



Max Remerie, Siemens Nederland N.V. @ Critis, Amsterdam, 16/09/2013

# Siemens – our view on Cities

#/video/did-you-know-crystal2 - Windows Internet Explorer

http://www.thecrystal.org/why-cities-matter.html#/video/did-you-know-crystal2

Siemens Search

Strategische prioriteiten Country Plan Universal Remote Access Pictures of the Future - Sie...

#/video/did-you-know-crystal2

THE Cryst  
A Susta  
by Siem

SIEMENS & CITIES

# Did you know?

<http://www.thecrystal.org/why-cities-matter.html#/video/did-you-know-crystal>

Why Cities Matter

Share f t in

Did You Know?

Done

Internet | Protected Mode: On

100%

Start Page 2

NL

10:04  
6-9-2013

## How our world is changing – demographic change

**SIEMENS**



### World population

- **2011:**  
7 billion people
- **2050:**  
9,3 billion people

### Worldwide life expectancy

- **2011:**  
69 years
- **2050:**  
76 years;  
share of people over  
age 65 more than twice  
what it is today

Morning gymnastics in Shanghai

# How our world is changing – globalization

**SIEMENS**



## Global trade

- **1990 to 2009:** global trade volume more than doubles

## Multinational companies

- **1969:** approx. 10,000
- **2008:** more than 82,000

## Growth of emerging markets

- **2030:** emerging markets account for two thirds of the world's economic output

Port of Jebel Ali, United Arab Emirates

## How our world is changing – climate change

**SIEMENS**



- **2012:**  
highest CO<sub>2</sub> concentration  
in the atmosphere in  
350,000 years
- **2001 to 2010:**  
warmest decade  
on record
- Max Planck Institute  
for Meteorology:  
only immediate, drastic  
reduction of CO<sub>2</sub>  
emissions will keep global  
warming below 2°C  
until 2100

Ice sheets off the Icelandic coast



*Burnt homes in Breezy Point*

# By the way, why Resilience?

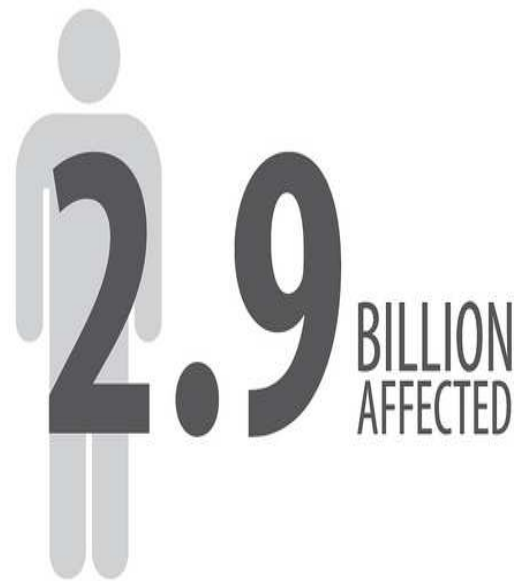
The costs of natural hazards call for action

**SIEMENS**



## DISASTER IMPACTS / 2000-2012

\*Disasters refers to drought, earthquake (seismic activity), epidemic, extreme temperature, flood, insect infestation, mass movement (dry & wet), storm, volcano, and wildfire / Data source: EM-DAT: The OFDA/CRED International Disaster Database / Data version: 12 March 2013 - v12.07  
OCHA Humanitarian Symbol (2012): <http://reliefweb.int/map/world/world-humanitarian-and-country-icons-2012> / Find out more about UNISDR: <http://www.unisdr.org>



