

Press Clippings



"Global Green Cities of the 21st Century-
Evolving Models for Sustainable Urban
Growth" (International Symposium)

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Smart Cities: Getting Greener, and Making Money Doing It

By [Greg Lindsay](#)



Another week, another smarter city conference [1]. "It's the creation of a new industry!" Cisco's chief globalization officer, Wim Elfrink, exclaimed on stage last night at the opening of Global Green Cities of the 21st Century [2], this week's stop on what is rapidly becoming a conference circuit populated by mayors, architects, academics, consultants and financial types all struggling to understand just how we're going to build (and make money building) smarter, greener cities on a scale that's practically unimaginable--according to a recent study from the Lincoln institute, humanity's urban footprint is set to double in just 19 years. (Full disclosure: *Fast Company* is the conference's media partner.)

The scope and scale of what's on the drawing board in places like India--which expects to grow at 9-10 percent for the foreseeable future while urbanizing 350 million villagers--was hammered home during the opening session by Amitabh Kant, the CEO of the Delhi-Mumbai Industrial Corridor Corp., which is planning to build not one, not two, but twenty-four "smart, sustainable" cities of as many as 2 million residents each lining a freight rail corridor between India's largest cities. "Cities don't happen in ten years," he said blithely. "They happen in 25 or 35 years," or considerably longer. "But if you build them in phases, you can build the first phase in seven years..." So think of it this way: the world is currently in phase one of an urban transformation.

Once the speakers waded through the headline stats--humans are officially more urban than rural; consumption of just about everything is projected off the charts--these challenges were quickly reframed as huge opportunities. "It's all up for grabs," Elfrink told me beforehand, outlining the broad areas on which he and the world's largest networking firm (whose ambitions I've written about at length [3]) are focused on: thought leadership (hence this conference), smart regulation, and global standards. "Cities that pioneer these concepts will create a new industry," Elfrink told me.

Speaking to that point was California Lt. Governor Gavin Newsom, who proclaimed "this is the job creation issue of our time. There isn't a sector like the green-tech sector. It is the one outperformer out there in a state with 12 percent unemployment." A billion dollars invested in a coal plant created 890 jobs, he said, citing a recent study. A nuke creates 1,500. But retrofitting buildings for energy efficiency creates 7,000. "This is our ticket to broad-based economic growth," he said. In addition, it creates skills exportable worldwide. "When I go to Shanghai, it's like homecoming," Newsom crowed. "All the architects are from San Francisco.

The other words on every speaker's lips was "public-private partnerships," i.e. private sector investment in infrastructure in exchange for a future cut of savings or revenue. India in particular hopes to raise \$500 billion from private investors. Indian parliament member Rajeev Chandrasekhar briefly described plans to fund public services in Bangalore that way. (Cisco's most recent smarter city deal, this one with Barcelona [4], is also structured as a public-private partnership.)

But the most interesting story was Singapore's, which suggests what it really take to save the world isn't new financial instruments or technology, but really, really good marketing. How else will you convince people to save water by drinking from their toilets? "First off, we don't call it toilet-to-tap," muttered the CEO of Singapore's Public Utilities Board, Teng Chye Khoo. Oh, but it is. "NEWater," introduced in 2002, is wastewater, i.e. sewage, which undergoes triple filtration, including reverse osmosis through General Electric's ZeeWeed membranes. The result is technically cleaner than Singapore's other sources of drinking water, but try selling that to the public. So they bottled it instead, requiring public officials to drink it in public and rave about the taste. They also opened a children's museum to teach people how reverse osmosis works. Nearly a decade later, Singapore produces 30 percent of its potable water this way.

"We've turned water from a strategic weakness into a strategic strength," Teng said. It's also made Singapore a world leader in water recycling. "We turned it into an industry."

[Image by Stephane Martin [5]]

Links:

- [1] <http://ideas.economist.com/event/intelligent-infrastructure>
- [2] <http://www.globalgreencities.com/>
- [3] <http://www.fastcompany.com/tag/cisco>
- [4] http://newsroom.cisco.com/dlls/2011/prod_021611b.html
- [5] <http://www.flickr.com/photos/36099214@N00/3109606853>

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Cisco's Connected Cities Look for Business Models

Fri, Feb 25 2011

Turning cities into networked hubs of efficiency: that's the motivation behind Cisco's new connected city initiative. But the business models for how cities and building owners will ultimately make their connected worlds pay off financially isn't quite yet clear.

Wim Elfrink, Cisco's chief globalization officer and EVP, spoke to me Wednesday at the Global Green Cities conference in San Francisco, and explained, "Our objective is to get the infrastructure in, in the right way, and then start experimenting with new business models."

Take the South Korean city of Incheon, where the city and developer Gale International are building "New Songdo," a greenfield city center meant to showcase the best in smart urban design. Cisco has been helping to network every building to manage IT systems and sensor networks, as well as monitor water, natural gas and electricity use, Elfrink said.

Cisco's also working with home energy management startup Control4 in Incheon to display household energy use and network Control4's energy devices to utility smart grid systems, as well as control lights, air conditioners and door locks in homes. But whether energy awareness, telepresence, home security or some combination of services will prove most popular with Incheon residents isn't yet clear, Elfrink said.

