URBANISATION & GREEN MOBILITY
Inclusive Cities and Tomorrow’s People
NAVIGATING COMPLEXITY

Hyper-consumption and efficiency

The ‘good life’ and community
THE INCLUSIVE SOCIETY

Only 1 in 5 brands is perceived to have a notable positive impact on our sense of wellbeing and quality of life.
THE ‘4P’ BUSINESS MODEL

* PEOPLE

* PLANET

* PURPOSE and then

* PROFIT
SOCIETY KEY DRIVERS

1. SCIENTIFIC
2. SOCIAL
3. EMOTIONAL
4. SPIRITUAL

- URBANISATION
- TRANSPARENCY
- THE GLOBAL BRAIN
- SMART SOCIETY
- CIRCULAR ECONOMY
- NEW MODELS
- SOCIAL CAPITAL
- THE GOOD LIFE
Car-free eco-cities designed to limit citizens’ environmental impact are set to reweave our urban fabric
A new level of accountability, driven by people and E-governance, is shaping a more open future approach
THE GLOBAL BRAIN – Big Data & Multimodal Analytics

City ‘Big Data’ intelligence brings huge opportunities for improved quality of life, positive change and green mobility.
SMART SOCIETY – Autonomous Solutions & ‘Mini-Me’ Technology

Digital empowerment will drive a more sustainable future – encouraging society, business and people to collaborate.
The Circular Economy is a vision to maximise resources and minimise waste, to promote green growth.
NEW MODELS – Betapreneurship & Disruptive Innovation

Entrepreneurship is key to autonomy, as well as the welfare state, jobs, innovation and competitiveness
Social capital is not just the sum of the institutions which underpin a society – it is the glue that holds them together.
THE GOOD LIFE – Cities for People & Authentic Wellbeing

What drives cities is people – hence experiences that power our imagination also fuel wellbeing and meaning.
THE ‘4P’ ECOSYSTEM

CREATIVE CLASS

SHARING
Circular Economy

COLLABORATION
Smart Society

INTERCONNECTIVITY
The Global Brain

EFFICIENCY
Urbanisation

WE Drivers

SUSTAINABILITY
New Models

COMMUNITY
Social Capital

ENGAGEMENT
The Good Life

OPENNESS
Transparency

THE 4Ps

People

Profit

Purpose

THE ‘4P’ GREEN MOBILITY MODEL

MiDrivers

WE Drivers

ECO EXPLORERS

Infrastructure & Performance

Culture and Quality of Life

URBAN NOMADS

‘WELLBEING’ HUNTERS

Culture and Quality of Life

Infrastructure & Performance

Culture and Quality of Life

Culture and Quality of Life

Culture and Quality of Life
Any successful green mobility strategy delivers on the 4Ps – a model matching the Nordic inclusive values...
My new book is published by Palgrave Macmillan Business on October 17, 2014

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