Contents

Foreword and Key Figures 4

Session Summaries and Videos 6
- What is the Human City 7
- São Paulo: Large Scale Change 8
- The Future of Urban Mobility 9
- Big Urban Data 10
- BUILD 11
- Future-Proof Cities: Resilience and Preparedness 12
- City Strategies for Business 13
- PARTICIPATE 14
- Urban Security 15
- Information as the New Urban Utility 16
- The Future of Work 17
- PLAY 18
- Mega Events 19
- The Creative City 20
- INCLUDE 21

WhatWorks 22

AppMyCity! Prize 28
On behalf of the New Cities Foundation and its members, we are very pleased to present this e-book capturing the rich content from the second edition of the New Cities Summit in São Paulo in June, 2013.

Our discussions around the theme of the Human City could not have been more timely. A few hours after the end of the Summit, a wave of protests started in the streets of São Paulo and quickly spread to Brazil’s other large cities. Initially sparked by an increase in bus fares, the movement turned into a broad popular movement demanding more inclusive public services, largely in cities. Protesters gained broad support by demanding an end to policies which ultimately favor a small minority of the population.

What we have called the century of cities will not come without its difficulties. Brazil’s movement is part of a global ‘urban spring’ which convulsed Istanbul, Ankara and Stockholm earlier this year. If you think out to 2030, there will be 5 billion people living in cities worldwide: more than 60 percent of the total population of our planet. A dozen global megacities — and São Paulo is high on this list — will each have populations of 20 million people or more. By 2030, an area the size of South Africa will be occupied by new urban development. But older, medium-sized cities, is where the bulk of growth will occur. They will need to be entirely rethought and retrofitted to deal with new and pressing demands from citizens, as the urban spring clearly illustrates.

So what does this complex urban planet mean for ‘We the Urban People’? How will it change the human experience and for us personally? How can we anticipate and respond to changing demands from citizens? What opportunities must we seize today to ensure tomorrow’s metropolis is a fair and vibrant place to live and work? Where do we most need urban innovation? How can we best harness new technologies to improve urban life?

These are some of the guiding questions the 800 participants and more than 90 speakers from 30 countries examined during three days of intense discussion and exchange at the heart of one of the most vibrant cities in the world.

Though this annual Summit is invitation-only, it is of great importance to us that the entire content of the Summit be made available to a wider audience through this e-book. We hope that this volume captures the great energy that was palpable in São Paulo and that it will encourage you to join this crucial conversation on our urban future.

Sincerely,

John Rossant
Chairman

Mathieu Lefèvre
Executive Director
New Cities Foundation
Key figures

- Over 300 mentions in global and Brazilian media
- 3.2 million impressions on social media
- 791 participants and 95 speakers from all sectors
- 17636 unique visitors on www.newcitiessummit2013.org from January to June 2013
Session Summaries
and Videos
The opening plenary set the tone for the next two days of discussions, delving into the key issues relating to the Summit theme, The Human City. Speakers from different cities and sectors, agreed that human cities are defined by their power to assure individuals’ rights. Their success is therefore dependent on an effective balance between the public and private and individuals. The panel agreed that knowledge, education, infrastructure, investment, technology, decision-making processes and public services are key elements of the human city.

Elaborating on the challenges that accompany these multiple perspectives, Saskia Sassen defined cities as complex and incomplete beings whose limits are becoming increasingly fluid. She put forward the notion of a “humane” city rather than a “human” city. She stated that geopolitics, in the current state, revolves around cities instead of countries. Further, despite an apparent tendency to destroy the environment, the inner functioning of cities holds the key to sustainability.

Wim Elfrink noted, that cities above all, are spaces of citizenship. He argued that there should be a focus on digitalizing and reinventing the government and public services in order to assure citizens’ rights. For Elfrink, visionary leadership, global open standards, smart regulation, public-private partnerships and new ecosystems are key to creating a new industry, which will form the base of the human city.

For Reinaldo Garcia, the main challenge today is to shape cities that allow individuals to explore their potential, promote sustainability, inclusion, while satisfying their needs. He highlighted the need to overcome technological and project management issues, using public-private partnerships as key to delivering quality public services.

Ashwin Mahesh argued that to tackle urbanization challenges, city-dwellers should be more involved in solving public problems and help shape public services. This would require the building and renewal of the existing educational systems to ensure that citizens have the necessary skills to tackle key urban issues. In tandem, national governments must become more open and transparent. To sum up, Ashwin Mahesh argues for a more decentralized decision-making process, echoing Professor Sassen’s views on the shift of power.

**What is the Human City?**

**Speakers**

Wim Elfrink  
IndustrySolutions, Executive VP; Cisco, Chief Globalization Officer

Reinaldo Garcia  
GE, President and CEO – Latin America

Ashwin Mahesh  
National Institute of Advanced Studies, India, Innovator and Public Policy Researcher; Mapunity, CEO; India Together, Editor

Saskia Sassen  
Columbia University, Robert S. Lynd Professor of Sociology and Co-Chair of the Committee on Global Thought

**Moderator**

Andrew Tuck  
Monocle, Editor
Many of São Paulo’s most pressing issues are bound up in the contrast between the highly populated, economically dynamic areas, and the socially and economically degraded areas on the periphery. Analyzing São Paulo’s crucial role in the Brazilian economy, this session highlighted how the success of its urbanization impacts upon the whole of Brazilian society. Speakers looked at the successes and failures of housing, infrastructure and urbanism initiatives led by both the public and private sectors.

Vera Brandimarte launched discussions by tracing the historic process of urbanization in São Paulo. She analyzed how this process resulted in housing speculation in the central areas and poor living conditions in the periphery.

