

Business Unit

Urban competitiveness and the future of urban services

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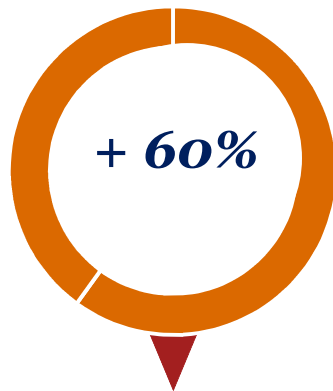
Discussion Document

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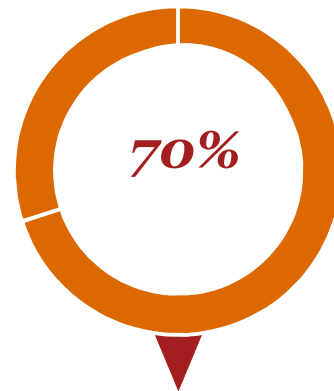


Urbanization accelerated pace: By the middle of the century four of every five people might be living in towns and cities

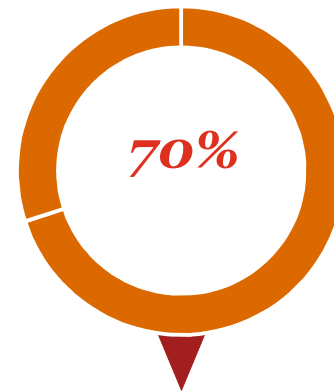
Cities today occupy approximately only 2% of the total land, but are responsible for 70% of economic activities (GDP). However they are responsible for ...



**Energy
Consumption**



**Greenhouse
Gas Emissions**



Waste

We collaborated with the WEF on a study to show how can cities be part of the solution, not the problem



Source: World Economic Forum, Shaping the Future of Urban Development & Services Initiative & PwC Research

Top urban challenges facing cities around the world

North America

1. Climate change
2. Environment resource management
3. Social inclusion
4. Mobility
5. Water

South America

1. Economic development
2. Climate change
3. Mobility
4. Environment resource management
5. Urban planning

Europe

1. Social - Migration
2. Climate change
3. Economic development
4. Demographic change
5. Environment resource management

Middle East & North Africa

1. Water
2. Safety & Security
3. Innovation & Entrepreneurship
4. Migration
5. Environment resource management

Sub Sahara Africa

1. Water
2. Economic development
3. Innovation & Entrepreneurship
4. Safety & Security
5. Environment resource management

