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Keynote Speaker:

Human-centric city transformation

“Smart citizens for smart cities and regions”



Anne Lise Kjaer
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**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 Brekke – 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'

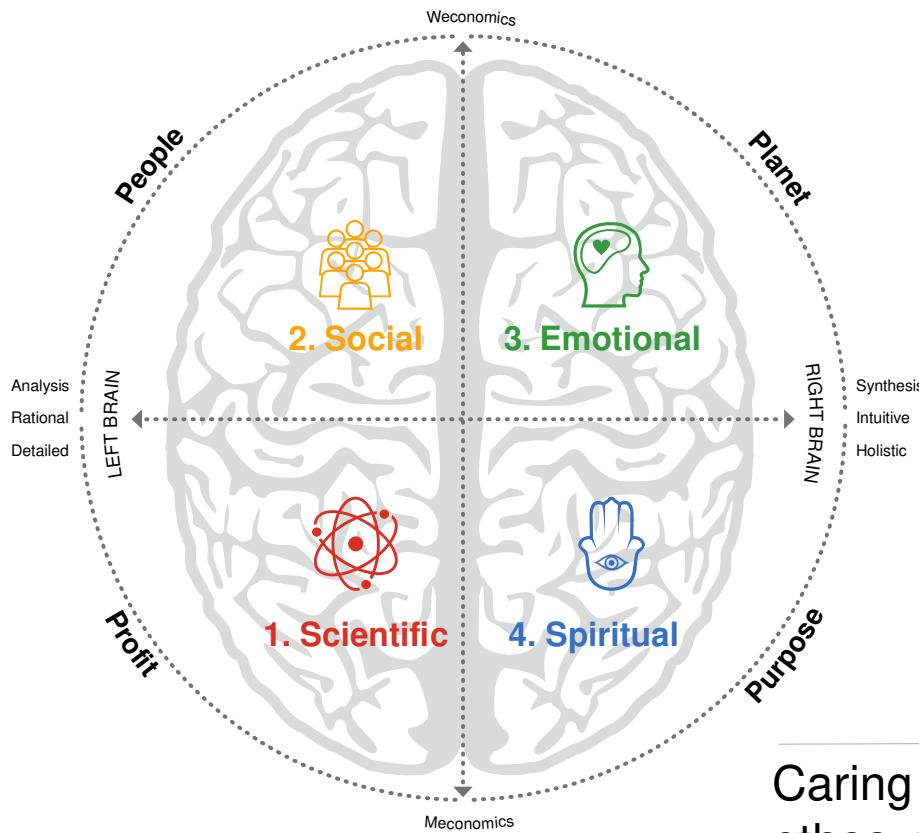


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HOW: Multidimensional Thinking



Wholebrain Thinking – Kjær 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+

