

# Sustainability in Liveable Cities



Angshik Chaudhuri

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*In a recent survey of key municipal executives on the **readiness of cities to undertake smart city initiatives:***



- *The officials surveyed indicated smart city initiatives are underway in their cities, but so far, most cities are in the planning stages.*
- *By far, the biggest inhibitor in smart city initiatives is funding, as cities are challenged to find the appropriate funds for both short- and long-term projects.*
- *The respondents also indicated there were internal organizational challenges, such as the lack of cross-departmental coordination and alignment. In addition, many cities do not have a champion to lead the effort.*

# 1

## What are the top three internal barriers that hinder progress of Sustainable Smart Cities?

Lack of a Committed  
Champion/Visionary Leader

\$ Lack of Funding

35.4%

17.9%

Departmental Silos and  
Lack of Coordination



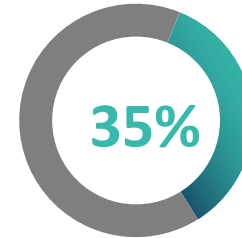
Lack of Alignment  
on Priorities

35.4%

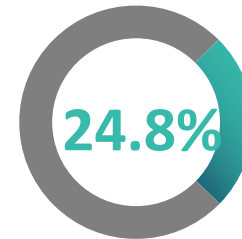
# What is your biggest funding challenge?



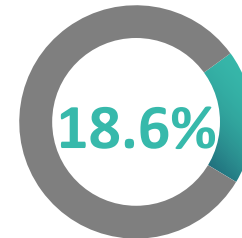
*The need to fund ongoing, day-to-day operations consumes 99.9% of our available funding. Without new funding sources and new, dedicated staff, we can't seriously consider long-term sustainability initiatives.*



Ease of Securing Funding to **Cover the Total Costs** of the Project



**Correctly Estimating the Cost and ROI** for the Projects



Securing Funding Options That **Match the Duration Needs of the Project** (Short/Long Term)

# Did you prepare a business plan for upcoming or current Smart City Investment?



NO

68%

Respondents

Answered "No."

76.3% were not able to forecast results with ROI and metrics.

# The Proliferation of Mega Cities

More and more urban agglomerations are adding size

1

The Number of 10 million+ cities in  
1950

5

The Number of 10 million+ cities in  
1975

19

The Number of 10 million+ cities in  
2000

33

The Number of 10 million+ cities in  
2015



**2014** created more information than the past  
**5000 years combined**

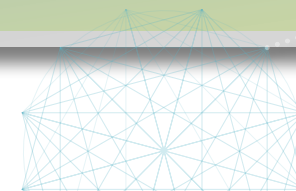
Source: Telefonica I&D 2013



1000 Internet Devices in 1984

50,000,000,000 in 2020

Source: Telefonica I&D 2011





# 2 Device & Data Proliferation Mobility

## WORLD TODAY:

~15 BILLION devices  
**CONNECTED** to  
the **NETWORK**

## BY 2020:

50 BILLION devices  
**CONNECTED** to  
the **INTERNET**

Translates to **EACH PERSON**  
owning **6 DEVICES** on average

## INDIA TODAY:

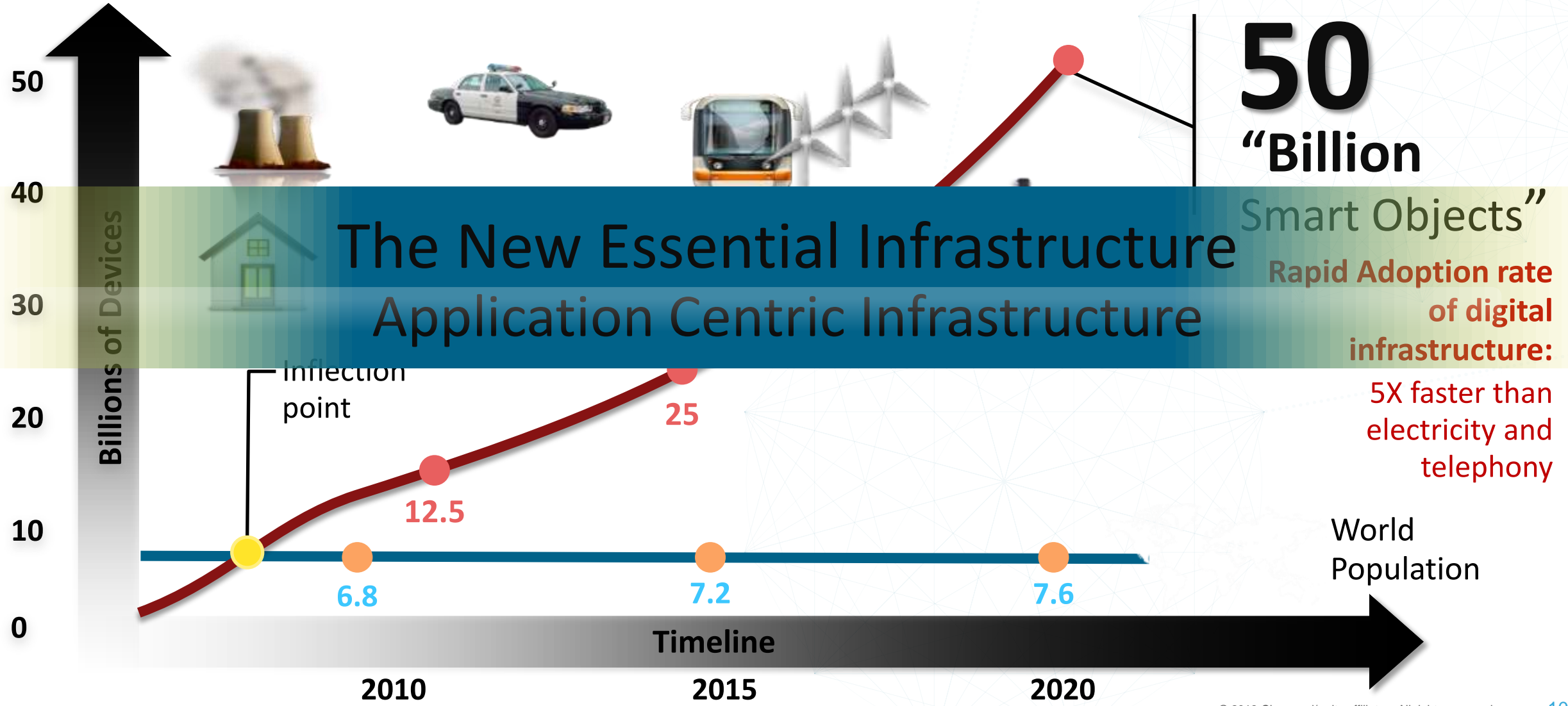
975 MILLION devices  
**CONNECTED** to  
the **NETWORK**  
**850 MILLION USERS**