Asia

1. Urban Planning
2. Environment resource management
3. Climate change
4. Water
5. Mobility



Oceania

1. Climate change
2. Environment resource management
3. Economic development
4. Investment climate
5. Power/ Energy

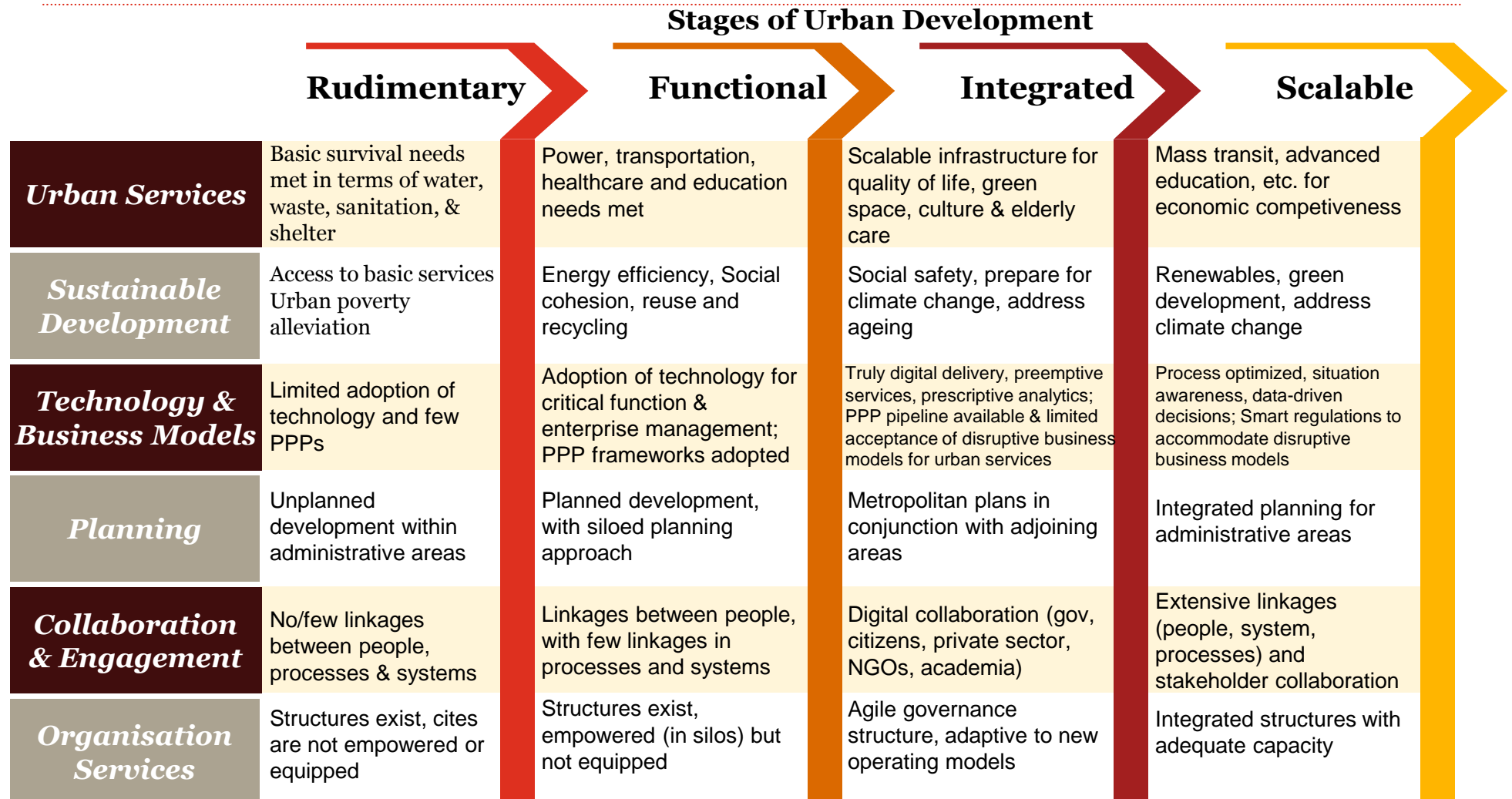
Source: World Economic Forum, Shaping the Future of Urban Development & Services Initiative & PwC Research

As cities witness an inflow of 2.5 billion new urban dwellers by 2050 a new vision of the urban environment is needed

