

# ***Liveable cities***

## **APEC Cities of Opportunity**

*January 2015*

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**Sustainability Working Group Session**  
**First ABAC meeting 2015**  
*29 Jan 2015*

# ***The components of building great cities***

Finance, investment, and  
business environment

Macroeconomic performance

Quality of life

Knowledge economy, human capital,  
and technology

Infrastructure and real estate

Environment and sustainability

Image, brand, and destination power

Culture and diversity

Cost of living and affordability



***There is a wealth of material for ABAC to fashion its own lens***

## ***Emerging trends in Cities work***

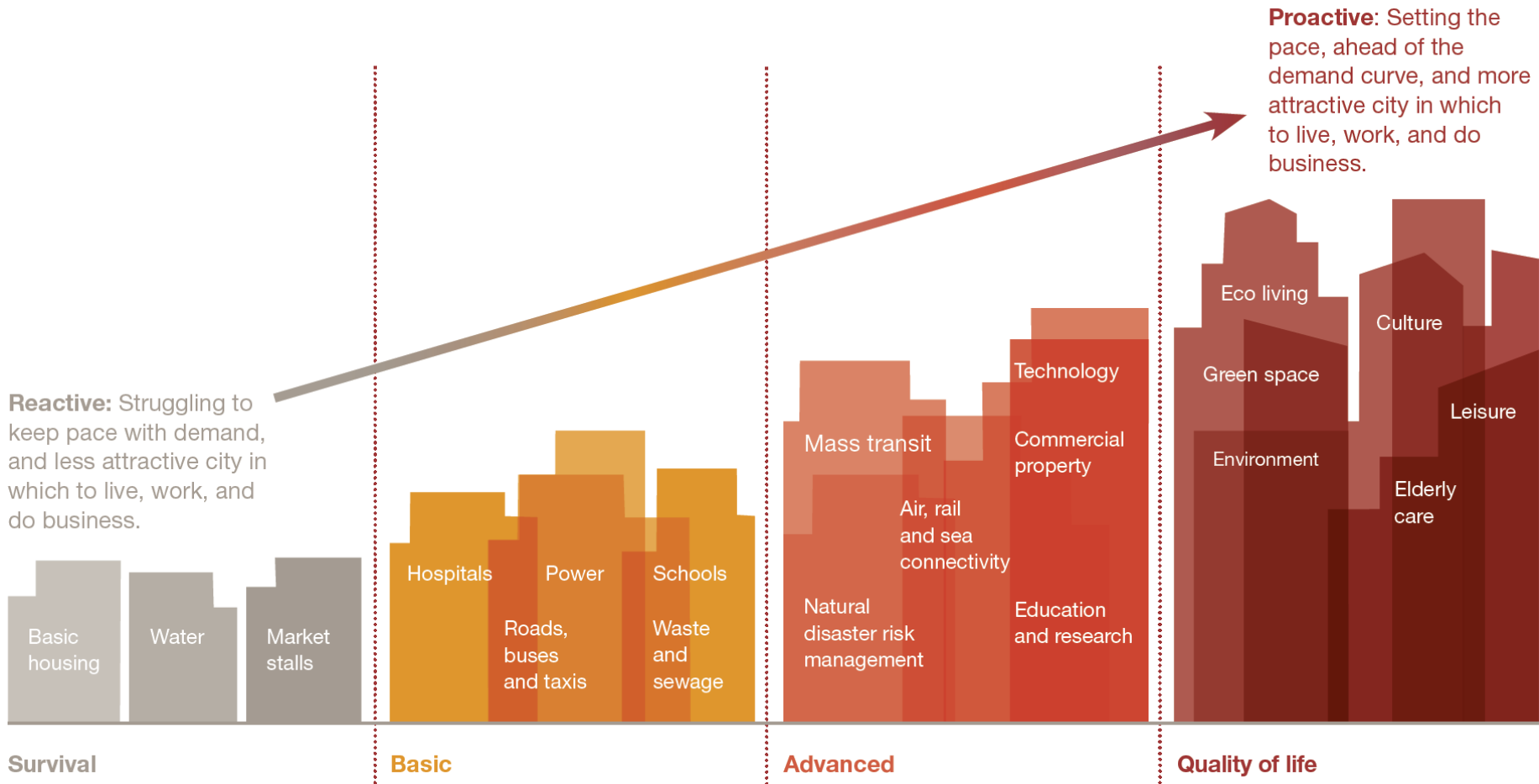
Smart = resilience, beyond IT  
enablement

