>
<th>Leadership</th>
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<th>Trade and industry capital</th>
<th>Culture and experience capital</th>
<th>Democracy and citizen capital</th>
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Opportunity space...

Sectors and resources working together...
Structure of PwC Cities Assessment Tool

Enablers
- Strategic Ambition
- Management Capacity

Capital policy and management

Delivery and Achievement

Performance & Results KPIs

A City of the Future

Enablers
- Leadership
- City Brand
- Social Intelligence
- City finance

Prioritisation
- Programme/Project
- Performance & Risk
- Partnerships

Sustainable Local Economy
- Social capital
- Environmental capital
- Culture and leisure capital
- Participation and political capital
- Infrastructure capital
- ICT capital
- Intellectual capital

Cities of opportunity
Assessing Policy vs. Performance

City of the Future

"Dreaming" city

"Intelligent" city: City of the

"Gambling" city

"Sleeping" city

Policy

Performance

Intellectual Capital

Social Capital

Environmental Capital

Culture and Leisure Capital

Participation and Political Capital

ICT Capital

Infrastructure Capital

PwC
Creating Intelligent Regions – Cross boarders…

Intelligent life in a creative way, based on social intelligence and digital platforms with collective self governance.

Connecting bridge between local society and global opportunities!!

Professor Source: Leif Edvinsson
C. Varga
Shaping the Future
Frank O. Gehrys Guggenheimmuseum blev betydelsefullt för spanska Bilbaos utveckling från industristad till turistmetropol. Och blev förebild för museibyggandet i städer över hela världen.
RITNING AV GEHRY PARTNERS MED FÖRSLAG TILL EN NY MUSEUMBYGGNAD FÖR CORCORAN GALLERY OF ART I AMERIKANSKA HUVUDSTADEN WASHINGTON.
ECO Cities in China
The Worlds Tallest Building...
The Worlds Lowest Building
A Constant Unique Building...
Malmö – a City of the Future in a Region of Tomorrow?
Heating and cooling – West Harbor

Wind turbine      Solar collectors               Photovoltaic cells

Heat recovery    District heating/cooling    Aquifer Heat pump
Recycling versus Landfilling

95.8% is recycled

only 4.2% to landfill
The Green Wave 2.0

Silence, space, darkness, star lights, clean air and water and ...
It is all about cities....or....

“There is no question that cities are the engines of economic growth and centres of dynamic social and cultural activities and development, although there exist some contrary messages like the future lies in a living country side....”

John Naisbitt
Author and Futurist, USA
Future of Future Cities...

**Summary:**

- Higher *density* of knowledge, innovation and solid relationships - inclusiveness

- Lower *friction* in communication, collaboration and between people, sectors and cultures

- Higher *frequency* and speed in citizen and stakeholder dialog in order to create the new!
Thank You!!