

# *The quality of cities and how to measure it*

*June 2016  
PwC's Chief  
Economist Office*



---

# *Megatrends impact our society and businesses*

---



Demographic and social change



Shift in global economic power



Rapid urbanisation



Climate change and resource scarcity



Technological breakthroughs

## *Three major demographic shifts*

*Aging*

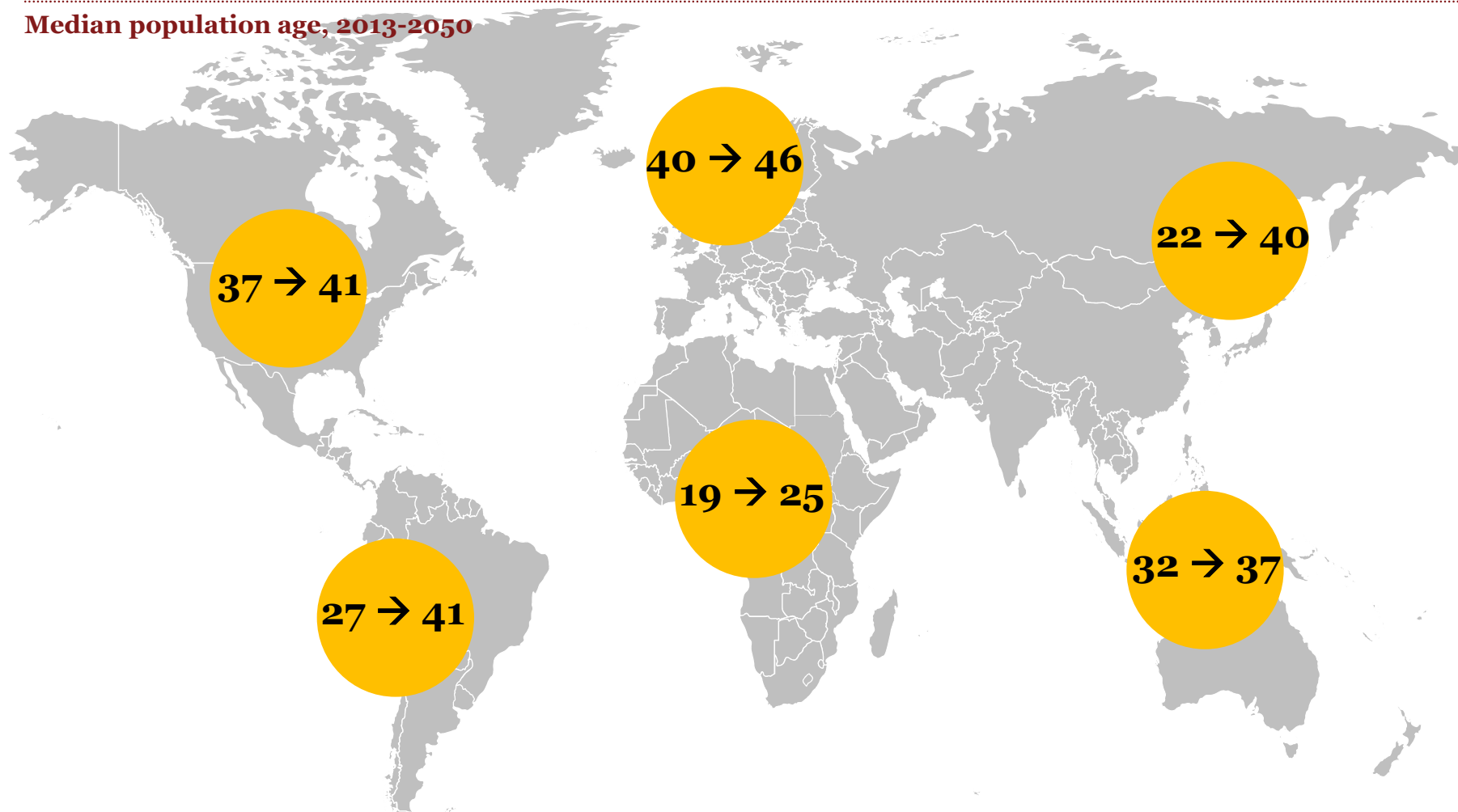
*Increasing  
number of  
households*

*Women closing  
the gap*



## *Ageing is a Global thing – fertility and morbidity*

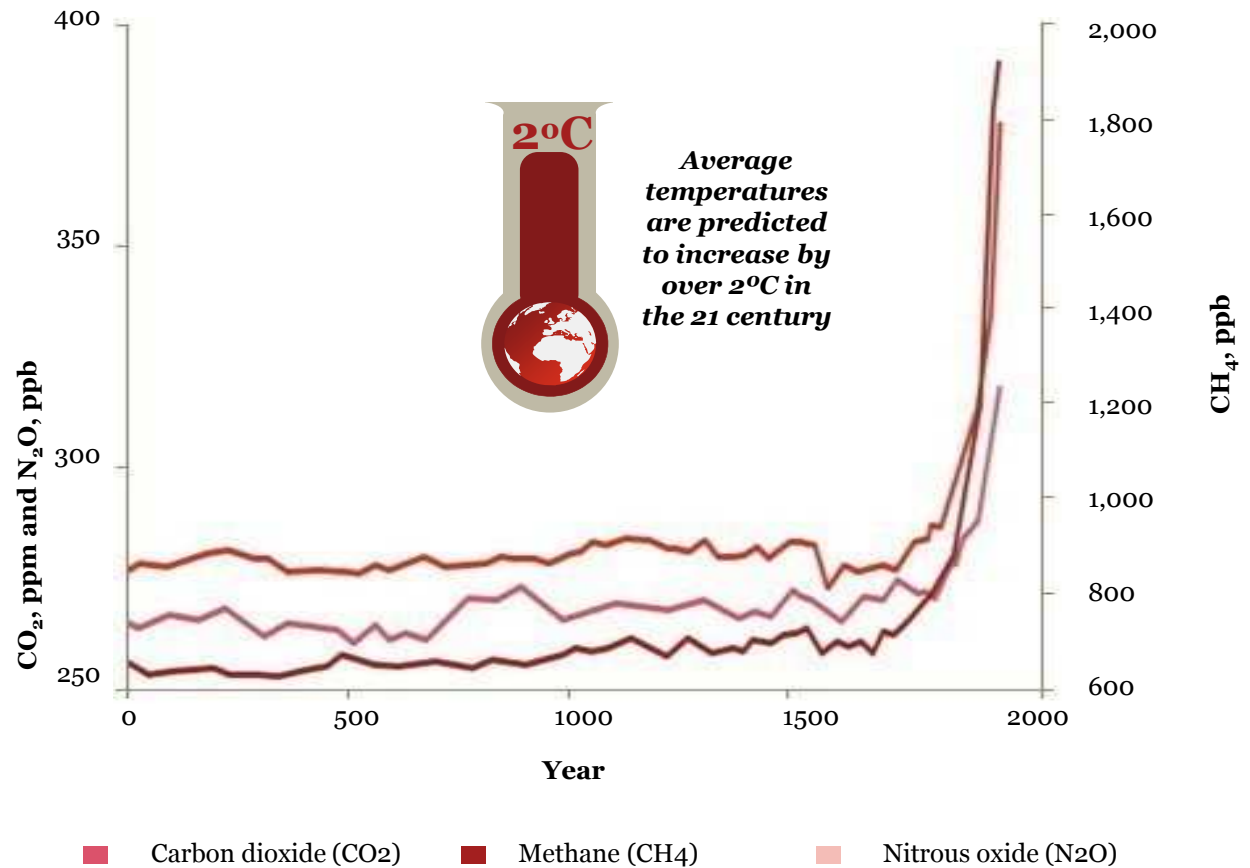
Median population age, 2013-2050



Source: United Nations Population Division, World Population Prospects, 2012 revision

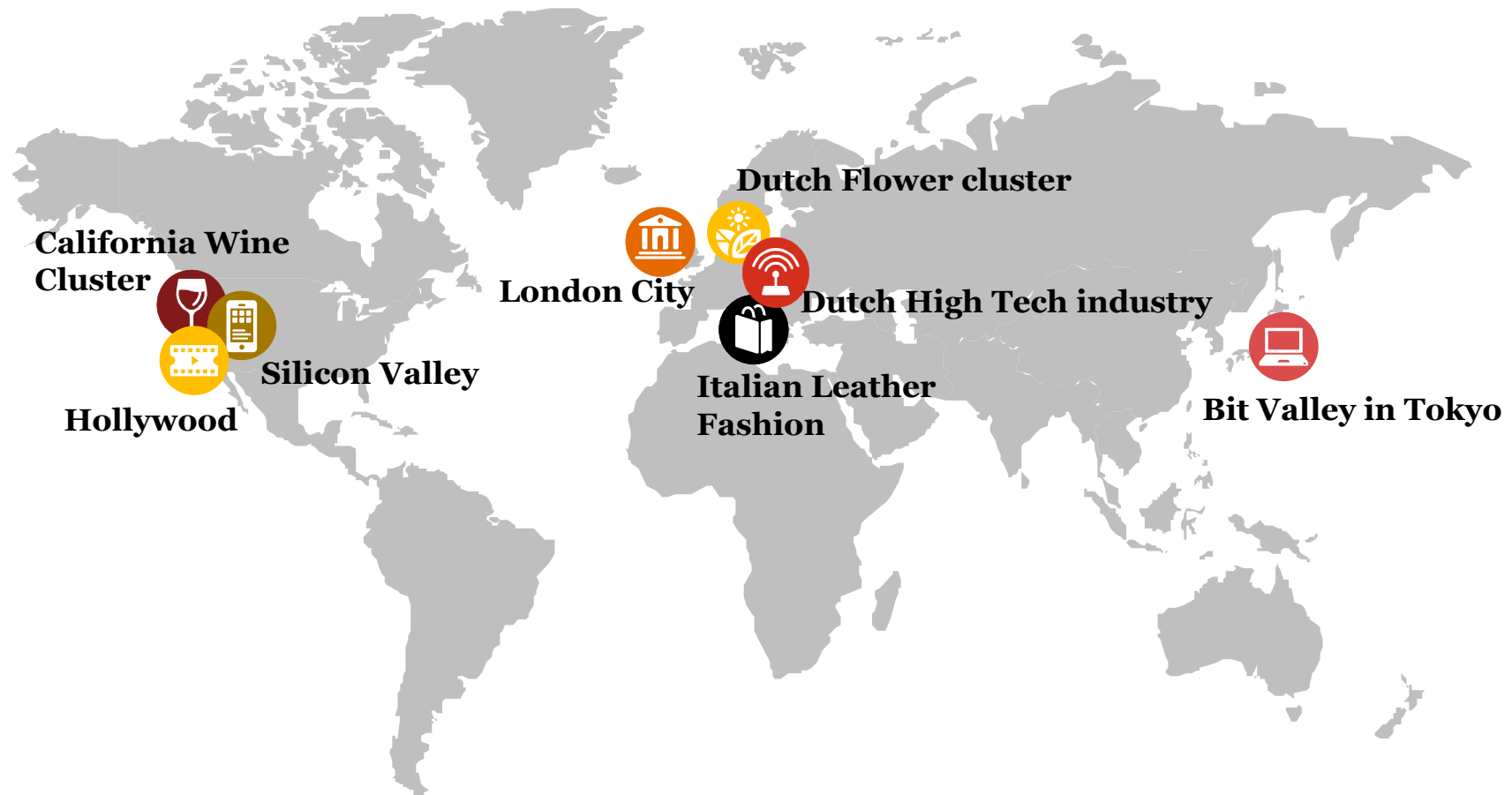
# Get real - unprecedented footprint and emissions

