

VALLADOLID, 20-21 | SEPTEMBER 2018

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Keynote Speaker:

Human-centric city transformation

“Smart citizens for smart cities and regions”



BY&FORCITIZENS
European Conference on Smart,
Sustainable and Resilient Cities

An abstract graphic on the left side of the slide, composed of several white-outlined hexagons and triangles. Some of these shapes contain semi-transparent images of people walking in a modern, brightly lit interior space, possibly a transit hub or office lobby.

Anne Lise Kjaer

Futurist & Founder, Kjaer Global Ltd

HUMAN-CENTRIC URBAN TRANSFORMATION



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HUMAN-CENTRIC URBAN TRANSFORMATION

Smart Citizens in a 4P Economy of People, Planet, Purpose and Profit



Photo © Harald Brække – Musée d'Orsay Paris 2018



WHAT: Navigating in a Liquid Society

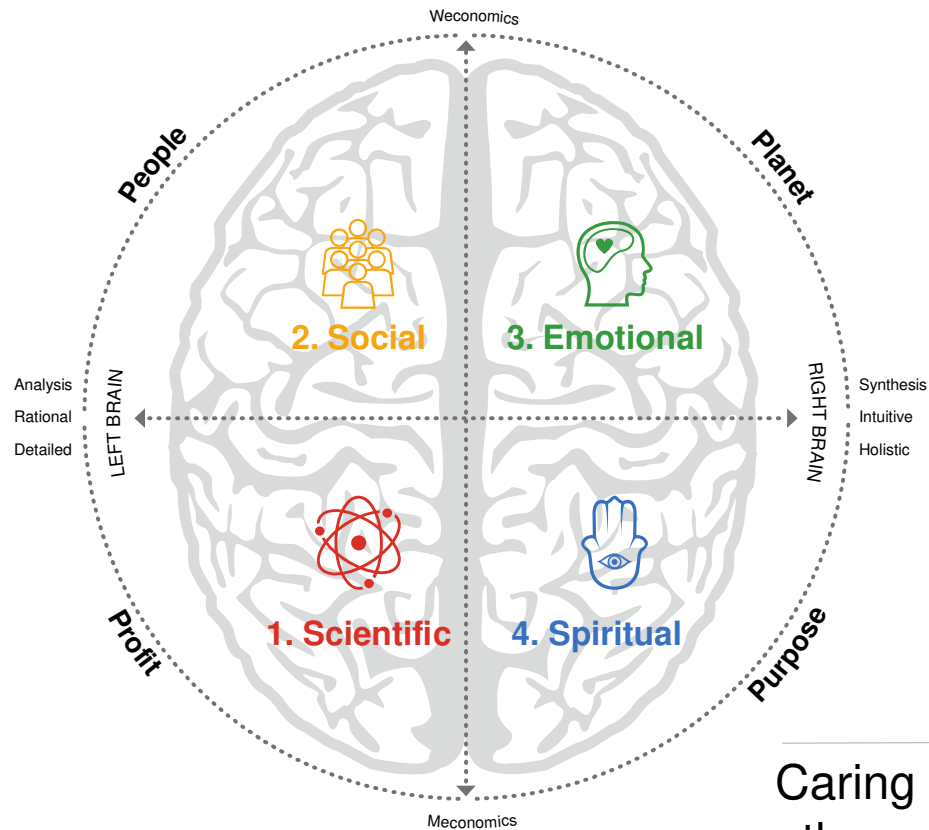


Open dialogue and quality of life will be top of the agenda in the 'smart society'

HOW: Multidimensional Thinking



Wholebrain Thinking – Kjaer Global © 2016



- * People
- * Planet
- * Purpose
- * Profit

Caring for People and Planet, with a Purposeful ethos, will be a key performance parameter



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TOOLKIT: The Trend Atlas 2025+