Geography, heritage are less important  
than ever

The need for infrastructure investment  
are urgent



# ***Prosperous cities climb a ladder*** from survival to quality of life infrastructure







*“What we have to do is make cities a lot more livable ... **more consistent with fundamental emotional needs.***

*“We have the potential to develop **something close to a paradise through rationality and understanding** of what we really are as human beings.” –*

**E.O. WILSON, HARVARD BIOLOGIST, TWO-TIME PULITZER PRIZE WINNER**

# Where we're coming from—

## Recently released *Cities of Opportunity 6*


Beijing	Istanbul	Madrid	New York	Shanghai
Berlin	Jakarta	Mexico City	Paris	Singapore
Buenos Aires	Johannesburg	Milan	Rio de Janeiro	Stockholm
Chicago	Kuala Lumpur	Moscow	San Francisco	Sydney
Dubai	London	Mumbai	São Paulo	Tokyo
Hong Kong	Los Angeles	Nairobi	Seoul	Toronto




***Cities of Opportunity 6***



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***Cities of Opportunity 6:  
We the urban people***





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## ***Our hypothesis: socioeconomic balance defines success***

**“Opportunity” is driven by**  
balanced social + economic  
qualities

**Results support hypothesis:**

- Positive correlations among healthy social + economic variables
- For instance, good housing signals other strengths



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# ***Quantitative + qualitative studies of overall city performance and demographics***

## **6<sup>th</sup> edition of PwC study**

- ✓ 30 cities worldwide
- ✓ 59 variables organized in 10 indicator categories
- ✓ A deep investigation into a select group of cities

## **Supporting demographic study**

- ✓ City profiles, globally mobile professionals and urban aging

## **We ask two basic questions ...**

*What makes modern cities thrive?*

*How do cities remain resilient in the  
face of change*





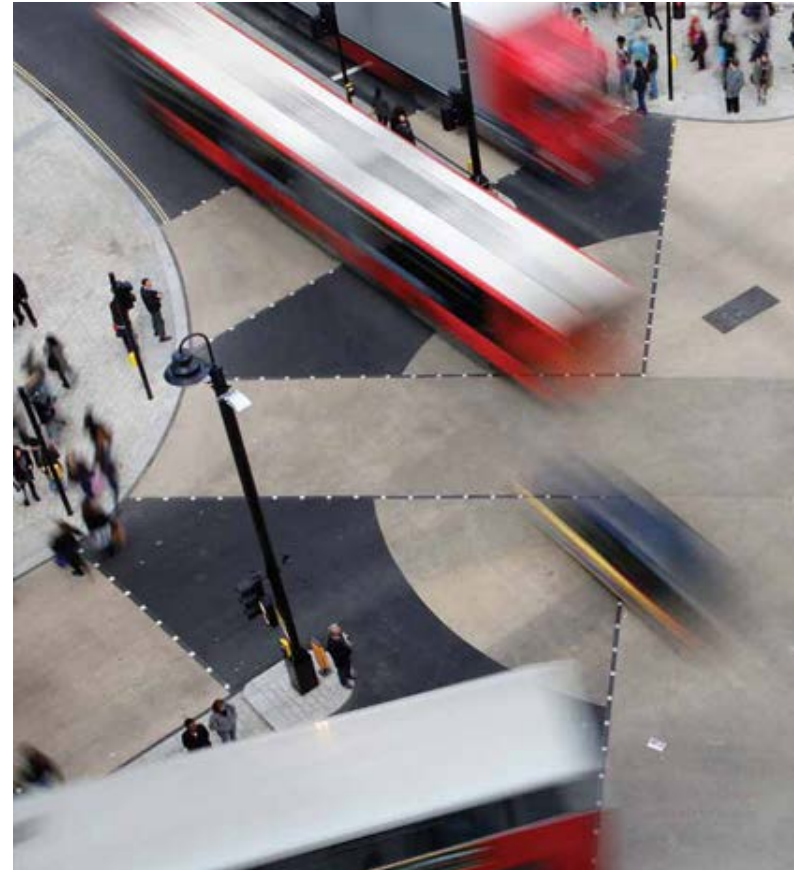
# ***How we choose the group of 30 cities***