**We need a smart grid?**



*Blackouts in Lower Manhattan*



## We need a smart grid?



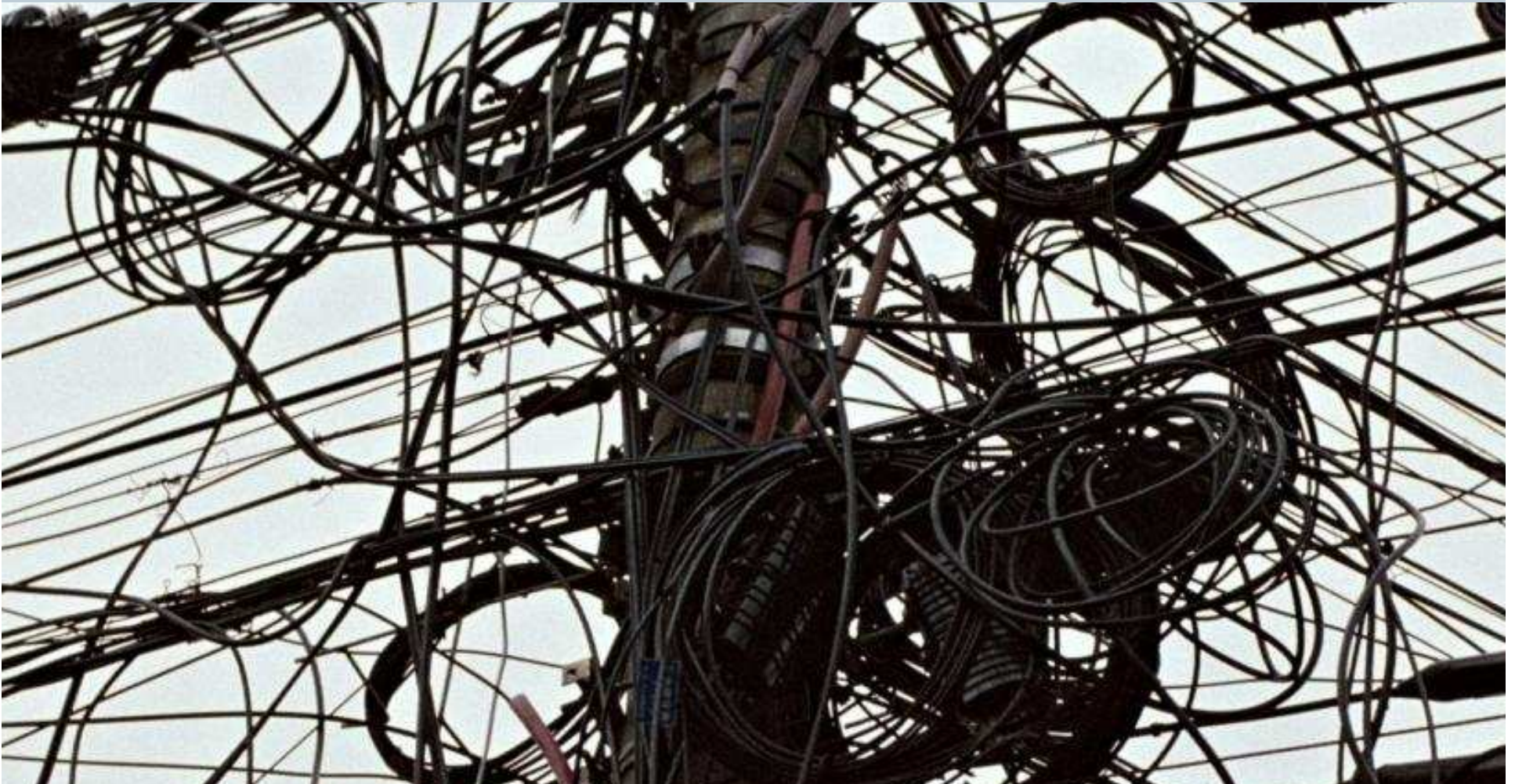
Distribution Losses

Non-technical Losses



**In some countries it starts with an aging infrastructure which threatens the security of supply...**

**SIEMENS**



# How our world is changing – urbanization

**SIEMENS**



## Growth of cities

- **2009:**  
For the first time in history, more than 50% of mankind live in cities
- **2050:**  
70% of mankind projected to live in cities

## Megacities worldwide

- **1975:** 3 megacities with more than 10 million inhabitants
- **2025:** 27 megacities with more than 10 million inhabitants; about one person out of ten lives in a megacity.

Commuters in Jakarta

## Questions that move us

How can we ensure healthcare that is both excellent and affordable?

How can cities grow and at the same time offer a high quality of life?



How can we make industrial production more flexible, efficient and competitive?

How can we create economic growth and reduce the consumption of energy and resources at the same time?



