

# URBANISATION & GREEN MOBILITY

Inclusive Cities and Tomorrow's People



Photo: Infinity Pool, Singapore by National Geographic

# NAVIGATING COMPLEXITY



San Francisco Museum of Modern Art - Rendering: Snøhetta

Hyper-consumption and efficiency



Family Holiday in Norway - Photo: Harald Brække

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



4. SPIRITUAL

3. EMOTIONAL

2. SOCIAL

1. SCIENTIFIC

\* PEOPLE

\* PLANET

\* PURPOSE and then

\* PROFIT

# TREND ATLAS 2030+



Trend Atlas - Kjaer Global © 2012

4. SPIRITUAL

3. EMOTIONAL

2. SOCIAL

1. SCIENTIFIC

## QUALITY OF LIFE



Mindfulness

The Good Life

Happiness Hunting

## UNIVERSAL AWARENESS



The Big Society

Enoughism

Purpose Driven Leadership

## WELLBEING



Active Leisure

Foodie Culture

Health = Wealth

## LIFESTYLE CHOICES & CONSUMPTION



Authentic Storytelling

Cultural Consumption

Inclusive Design

The Real Thing

Collaborative Communities

Intelligent Reduction

Smart Living

## A BETTER WORLD



Betapreneurship

Good Cause

Considered Consumption

One Planet Living

## COMMUNICATION



Education 4.0

Cloud Intelligence

Dialogue Driven

The Global Brain

## SOCIAL STRUCTURES



Redefined Families

Free-Range Parents

Female Factor

No Age Society

Global Citizens

Creative Class

Digital Natives

## ORGANISATIONS



Lifelong Learning

Work/Life Balance

Social Capital

Brand Engagement

## TECHNOLOGY

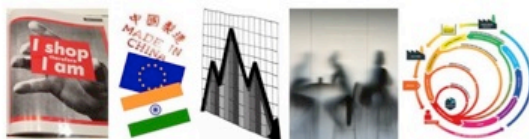


Bio Revolution

Clean Tech

Thinking Cities

## ECONOMICS



Resource Shortage

Rising Economies

Turbulent Markets

Innovation Hubs

New Models

## POLITICS & LEGISLATIONS



Soft Power

Radical Openness

Globalisation

Health Challenges

Public Policies

## ENVIRONMENT



Hyper Urbanisation

Climate Change

Green Growth

Crowded Planet

Bio Diversity

# SOCIETY KEY DRIVERS



4. SPIRITUAL

3. EMOTIONAL

2. SOCIAL

1. SCIENTIFIC



- \* URBANISATION
- \* TRANSPARENCY
- \* THE GLOBAL BRAIN
- \* SMART SOCIETY
- \* CIRCULAR ECONOMY
- \* NEW MODELS
- \* SOCIAL CAPITAL
- \* THE GOOD LIFE

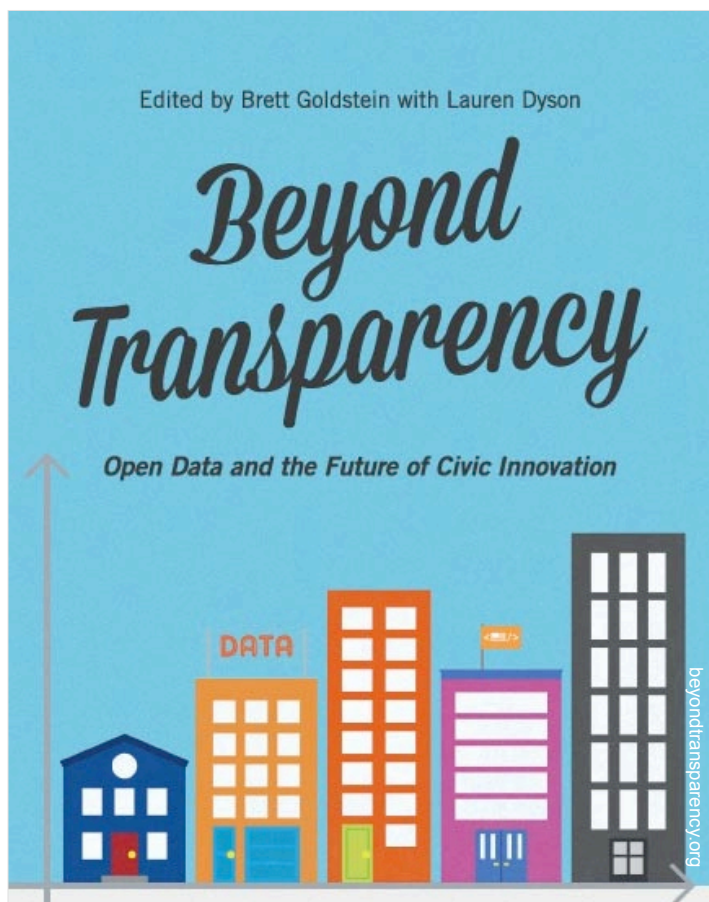
# URBANISATION – Ecofication & Green Infrastructure



