

Getting Fit For The Future Economy

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2012 Summit: The Role of Cities in a Global Economy

Public Private Partnerships

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Broadband And Economic Growth

- **The Internet is growing very fast**
 - Video is: dominant now; 93% of perception; key to trust
- **Broadband is a key foundation for 21st economic growth**
 - Because it expands communications and collaboration that is necessary to create new ideas, services and products – which is what grows the economy and makes people wealthier
- **Every dollar invested in broadband expands the economy by ten dollars**
- **Broadband is not just for tech jobs**
 - Consider the stories from rural Nova Scotia
- **Not everyone needs to own a computer**
 - Broadband can be made available in community centers and libraries – and on cell phones



Future Economic Trends For Cities: Challenges And Opportunities

- **Cities have been the centers of production**
Because proximity led to collaboration and communications
- **Many more people will be able to move where they want and still make a good living – often from a home office**
- **Commercial real estate is threatened by a reduction in the need for office space per employee**
But any place can now be used to work, live, shop, learn
- **Physical business clusters are diminishing in importance**
- **The Internet enables easy collaboration across distance as only major corporations used to do**
Think Wikipedia vs. Encyclopedia Britannica
Big companies no longer offer thousands of new jobs in one place

Not Yet Today, But By 2030

- **A world of high quality visual communication and easy collaboration everywhere, enabling anyone anywhere to virtually meet anyone else anywhere else**
- **The laws of economics do not change**
 - But physical proximity will no longer be the only or dominant way to connect people

Invest today to be in a position to compete in the future

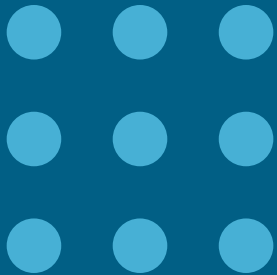
Some Aspects Of A 21st Century Economic Strategy For Cities

- **Economic “gardening” instead of “hunting”**
Shift from large companies to small dynamic teams of individuals
Focus on people, not projects nor real estate
- **Increasing income and making a living, not just “jobs”**
 - #1. Organize online learning to increase people’s income potential
- **Connect residents to the global economic ecosystem**
Its services, capital, customers
And open innovation
Goal: Leapfrog earlier “winners”



The Changing Nature Of Public/Private Partnerships

- **PPPs are not just about industrial era infrastructure**
Also broadband (at least conduit) and sensors
Social bonds – “pay for success”
- **The Internet breaks down borders between public and private sectors – and makes possible a new kind of PPP**
Public services are not provided just by government workers
The **P** in **PPP** is no longer just a profit-making corporation
Social entrepreneurship
Peer-to-peer delivery of public services
- **Role reversal: government provides business services to the emerging private sector, not just money/incentives**
Even libraries can become business research arms for people



Thank You!

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