Phillip Yang pointed out that São Paulo is undergoing a deep de-industrialization process that is resulting in a number of social and economic challenges. The economic de-industrialization process was not accompanied by changes to the city’s obsolete social structures, which remain linked to the industrial society. Furthermore, both the public and private sectors have engaged in housing initiatives that have led to violence and social segmentation. In order to overcome such large scale challenges, São Paulo must overhaul its demographic density by stimulating economic vigor in the peripheral areas whilst constructing a socially functional landscape.

Marco Siqueira, addressing a historical issue found in cities across the world, stated that the private sector can no longer develop large housing projects without a prior dialogue with local communities. He recognized the role of large international sports and business events as catalysts for urban change in the city, mentioning São Paulo’s intentions to host Expo 2020.

Fernando de Mello Franco addressed the importance of developing a systemic vision of São Paulo’s issues. An effective intervention in the city must rebalance its demographic density by stimulating economic vigor in the peripheral areas whilst constructing a socially functional landscape. He stated that a successful project for São Paulo would create multiple, local hubs for jobs, industry and services, all of which would revolve around a cohesive economic and social logic.

Silvio Torres addressed the housing deficit in São Paulo, which has reached a staggering 1.2 million people, and has not been improved by an investment of R$2.2 billion per year. He outlined the state government’s recent plans to enact policies that privilege and thus promote private sector investment in housing and public-private partnerships.

Vera Brandimarte, addressing a historical issue found in cities across the world, stated that the private sector can no longer develop large housing projects without a prior dialogue with local communities. He recognized the role of
The session speakers offered a multidisciplinary approach to the topic and suggested distinct ways to conceive sustainable, inclusive and efficient mobility in cities. All the panelists agreed that there could not be a single universal solution to the mobility needs of cities. While technological breakthroughs are part of the future, they do not provide the single solution. To move forward, we must understand that the solutions to problems of urban mobility will be solved by a combination of technology, culture, and democracy.

Professor Susan Shaheen set the framework by asserting that urban mobility goes beyond the construction of new avenues and metro stations. The demographic surge and consequent demand for transportation brings with it considerable urban problems, such as the increasing dependence on fossil fuels. This raises one of the key issues of the session: employing existing resources in an efficient manner. Susan Shaheen pointed to “collaborative consumption” as one of the most effective facilitators of urban mobility. Car sharing, for example, has spread to over 27 countries and gathered 1.8 million members by October 2012.

Carlos Aranha elaborating upon Susan Shaheen’s idea, and noted the need to employ existing resources with greater intelligence. Challenging the general notions, he asked the audience to imagine ways to reduce consumption of resources on the move, rather than attempting to shorten the distances. New technologies and the resulting spread of information have the potential to tackle daily mobility problems. Smartphones, for instance, can display in real-time the state of traffic and allow citizens to take the best decision.

Eduardo Saccaro stressed that a balance must be maintained between individual transportation and public space. He suggested the key role played by social and cultural change, stating that transportation must go through constant reinventions to cope with daily urban changes.

Romi Roy analyzed the equity facet of urban transportation. She underlined that transportation has to be not only efficient and environmentally friendly, but inclusive as well. Using the example of India, she illustrated how decision-makers should consider demands from all groups, in order to avoid equity issues related to gender, age, social class, or illiteracy. In other words, to prevent urban transportation from becoming a space of segregation and discriminatory practices, public spaces must evoke their democratic essence.

Tania Conte Cosentino introduced the concept of “smart city” and highlighted the role of technology to cope with overloaded infrastructure. She stressed the importance of citizen action to drive relevant changes within these structures, and not to simply wait for governmental action.

MarySue Barrett illustrated the key role governments play in the quest for sustainable and efficient urban transport opportunities, by commenting on their importance when it comes to enacting partnerships to design, finance, and execute mobility projects.
This session questioned the relationship between individuals, the data they produce, and how it can be used within cities. The speakers addressed the common idea that data has an incredible potential to improve cities. Yet how to conciliate privacy and common interest, and keeping track of our data, remains unresolved.

David Sasaki, identified the key challenge as being that of collective data. He stated that the ability to utilize data for the benefit of the wider community, as opposed to serving individuals alone, is crucial. This led to the idea of smart cities and their inherent dangers. Sasaki pointed to the dangers of building things ‘around’ a technological product. For example, a road built for a car leads to drivers stuck in traffic. He suggested multiplying data collection sources in order to overcome this challenge, as illustrated with the example of Nossa São Paulo, an NGO that collects data about people from governments and citizens alike. Through this approach, it is possible to build a truly ‘smart city’ and use technology to benefit the wider population, respecting the needs and wishes of all.

Cristian Norlin also explored how data can make a positive impact on citizens’ lives. While there is a lot of data collected, it remains largely inaccessible, and its ownership is often unclear. By guaranteeing access to this data, for citizens, communities, organizations and government, the data will be better used and there will be greater transparency in the data presented. Norlin brought smartphones to the discussion and stated that they can provide information about the city both to citizens and to governments, in a bilateral way. However, he highlighted how this can affect citizens’ privacy, and that we still face the challenge of how to negotiate privacy boundaries.

Pedro Junqueira further explored the notion of data shared and transferred between citizens and governments. He described how the Center of Operations in Rio works, with about 900 cameras dispersed around the city collecting data. In urgent situations, such as heavy rains and floods, the Center makes use of the data to alert the population and save lives. He also pointed out that the same data can also be used to improve citizens’ daily lives.

Bruno Latchague explained how 3D technology can be used in order to apply data, collaborate with city planning and facilitate decisions. By bringing together city authorities, architects, engineers, and society, 3D technology can simulate plans and their effects virtually. Such visualizations can help city builders and leaders understand the consequences of developments, and guide overall, decision-making in the public sector.

