Deloitte’s Art & Finance Panels - ArtCity 2020
Culture and Smart Cities
23 October 2020
Culture and Smart Cities

As a result of the current sanitary crisis and the digitization of culture, does it make sense to include culture in the concept of smart cities?

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1. We live in a Changing World

“Megacities are shaping the map of the world”
Parag Khanna
A changing world | Development variables
Social, economic, and environmental stand as the three areas on which Cities can make a difference

70% Urban development
• ~70% of the world population will live in cities by 2050.
• Mega cities is the trend.
• Unprecedented urbanization.

80% Economic development
Competitive cities are more than simply a geographic space in which competitive firms and industries grow.
Cities are responsible for 80% of the Global GDP.

75% Sustainable development
Cities occupy only 3% of Earth land...
...but account for up to 80% of energy consumption...
...as well as 75% of global waste and carbon emissions.

Source: United Nations, 2018 Revision of World Urbanization Prospects
Sources: World Bank, Urban Development
Source: United Nations, 2018 Revision of World Urbanization Prospects
“The 19th century was a century of empires; 20th century was a century of nation states and the 21st century will be a century of cities.”

Wellington Webb, former Mayor of Denver

2. Cities can make a difference
Cities can make a difference | **The Future of Cities in an (not so simple) equation**

Where there were borders setting the destiny in the past, now there is connectivity: here is how Smart initiatives impact the Public Sector.
Integrated approach | An integrated approach for cities & nations is required

It is only when solutions are interconnected that each initiative unfold its full potential. However, from 153 smart cities recently analysed*, 90% do not have an integrated strategy.

- **Citizen at the center**
  Citizen is the one that benefits the most, with technology assessing human needs.

- **Comprehensive view**
  A Comprehensive view is fundamental.

- **Wide-ranging urban planning**
  It allows real-time response and long-term planning.

- **Resource management**
  Efficiency in resource management, increase in transparency and enhancement of community engagement.

*Source: * Roland Berger
Deloitte’s Smart City & Smart Nation Urban Development Framework
Capabilities to support existing and to-be cities from strategy to operation

### Phases

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<th>Create a Vision</th>
<th>Plan &amp; Design your Future</th>
<th>Bring to Life</th>
<th>Run &amp; Improve</th>
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### Capabilities & Enablers

#### Global Orchestration
- Program Management
- Governance, Organization & People
- Marketing & Branding
- Legal & Regulatory
- Data-driven Insights

#### Stakeholder Engagement
- Citizen Engagement
- Innovation Ecosystem

#### Funding & Financing
- Investment Attraction
- Public Funding & Financing
- Tax & Revenue Generation

#### Service Delivery & Operations
- Service Catalogue
- Service Management & Operations

#### Infrastructure
- Asset Management & Infrastructures
- Public Space Management
- Communication Infrastructures

#### Digital Technologies & Applications
- Data Management & Cybersecurity
- City Platforms
- City Applications
- Digital Technologies

#### Sectors & Domains

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### Cross-cutting

- Quality of life
- Economic Development
- Sustainability & climate change
- Resilience

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DELOITTE’S GLOBAL CITIES AMBITION

To have an impact in the lives of more than 100 million people and in the future generations by improving the quality of life and solving key urban challenges thus contributing to the United Nations SDG 11 - Sustainable Cities and Communities.
Deloitte’s positioning on Smart Cities | **A tailored positioning for Smart Cities**

We focus on solving urban challenges, developing assets & solutions, and promoting co-creating methodologies.

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**Beyond consultancy**

Co-developing **assets & solutions** that **create a tangible impact** in the way cities are governed.

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**Ecosystem Player**

**Alliance and collaboration approach** as the right path towards innovation and sustainable development.

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**Super Connector**

Leverage on Deloitte’s global reach to **gather, promote & scale the best solutions** jointly solving complex urban challenges.