Photo: Great City by Adrian Smith + Gordon Gill

Car-free eco-cities designed to limit citizens' environmental impact are set to reweave our urban fabric

# TRANSPARENCY – Radical Openness & E-governance



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

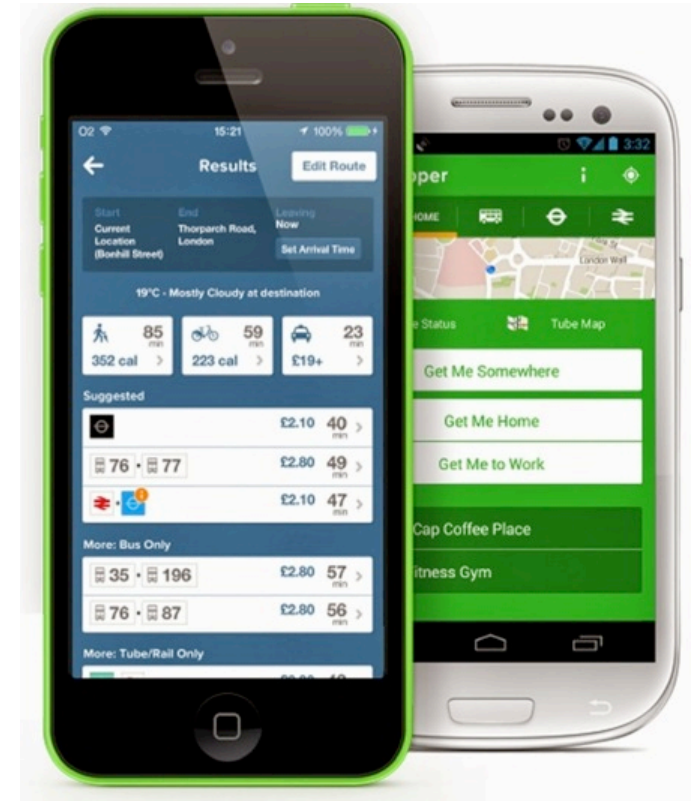
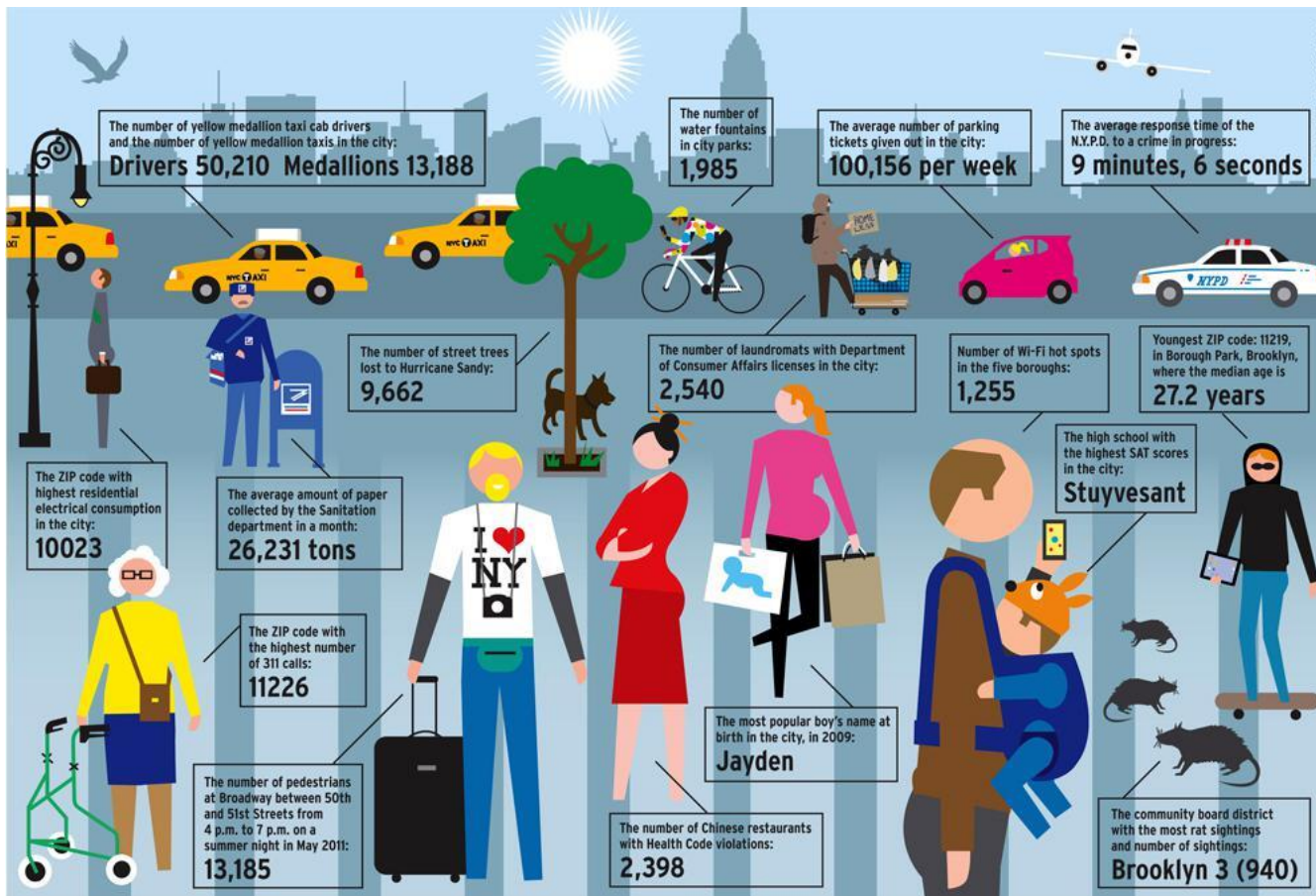
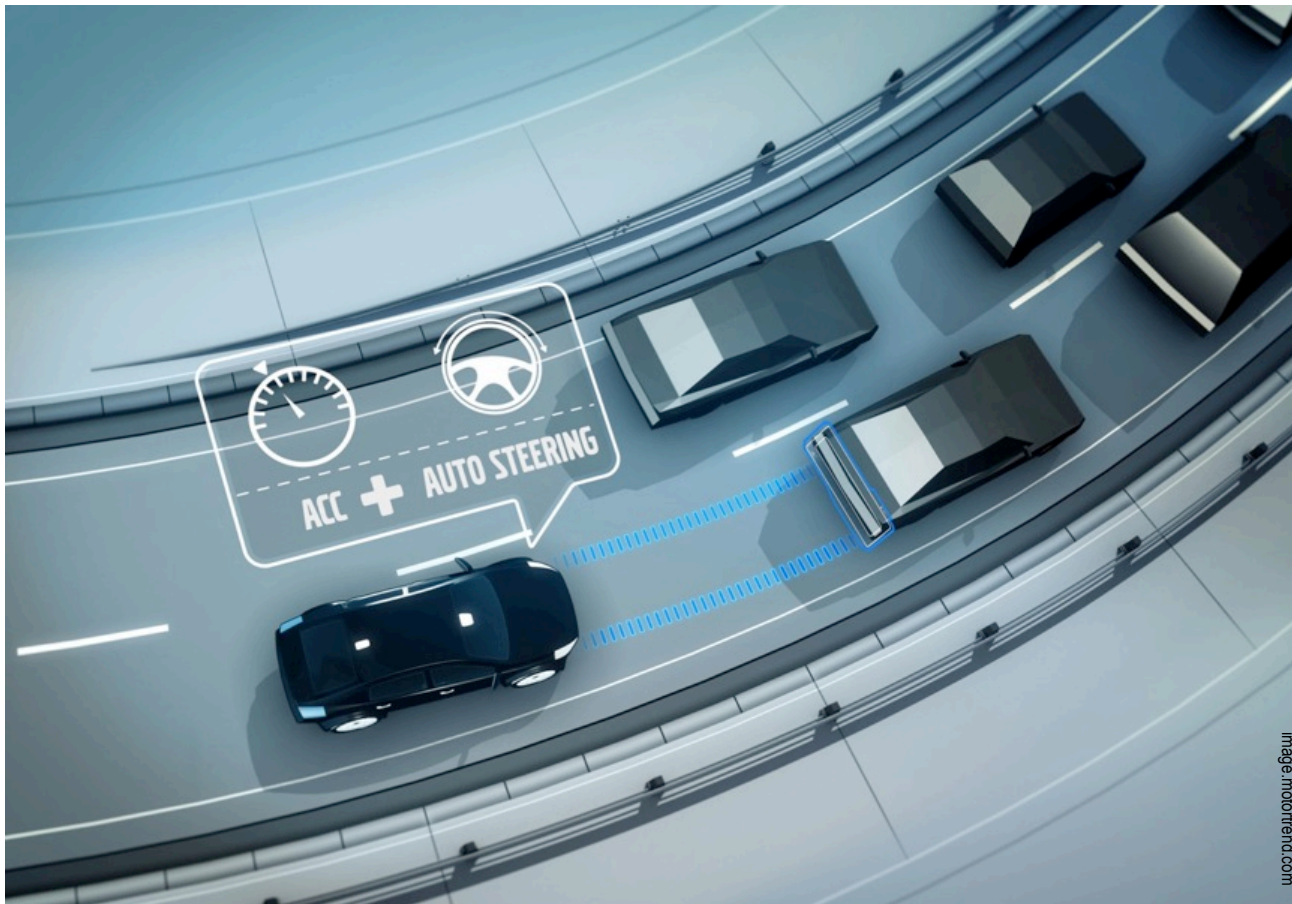


