



An UrbaNatural™ Perspective on New Era Civic Development

priorities

After 20 months of pandemic quarantine, we've all learned that cities large and small must become more 'human.' There is no substitute for nurturing a strong sense of connection. Now is the time to refocus on what cities and towns should care about the most – a diverse collection of people and 'high frequency' interaction among them.

There is no one-size-fits-all formula for success, but here are 11 'scientific' and humanistic trends that will help communities become smarter, more sustainable and attractive to workers and new employers.

GREEN PLANNING OF PUBLIC SPACES: Cities are being planned and designed for people, with 'green' streets, new corridors and public spaces as centers of social life.

SMART HEALTH COMMUNITIES: Cities develop health care ecosystems that are focused not only on diagnosing and treating sickness, but also on supporting well-being through early intervention, while leveraging digital technologies.

HIGH CONTRAST BUILDING DESIGN: City leaders want to go beyond technology to create a 'good vibes' environment that supports positive dialogues between neighbors. Nobel Prize-winning research suggests high contrast visual imagery such as exteriors and interiors that blend opposites (such as wood-and-steel) stimulate the subtle release of dopamine hormones in the brain—a natural mood elevator.

MOBILITY: INTELLIGENT, SUSTAINABLE AND AS-A-SERVICE: Cities work towards offering digital, clean, intelligent, autonomous and intermodal mobility, with more walking and cycling spaces, where transport is commonly provided as a service.

INCLUSIVE SERVICES AND PLANNING: Cities evolve to have inclusive services and approaches, fighting inequalities by providing access to housing and infrastructure, equal rights and participation, as well as jobs and opportunities.

DIGITAL INNOVATION ECOSYSTEM: Cities attract UrbaNatural talent, enabling creativity and encouraging disruptive thinking, developing themselves through an innovation model approach.

CIRCULAR ECONOMY AND PRODUCING LOCALLY: Cities adopt circular models based on a healthy circulation of resources with an emphasis on limiting municipal waste volumes and on producing locally – for instance, by urban farming.

SMART AND SUSTAINABLE BUILDINGS AND INFRASTRUCTURE: Cities aim to have regenerated buildings; they leverage data to optimize energy consumption and the management of resources in buildings and utilities: waste, water and energy.

MASS PARTICIPATION: Cities evolve to be designed by and for their citizens, promoting mass participation by the ecosystem in a collaborative process and following open government policies.

CITY OPERATIONS THROUGH AI: Cities adopt automated processes and operations (orchestrated by a city platform) and are following data-driven planning approaches.

SURVEILLANCE AND PREDICTIVE POLICING THROUGH AI: Cities are leveraging artificial intelligence (AI) to ensure safety and security for their citizens while safeguarding the privacy and fundamental human rights.