## Future life

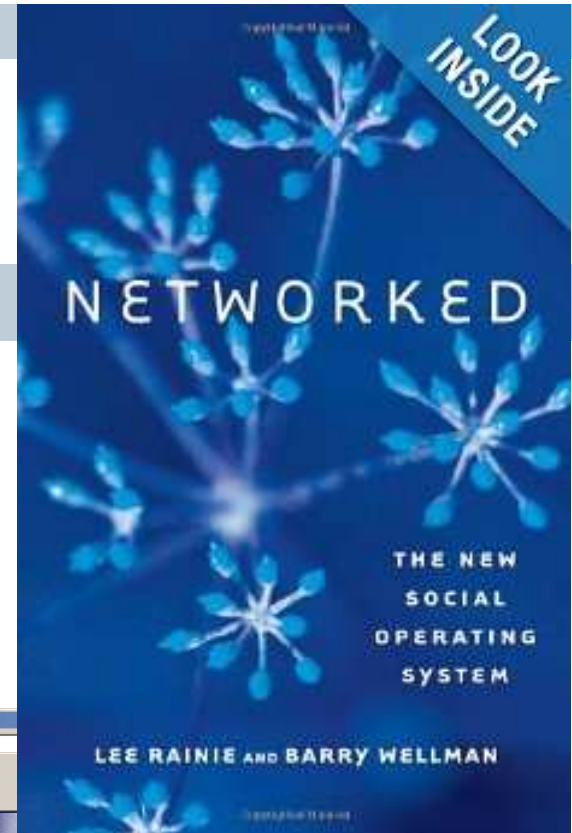
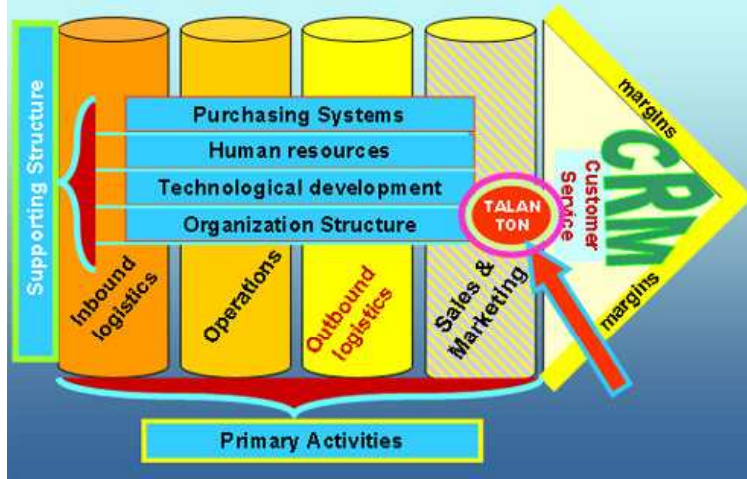
A film exploring urbanisation trends that are challenging cities around the world.

00:03



# Socio-economic developments

## The Value Chain, M.E.Porter



The screenshot shows a web browser window displaying an article from the **iisd** website. The article title is **The rise and role of NGOs in sustainable development**. The page includes a search bar, a navigation menu, and several sections of text.

**Case studies for this topic**

**Resources for this topic**

Non-governmental organizations (NGOs) have played a major role in pushing for sustainable development at the international level. Campaigning groups have been key drivers of inter-governmental negotiations, ranging from the regulation of hazardous wastes to a global ban on land mines and the elimination of slavery.

But NGOs are not only focusing their energies on governments and inter-governmental processes. With the retreat of the state from a number of public functions and regulatory activities, NGOs have begun to fix their sights on powerful corporations - many of which can rival entire nations in terms of their resources and influence.

Aided by advances in information and communications technology, NGOs have helped to focus attention on the social and environmental externalities of business activity. Multinational brands have been acutely susceptible to pressure from activists and from NGOs eager to challenge a company's labour, environmental or human rights record. Even those businesses that do not specialize in highly visible branded goods are feeling the pressure, as campaigners develop techniques to target downstream customers and shareholders.

In response to such pressures, many businesses are abandoning their narrow Milton Friedmanite shareholder theory of value in favour of a broader, stakeholder approach which not only seeks increased share value, but cares about how this increased value is to be attained.