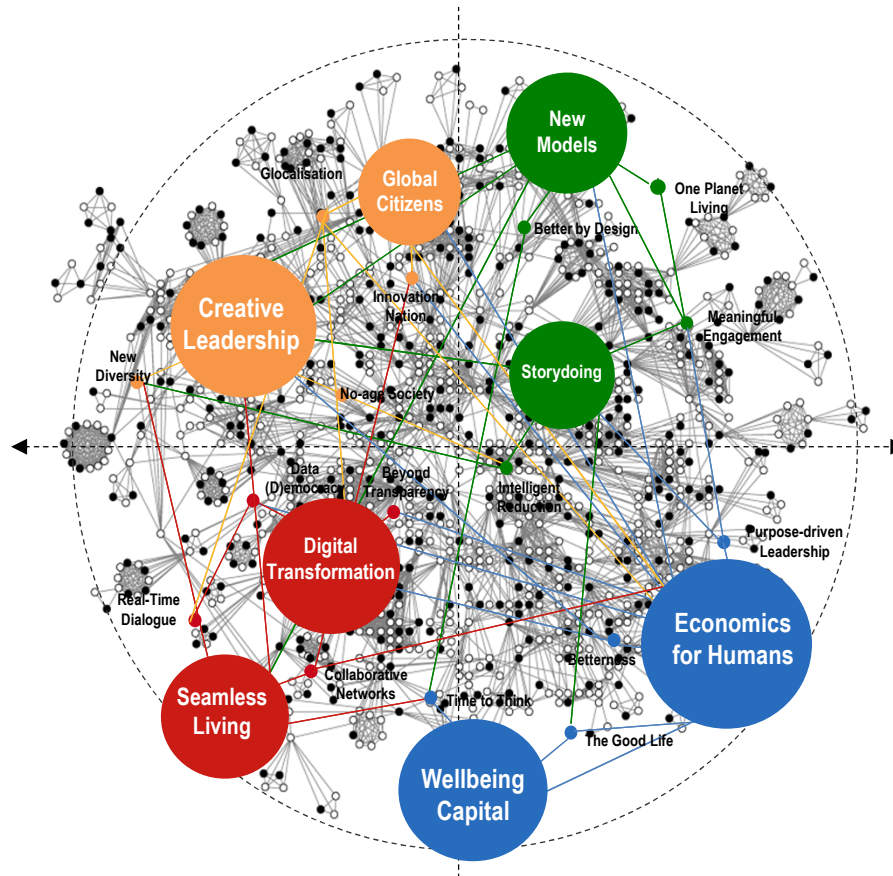


Illustration © Kjaer Global – Trend Atlas

4. Spiritual	QUALITY OF LIFE				UNIVERSAL AWARENESS			
	Mindfulness The Good Life Happiness Hunting				Economics for Humans Enoughism Purpose-Driven Leadership Art-Science Convergence Anxiety Society			
3. Emotional	WELLBEING		LIFESTYLE & CONSUMPTION			A BETTER WORLD		
	Active Living Foodie Culture Body Capital		Cultural Consumption Inclusive Design The Real Thing Smart Living Collaborative Communities Authentic Storytelling Intelligent Reduction			One Planet Living Considered Consumption Betapreneurship Good Causes		
2. Social	COMMUNICATION			SOCIAL STRUCTURES			ORGANIZATIONS	
	Cloud Computing Net Neutrality Real Dialogue Education 4.0 Social Me			Redefind Families New Parenting Models No Age Society Female Factor Global Citizens New Creative Class Digital Natives			Lifelong Learning Work/Life Balance Social Capital Meaningful Engagement	
1. Scientific	TECHNOLOGY		ECONOMICS		POLITICS & LEGISLATION		SOCIETY & ENVIRONMENT	
	The Global Brain Next-Gen Robotics Bio Revolution Cleantech Smart Cities		Rising Economies Glocalization Turbulent Markets Innovation Hubs New Models		Soft Power Radical Openness Health Challenges Public Policies		Crowded Planet Hyper Urbanization Biodiversity Crisis Green Innovation Climate Change Resource Shortage	

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DRIVERS: Key Society Trends



- * Creative Leadership
- * Global Citizens
- * New Models
- * Storydoing
- * Economics for Humans
- * Wellbeing Capital
- * Digital Transformation
- * Seamless Living



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CREATIVE LEADERSHIP – Innovation Nation + Hyper Local



Creativity is essential to nurture innovation capacity and collaboration – enabling performance, resilience and agility



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GLOBAL CITIZENS – New Diversity + No-Age Society



Photo © Co-living at Roam Miami

Cultivating diversity of ideas and thoughts, along with openness to age, gender and ethnicity will drive fresh thinking and expand future possibilities