Rand Hindi emphasized how data alone is only a small part of the process of improving citizens’ lives. He illustrated the importance of data interpretation, combination, and analysis through the model-building work conducted by his team. Predictive models, he explained, need to be holistic, creative, and innovative in order to be useful both in the present and future. This is an approach Snips applied in the creation of a traffic prevention model for France’s national railway company. It is an approach that highlights the importance not only of open data, but also open knowledge about that data — knowledge that can (and should) be provided to the population and to the government.
In a discussion led by Greg Lindsay this session focused on the pathways to build the human city. In this case, the term “build” does not refer exclusively to the physical landscape of cities, but also to the construction of a space conceived for its citizens and their wellbeing. For all the panelists, the city is an entity put in place to serve humanity, and not the other way around.

Daniel Libeskind began by presenting the city as an entity that is broader than its physical dimension. More than a combination of bricks, concrete and steel, a city is charged with values, symbols and history, embedded in its buildings and monuments. In this sense, the architect holds a major role of shaping the space in which we live to favor social contact and even bring poetry to the urban environment.

Brazilian entrepreneur Otavio Zarvos introduced the idea of city-building as a way to promote integration. Responding to segregated metropolises such as São Paulo, he called for a social revolution. This would involve reintegrating the less well-off into central areas, as a priority over aesthetic concerns. Despite all the inclusion barriers, Zarvos pondered that São Paulo is still a young city, with much to be accomplished. From his perspective, the architect’s role is that of a “resource organizer”, the one who should orient city development in coordination with politicians, entrepreneurs and citizens.

By presenting the idea of private cities, Fahd Al Rasheed offered an alternative to dealing with classic financing and planning problems. Created from scratch, these massive urban areas hold the advantage of having a flexible master plan. This kind of new city model also allows for regular feedback to be integrated into the development plan.

Jay Collins brought to light the financial dimension of building and rebuilding cities. Currently, governments hold the major responsibility for the $3 trillion dollars spent per year on infrastructure around the world. The magnitude of infrastructure demand in urban areas, allied to the economic crisis, requires a new approach. For Collins, development banks, such as BNDES in Brazil, should play a stronger role in building cities, and relieve governments from their burden in financing infrastructure.

While describing the rising importance of the virtual world and the internet in our daily lives, Jan Wäreby extended the usual conception of building. Indeed, all cities in the world are becoming network-connected societies. Taking into account laptops, smart phones and tablets, there are 6.4 billion mobile subscribers around the world. Mobile data traffic doubles every year. For Wäreby, cities have no choice but to adapt to this social and technological transformation to remain competitive in a global scale.
Analyzing the risks cities face and how to deal with them, this panel agreed that there is a general lack of awareness about their scale. Crises have led to a number of consequences for social and economic structures. These risks are intensified in the context of globalization. In this session, speakers focused on the key roles of education, political commitment and regulatory standards in disaster prevention and preparedness.

The moderator, Adam Freed, proposed identifying the major risks cities face and the strategies that can be implemented to avoid them. He stressed how cities in particular should be aware of and prepared for phenomena such as climate change, water shortage, and lack of resources, since they threaten urban centers first.

David Stevens tackled the impact of natural disasters on cities. He responded positively to projects that are in place within the United Nations framework. Further, he argued that the focus must be on building resilience and government support. Disaster prevention, he said, must operate at the community and local government levels. He stressed that technology also plays an important role in prevention.

Following these remarks, Sergio Gomes raised the importance of reliable electricity networks in the running of health, housing and transportation services in urban centers. He presented some of the main electricity support systems that can be put in place in cities. According to Gomes, houses and families need to evolve from energy consumers to energy producers. This is due to an energy demand in urban areas that will increase intensively in the next years.

Elaborating on the social variable of the risk equation, Pedro Jacobi argued that certain key aspects must be considered in order to increase capacity building in cities. In several countries, social inequality and low education levels mean that a large part of the population is unaware of threats to the environment. This obstructs the social and political climate needed to implement preventive solutions. He also stressed that low-income populations are more vulnerable to the risks of natural disasters as they are less able to afford insurance.

Juan Carlos Castilla-Rubio stressed how knowledge is the key element to act effectively against disasters. He argued that the biggest threat to cities is not their individual level of risk, but shared risks, in the context of a deeply connected and globalized world. The increase in disasters around the world considerably impacts upon economic systems, since it affects resources derived from activities such as agriculture and mining.

Jay Collins mentioned that 2.6 billion individuals in the world live in urban areas and nearly one third of them have experienced some form of natural disaster. He spoke about the banking system’s role in disaster prevention in this critical scenario, defending the implementation of natural disaster prevention thresholds that qualify countries to receive financial loans. Collins also stressed the importance of building virtual banking systems as relying on paper and cash weakens local and national economies’ capacity to respond to crises.
Cities are often the best habitats for investment, but certain conditions must be fulfilled to optimize these opportunities. The exchange between speakers and the audience during this session revealed that development of business strategies for cities does not lie exclusively on the shoulders of entrepreneurs. In fact, politicians and citizens also have the power and responsibility to design favourable framework for businesses, that are both safe and stimulating, ideally composed of a convergence of top-down and bottom-up initiatives.

Lady Barbara Judge began by focusing on New York as a case study for some of these key issues. The city had managed its transition from a perilous and decaying state in the 1970s to an attractive and prosperous city of today. This showcased optimism for change even for the most problematic cities. The panelists response to Lady Judge’s argument asserted the need for conducive conditions that help build functional environments for businesses.