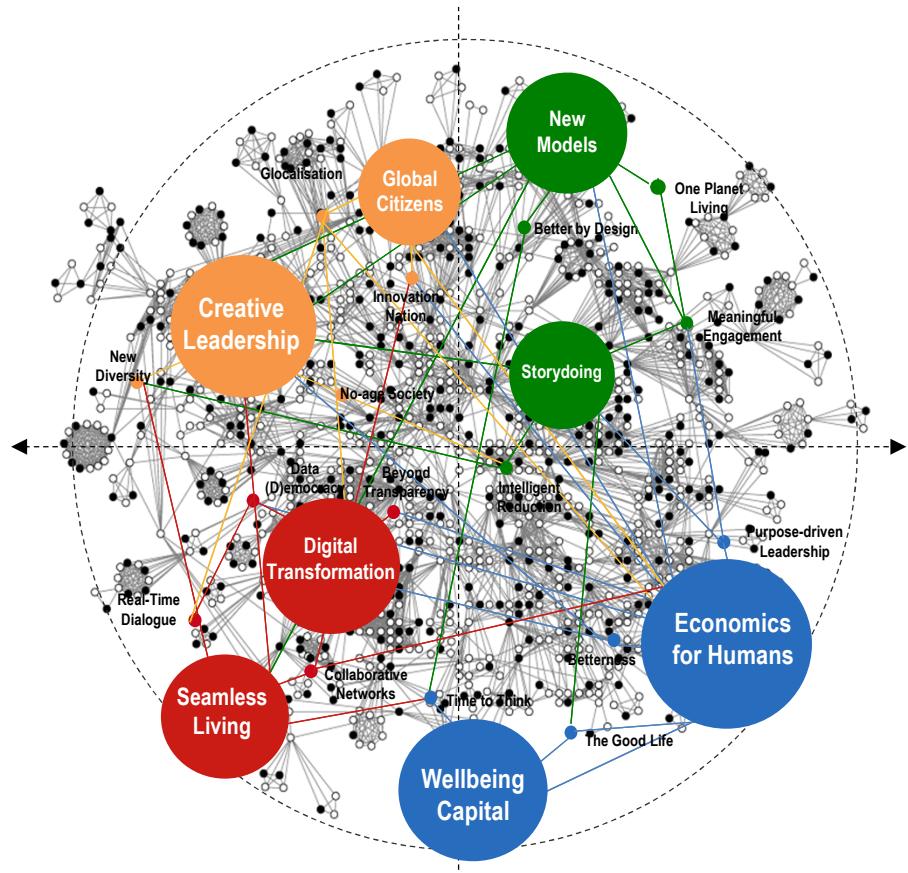


Illustration ©Kjær Global – Trend Atlas



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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 Room 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



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

Photo by Ola - found on Unsplash



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WELLBEING CAPITAL – Mindful Choices + The Good Life



Photo © Trollstigen lookout point by Reiulf 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



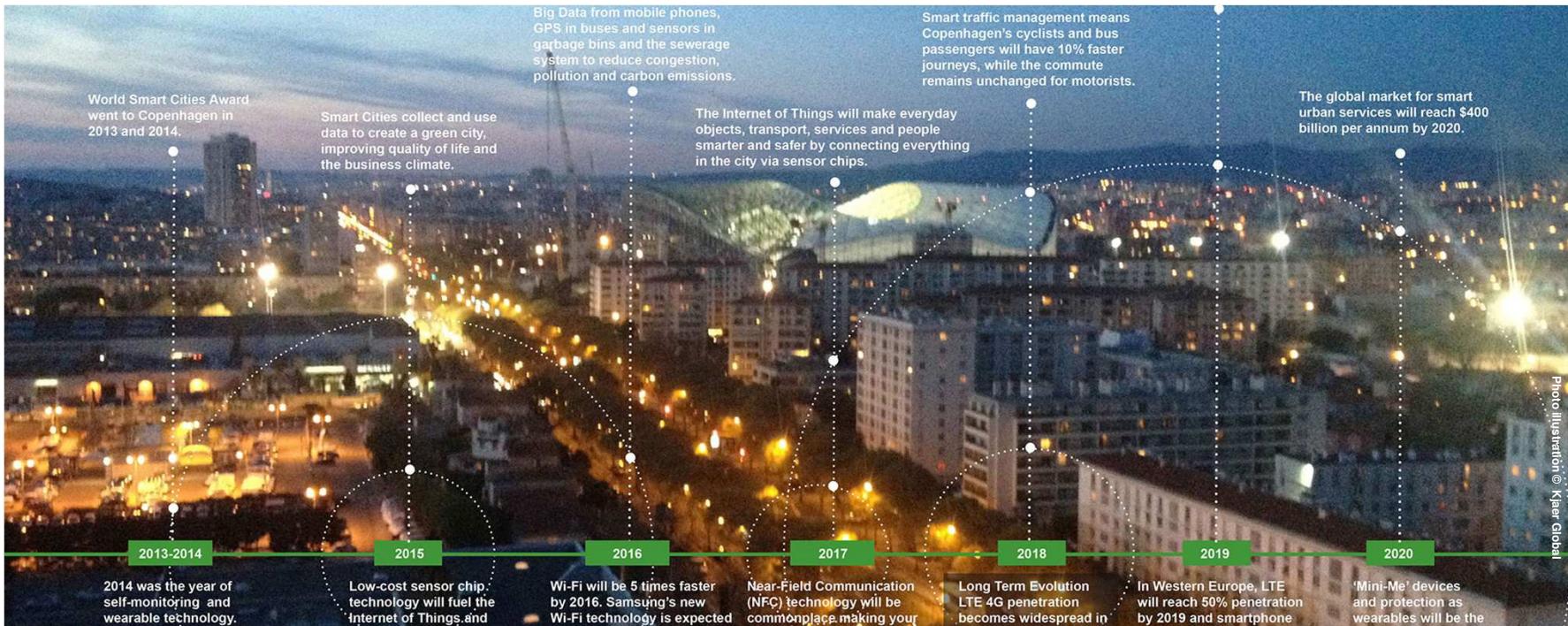
Photo Calgary's New Central Library 2018 by Snohetta ©