Cities account for **60%** of energy consumption and **75%** of carbon emissions



Source: IEA (2012)

# *Proven concepts: cities and their peripheries are home to clusters*



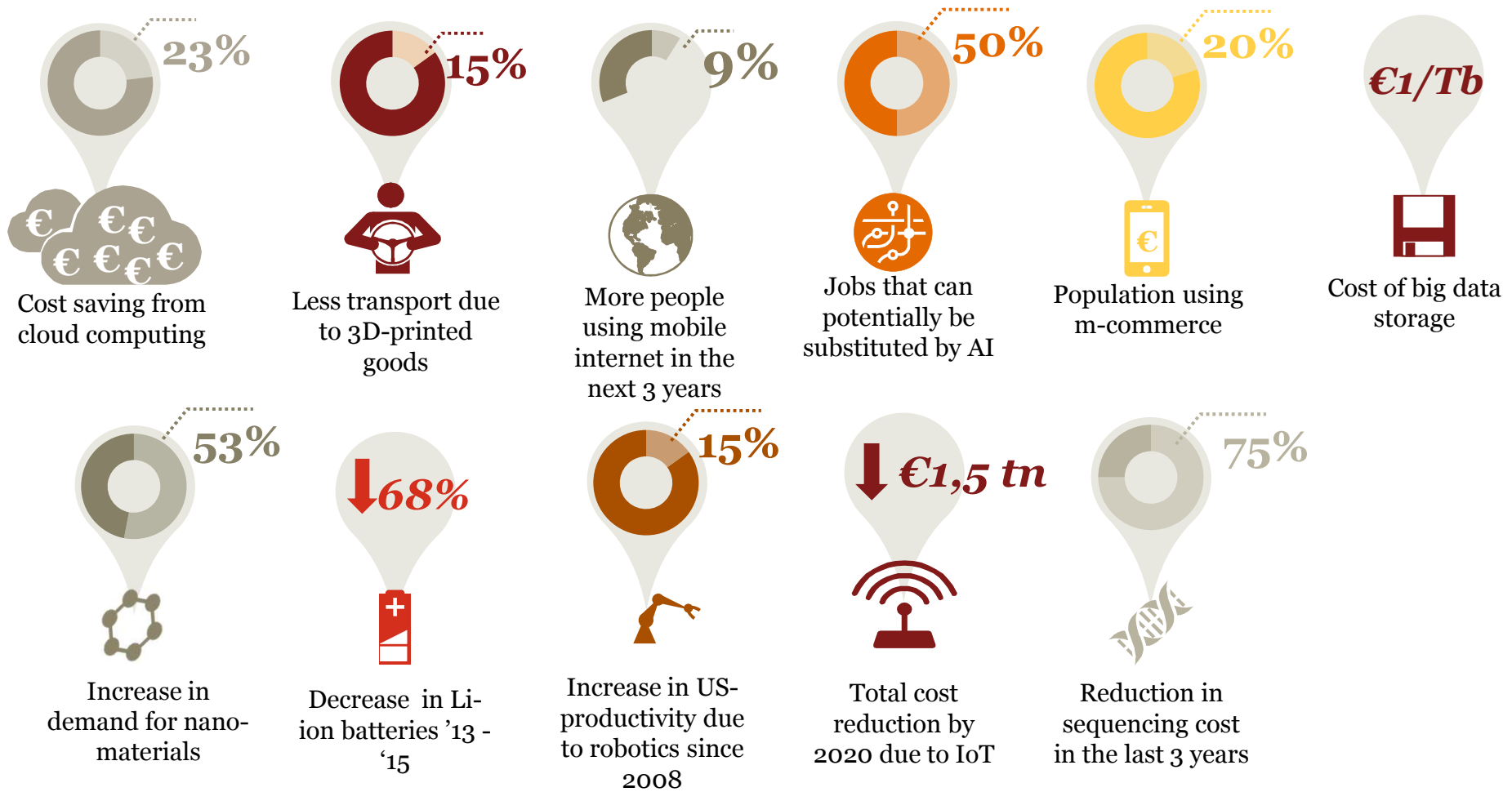
## *We have speeded up! What a difference 8 years can make*



### ***Technology & Behaviour***

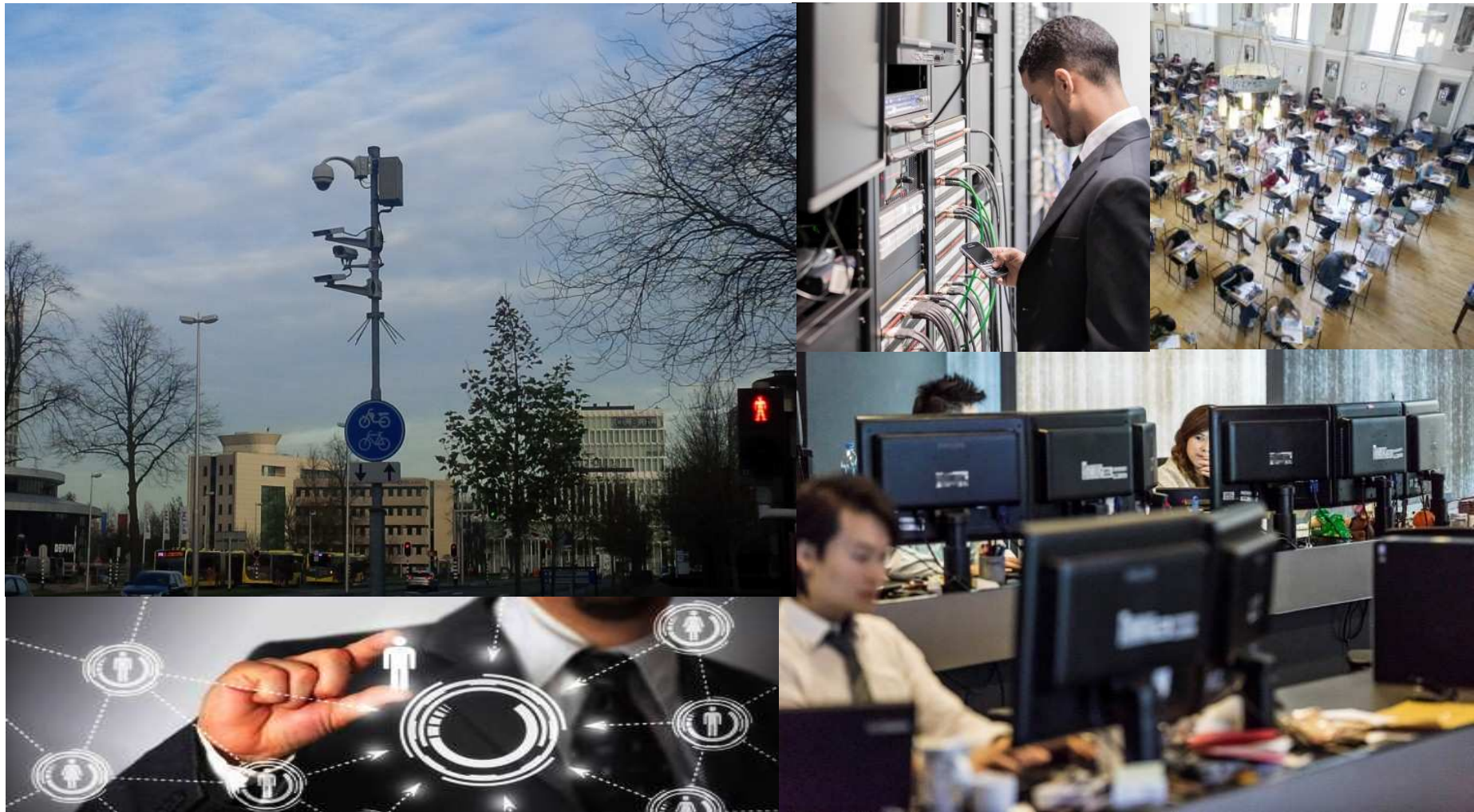
*“That odd habit of recording something everybody else around you is recording too – why?”*