**Global or regional capitals** of business, finance, culture

**Geographically representative**

**Balanced** between developed and emerging cities

**We keep the sample small** to allow extensive research



***It adds up to a close look at key cities that drive economic, intellectual & social progress***

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# ***10 indicator categories reflect a comprehensive urban picture***

## ***Tools for a changing world***

Intellectual capital and innovation

Technology readiness

City gateway

## ***Quality of life***

Transportation and infrastructure

Health, safety and security

Sustainability and the natural  
environment

Demographics and livability

## ***Economics***

Economic clout

Ease of doing business

Cost



# The 10 indicators

## Tools for a changing world

## Quality of life

## Economics

### Intellectual capital & innovation

- Libraries with public access
- Math Science skills attainment
- Literacy and enrollment
- Percent of population with higher education
- World university rankings
- Innovation Cities Index
- Intellectual property protection
- Entrepreneurial environment

### Technology readiness

- Internet access in schools
- Broadband quality score
- Digital economy score
- Software development and multi-media design

### City gateway

- Hotel rooms
- International tourists
- Number of international association meetings
- Incoming/Outgoing passenger flows
- Airport to CBD access
- Top 100 airports
- On-time flight departures

### Transportation & infrastructure

- Public transport systems
- Mass transit coverage
- Cost of public transport
- Licensed taxis
- Major construction activity
- Housing

### Health, safety & security

- Hospitals and health employment
- Health system performance
- End of life care
- Crime
- Political environment

### Sustainability & the natural environment

- Natural disaster risk
- Thermal comfort
- Recycled waste
- Air pollution
- Public park space

### Demographics & livability

- Cultural vibrancy
- Quality of living
- Working age population
- Traffic congestion
- Ease of commute
- Relocation attractiveness

### Economic clout

- Number of Global 500 headquarters
- Financial and business services employment
- Attracting FDI
- Productivity
- Rate of real GDP growth