**Case studies:**  
[Alphabetical list](#)  
[Country list](#)  
[Sector list](#)

**Industry focus**  
 Sector-by-sector list of useful web resources.  
[More](#)

**The SD journey:**  
 Compliance is no longer enough.  
[More](#)

## Second wave emerging countries



## Technological accelerators

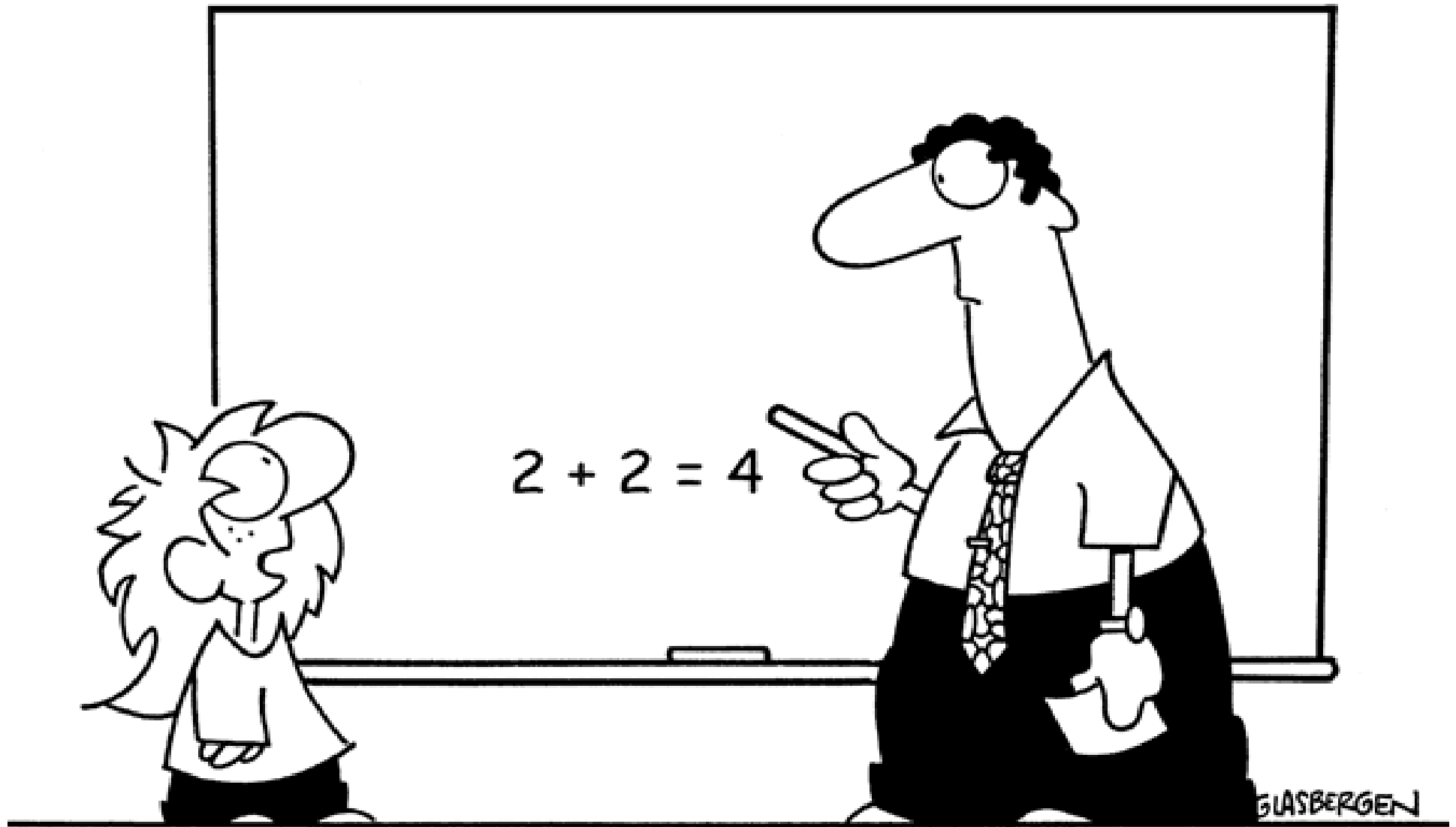


*"Internet is just a hype."*

Bill Gates, Founder of Microsoft, 1995

