
Questions and answers



Smart sustainable cities

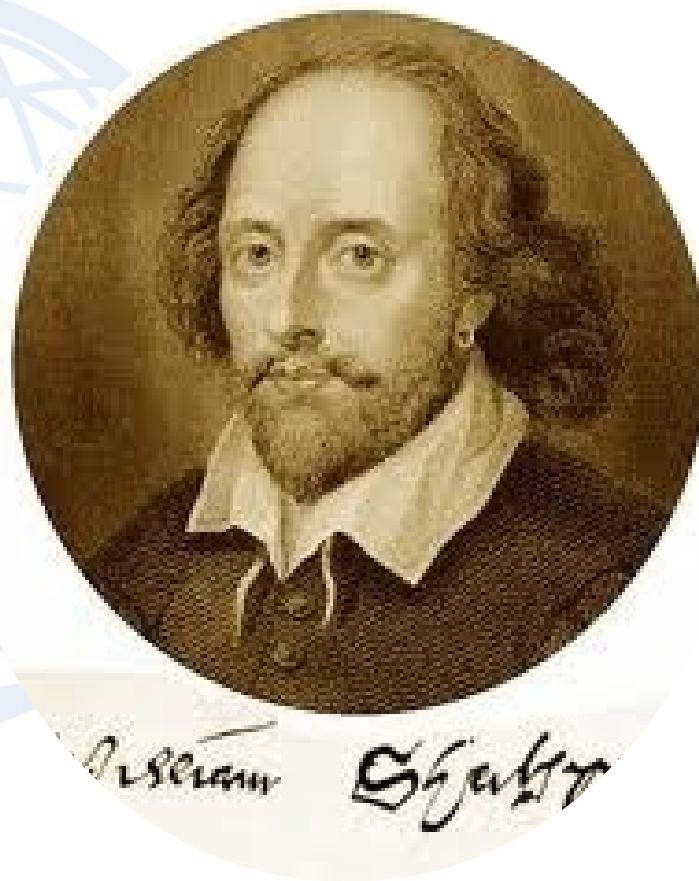
A rising priority for decision-makers

Reading, United Kingdom
3 March 2015

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What is the city but the people?

William Shakespeare



City: an holistic system

The winning paradigm:

- economically compete
- sustainably growth



From design to implementation



- Every city has **different needs**;
- Engaging all **stakeholders**;
- **Find funds** to scale-up innovation;
- Generating **public support**;
- **Assessing** progress.

Technology: turning traditional infrastructure into smart infrastructure



The role of ICT for:

Better data = better decisions

Intelligent infrastructure

Economic competitiveness

Green and sustainability

Low carbon businesses

Social inclusiveness

Citizens' engagement

Questions and answers



Reading,
Berkshire



Smart sustainable cities development is a journey, not a final destination

Thank you



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