



SHAPING A CONNECTED DIGITAL FUTURE

“Intelligent Communities: Platforms to Grow Innovation”



**Global Forum:
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Session 2
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Session 2:

PLATFORMS TO GROW INNOVATION

Smart Investments to Spur Innovation & Growth

Agenda

Intelligent Communities as Innovation Platform Centers

- **Toronto's Waterfront – Urban Revitalization**
- **Waterloo, Canada - - Education platforms**
- **Austin, Texas – Creativity Platform**
- **Rio de Janeiro – Innovating Social Equality through Technology**
- **Eindhoven, Holland - Open Innovation**



Innovation

“.... is about coming up with a better process, creating a new product, improving an existing one, opening a new market, finding a new source of supply or a creating a better way to organize ourselves.

..... may be technology-driven but it is just as likely to focus on a new and better way for people to work together.”

2012 ICF Whitepaper: “Intelligent Communities – Platforms for Innovation”



“The important thing about innovation is that it creates economic value and spinoff benefits for the entire community.”

Communities with an Attitude

ICF Blog (J.G. Jung)





Innovation in an Intelligent Community?

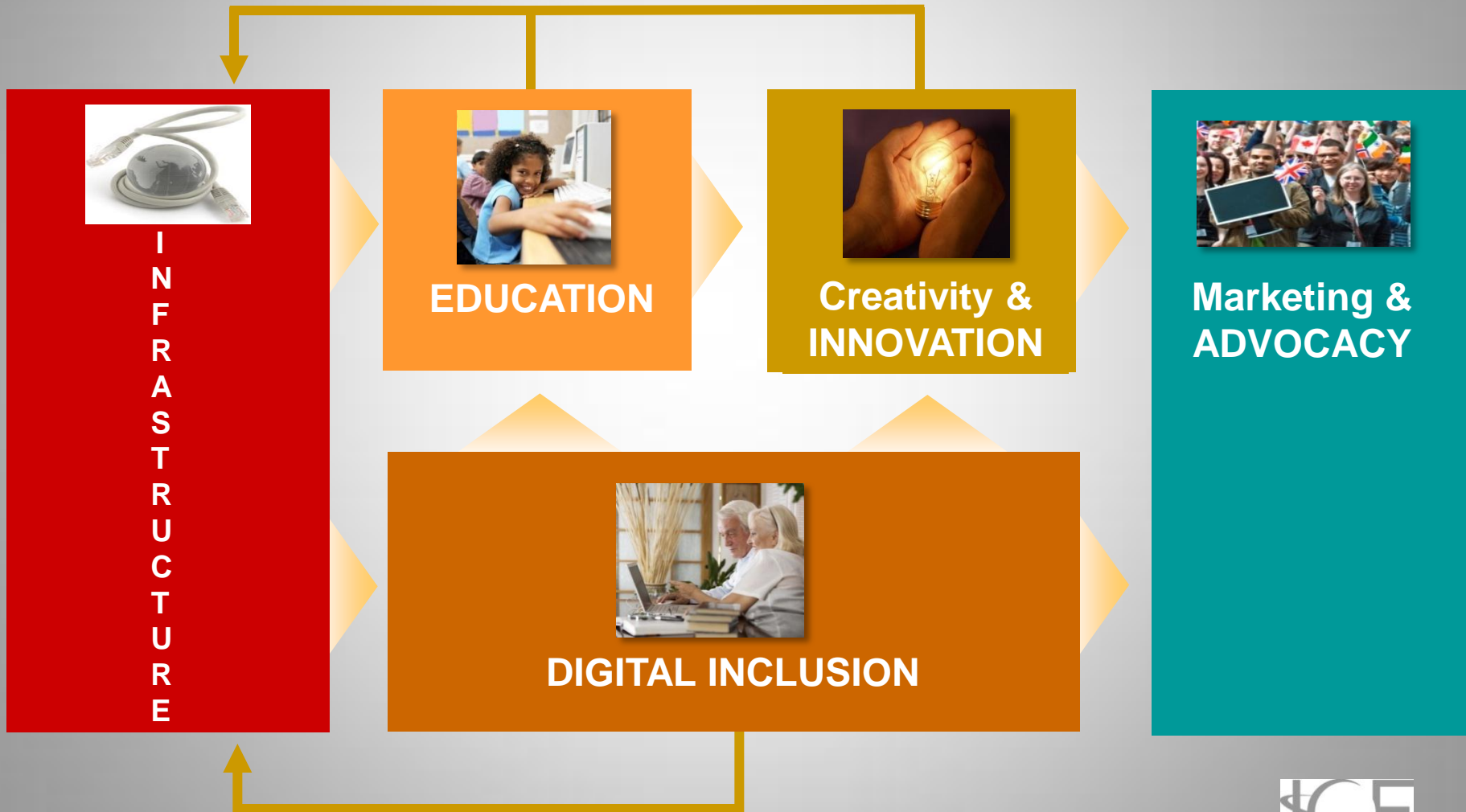
Intelligent Communities recognize and respond to the opportunities that technology provides