# *It's not if, but when you will be disrupted*





# *Smart, clean and clever*



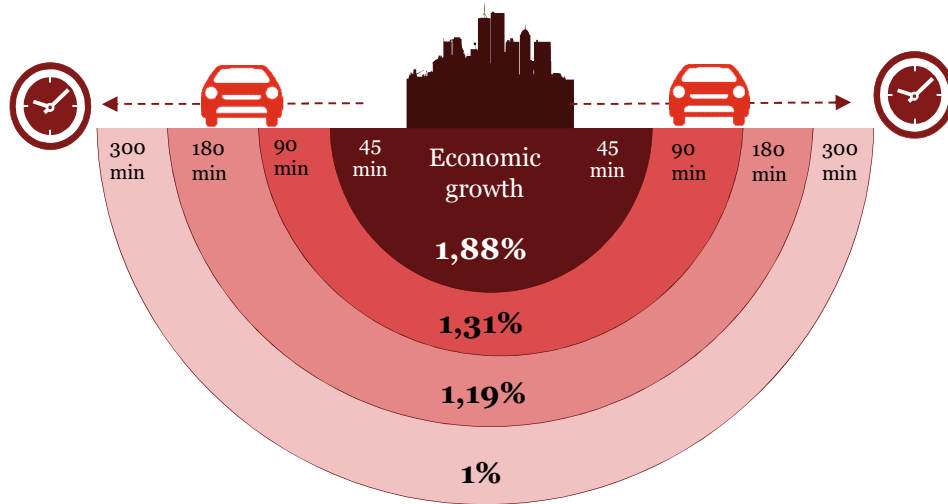
## *Rapid urbanisation in pictures*



Sources: "Then & Now: The Stunning Speed of Urban Development", Web Urbanist (2011), Citywallpaperhd.com (2016)

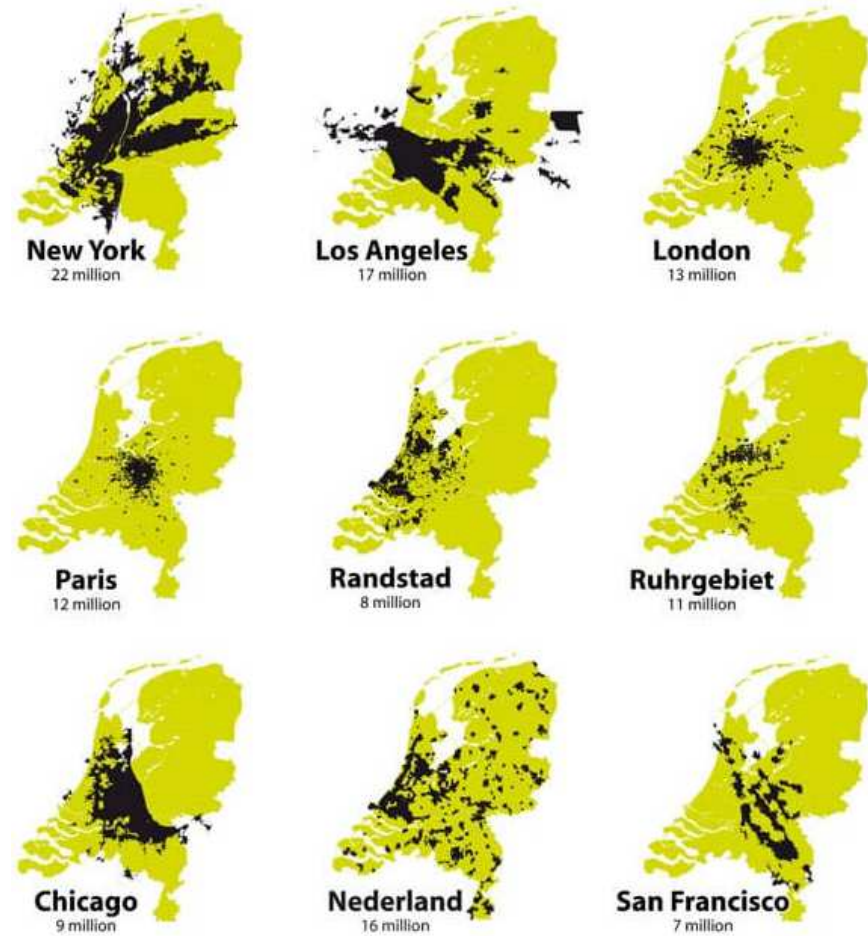
# The city as a source of growth... but what makes a 'city'?

The city fuels growth through connectivity

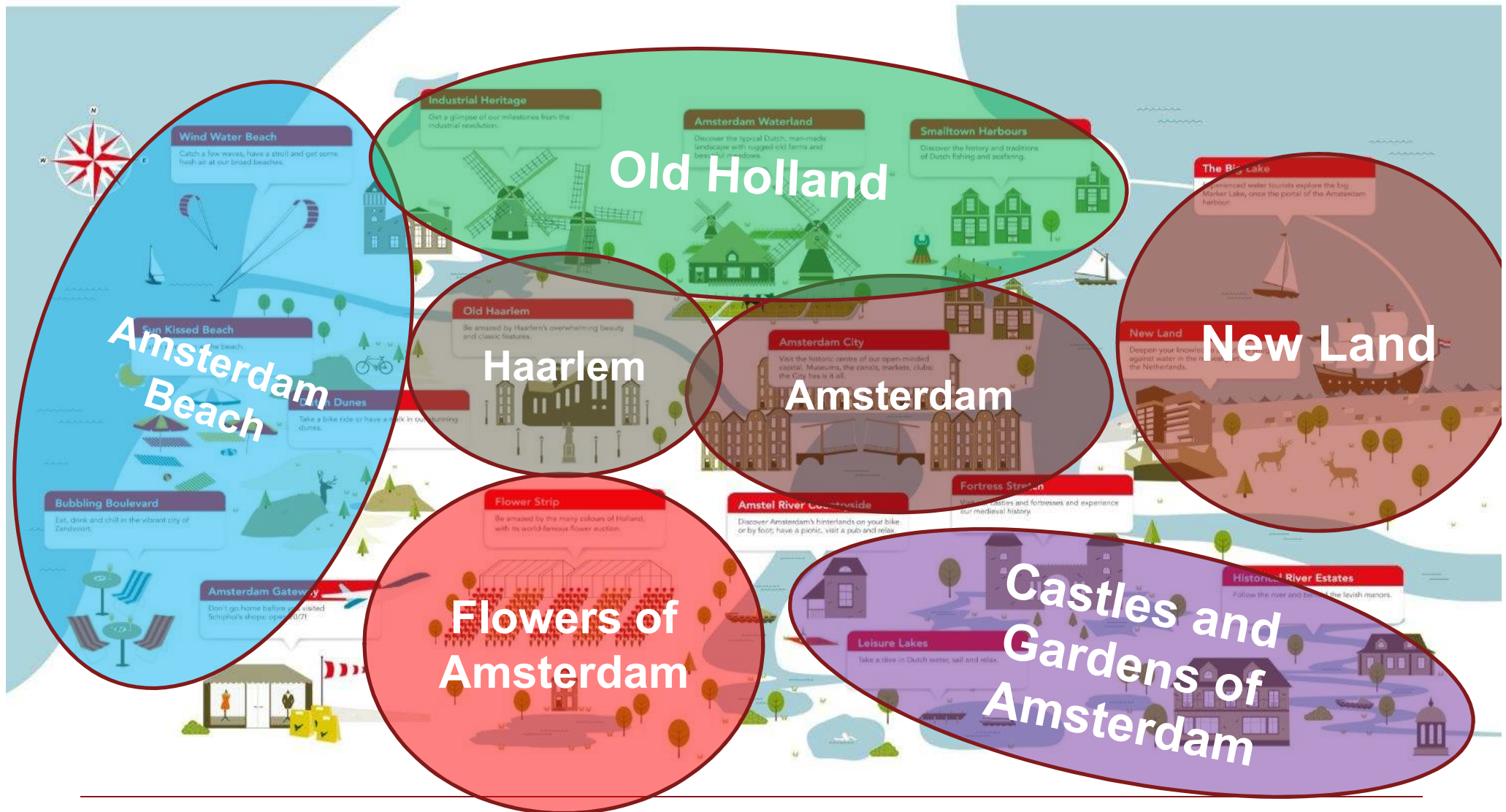


Source: brilliant maps.com

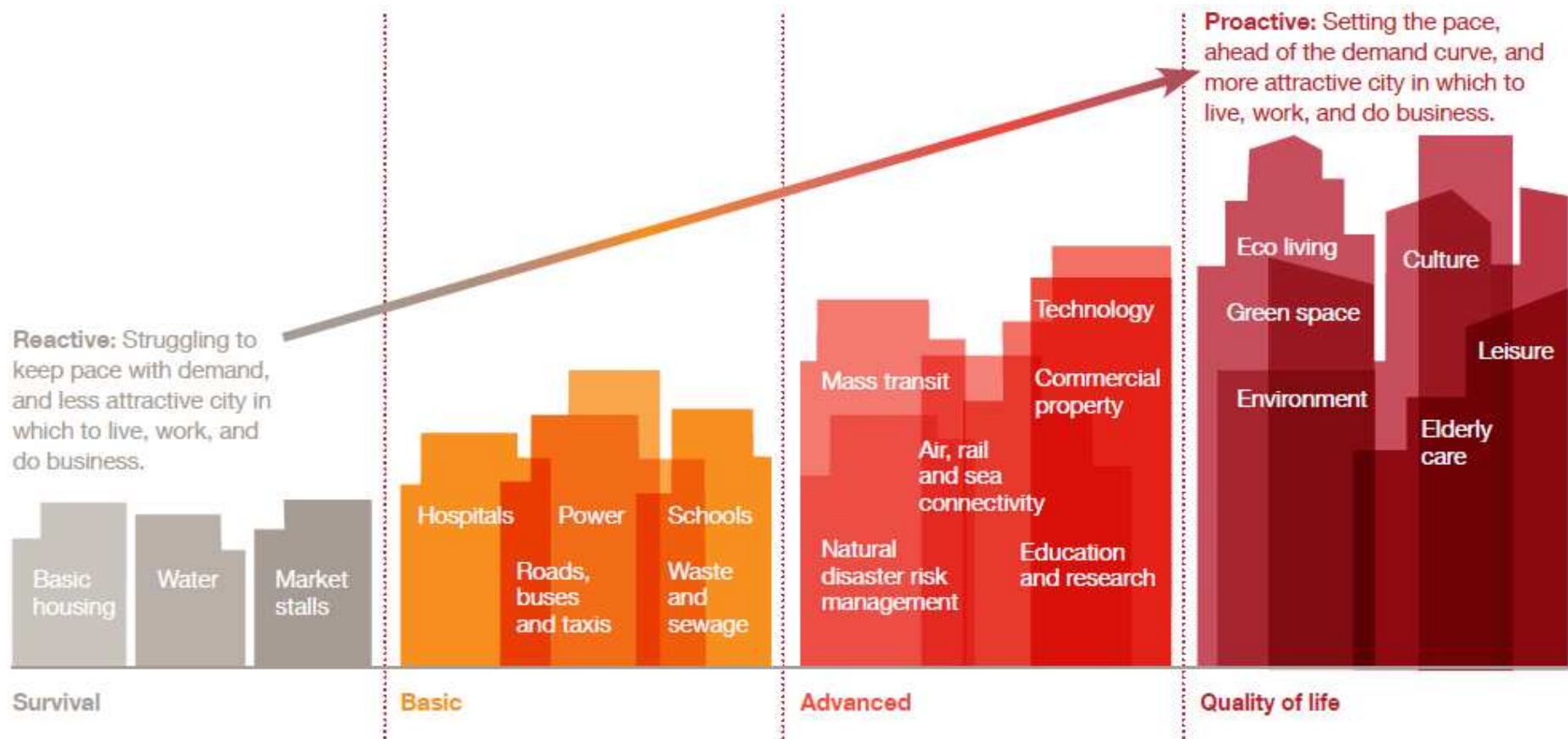
Holland: a dense country or an empty city?