## BY 2020:

1.7 BILLION devices  
**CONNECTED** to  
the **INTERNET**

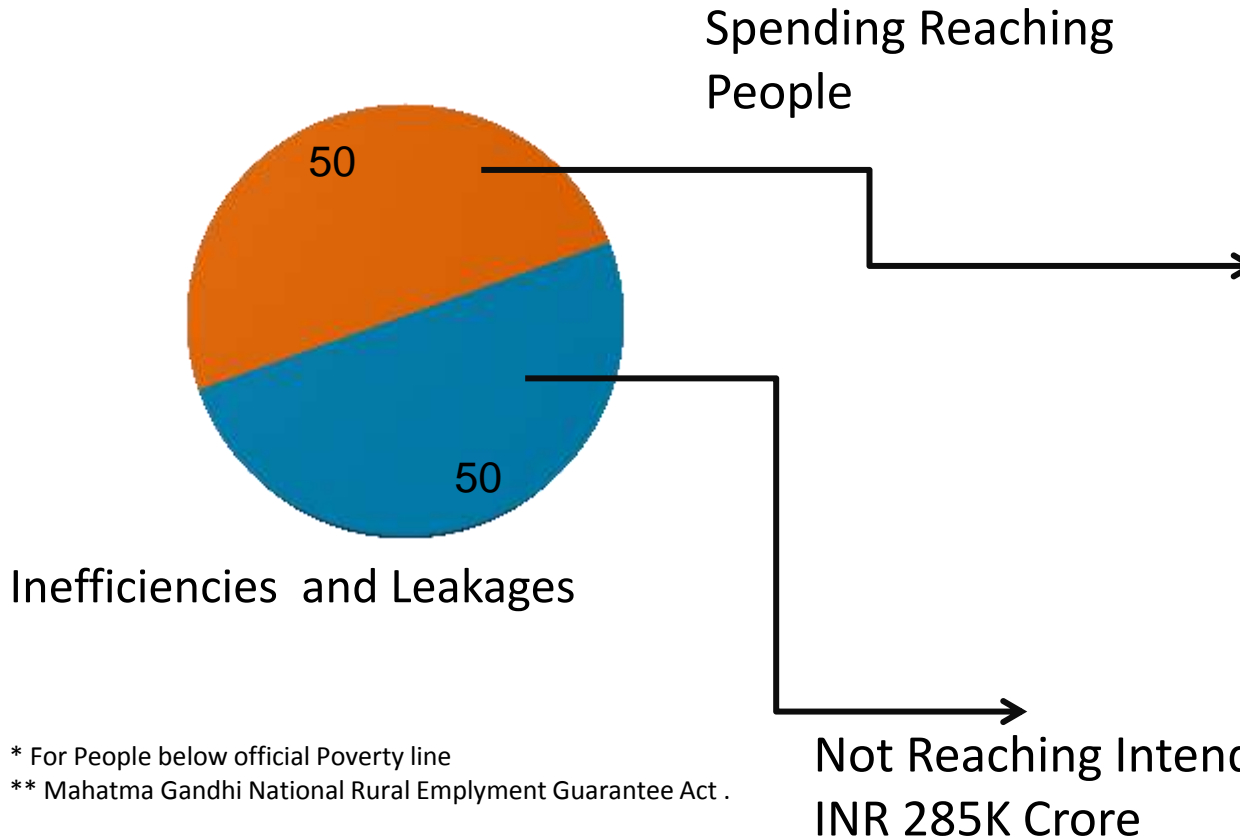
Translates to **EACH PERSON**  
owning **1.2 DEVICES** on average

# Increasingly everything will be connected to everything



# 3 Governance & Execution : Currently some 50% of public spending does not reach people – Rampant Inefficiency ! Corruption!