Among the different possible solutions, PPPs (Public Private Partnerships) stood as a consensual measure to generate better conditions for investors. Henry Ritchie refuted the negative image often attributed to such partnerships and highlighted their role as a major instrument in solving urban problems efficiently while simultaneously making profit. However, to ensure successful implementation, PPPs must establish clear goals and set not only profit indicators, but also measures for social benefits.

The debate was developed further by Wilson Poit. Drawing upon his experience as a Brazilian entrepreneur, he acknowledged practical measures required to raise business attractiveness, such as integration of the private sector with local and federal government. Further, Poit reminded us of the need to nurture young entrepreneurs, by creating more jobs with entrepreneurship initiatives.

The prime importance of jobs in the ideal human city was also supported by the position of Abel Ang, who qualified employment as the origin of economic virtuous circles.

The debate ensued with a reflection on social variables as central drivers of a “healthy environment” for business. Leadership, as defined by the speakers, has the capacity to envision cities and take courageous decisions, and was consensually perceived as an indispensable engine of urban development. For Anil Menon, leaders hold the responsibility to ensure that the economy runs as efficiently as possible.

The speakers were asked about law as a vector to provide a safe environment for investors. Abel Ang mentioned the case of Curitiba (Brazil) to analyse how the effective enforcement of law can impact positively on competitiveness. Finally, the theme of urban crime was identified as a constraint to urban economy. The audience contributed to this debate by addressing the case of São Paulo and its security concerns, which can compromise its attractiveness.
Bringing together panelists from many different sectors, this session looked at the varying ways that citizens can participate in city-building and governance. While it was unanimously agreed that the public must have an active part in decision-making processes, as well as the design and implementation of projects, there was divergence between the speakers on what mechanisms should be used to encourage this participation.

As an example of grass-root efforts to encourage participation, Alessandra Orofino explained that her organization, which has over 100,000 registered members in Rio de Janeiro, offers an easy tool for civic mobilization. As a testament to the organization’s role in affecting change in Rio, she mentioned a campaign started by a ten-year old student who wanted to stop the demolition of her school building. Through an online platform called ‘Panela de Pressão’ which Alessandra’s organization provides, the young student was able to gather members of the community for the same cause, install a webcam placed in front of the school, and collect a number of volunteers to watch the school at all times to make sure it was not demolished. The municipality soon realized that this was important to the community, and ceased demolition. Instead, they started discussions about alternatives that would help the citizens.

Ambassador Thomas Shannon explained the shifting character of international relationships in relation to urban actors. These relationships were once based entirely on a federal level, but it has become apparent that these must also be built between actors within countries such as civil societies, business communities, universities and municipalities. In this line of thinking, he cited a number of cooperation accords among cities, such as mega-events: one between Rio de Janeiro and Atlanta, for example.

Providing an invaluable example of municipalities employing techniques to garner public participation, José Fortunati described how his city launched, 20 years ago, a project called Orçamento Participativo or ‘Participative Budget’. The project divided the city into 17 regions, and broke down the city’s resources and investments according to population density, poverty and necessity. The regions were then provided with a determined amount of money, a transparent account that was open to the public. Then, through debate and plenaries, the public was given the opportunity to identify the key priorities for their region. This was very successful in both ways: for the politicians, it offered the opportunity to listen to the population’s wishes; for the citizens, it allowed them to better understand the city’s resources, and its potential capacity to invest. Overall, the program was a success, and it is now stands as an example for 1,000 cities worldwide who seek to enact a similar participatory structure.

Alain Aumais offered insightful examples of why the private sector also benefits from an engaged population. He shared with the audience that his company is currently building a monorail in São Paulo that will shorten many commuter distances throughout the city. Alain explained that private companies cannot build something for the population without fully understanding what is needed, an insight that only citizen participation can truly garner. For example, Bombardier asked 3,000 citizens to share their ideas about the design of trains in the metro. Later, they asked 7,000 people to judge the final design. He believes that it is necessary for private companies that are serving the population to try to get closer to its customers and make use of their opinions.

Relating the idea of participation to São Paulo, Oded Grejew presented a number of initiatives that call upon São Paulo’s citizens to participate in their city’s decisions. Rede Nossa São Paulo, founded in 2007, is one of these. It is a network of 900 organizations, working together to impact São Paulo’s government, both in structure and policies. For example, Oded shared that through public mobilization, they managed to change the legislation of the city, making it mandatory for the elected mayor to present a “Plano de Metas” (a Target Plan), to be fulfilled until the end of his term of office. This model allows the population to exert pressure more strategically, and, along with other initiatives created by Rede Nossa São Paulo, increases the possibilities for São Paulo citizens to participate.

Ezra Suleiman offered the audience a more skeptical view of how much citizens can truly participate, warning of the traps of political participation. He described how democracy is often a cacophony, often leading to a conflict of interests. In this sense, it is hard for real participation to occur. It is easy to ask citizens to give their opinion, which often happens, but these opinions are not always listened to or taken into consideration.

At the conclusion, Pedro Villares brought to the audience’s attention the education issues plaguing Brazil. He presented Instituto Natura’s mission, explaining how it promotes research and action, bringing the government, organizations and schools together to combat the lack of educational opportunities. He believes that education is a barrier to equality and participation, and thus stands as the key motivation for developing these projects.
Exploring the causes of security issues in cities and how to solve them, the panel stressed how purely repressive policies based on increasing police forces is not enough. It was agreed that, to be efficient, policies must take into account both individuals and their environment. The session drew upon the example of the re-democratization process in Brazil and its impact on security issues, as well as specific examples from other world cities.