# Hubs: what are you famous for?



# *‘A city should be judged not by its size but by its quality’ Socrates - Plato*



Source: Cities of Opportunity

# *Peaks in the Delta*

## *Cities' DNA based on 9 Capitals*



# Peaks in the Delta

## Methodology

61 indicators on 9 capitals

Rankings per indicator and  
per capital

Comparisons by city and  
by regions

## Sources



## Quality of cities: The Hague

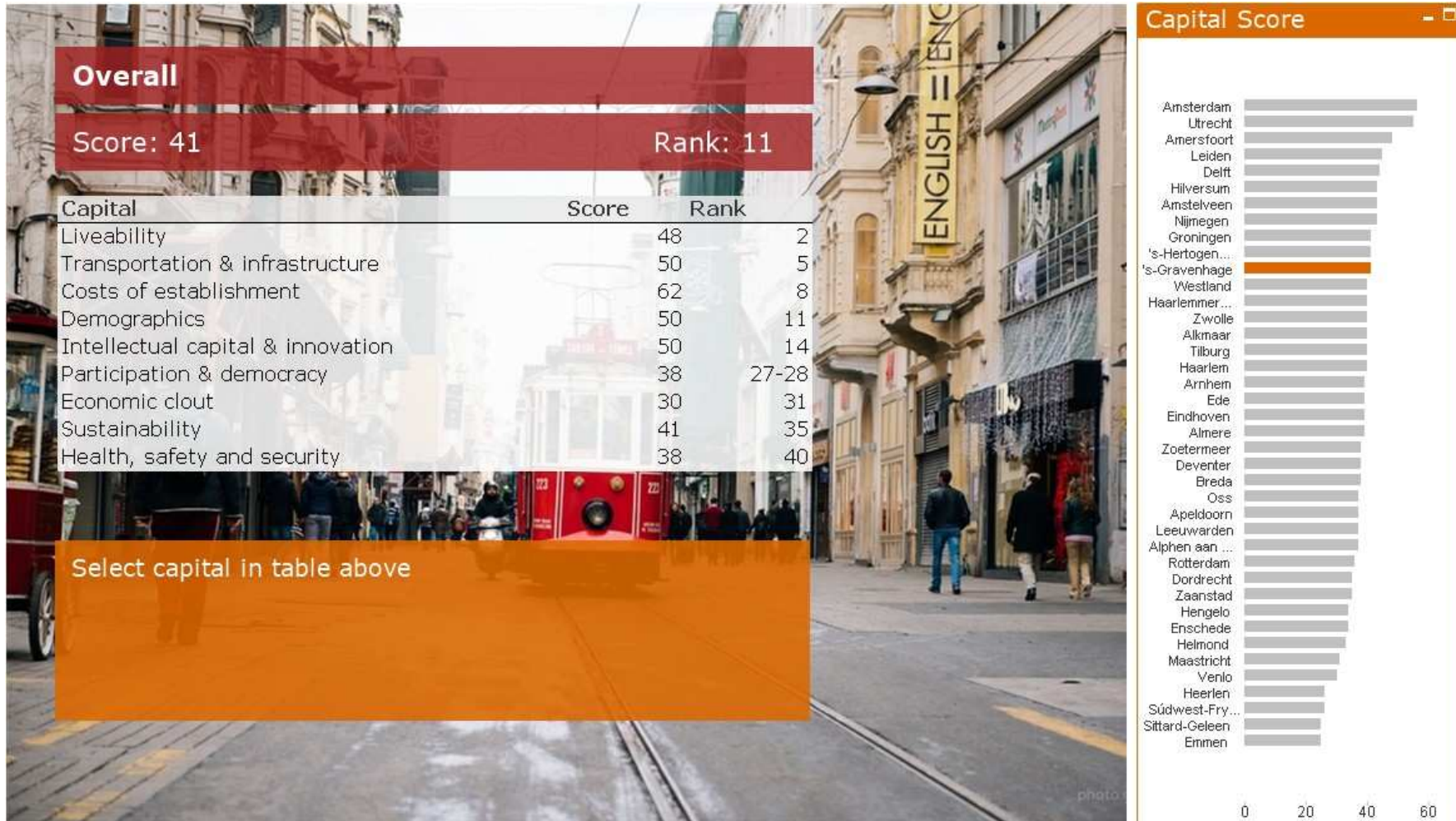




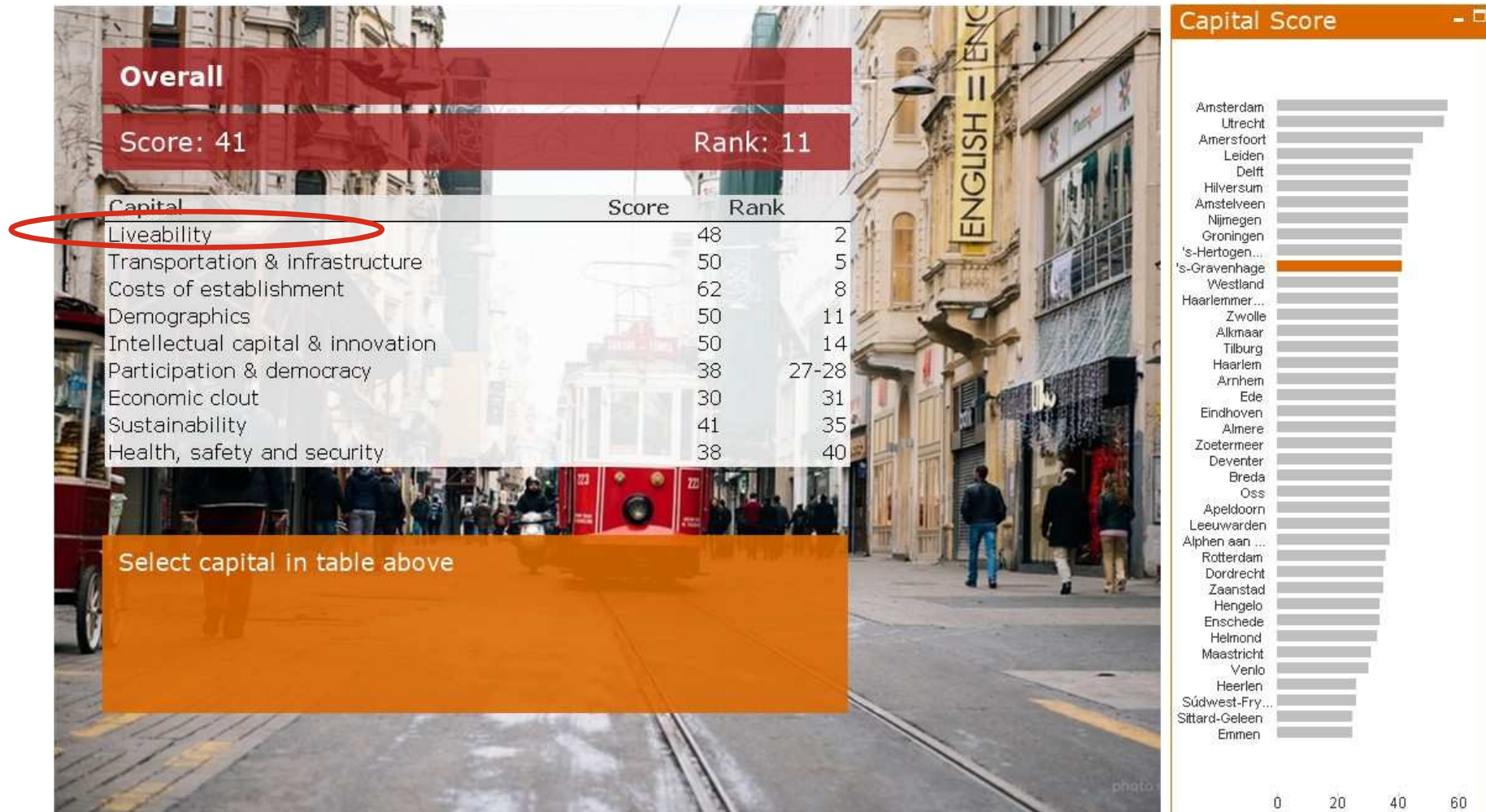