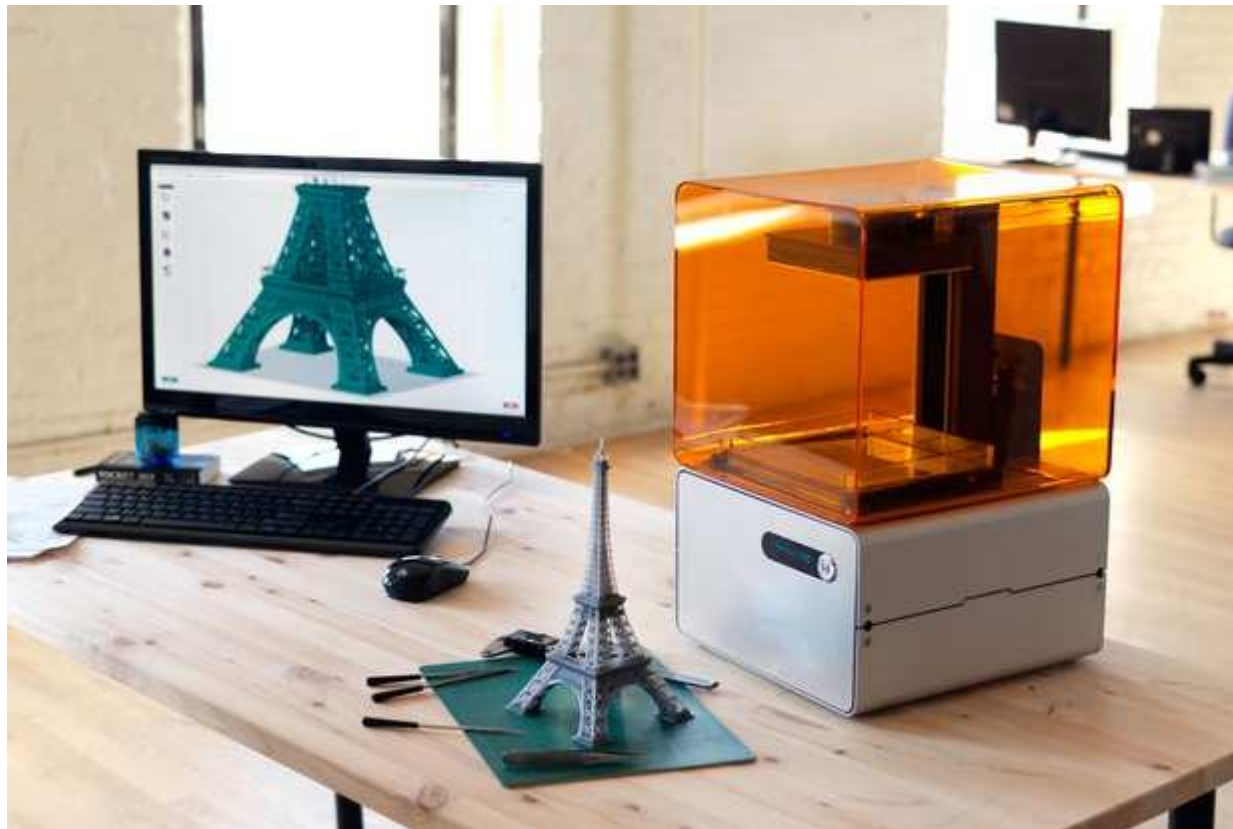




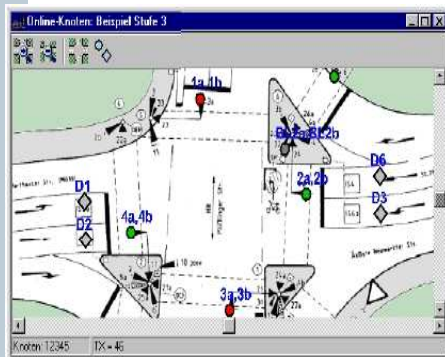
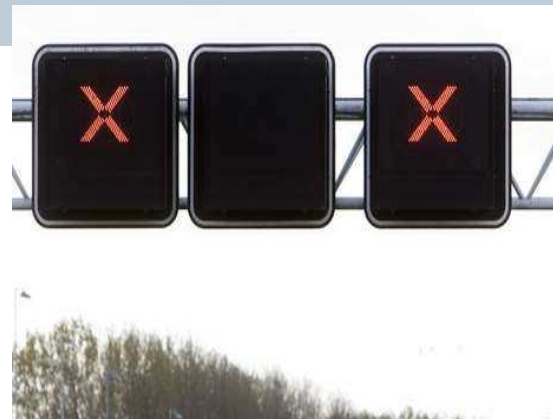


**“How can I trust your information when you’re using such outdated technology?”**

## Technological accelerators – 3D printing



## Technological accelerators – Big data





EXIT 329 CLOSED  
SUCKS TO BE YOU. BUT  
I GOT FIRED TODAY SO  
DONT EXPECT ANY HELP