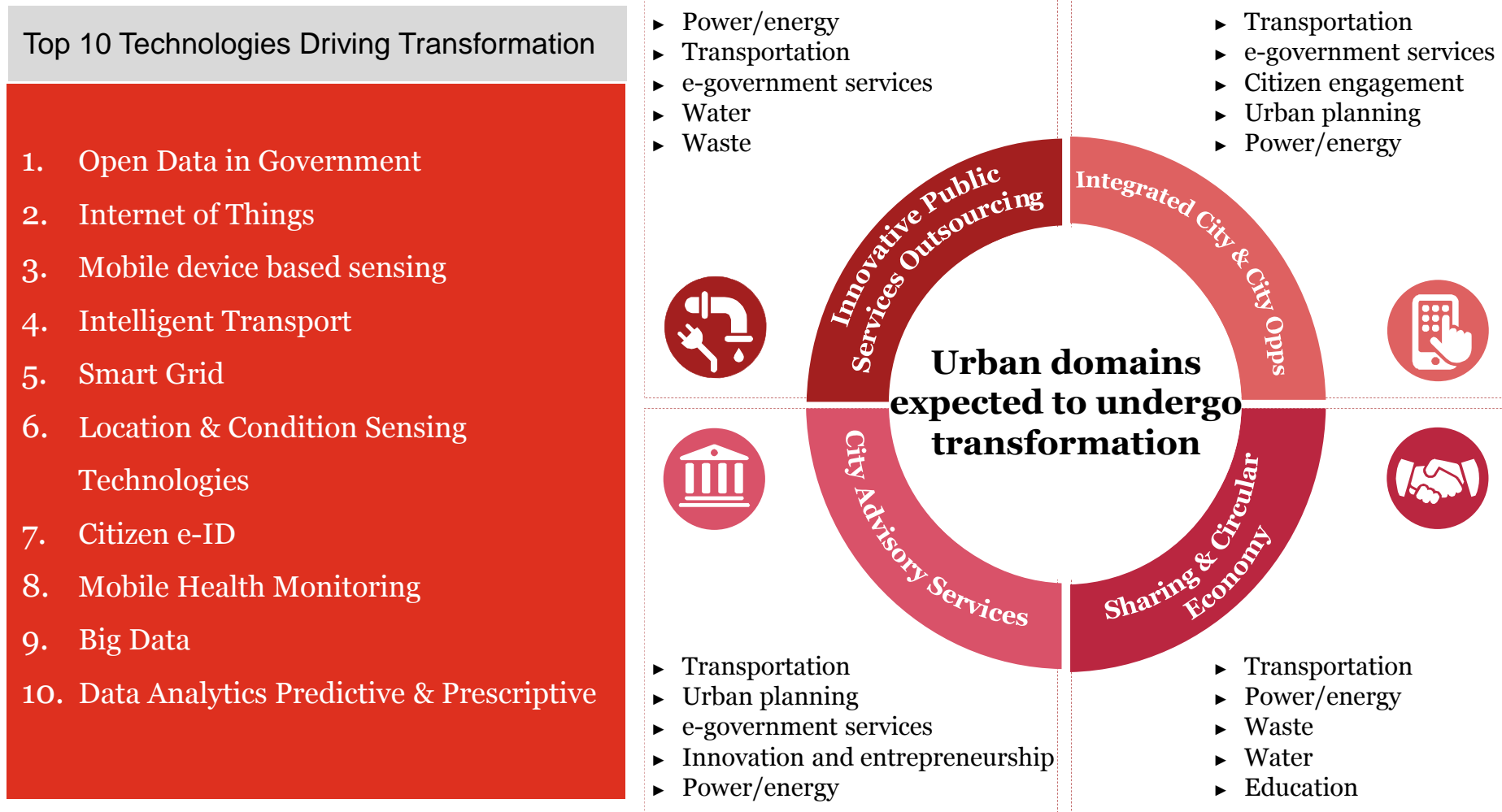
Future City Characteristics

<p><i>Sustainable</i></p> <p>Demonstrates balanced accomplishment of social & economic development, environmental management & effective urban governance.</p> 	<p><i>Citizen Centric</i></p> <p>Focus on the physical, mental & social well-being of individuals & society, encompassing many factors (life satisfaction, physical health, psychological state, education, wealth, religious beliefs, local services & infrastructure, among others).</p> 	<p><i>Economically Vibrant</i></p> <p>Attracts investments, facilitates business, nurtures indispensable assets (its well-educated people), improves productivity, promotes growth and expands opportunities for all stakeholders.</p> 	<p><i>Accessible</i></p> <p>All sections of society in an accessible city can live independently and participate fully in all aspects of life. This city ensures that people with special abilities and the vulnerable section of society have equal access to all services provided.</p> 
<p><i>Resilient</i></p> <p>Enhances the capacity of individuals, communities, institutions, businesses and systems to survive and adapt while they experience chronic stress and acute shock across health, the economy, infrastructure and environment.</p> 	<p><i>Well Governed</i></p> <p>optimally utilizes resources to effectively realize the short- and long-term agenda of its development, while achieving greater transparency in public decision-making and establishing institutional accountability.</p> 	<p><i>Responsive</i></p> <p>To consume its available resources in the best way possible, such a city enables all stakeholders to use data collected by digital infrastructure to spot patterns, identify problems and make real-time decisions</p> 	<p><i>Planned</i></p> <p>strengthens its local economy by creating a master plan that integrates all urban domains, and offers enough flexibility to make amendments to the plan when external conditions change or when innovative solutions emerge.</p> 