# Quality of cities: Rotterdam



# Define your strategy, prioritize and invest



# Where would you like to live and recreate?



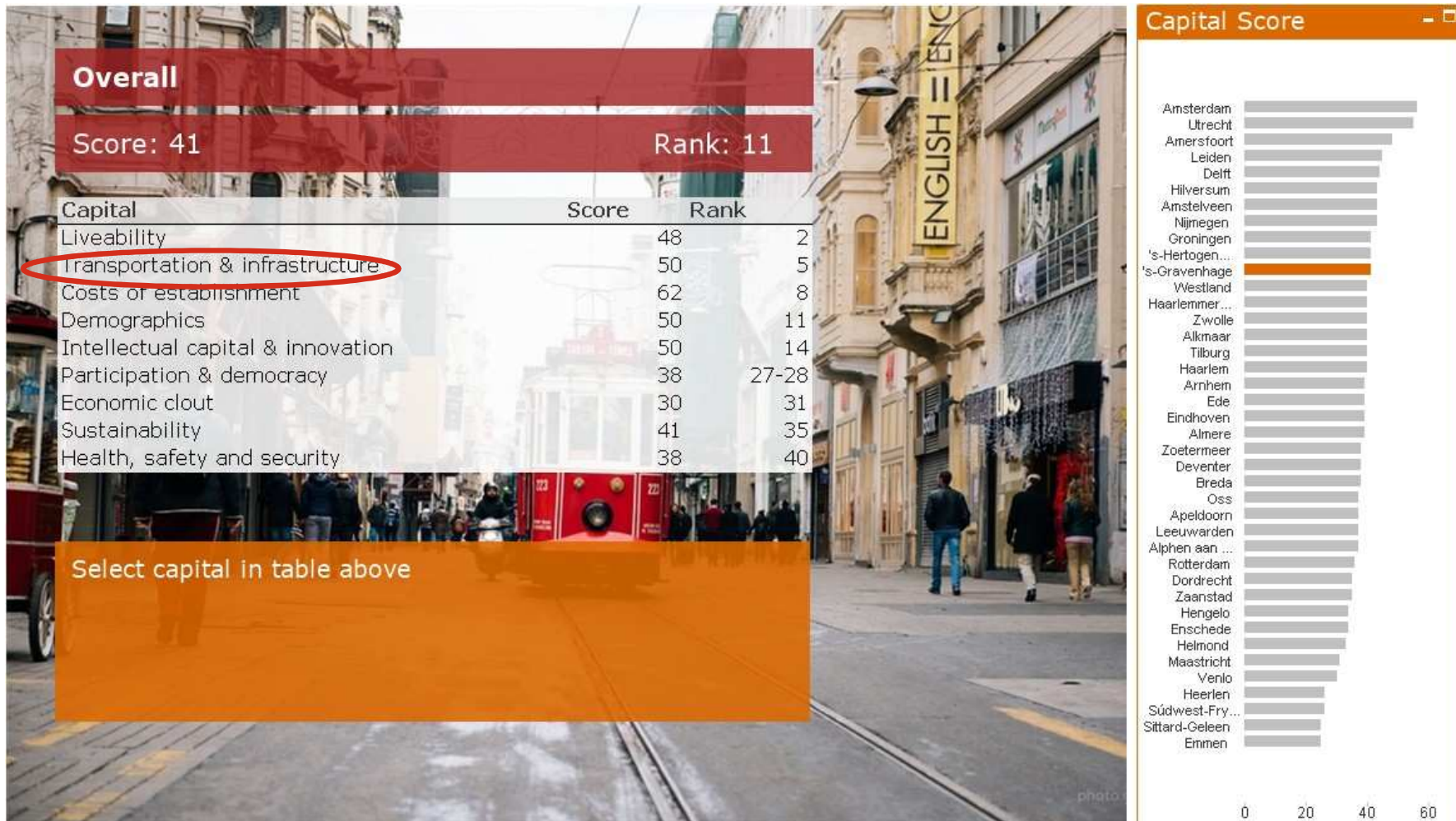
So - what does this mean?

# Vibrant and lots of recreational opportunities



So - what does this mean?

# How easy is it for your employees to get to your office?

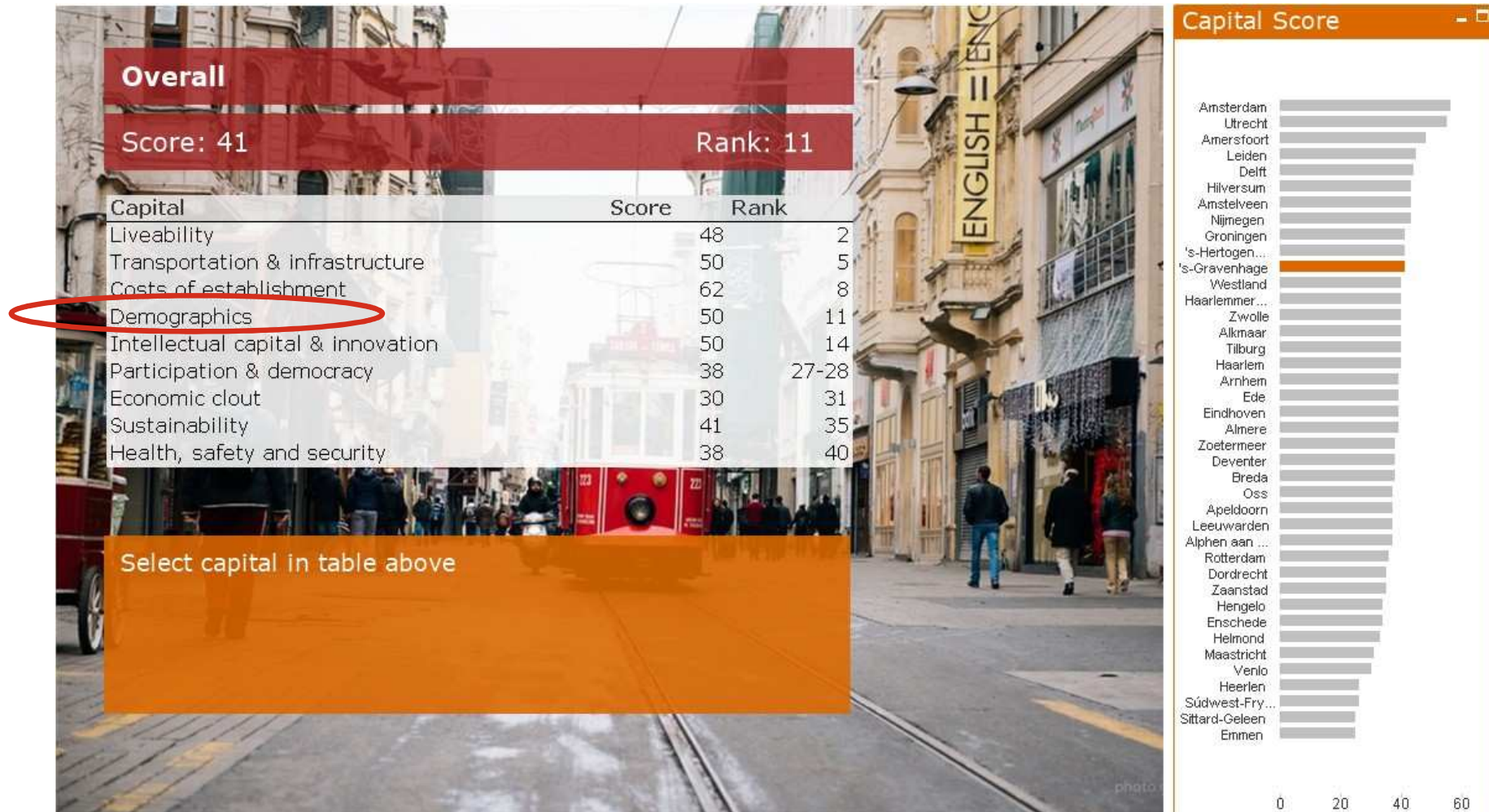


# High infrastructure investments and lots of opportunities to charge your electric car



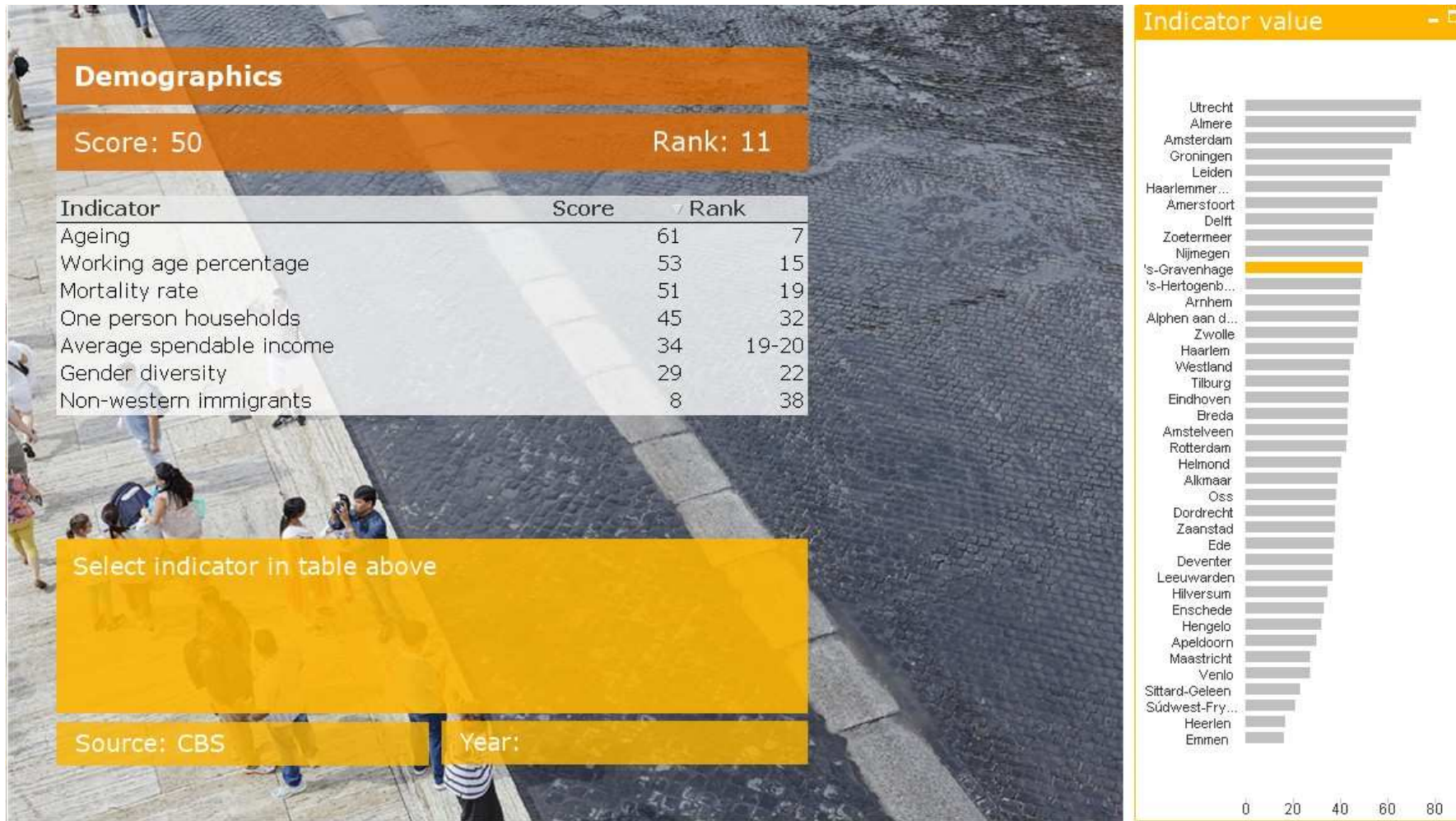
So - what does this mean?