### Ease of doing business

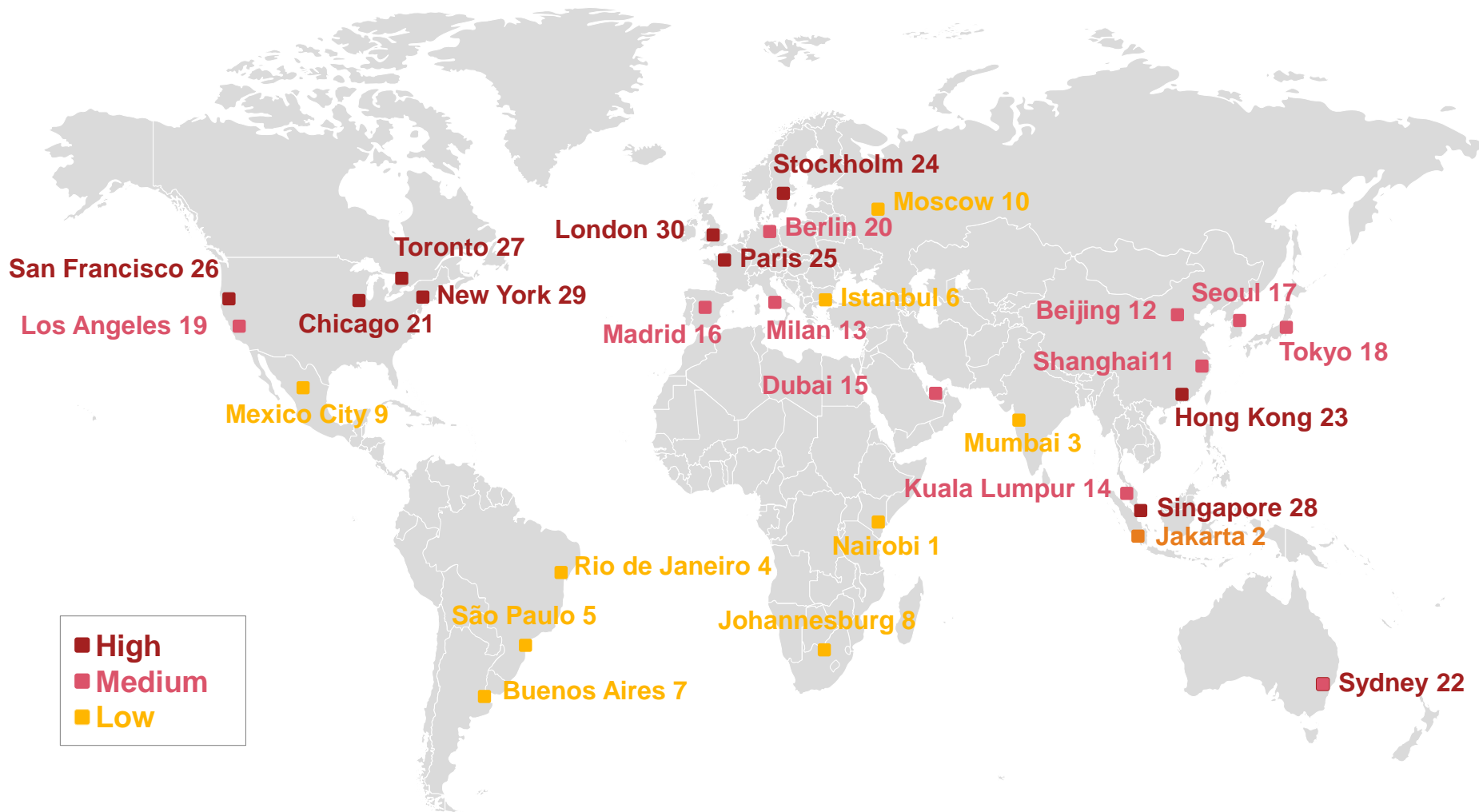
- Ease of starting a business
- Resolving insolvency
- Employee regulations
- Ease of entry: Number of countries with visa waiver
- Foreign embassies or consulates
- Level of shareholder protection
- Operational risk climate
- Workforce management risk

### Cost

- Total tax rate
- Cost of business occupancy
- Cost of living
- iPhone index
- Purchasing Power

Beijing	Berlin	Buenos Aires	Chicago	Dubai	Hong Kong	Istanbul	Jakarta	Johannesburg	Kuala Lumpur
London	Los Angeles	Madrid	Mexico City	Milan	Moscow	Mumbai	Nairobi	New York	Paris
Rio de Janeiro	San Francisco	Sao Paulo	Seoul	Shanghai	Singapore	Stockholm	Sydney	Tokyo	Toronto