"From a technology point of view, potentially everything is possible," he said. "But we have to find out price points and bundles." Some general rules apply: Cisco has seen so-called "triple play" phone-cable-Internet type offerings being the most popular, with home energy awareness and security generally taking second place, he said.

Cisco's Incheon project has focused on using powerful routing platforms in buildings to manage these networks, but in the South Korean city of Busan, Cisco is turning to its cloud services platform. In a project announced this week, Cisco and Korea Telecom said they'll build a platform-as-a-service (PaaS) offering to help the city develop applications for mobile platforms like smart phones.

The project intends to have "urban mobility, distance learning, energy management, and safety and security" products available by 2014. Cisco has built the virtualized data center infrastructure to manage such applications, Elfrink said, but in that case as well, "the business model is a bigger complexity than the technology."

Other cities are trying different models, he said. Barcelona, for one, is looking at deploying a "pervasive physical network infrastructure" that links sensors, information access points and mobile devices in the city's streets and public spaces, with a potential early focus being industrial sites set for redevelopment. Amsterdam is putting energy management systems in homes and businesses and wiring a major shopping street with smart meters and lighting control systems.

Making those types of networks pay off for cities will require a balance of meeting residents needs and delivering real cost and energy reductions, Elfrink noted. Most cities aren't really set up to allow different city departments to use a common IT platform, let alone manage emerging platforms such as the Internet-of-things model imagined by Cisco. At some point, cities will need to think about creating a CIO-type position to manage it all, he said.

Cisco's connected city partners include Amsterdam, Bangalore, Barcelona, San Francisco, and the South Korean cities of Incheon and Busan. Each is trying different combinations of Cisco's technology, from networking and telepresence to its cloud services platform and emerging smart grid and smart building systems.

For more research related to smart grid check out GigaOM Pro (subscription required):

Z-Wave: Gaining Ground on ZigBee for Home Energy Networking?

Is the Opt-Out Model the Future of Home Energy Management

The Developer's Guide to Home Energy Management Apps

Image of Songdo international business district in Incheon courtesy of Cisco.

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[Print This Article](#)KOREA **IT** NEWS

Songdo U-City to Be Introduced to the World at International Symposium

Friday, February 25, 2011 / Bang Eun-ju

Song Young-gil, the mayor of Incheon is to participate at the "Symposium on Global Green Cities of the 21st Century: Evolving Models for Sustainable Urban Design" which opened on February 24 in San Francisco. The Incheon Free Economic Zone Authority (IFEZ) announced on February 23 that major Song will be participating via video conference, and give an hour-long presentation and take part in a panel discussion. The symposium is being held under the theme of sustainable urban development and evolving green cities, and brings together high-level government officials, city planners, researchers, technologists and business leaders from around the world. The symposium is being held with the purpose of sharing the vision and experience of the most innovative cities worldwide, and applying state-of-the-art technologies in green city design. The theme for the first day of the event is Asia, which is when Song will give his presentation on Songdo U-City and its facilities that were built applying IT and the latest technologies. After the presentation, he will participate in a discussion on how to apply and incorporate cutting-edge technologies in urban development. Rajeev Chandrasekhar, member of Parliament, Bangalore; Chye Teng Khoo, executive director of Center for Liveable Cities, Singapore; and Amitabh Kant, CEO of DMIC, an Indian urban development company will also give presentations on the direction of future cities.

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全球綠化城市論壇 金山開幕

by 記者陳運璞舊金山報導

02.24.11 - 06:00 am

「21世紀全球綠化城市研討會」23日晚間在舊金山開幕，將進行至25日傍晚閉幕。舊金山市長李孟賢首先應邀致詞，他感謝坐在台下的前任市長紐森，為舊金山留下許多很好的環保計畫，例如提倡電動車等。

李孟賢也表示，舊金山現在最大膽的目標，就是設定到2020年時，所有公私機構，乃至民間住宅的電力，完全使用再生能源。屆時，舊金山將成為其他城市的表率。李孟賢笑稱，如果到那時他還能負擔得起住在舊金山的高消費的話，他也將使用再生能源。

加州副州長紐森強調，提倡綠化、環保，將大量創造就業機會。例如德國雖然陽光不如加州多，但德國致力利用太陽能，因此提供了30萬個工作。當年簽署京都議定書的國家中，有44個富裕國家，其中只有四個富國——瑞典、丹麥、英國、德國，達到京都議定書的減碳標準。

這四個國家跟美國相較，他們的經濟成長率更高，失業率更低。因此減碳並不意味著經濟衰退。美國當年沒有簽署京都議定書，但舊金山曾召開國際市長會議，有120個市長都簽署了城市環境協議，願意減碳7%。舊金山已經達成減碳7%的目標，於此同時，舊金山的經濟繼續成長。

紐森並舉例，若投資10億元於煤力發電廠，將創造890個工作機會。投資10億元於太陽能廠，將創造1900個工作機會。同樣的金額若投資於整修建築物，以達到綠化與防震安全標準，則將創造7000個就業機會。

紐森最後表示，環保並沒有想像中的困難。以舊金山公車為例，全部使用舊金山7000家餐廳的回收食用油後提煉的生物燃油。在利比亞鬧革命的此刻，油價飆高，舊金山公車完全不用擔心油價問題，輕鬆省錢就達到環保效果。

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