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NEW MODELS – Better by Design + One Planet Living



Photo © Kjær Global – IKEA's Space 10 Innovation project STUA with Snøhetta

Engaging in open dialogue and working actively together to solve global challenges will be central to new 'smart city' planning



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STORYDOING – Intelligent Reduction + Meaningful Engagement



Photo © The Rain Room by Random International (2012)

Today, people believe less in what you say, and more in what you do. They buy your actions, not your words



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ECONOMICS FOR HUMANS – Betterness + Purpose-Driven Leadership



Photo: Patagonia – founder Yvon Chouard

People are behind initiatives that speak to their integrity –
so cultivating 'betterness' is key to winning hearts and votes



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WELLBEING CAPITAL – Mindful Choices + The Good Life



Photo © Trøstigen lookout point by Reiert Ramstad Architects

Health is our most important capital and people will increasingly look for mindful environments to improve their sense of wellbeing



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DIGITAL TRANSFORMATION – Radical Openness + Human(e) Technologies



Photo Calgary's New Central Library 2018 by Snøhetta ©

Always on we are easier to reach but harder to engage – transparency and human(e) interfaces will define tomorrow's winning formula

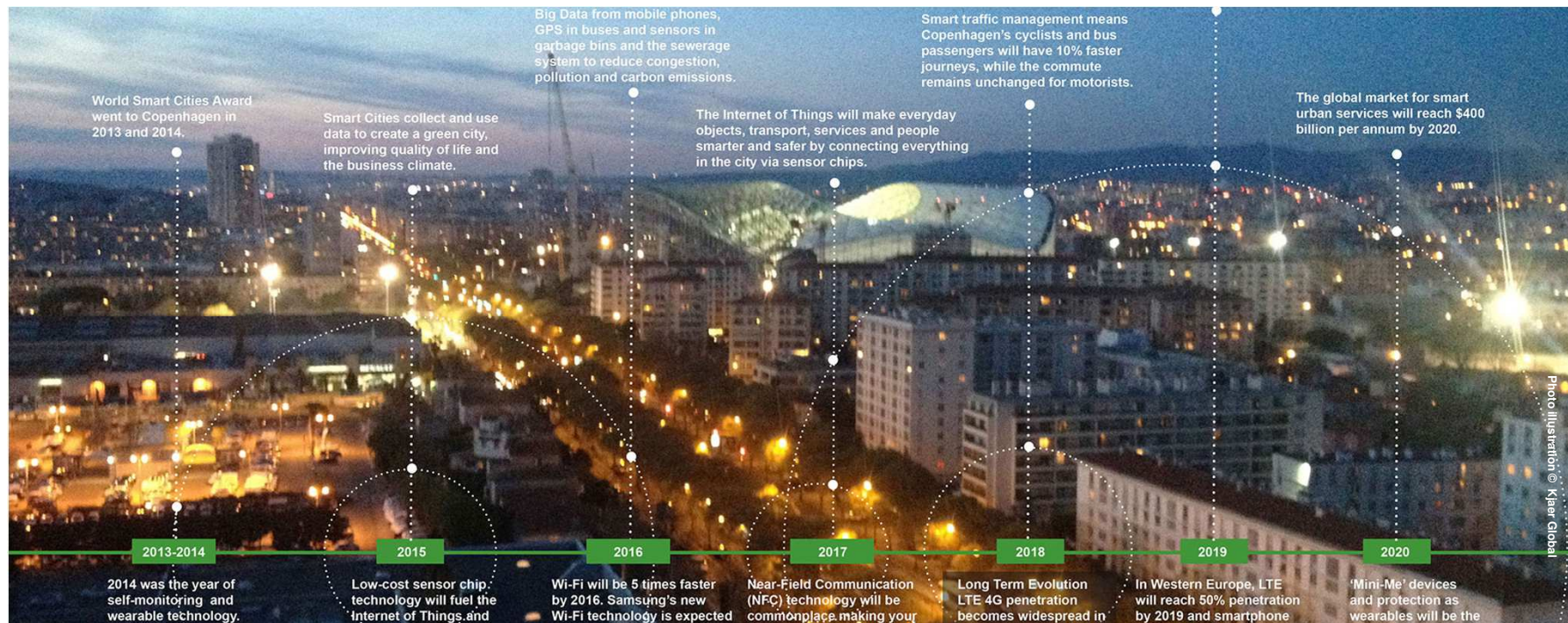


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SEAMLESS LIVING – Personal Narratives + Real-Time Everything