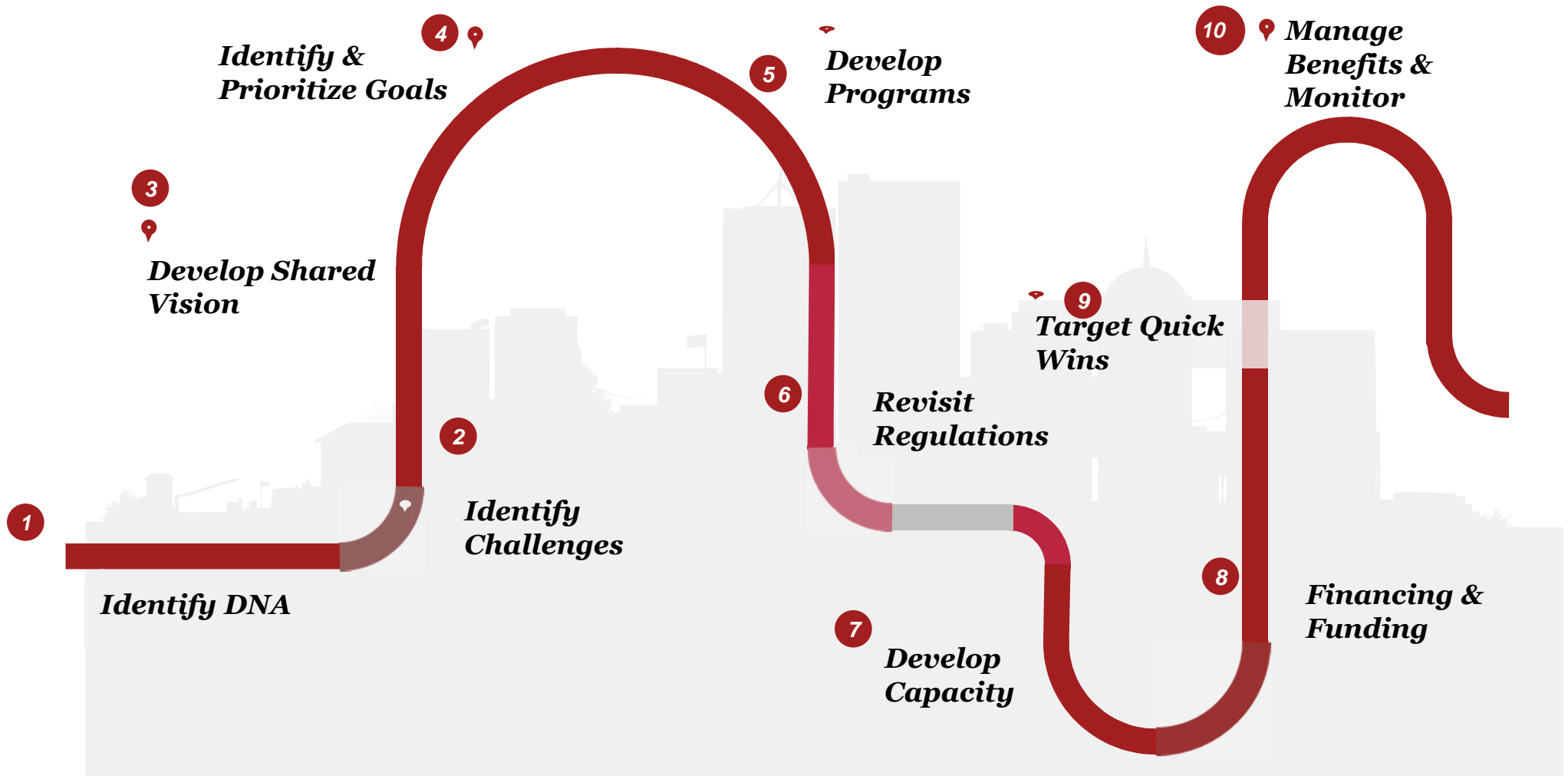
Typical Stages of Development for a City – A maturity model based on six dimensions



As technology has been one of the drivers of transformation and is likewise driving the emergence of the new urban services paradigm



An approach for Transformation



Source: World Economic Forum, Shaping the Future of Urban Development & Services Initiative & PwC Research

Thank you!

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