

Start Time	End Time	Text
00;02;10;18	00;02;40;18	Whether is environmental agenda or whether it is dealing with resilience in our community in a post-COVID-19 world. What type of innovation strategies will work to actually address these agendas, but also to drive a comprehensive understanding as to what different definitions exist for that vague, beautiful term smart city. The various myths that may be around to understand what's real and what isn't.
00;02;40;18	00;03;06;06	In this space, and while many definitions as we will fight, exist on smart cities and smart communities, to really understand what is your own preferred definition and why that matters. Obviously we will share a good number of examples and impact throughout this course, and this particular module.
00;03;06;08	00;03;32;09	The first question to focus on is almost too obvious to ask what is a smart city? Remarkably often that question gets asked very, very late. The term smart city has been around for a number of years, decades at this particular point, but it's remarkably unclear. It's been remarkably unclear for many as to what a smart city actually is.
00;03;32;11	00;04;04;27	It's certainly a topic that tends to generate great scientific science fiction, like looking visuals. It's very obvious that a lot of marketing departments and a lot of organization as have had a lot of fun in creating such materials, very often very attractive materials, a very alluding to a very attractive perspective as to how our communities become more livable, more intelligent, more affluent than they are today.
00;04;05;00	00;04;35;01	It also is communicated to us in a way where we always get the sense that smart cities is a very mature concept, which is being built across cities in the world, and where typically such a smart city is always really remote and somewhere at another location in the world, far away from you. And we've got the grass always seems to be greener, which really does produce the question how much of that is real?
00;04;35;03	00;05;06;20	What is hype and what is genuine? What innovations today actually make impact? And for all of those that actually have been on the foreground, have been in the first line of innovations building, implementing solutions in this in and in streets, building cities had large from the many, many, many lessons learned to mistakes that they have made. What can be learned?
00;05;06;22	00;05;35;03	What will revisit the question of definitions and and and what a smart city is to constitute. There's a number of things that is clear from where we stand today. That is that if you forego for a moment the definition question, if you drill down a little bit deeper, if you go two clicks down underneath that term and you see what's actually happening in cities and communities, it's clear that actually a lot of things are happening.
00;05;35;05	00;06;04;21	We see buildings become smarter. We see our streets become smarter. We have more dynamic way of measuring our air quality. We have ever better ways of making our outdoor lights more effective, efficient, and providing them with the tools and sensors to make our streets smarter and safer. Education is one of those domains where digital is making a huge impact, you know, upping the quality of our community at large.
00;06;04;24	00;06;22;04	These are just some examples. These are examples of how smart city thinking has mattered to in those different domains. This is where smart actually up to a point, tends to become measurable.

00;06;22;06	00;06;48;12	And all of these solutions haven't come out of thin air. They have typically come to us as a pitch, a pitch from technology companies or others with keen interest. And those pitches were not unreal. But this is typically how the smart city proposition got framed. Typically referred to are the arguments as to why we should smarten up our cities.
00;06;48;15	00;07;17;07	The world is facing rapid urbanization. 50% of the world population lives in cities today. That continues to grow and grow. Within 20 years, it is expected that 60% of the world population will live in cities. We're facing environmental pressures, and many of those pressures are being felt in cities. Most economic pressures are large, especially in a world that is now affected by a global pandemic.
00;07;17;10	00;07;40;27	Economic pressures are going to be enormous. And obviously, while this applies to any community, much of the pressure is felt in cities most. This is where the environmental pressures can be large. This is where the population pressures are largest. This is where most of the jobs are. This is where much of the congestion happens. This is where the energy demands is highest.
00;07;40;29	00;08;18;25	This is where most of the innovations are born. So in that sense, it does make sense to really focus on cities as the place where we should drive our innovations first. And it's as a typical next step in such a pitch, presented to us by plenty of companies. There is the expectation, and there is the encouragement for cities to invest heavily over the next several years or decades in order to improve mobility, improve safety, improve environmental defenses, and so on.
00;08;18;28	00;08;52;22	Then you get hefty price tags. And this is where reality tend to differ. Not every city or municipality or authority or any other entity associated with the Smart Cities phase actually has had the will or budget to actually make this type of investment. Budgets have been made available, but have tended to be somewhat lower. And not always have municipality been the one and only buying entity purchasing entity in the smart city space.
00;08;52;29	00;09;14;12	But the point being, this is how the smart city proposition got pitched to us over the pas 1015 years. And with all of that, with the framing of it, the way it got pitched to us through the industry, the way it.
00;09;14;15	00;09;46;03	Sorry. Time out. Is going to go back into this slide. So let's turn this into an interactive exercise. You've seen how smart cities have been pitched to us. You see how technology companies have had a particular go at it. And we've seen some of the impact, and use cases that are typically associated with smart cities. What is your definition of a smart city?
00;09;46;05	00;10;18;19	Remark for the team. Obviously this site this slide is super, super, super basic. I have an incomplete perspective as to how beautiful and how high levels of awesomeness, our interactive, tools are. I understood them to be really, really great. So have a go at it, please.
00;10;18;22	00;10;24;09	You know, I don't know how far we can take it, but, this is a very simple question, but we may turn it into something very beautiful as part of the interactive exercise.
00;10;24;11	00;10;47;18	So thank you. Back to presentation mode
		So before we take your definition to the next level, and before we take a look at how smart cities and smart communities have been defined across the globe, let's look at some of the challenges with the term smart city. First challenge is what really is smart. Smart is really difficult to measure. But also what's the opposite of smart?