Photo: citymapper

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

# CIRCULAR ECONOMY – Green Growth & Sharing Culture



The Circular Economy is a vision to maximise resources and minimise waste, to promote green growth

# NEW MODELS – Betapreneurship & Disruptive Innovation



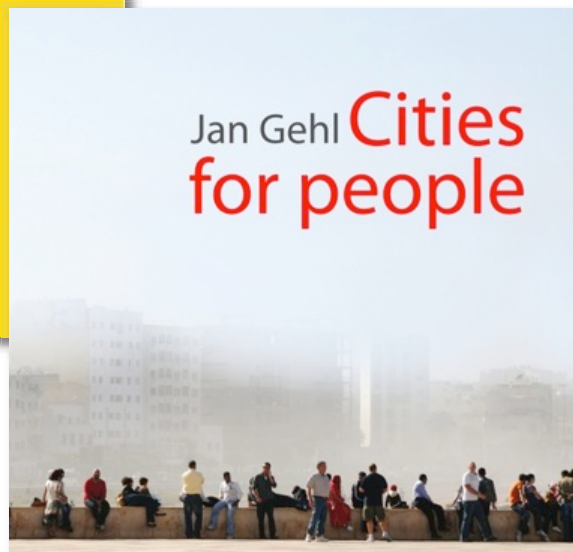
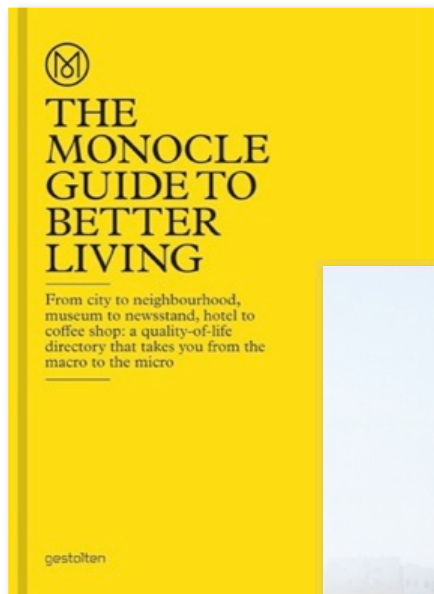
Entrepreneurship is key to autonomy, as well as the welfare state, jobs, innovation and competitiveness

# SOCIAL CAPITAL – The Inclusive Society & Empathic Leadership



Social capital is not just the sum of the institutions which underpin a society – it is the glue that holds them together