# Where would you like to sell your products & services?



So - what does this mean?

# Young, working urban population





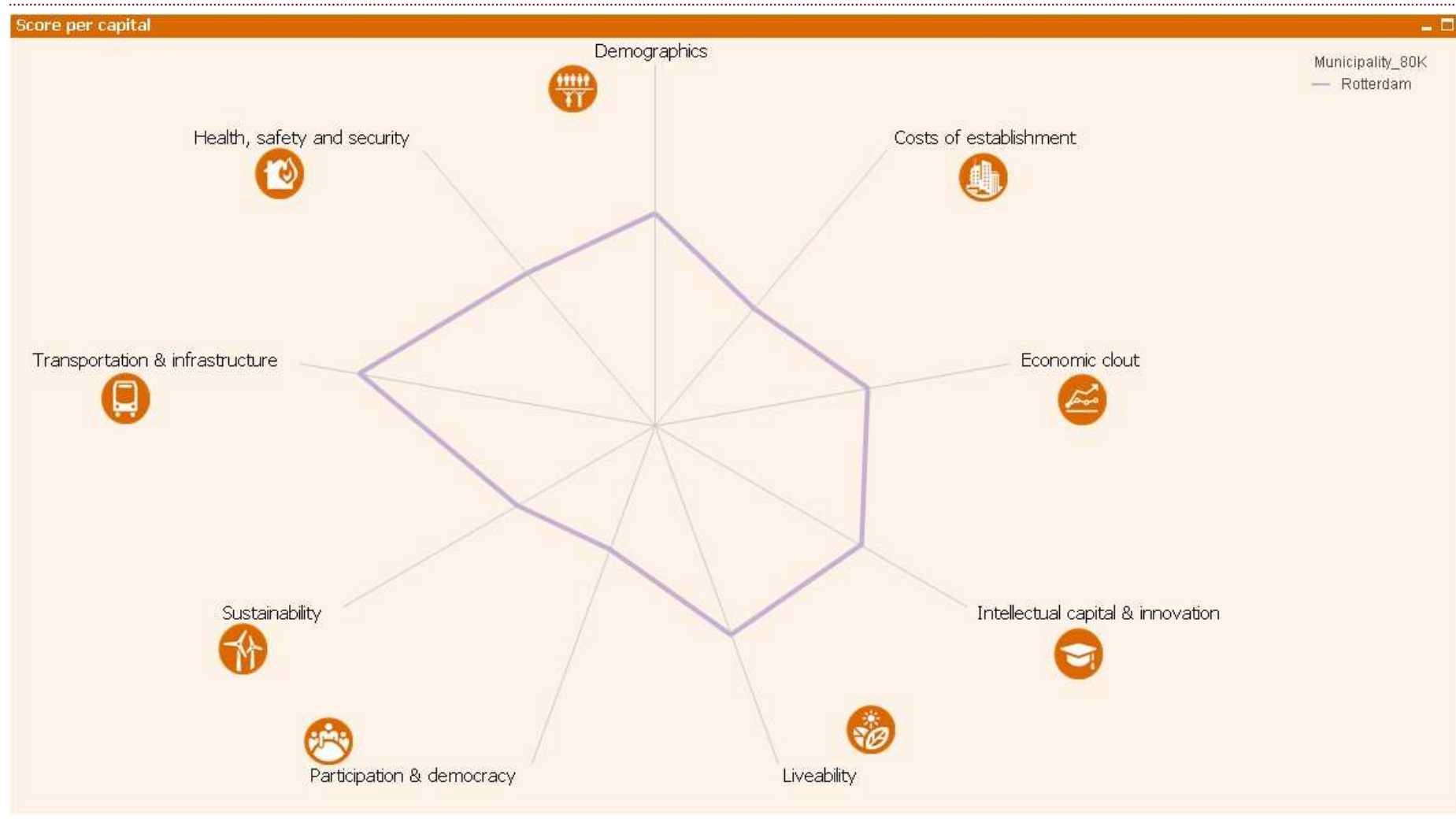
So - what does this mean?

## Comparison on characteristics



So - what does this mean?

## Comparison on characteristics



So - what does this mean?

# Rationale for collaboration

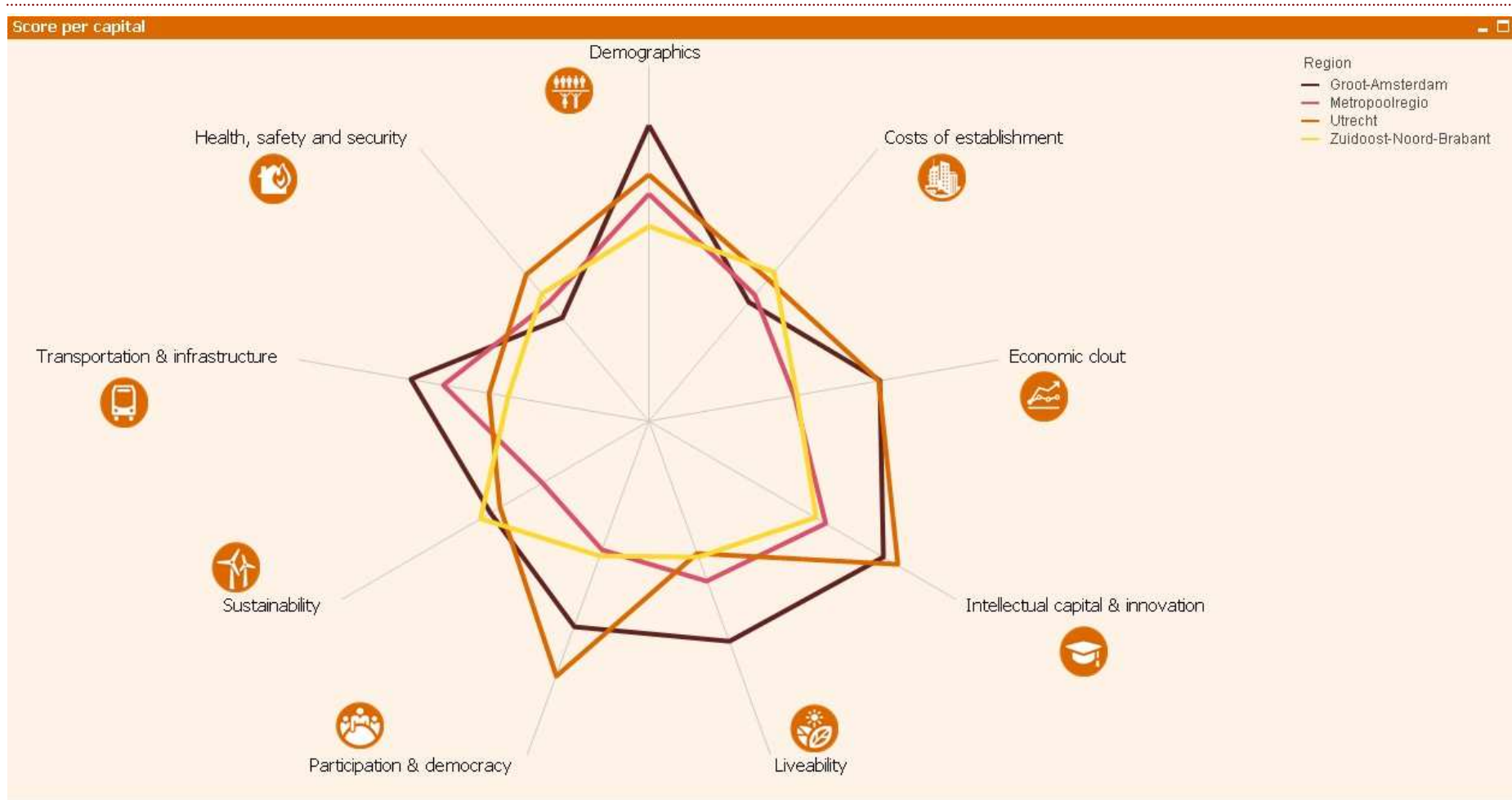


So - what does this mean?

# Rationale for collaboration



# Compare regions



# Two examples how relevant data on regions is used to improve business

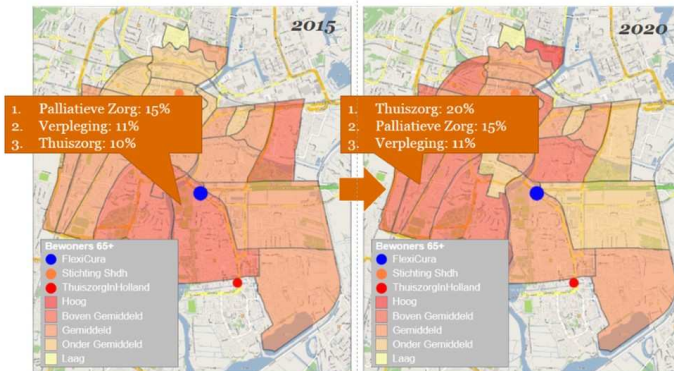
Marktanalyse Zorg  
Hoe kom ik tot duurzame dienstverlening?