Ellen Gracie Northfleet began by stating that urban violence is both a social and a political issue. Public authorities are negligent towards certain areas of society, which causes parallel powers to emerge and fill the regulatory and mediator role of the state. She provided some successful examples of strategies against urban violence, such as the development of social and cultural activities in degraded areas. She argued that, in Brazil, the re-democratization process led to a decrease in investment in the Armed Forces and Police Forces in an attempt to minimize the country’s repressive power.

Martha Mesquita da Rocha addressed the links between political interests and urban security policies in Brazil. She explained how, after the re-democratization process in Brazil, this connection resulted in fragmented and inconsistent public security programs. She also pointed out the recent trend towards professionalizing urban security secretariats. Finally, she expressed positive feelings towards several improvements to the capacity and intelligence of the police forces in Rio de Janeiro.

Alejandro Echeverri spoke about the experience of Medellín, Colombia, in fighting urban violence. He argued that the success of the city’s public security program could be attributed to the understanding of the structural issues behind urban violence. The municipality increased the visibility of degraded areas of the city through the improvement of infrastructure and public services in these areas. There was also an effort to stimulate the proliferation of culture and communication in the groups of higher social vulnerability.

Paula Miraglia pointed out the importance of the prison system in tackling urban violence. She identified the poor condition of Brazil’s prisons as part of the causes behind the complex issue of organized crime. She argued that urban infrastructure plays a key part in the prevention of urban violence and raised the issue of the irregular distribution of violent and safe areas in cities, linking peripheral areas to a higher level of violence. Finally, she stressed that urban security also depends upon social perceptions of violence, and society’s willingness to connect with urban spaces and make use of them.

Sophie Body-Gendrot proposed a discussion about the link between urban violence and social inequalities caused by globalization. She questioned the effectiveness of the increase in police forces to lowering crime rates. She stressed that violence is more effectively defeated through architectural and public space design, mobility, anti-poverty initiatives, restorative justice and building social identities in the margins of urban areas. Finally, for Professor Body-Gendrot, lessons can be learnt both from Europe’s commitment to human rights and the resilience and energetic atmosphere of cities in the South.
We live in the era of information. The advent of information as an important utility has also brought about controversial issues. We need to define and implement regulations and ethics to regulate the many controversial topics surrounding data. Who regulates the production and distribution of such a colossal informational mass? Who benefits from it? More importantly, who owns the data, and who can access it? Social media has digitized our existence. The proliferation of data and the advent of hyperconnectivity have changed daily lives and are certainly capable of approaching us to the human city. All these pressing issues were discussed in this panel.

Rosemary Feenan explained that the colossal amount of data produced daily helps us understand the mechanics of a city and formulate effective urban policies. She identified information as a central tool for insuring the successful functionality of a city in terms of energy, health, and transport. In a nutshell, information provides a radiography of urban dynamics and opens paths to solve problems more efficiently.

Qin Bo concurred with Feenan about the significance of information to decode cities, for example through precise measuring of urban events (carbon footprint, water consumption, traffic dynamics). However, he identified institutional reforms as key concerns to enhancing technology’s reach and effectiveness. To that end, the construction of a human city is not exclusively a technological mission: it involves politicians, scholars, entrepreneurs, and citizens in general.

Jesper Rhode argued that “new cities are connected cities”. Data is therefore conceived as a major resource to urban citizens, just like water and energy. This implies that a whole infrastructural set is needed to support the daily flows of information, produced from any place, through myriad mobile units such as laptops, mobile phones, and tablets.

For Khoong Hock Yun, information is also a political utility. In fact, data can be employed to change human behavior and stimulate participation in society. A concrete illustration was given with the case of the Internet as a facilitator of communication and exchange at a lower cost. Such connectivity results in facilitated social mobilization, with people gathering to produce feedback and evaluation groups. Ideas and behaviors flow densely and rapidly in this informational ocean.
This session explored how the very notion of work is changing in cities. It also analyzed how the places in which people work are being reshaped and transformed. Finally, the session debated the concept of co-working, and how it can be extremely beneficial for creativity and productiveness.

The first speaker, Edo Rocha, addressed the relationship between offices and the city, and the potential evolution of workspaces of the future. With a changing climate and growing population, it is essential to invest in sustainable architecture. For example, buildings that produce their own energy through different mechanisms. He argued that the era of great change for workspaces witnessed in recent decades – shaped by digitization and other factors – is not over yet.

Eric van den Broek explained the evolution of the Parisian coworking space that he co-founded in Paris. In theory, laptops and internet allow us the possibility of working from anywhere, yet in practice this is not always possible. Eric van den Broek identified the gap between how companies should operate and the reality of how they do operate. If you can work from anywhere, you still might need places to meet from time to time. Coworking spaces offer the social aspect of being able to work alongside people, along with the flexibility of being able to work in different locations and at different times. Offering the opportunity to meet different people every day and exchange ideas, coworking spaces also foster creativity and innovation.

Lourenço Bustami commented on how the social contract is being reshaped. In the past, employees did not, in general, question their jobs. They did what they should do, without considering the big picture or being inventive. Nowadays, because of societal changes, people look for companies that defend the values they believe in. In tandem, companies are expected to be more innovative and foster creativity. This has led to a fundamental change to the world of work. Large companies – which can tend to be inert and inflexible when faced with change – are now building departments that are totally devoted to creativity and innovation - which shows how important these areas have become.