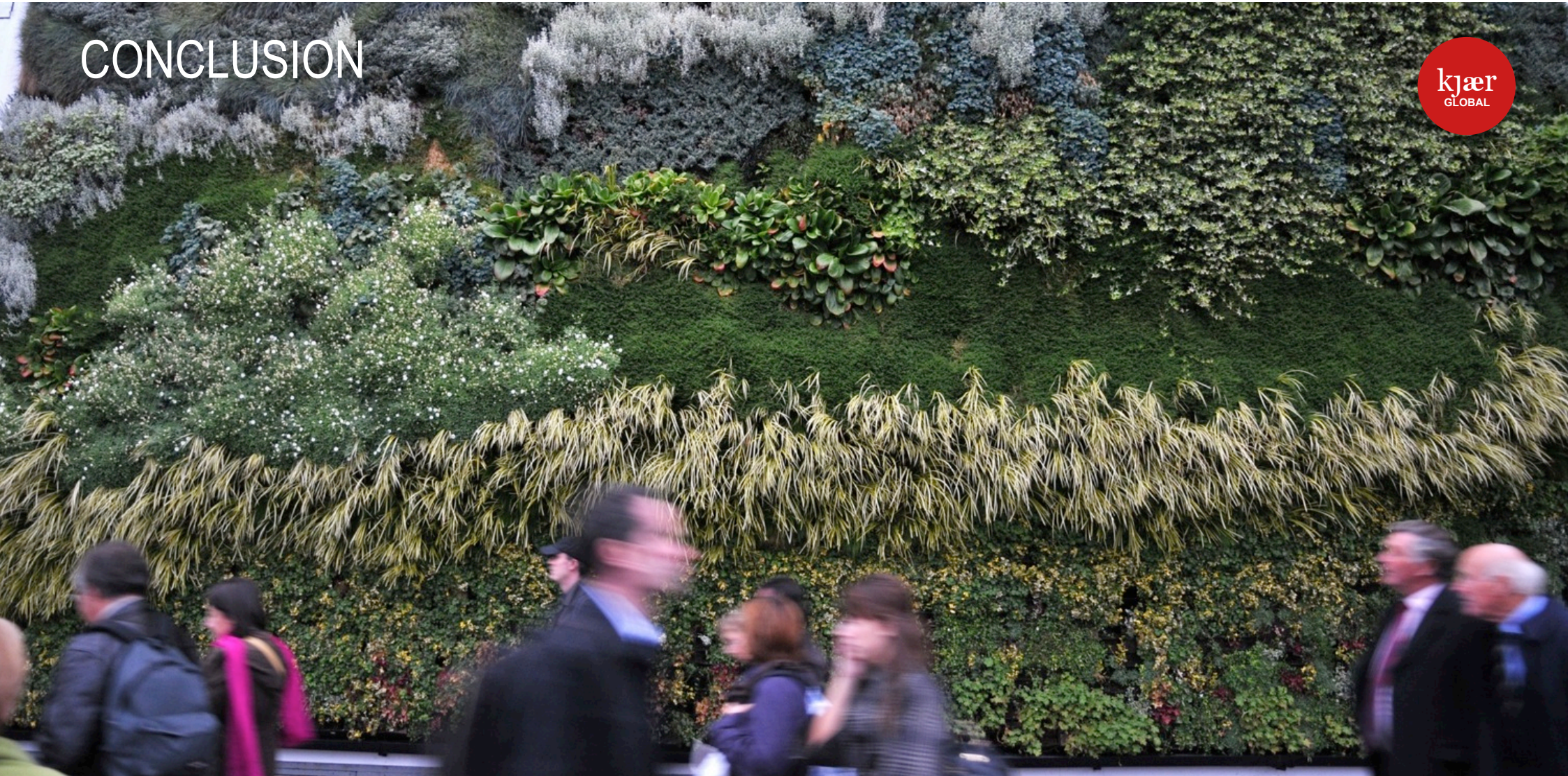
# THE GOOD LIFE – Cities for People & Authentic Wellbeing



What drives cities is people – hence experiences that power our imagination also fuel wellbeing and meaning



# CONCLUSION



Any successful green mobility strategy delivers on the 4Ps – a model matching the Nordic inclusive values >>>



# PLEASE CONNECT



TWITTER



FACEBOOK



PINTEREST



LINKEDIN

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My new book is published by Palgrave Macmillan Business on October 17, 2014