## *How the cities rank overall*





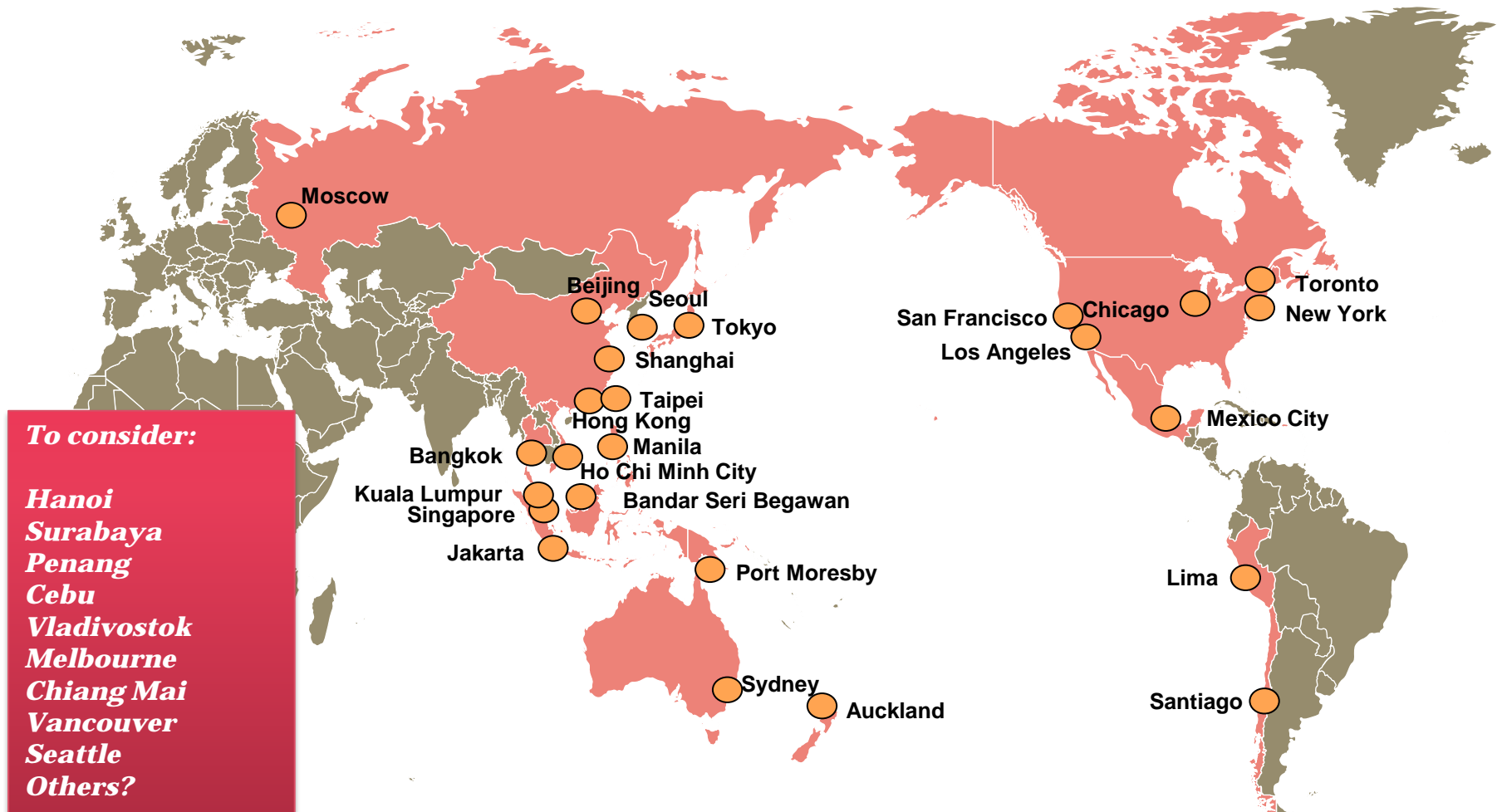
## ***Top 3 in each indicator also reflect balance— 7 cities excel in 2 or more***

Indicator	Position		
	#1	#2	#3
Intellectual capital and innovation	Paris	London	San Francisco
Technology readiness	Seoul/ London*		Stockholm
City gateway	London	Beijing	Singapore
Transportation and infrastructure	Singapore	Toronto	Buenos Aires
Health, safety and security	Stockholm	Sydney/ Toronto**	
Sustainability and the natural environment	Stockholm/ Sydney*		Berlin/Paris**
Demographics and livability	Sydney	London	San Francisco
Economic clout	London	Beijing	New York
Ease of doing business	Singapore	Hong Kong	New York
Cost	Los Angeles	Chicago	Johannesburg

\* Tied. In case of a tie for #1 position, no city is in #2 position

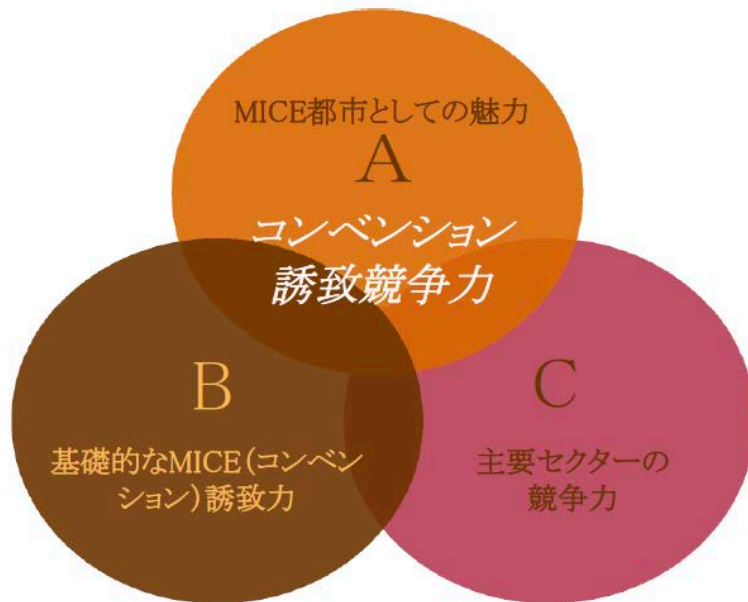
\*\* Tied. In case of a tie for #2/#3 position, no city is in #3/#4 position