Rotterdam’s Vice-Mayor, Korrie Louwes, put forward the example of recent projects in Rotterdam that have enhanced the quality of work and fostered innovation. The city has invested in sustainability, for example in the Port of Rotterdam. Another major project revolves around promoting open data, in order to encourage information sharing and over competition between companies. Rotterdam’s government also recognizes the young generation as a source of creativity in the job market, and is making efforts to engage young people in business.
Simon Kuper launched the discussion by inquiring how cities could become more human by offering more spaces and opportunities to play and enjoy culture. The panel agreed that great cities must be great places to play and offer cultural opportunities for everyone. The speakers showed that play involves a number of elements such as food, arts, sports and social interaction.

Mayor Rawlings explained how Dallas has become a cultural hub over the past years. Dallas, a relatively new city, offers the opportunity for new initiatives to grow, and, moreover, to play a pivotal role in determining the city’s future in the next decades. Culture and entertainment enterprises, thriving in the city, are attracting human capital and businesses. Ultimately, promoting play in cities leads to healthier societies, as it incorporates open space into the daily lives of individuals.

Michael Lynch agreed and reaffirmed that a vibrant artistic, sports and dining scene plays a key role in helping a city grow and develop itself economically. Culture improves the productivity and creativity of individuals, which can later be applied to improving daily life in cities. He stressed the importance of hosting cultural events that reach to the whole of society, promoting inclusiveness and educating people about the arts.

Alex Atala argued that cuisine can be a very powerful means of social ascension for socially vulnerable groups and individuals. He stated that cuisine is the main intermediary between culture and nature and should not be restricted to a privileged group of society, but be accessible to everyone. An inherent quality of a city’s culture, food can become a major part of its identity, helping attract visitors and promote social cohesion. Atala mentioned street food as an interesting means to educate the next generations about the amusement and social interactions that food can offer. Finally, he observed that the human relation with food must be reviewed in order for society to make better use of available resources.
The panel agreed that mega events should be considered as a means to achieving the host city and host country’s social and economic development goals. The speakers also raised the issue of the negative consequences that mega events can have when they do not prioritize individual rights. The issue of developing countries hosting such events was discussed and both favorable and contrary opinions were presented. Overall, the panel highlighted how mega events provoke a number of social, economic and political demands that require careful coordination.

Joshua Goodman opened the discussion by inquiring how cities can ensure mega events are catalysts for urban renewal and that they leave valuable legacies.

Nadia Campeão stated that whilst mega events have become increasingly sophisticated, it is important that they maintain moderate expectations about the host city’s role. Also, before applying to host a mega event, cities should assess whether their economic, social and urban conditions are favorable, and whether the event will bring a positive legacy to them.

Hazem Galal stressed that the event should not be an objective in itself. It should serve as a means to achieve the city’s development objectives with regards to security, mobility and infrastructure. He stressed that Brazil has a low number of international tourists compared to other nations, and hosting two future mega events will help change this.

Daniel Meniuk addressed how, hosting the Olympics in 2012, London focused on restoring degraded areas of the city and producing a solid legacy after the Olympic Games. In Rio de Janeiro the focus has been placed on restoring the port area and eliminating mobility bottlenecks. Yet Meniuk suggested that Rio could also use the mega events as an opportunity to invest in energy, tackling the pollution of the Guanabara Bay and promote social development.

Kang Liu stated that the Olympic Games served as a source of social modernization and cultural capital in China. Yet, he pointed out, a source of major concern should be the role and the consequences of the event once it has ended.

Leticia Osório argued that mega events should adapt to local development plans, and not the contrary. The Brazilian constitution states that cities and its property should have a social function. In this light, she observed that the mega events Brazil will be hosting have become a source for social problems such as housing speculation, gentrification of central areas in cities and the creation of ad hoc legislation. She argued that mega events should involve transparency and participation in order to guarantee that human rights are respected.
This interactive session was designed by frog Design, and led by the company’s Executive Creative Director, Scott Nazarian and Director, David Zemanek. Participants were invited to play an active role throughout the session.

Scott and David started by putting forward the complex notion of place-fulness. They argued that there is a lot of public and private information spread in cities. However, they asked, how do we decide how much information should be at a specific place at a specific time? What should be where, and how can emotions, facts and characteristics be combined to meet citizens’ needs and make cities more human places?

They proposed an exercise in response to this idea. Hexagons, said to contain people, components, design principles, locations and values, had to be combined, linked to one another, to form a human city. This process, called juxtapose, is basically mind mapping with hexagons. To engage in the exercise, participants had to begin with something they believed the city absolutely needed, and then use the hexagons to meet it, adding values, people, content, etc.

The overall goal was to generate a mission statement that drove closer towards the notion of the human city, based on real-world needs, and from a human-centered design perspective, while exploring the connections made during the creative process. Participants were able to express their own ideas of what makes a human city, and the elements required to build it.
The final plenary gathered specialists to discuss the idea of inclusion in cities around the world. Ben Hecht launched the debate by asking the panelists to reflect on paths to integrate historically excluded groups, such as poor people and immigrants.

According to Alfredo Brillembourg, a new value paradigm is required to promote such form of inclusion. He argued that the kind of innovative ideas disseminated during the New Cities Summit 2013, should also reach excluded groups and not only an elite.

Ye Yumin began her answer by defining an inclusive city as one that offers the bases for all citizens to evolve socially and economically. In her opinion, a human city should stimulate the creativity of its inhabitants, the final goal being the citizens’ well being.

Aromar Revi agreed with the latter point and insisted upon the idea that “cities are about people”. He also argued that utilities such as adequate water supply and internet connection, should be entitlements for all, and reminded us to consider who it is that should ensure these are provided for all.

Sean McKaughan stressed that real inclusion has to take into account the access of all social classes to public goods and services, such as health and education. The excluded masses represent colossal productive force and behold their share in the world’s economy. However, McKaughan highlighted that this workforce does not receive proportional access to social security. Therefore, our main challenge is to ensure that the excluded can access the social and economic benefits that they deserve and that only an elite enjoys.

