

MAKING CITIES BOTH SMART AND FUN!

ITAPA, NOVEMBER 2015

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The world's favourite cities

Liveable (but dull?)

- ◆ Melbourne
- ◆ Vienna
- ◆ Vancouver
- ◆ Toronto
- ◆ Calgary

Exciting!

- ◆ London
- ◆ New York
- ◆ Hong Kong
- ◆ Berlin
- ◆ San Francisco

We live in cities because they are social, exciting and fun

Is there a danger we are focusing all our efforts on making cities smart – and really clever, efficient, and respected....But boring?



Use digital to help make cities fun







The night time
economy...



Invest in smart citizens

As well as smart places





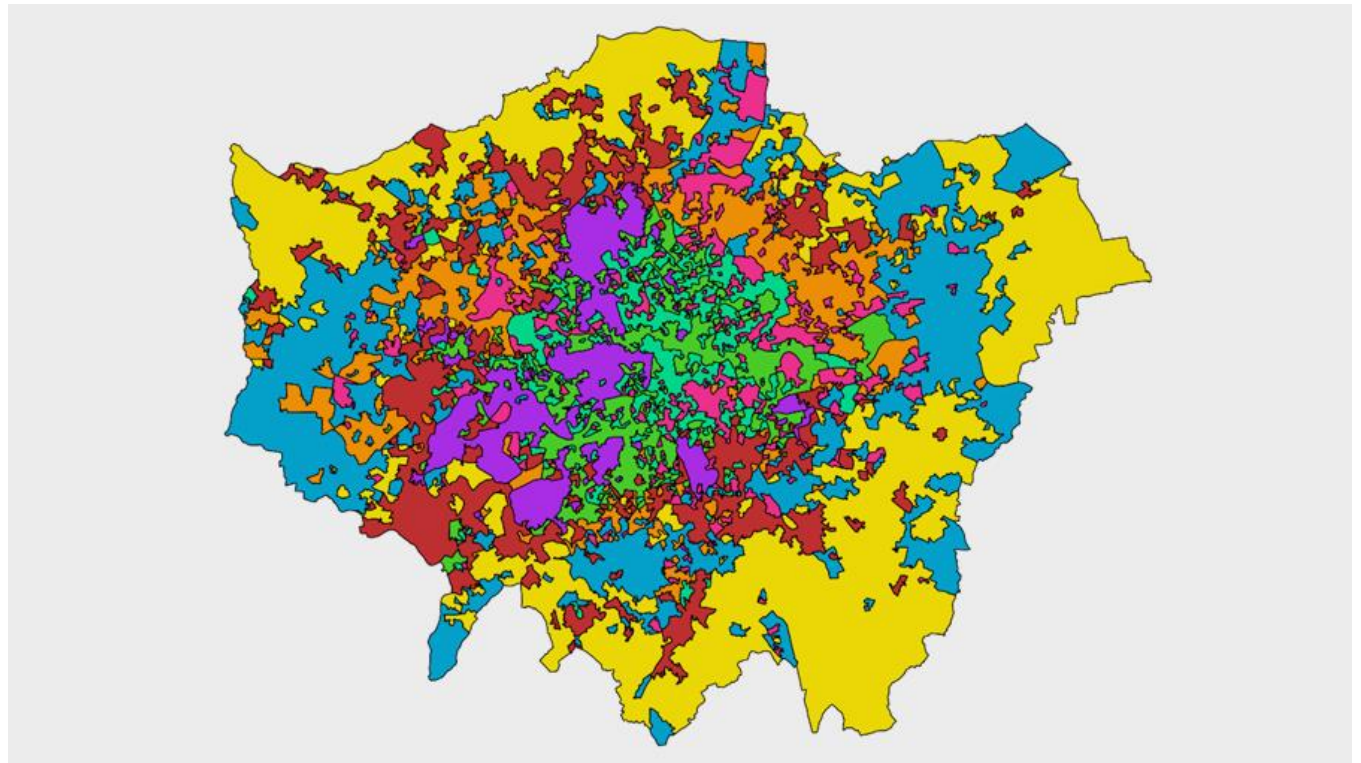




Use data to engage and inspire

Whereabouts London

An
experiment in
how open
data can be
used to
understand
and improve
future cities



**Friends' bright
idea to help fight
against obesity**



Conclusions

- ◆ While making progress on smart city management and services we must not neglect citizen engagement.
- ◆ Make cities fun
- ◆ Invest in smart citizens
- ◆ Use data to engage and inspire

Thank You!

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