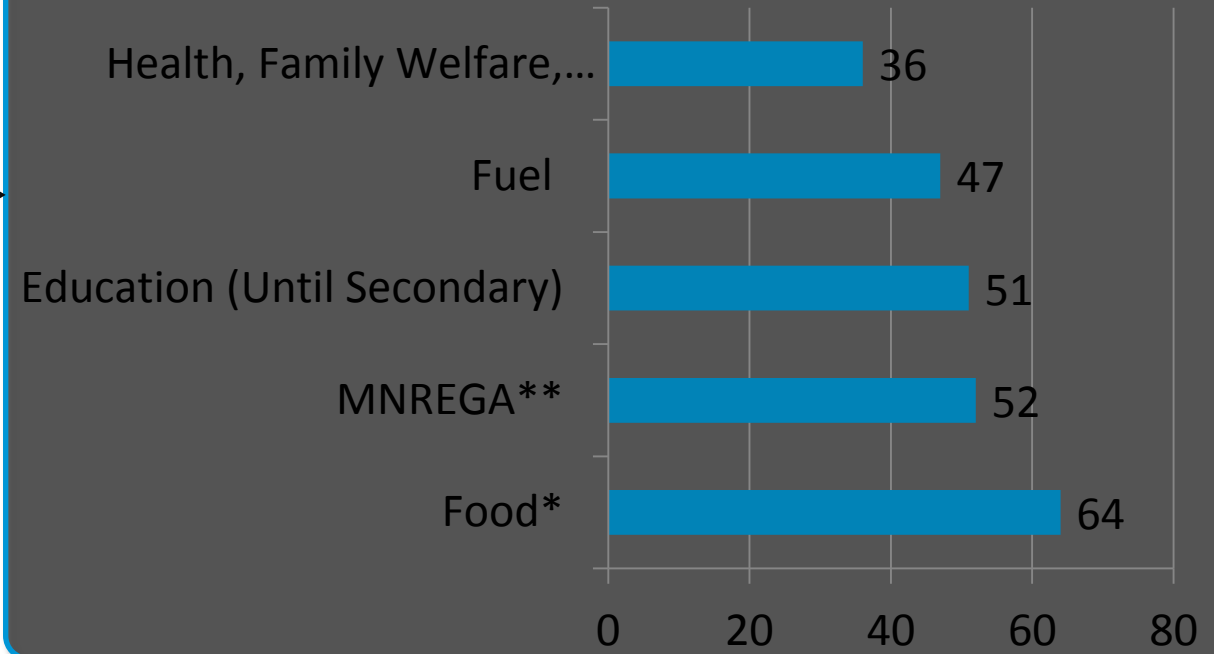
Public Spending on Basic Services, 2013  
100% = INR 570K Crore



\* For People below official Poverty line  
\*\* Mahatma Gandhi National Rural Employment Guarantee Act .

## Estimated Efficiency / Effectiveness of Government Spending

% of spending that typically reaches the people



Source : National Sample Survey Office,  
Government Statistics, Cisco Internal Assessment  
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# 3

## The network platform and transparency Ensures consistent security Based on policy and identity

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Who are you?

Where are you?

What are your credentials?

What is your role in the execution hierarchy?

What assets are you allowed to access?

How are you validating the transaction ?

Identity

Access

Presence

Security

# 4 Healthcare is a key issue overall !

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- In the next 10 years of the projected 1.4 Billion people, close to 800 Million people would have substandard health care coverage
- 41% of patients would switch hospitals for a BETTER EXPERIENCE
- 80% of doctors use MOBILE DEVICES at work
- 18M PRIVACY BREACHES in the last two years
- Health insurance PREMIUMS HAVE RISEN 3 times faster than wages
- In 95% of the countries the RISING COST of medical care exceeded the rate of general inflation

Opportunities To Make A Difference...

# 5

## Environmental Sustainability



# 5

## Video for Sustainability

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Leading conservation organizations



The Nature Conservancy lists video as one of the top five ways businesses can reduce their carbon footprints.



World Wildlife Fund research shows that substituting 5-30% of air travel with video could avoid 5.6-33.5 million tons of carbon dioxide emissions annually.



The Climate Group estimates that replacing remote in-person interactions with virtual meetings could reduce 20-30 million metric tons of CO2 emissions in 2020, providing gross savings of \$5-10 billion on fuel for airplanes.

# Closing Thoughts

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- Collaboration can
  - reduce carbon footprint
  - save costs
  - improve happiness quotient overall
- Collaboration is a Competitive Differentiator
- Collaboration is not at cross roads with any development
- You can Start Today