For Michael Keith the notion of the human and inclusive city requires a consideration of the importance of heritage in society. We must consider and integrate society’s long-term needs, and focus on future generations when striving to shape citizen well-being. Professor Keith defended the idea that policies have to be tested fearlessly, despite their failures, in order to reach more inclusive cities. As a final thought, he encouraged people to keep in mind Samuel Beckett’s words: “Fail again. Fail better”.

Speakers

Aromar Revi
Indian Institute for Human Settlements, Director

Alfredo Brillembourg
Institute of Urban Design, ETH Zurich, Architecture and Urban Design, Chairman

Michael Keith
University of Oxford, Professor

Sean McKaughan
Avina Foundation, Chairman

Ye Yumin
Department of Urban Planning and Management, Renmin University, Director

Moderator

Ben Hecht
Living Cities, President & CEO
Eleven urban innovators from a variety of disciplines, regions, and backgrounds inspired the audience in a series of dynamic and motivating 10-minute presentations. In these short talks, they highlighted what works to solve the great urban challenges facing all cities.

Read below and watch the videos to find out how these projects changed their city and how they could change yours.

Click here to watch highlights
WHO

Alessandra Orofino’s mission is to make cities more inclusive, participatory, and innovative. She has been pursuing this goal in many different ways. As a Co-founder and General Manager of Purpose Brasil, she is contributing to the development of tools for civic engagement and participation in Rio de Janeiro. As a strategist at Purpose, she is actively expanding the company’s international reach and ability to catalyze social movements by seeding Purpose’s first overseas office.

WHAT

Rio de Janeiro is currently the biggest investment hub in the world; in the last two years, $2 billion in public and private investments have flowed into the city. In 2012, Purpose incubated and launched Meu Rio, a locally-focused movement created to ensure that all of Rio’s citizens would benefit from and participate in the decision-making processes that are changing the city. The organization pools citizens’ ideas and resources to help improve and simplify city life and make the city’s institutions more responsive and accountable. Meu Rio is showing that citizens have the power to change their cities. Now, what’s next?

WHO

Eric Bunge is a co-founding Principal of the New York City based firm, nARCHITECTS, and an Adjunct Associate Professor at the Graduate School of Architecture, Planning and Preservation at Columbia University. He has a Bachelor’s degree from McGill University in Montreal and a Master’s in Architecture from Harvard University. In addition to teaching at Columbia University, he has taught at Harvard GSD, Yale University, University of Toronto, Parsons School of Design and UC Berkeley. In 2005, he was awarded the Canadian Professional Rome Prize. Prior to founding nARCHITECTS, Bunge lived and worked in Paris, London, Calcutta, Boston and Montreal.

WHAT

How will cities adapt to the risks and opportunities of population growth and sea level rise? Bunge will discuss My Micro NY, the firm’s winning entry for New York City Mayor Bloomberg’s adAPT NYC competition to design Manhattan’s first micro-unit apartment building, with construction to begin in 2014. This project brings to light the seemingly contradictory challenges of adapting our cities to the effects of climate change, while making them more livable for an increasing population.
WHO

Maurício Brandão is the Co-founder of BijaRi Collective. BijaRi is a São Paulo-based art and architecture collective combining public art, spatial critique and urban life. Mauricio holds a degree in Architecture and Urbanism from the University of São Paulo and earned a postgraduate degree from the Centro de Cultura Contemporanea de Barcelona.

WHAT

The BijaRi collective emerged from an urgency to investigate, discuss and question the hegemonic discourses that shape the urban landscape’s physical and symbolic dimensions. Focusing in particular on urban enclaves, BijaRi stages confrontational actions and presents provocative images that foster resistance and disturb so-called “normality”. Through a diverse range of media including poster campaigns, cartographies, large-scale video-projections and urban interventions, Bijari seeks to blur the line between public and private, central and peripheral, official and illegal in order to configure new poetic and political territories.

WHO

A management graduate from the Indian Institute of Management, Ahmedabad (IIM-A), Nirmal Kumar is a first-generation social entrepreneur. He started his entrepreneurial journey soon after completing his education, shunning the lucrative job offers of the Institute. G-Auto is his first endeavor, originally bringing together 15 autorickshaw drivers under a common brand. G-Auto now operates in four major cities in the Gujarat state and now has over 10,000 auto rickshaw drivers as members.

WHAT

G-Auto represents common rickshaw drivers and works for their social and financial uplift under a common brand. Any rickshaw driver who wants to join G-Auto can do so, subject to conditions that he or she follows government terms and conditions. The Government of India has recognized the need and potential of G-Auto’s service in providing safer modes of transport and has recommended that all states in India replicate it.
WHO

Assaf Biderman is a technology inventor, author, and entrepreneur. He teaches at the Massachusetts Institute of Technology where he is the Associate Director of the SENSEable City Lab - a research group that explores the “real-time city” by studying the increasing deployment of sensors and networked miniaturized electronics, as well as their relationship to the built environment. Assaf holds multiple patents and has co-authored over 40 publications and book chapters. His work has been exhibited worldwide in venues such as the Museum of Modern Art in New York, the Design Museum Barcelona, the Science Museum in Boston in London and the Venice Biennale.

WHAT

The Signature of Humanity: Over the past decade digital technologies have begun to blanket our cities, forming the backbone of a large, intelligent infrastructure, and connecting citizens to their places of inhabitance in new ways. As a direct consequence, people, networks, and devices generate vast quantities of data that are increasingly becoming available in real time. This provides profound new opportunities for exploring the city: how it operates, how urban dwellers make use of the space and how we can ultimately better design cities. Join us in exploring recent observations in the use of such data to study some of the hidden complexities of cities.