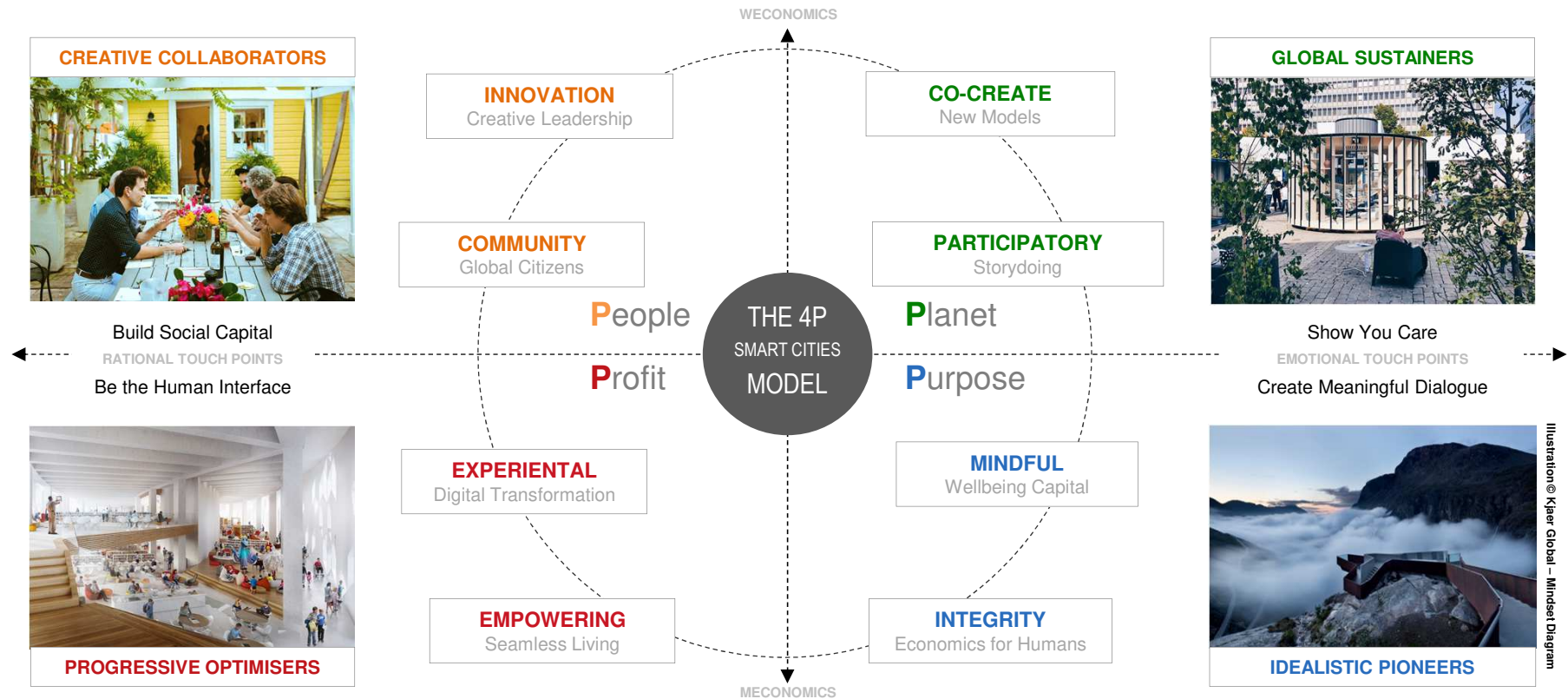


In a liquid society where the physical and digital are blurring, people expect seamless, personal and real-time solutions



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CONNECTING THE DOTS – Tomorrow's Smart Citizens



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Illustration © Kjaer Global - Mindset Diagram

THE FUTURE



Photo © Harald Brække - ARoS art museum Aarhus, Denmark

...is not just somewhere we go –
we create the future