# ***What cities should be in an APEC Cities of Opportunity?\****



*\* subject to data availability and cooperation of government sources*

# ***From insight to action: applications of Cities of Opportunity***



*Cities of Opportunity data + methodology benchmarks Tokyo on urban attractiveness, convention assets and medical, science + technology competitiveness for Japan's Ministry of Land, Infrastructure, Transport + Tourism and Japan Tourism Agency to evaluate Japanese and global cities as convention destinations as well as figuring out measures for improving competitiveness.*



*Mayor Sten Nordin and innovation vice mayor Ulla Hamilton—shown here with entrepreneurs on a visit to NY—hold meetings with Peter Raymond and other partners to gain insight into Cities methodology + urban issues.*

# ***From insight to action: applications of Cities of Opportunity***



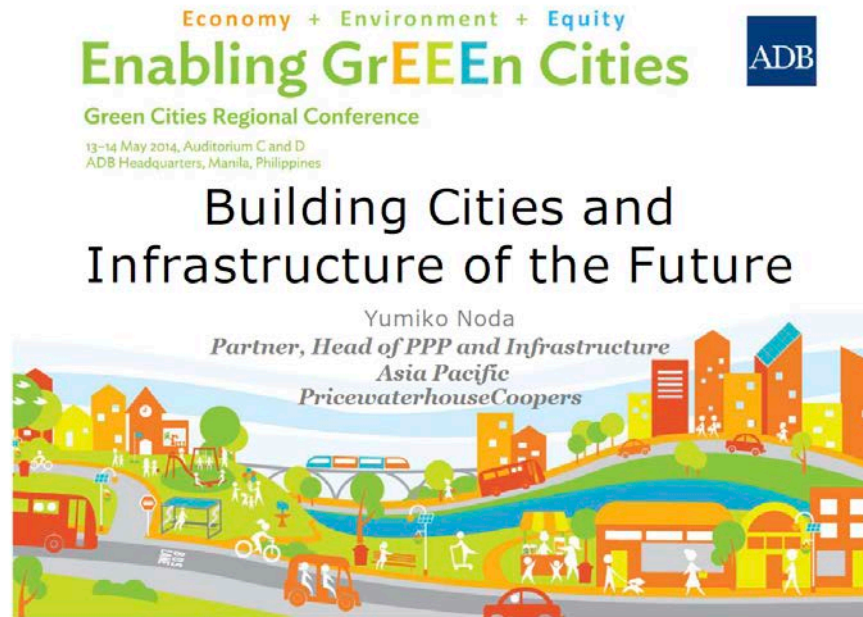
*Panel on building resilient cities at PwC-sponsored World Urban Congress*



*Wang Lin, Shanghai director of urban conservation and Harvard Loeb Fellow, meets PwC to discuss the city's strides ahead*



# From insight to action: applications of Cities of Opportunity



*Vadim Khrapoun, PwC Russia markets leader, presents Emerging 7 Cities study at the Moscow Urban Forum, along with Hazem Galal, cities & local government global leader. "There were more than 2,000 participants at the forum. We had officials from Beijing, Mumbai, Sao Paulo and Moscow."*

# Key questions

- How will the **cities** be selected?
  - *Should the study only include cities which border the Pacific (e.g. Seattle rather than Chicago)? Should the most populous city in each APEC economy be included?*
- What **variables** should we consider, in addition to or as a replacement to the current set?
- What is your **timeline** and have you any key deadlines?
- Who will the **project board** comprise?



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# ***Thank you for this conversation about building great cities.***

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