WHO

Hans Fernando Rocha Dohmann has served as the Municipal Secretary of Health for Rio de Janeiro since January 2009. Through promoting the restructuring of the health sector Hans is responsible for an increase in family health coverage from 3.5% to 33.5% over the past three years. From June 2007 to December 2008, Hans served as director of the National Heart Institute (INC) in Orange County. A graduate of the Federal University of Rio de Janeiro, Hans is a Doctor of Medicine with a specialization in Morphological Sciences. Prior to his MD, he completed an MBA from Coppead IBMEC and undertook a course in health management at Johns Hopkins University.

WHAT

In 2012, the City of Rio de Janeiro partnered with the New Cities Foundation and its member organizations to launch an innovative Task Force on E-Health in the community of Santa Marta in Rio. The Task Force provided the community’s local clinic with an e-health backpack containing equipment able to collect patient health data. The clinic’s health workers were able to use the backpack to travel through the neighborhood to reach elderly patients and those who have difficulty accessing the family clinic due to mobility issues. The project’s recent findings demonstrate the potential of e-health to provide greater access to healthcare in a previously underserved community, increasing quality of health services and lowering overall healthcare costs through increased efficiencies.
Who

Patrik Cerwall is the Head of Strategic Marketing and Intelligence at Ericsson. He leads the team that works with strategic marketing and business intelligence for Business Unit Network’s complete portfolio, on a global basis. He has been driving the company’s Urban Life program, which focuses on the effects of urbanization and the role of ICT in the economic, social and sustainable growth of cities. Cerwall holds a Masters of Science from the Royal Institute of Technology in Stockholm. He also holds ten patents in the field of mobile communication systems.

Naureen Kabir leads the New Cities Foundation’s Urban (co)LAB, the Foundation’s applied research and thought leadership arm. Naureen holds a Master’s degree in International Development and International Economics from the Johns Hopkins School of Advanced International Studies (SAIS). Previously, she worked in business development at Google in Silicon Valley, California, where she was involved in executing global content licensing deals with companies and government organizations as part of the Strategic Partnerships team. Naureen obtained her B.A. in International Relations with a minor in Urban Studies from Stanford University. She is a citizen of Bangladesh and the United States.

What

The New Cities Foundation Task Force on Connected Commuting aims to help cities around the world better understand how real-time social networking among commuters can enhance the overall commuting experience and improve traffic management. The pilot phase of this project took place in San Jose, California, in 2012. It compared the experiences of ‘connected’ and ‘unconnected’ commuters and analyzed commuter sentiment exchanged via innovative smartphone apps. The study revealed that being connected ultimately results in an improved commute experience. Led by the New Cities Foundation and prestigious partner organizations, the project presents an opportunity to identify alternative ways in which cities, transport agencies and local governments could improve the commute experience rapidly and effectively.

Who

Rand Hindi is an entrepreneur, bioinformatician and algorithm architect. He is the founder of Snips, a big data innovation firm. Rand holds a BSc in Computer Science and a PhD in Bioinformatics from University College London (UCL), and two additional graduate degrees, from Singularity University in Silicon Valley, and THNK in Amsterdam.

What

Snips specializes in predictive modeling for smart cities. Working with large corporations and public institutions, Snips turns their existing data into impactful products and services. The company’s technology combines elements of graph theory, physics and machine learning to create predictive models that can be adapted to solve a large number of problems. This results in added commercial value and more efficient resource management.
**WHO**

In 2010, with his two brothers and their childhood friend, Eric van den Broek co-founded the Mutinerie in Paris, one of the most influential co-working spaces in Europe. The Mutinerie has received particular attention for its publications that offer a deep analysis on the evolution of work and the role of new workspaces. Eric also co-founded CoPass, the first global network of independent co-working spaces. He has spoken at various events such as TEDx Paris Université, the Coworking European Conferences in 2011 and 2012, and the Creativity Meeting Point in Bilbao.

**WHAT**

Designing a coworking space may sound very different from designing a city. Still, valuable lessons can be learned. How do you design a place around human beings? How did we achieve this in our Parisian co-working space and how the same approach can be used to shape human cities? The Mutinerie is a thriving ecosystem of co-working. Through collaboration and creativity, it is boosting innovation.

---

**WHO**

Zia Yusuf is the President & CEO of Streetline Inc., the leading global provider of sensor-enabled smart city solutions. Zia is a seasoned technology executive with a track record of leading companies to success. He is also an Associate Consulting Professor at Stanford University and is an actively involved board member of non-profit institutions focused on education in South Asia and social entrepreneurship in East Africa. Zia holds an MBA from Harvard Business School, an MS in International Affairs from Georgetown University, and a BA from Macalester College.

**WHAT**

Streetline, Inc. is the leading provider of smart parking solutions to cities, garages, airports, universities and other private parking providers. Streetline aims to make smart cities a reality through the use of sensor-enabled mobile and web applications. With the introduction of Parker™, the first real-time parking guidance application for smartphones and in-car navigation systems, Streetline enables drivers to find parking quickly and easily.
Convinced that mobile apps can make good cities great, the New Cities Foundation team awarded the second AppMyCity! Prize at the New Cities Summit 2013. Summit participants voted for the winner.

The Prize celebrates new mobile applications that improve the urban experience, connect people, and make cities more fun, fair, vibrant, and sustainable.
Congratulations to Colab, winners of the 2013 AppMyCity! Prize
The New Cities Foundation thanks its Members and Partners

Founding Members

Corporate Members

Premium Summit Partner

Summit Partners

Media Partners

Academic and Non Profit Members