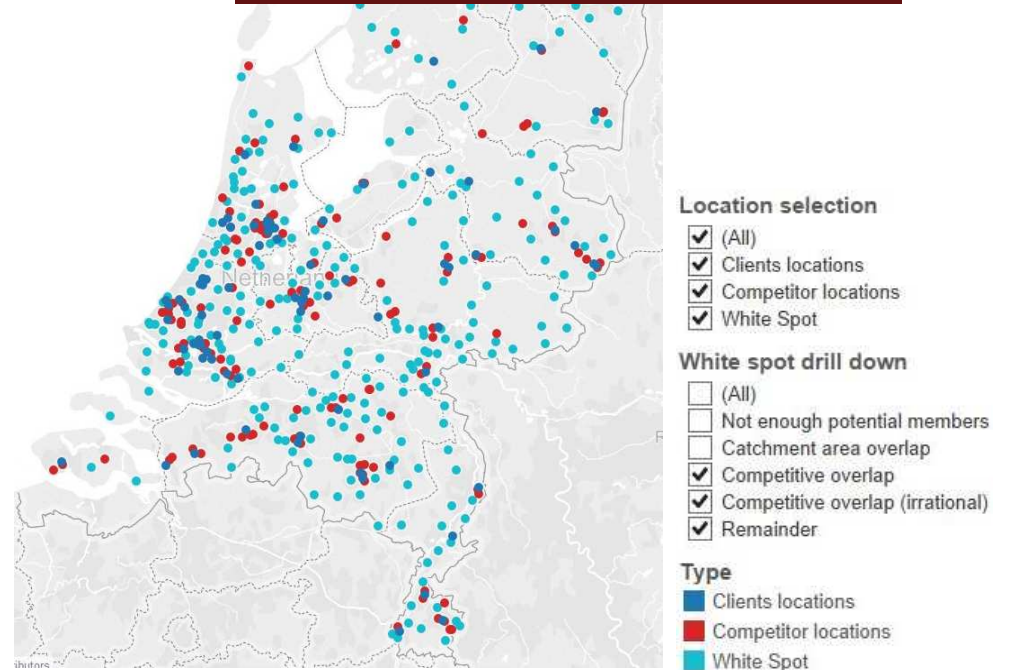
**1** Zorgverlenen in een veranderende markt