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

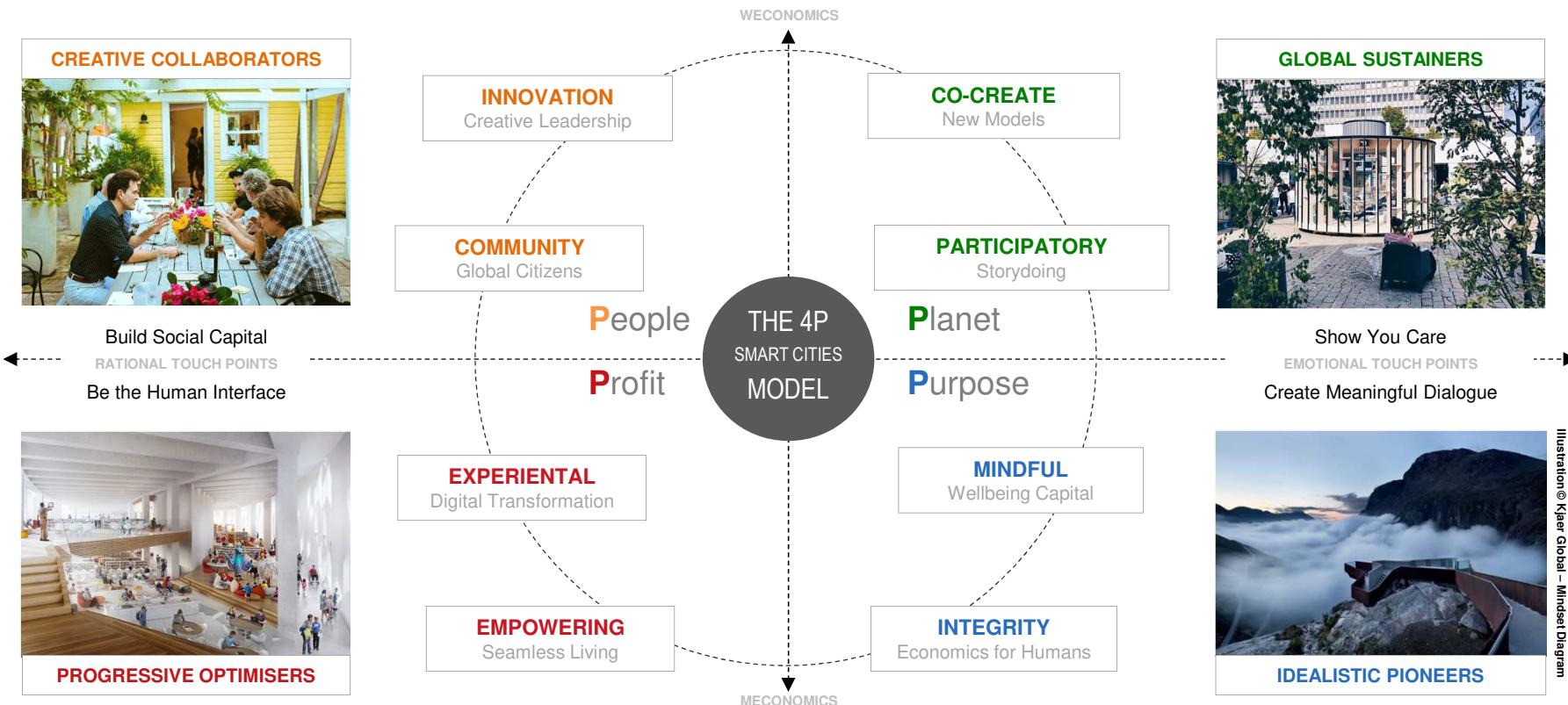


In a liquid society where the physical and digital are blurring, people expect seamless, personal and real-time solutions



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CONNECTING THE DOTS – Tomorrow's Smart Citizens



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THE FUTURE



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