**2** Strategische keuzes maken – een voorbeeld

Tot 2020 zal de zorgvraag van 65plussers zich rond drie VVT functies ontwikkelen



New locations based on potential clients and competition



Movie storyline MRDH



**METROPOOLREGIO**  
ROTTERDAM DEN HAAG

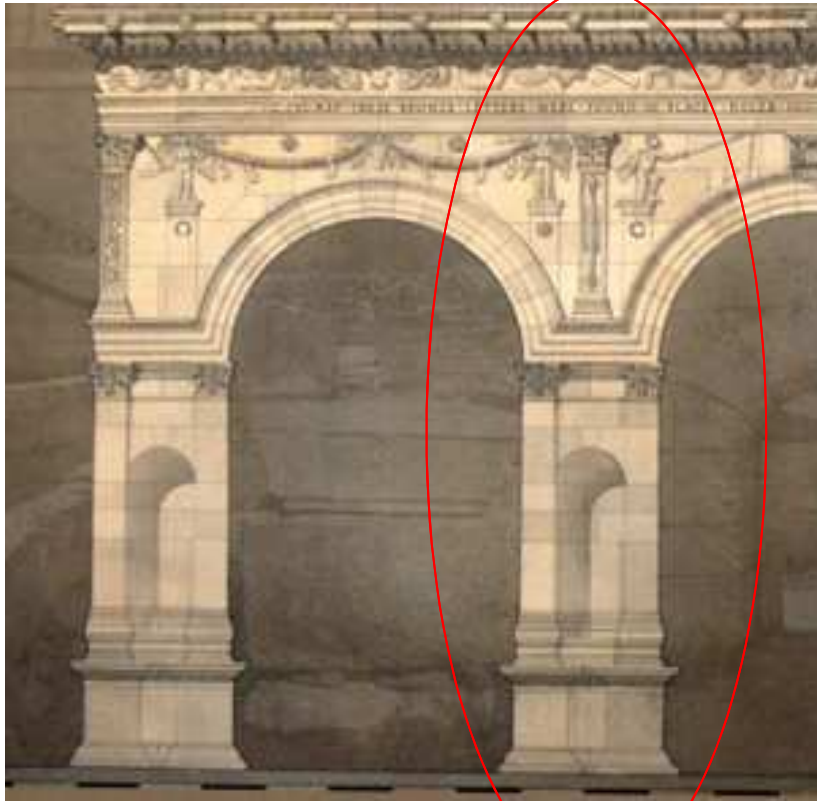


Think smart





**METROPOOLREGIO**  
ROTTERDAM DEN HAAG



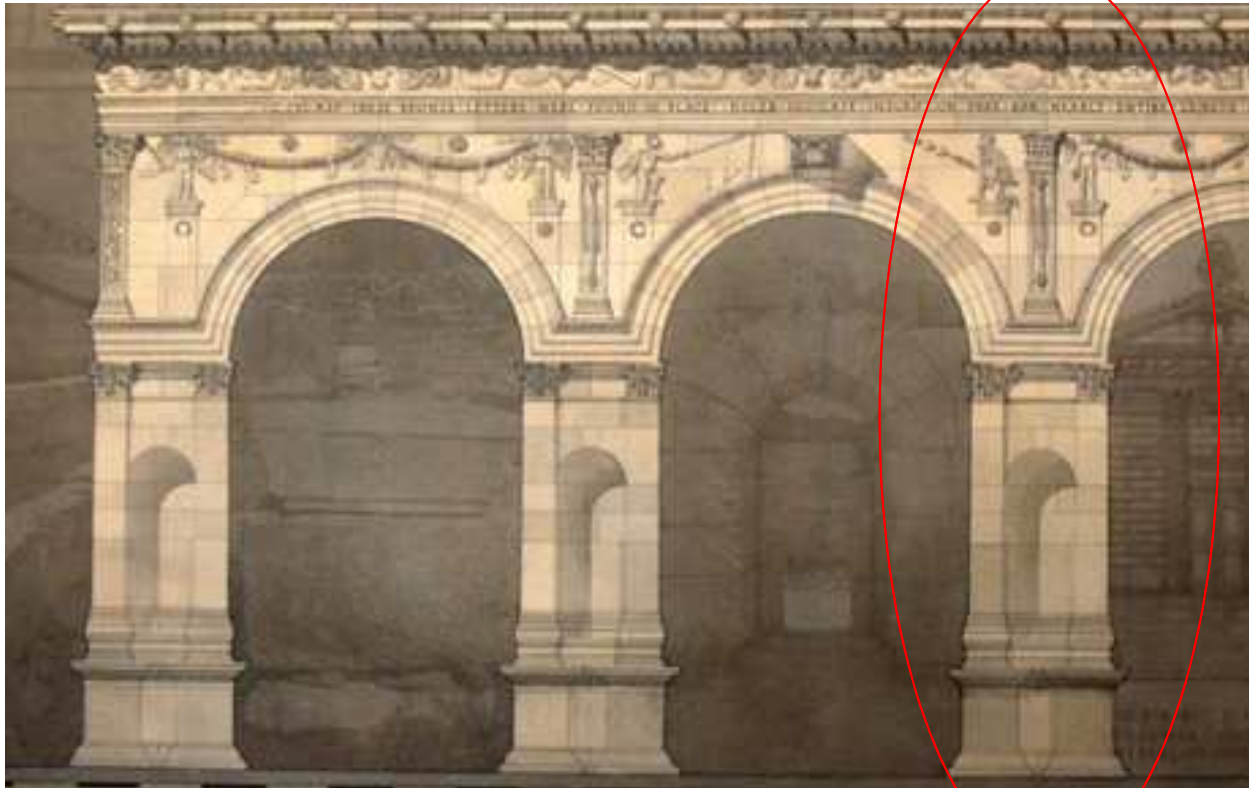
Think smart

Think wise





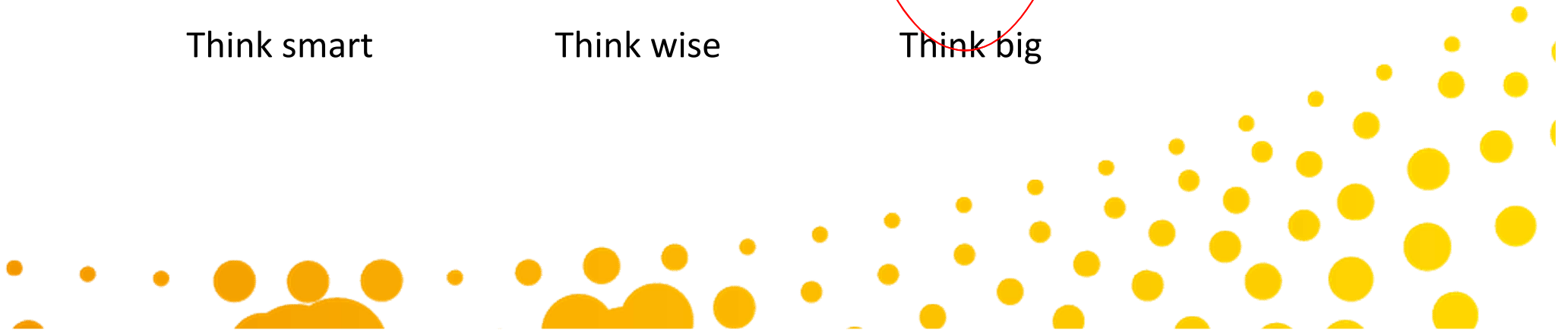
**METROPOOLREGIO**  
ROTTERDAM DEN HAAG



Think smart

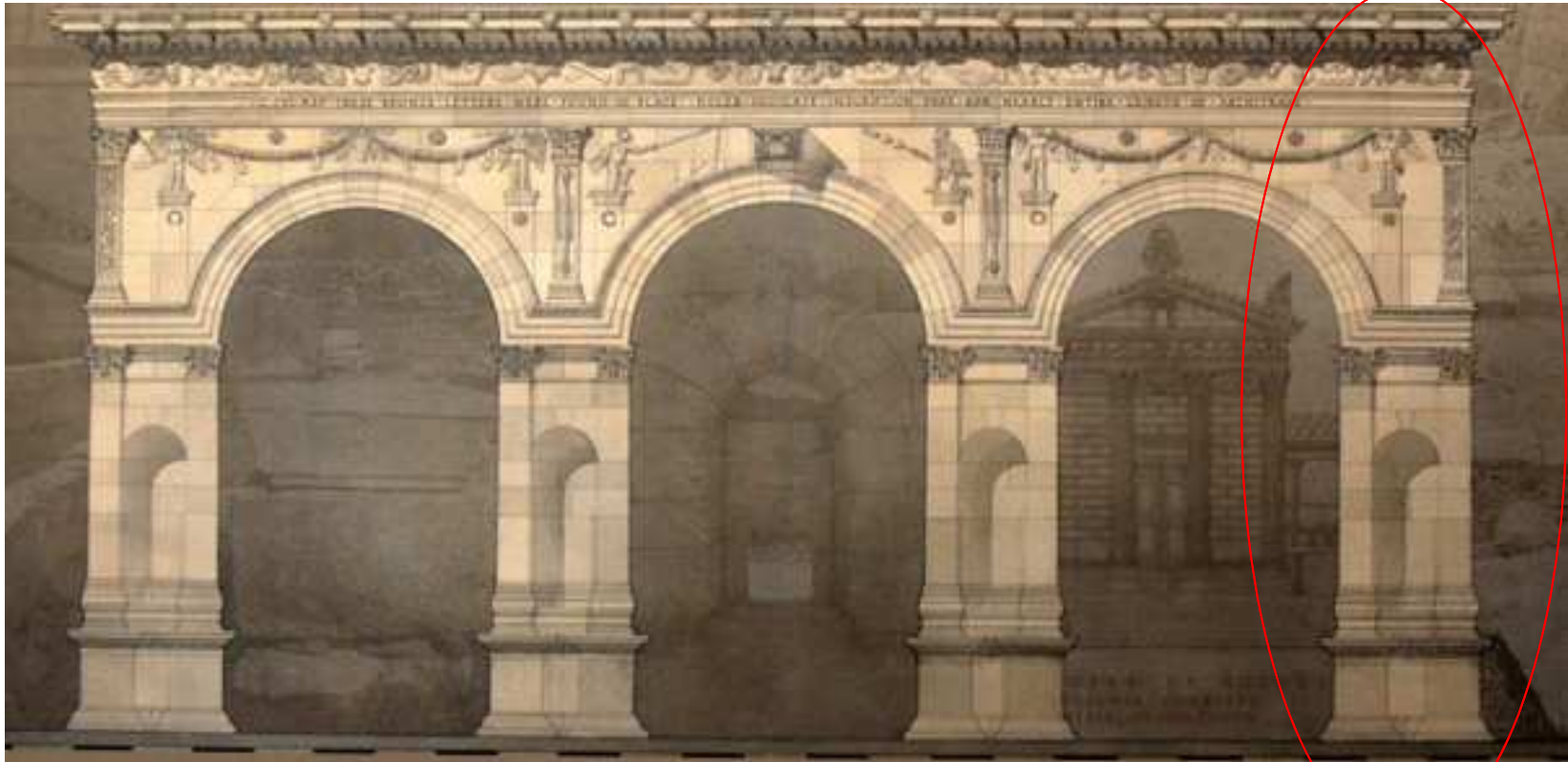
Think wise

Think big





**METROPOOLREGIO**  
ROTTERDAM DEN HAAG

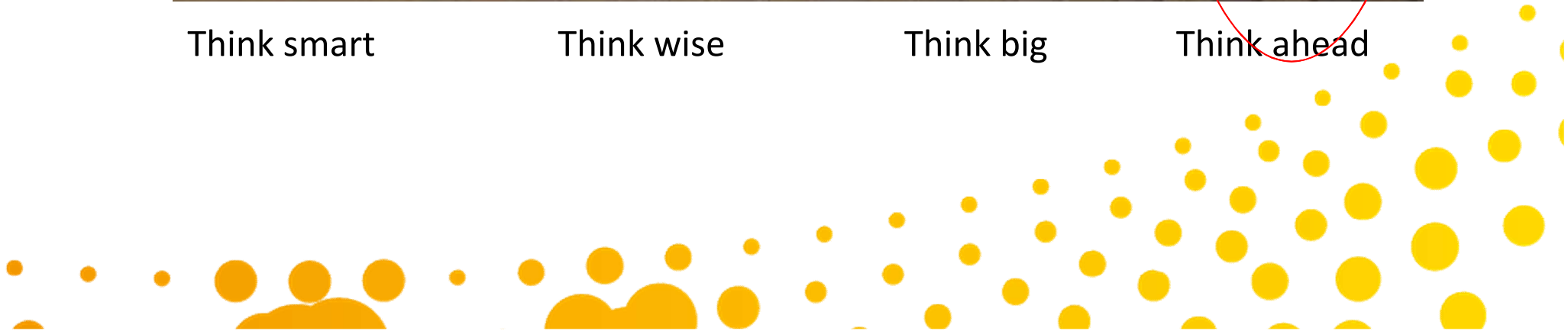


Think smart

Think wise

Think big

Think ahead

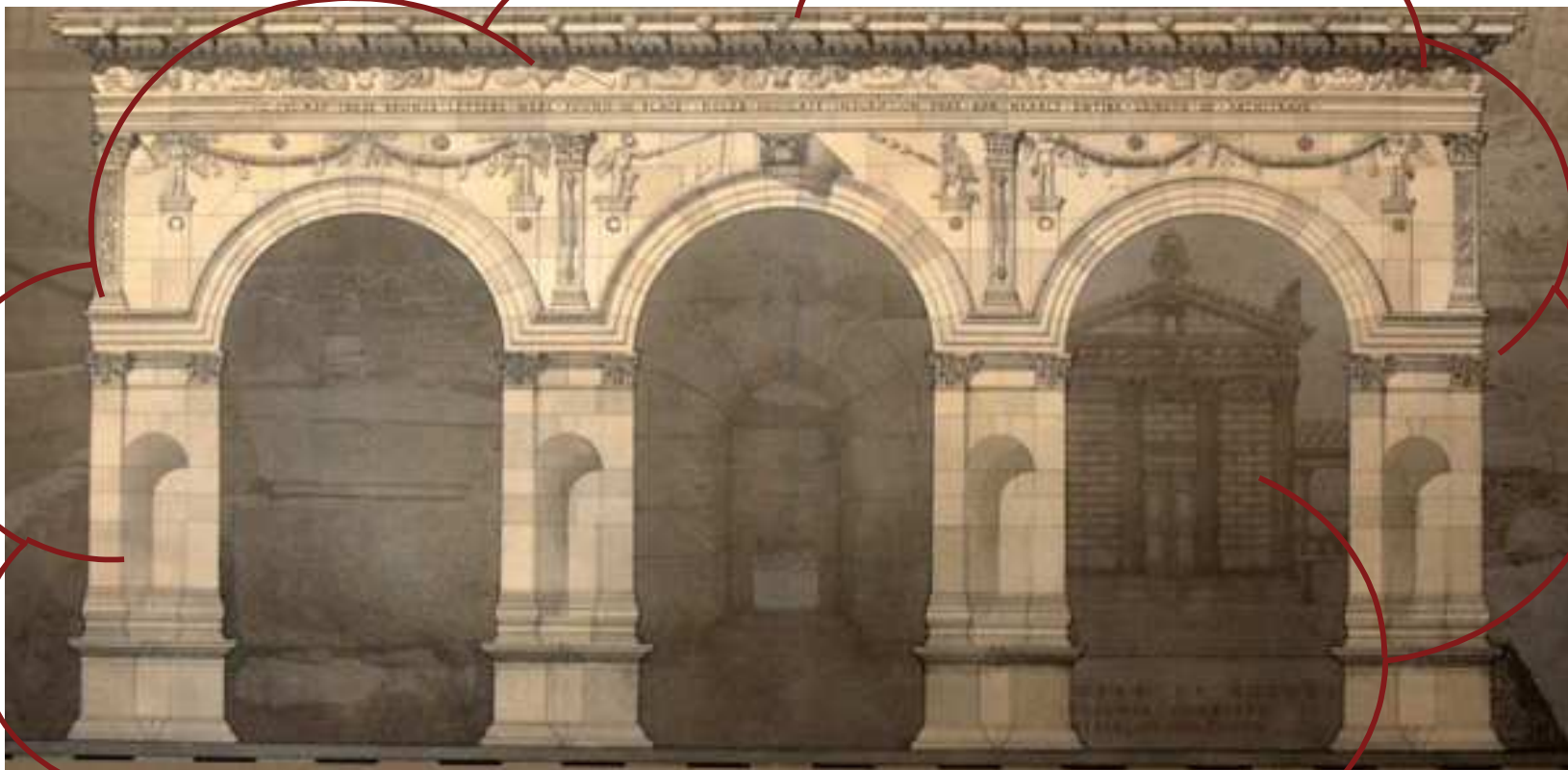




METROPOOLREGIO  
ROTTERDAM DEN HAAG

# METROPOOLREGIO ROTTERDAM DEN HAAG

THINK & KEEP FOCUS



Think smart

Think wise

Think big

Think ahead

***Building metropolises makes sense, but check up!***



# Thank you

---



*PricewaterhouseCoopers  
Thomas R. Malthusstraat 5  
P.O. Box 9616  
1006 GC Amsterdam  
The Netherlands  
T: +31 (0) 88 792 75 58  
M: +31 (0) 6 22 48 32 93  
Jan.willem.velthuisen@nl.pwc.com*

***Prof dr Jan Willem Velthuisen***  
*Partner | Chief Economist*

*[www.pwc.nl/nl/megatrends/](http://www.pwc.nl/nl/megatrends/)*