- Platforms for innovation that translate to a higher quality of life
- Role in job creation and economic growth
- Leverage their unique qualities and traditional strengths in new innovative ways creating a whole new economic, social and cultural environment
- Establish an ecosystem that helps to create a *culture of use* and culture of creativity and innovation
- All participate in the broadband economy
- Transformation occurs at every level - live, work and play



Intelligent Communities: Innovation Platform Centers

Growth Cycle



Intelligent Communities: Innovation Platform Centers INFRASTRUCTURE

Innovation through Reurbanization:

Toronto, Ontario, Canada

Population: 2,615,060

(Greater Toronto Area: 5,583,064)

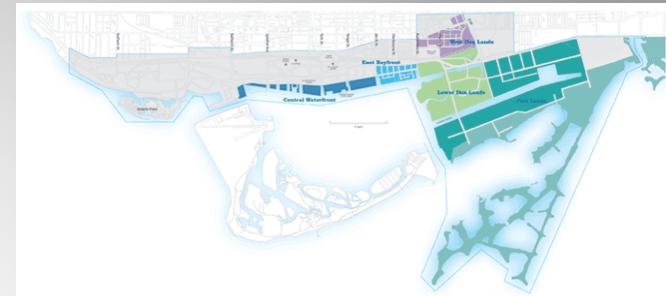




Toronto, Ontario, Canada

**Toronto’s “Intelligent Community”
Waterfront Infrastructure will
become a global example of
Sustainability, Innovation and
attraction of Investment and Talent:**

- Transit First development focus
- Gigabit environment – High-speed broadband providing open source access through private sector
- Sustainable Green Buildings - LEED Certification of all buildings
- Clean uses/reuses along waterfront
- Policies and examples to spread to rest of city/region.



Intelligent Communities: Innovation Platform Centers: EDUCATION

**Exceptional EDUCATION creating,
attracting & sustaining skilled workers**

Waterloo, Ontario, Canada

Population: 553,000 (Region)



Waterloo Canada

Diverse, Collaborative, Innovative, Entrepreneurial

- Creating & Retaining Talent to Spur Creativity and Innovation
- Home of RIM, Open Text, Christie Digital, ComDev
- University of Waterloo, WLU, Conestoga College, etc.

Universities in Waterloo attract brightest students & professors in engineering, math, computer science and business:

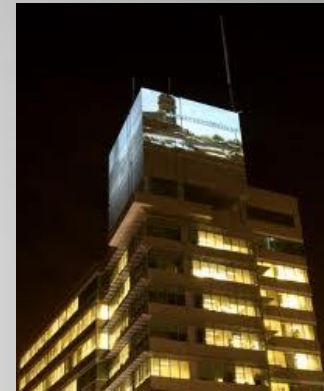
Unique IP policy – *you create it, you own it*

Co-op Students span the globe – a special diaspora of Waterloo Students

- Government and business have created more than 150 research institutes in the region:

- *Perimeter Institute for Theoretical Physics*
- *Research and Technology Park*
- *Quantum Nanotech Center*
- *WATCar*

- Bottom line:
Attracts and retains talent and FDI.



Intelligent Communities: Innovation Platform Centers
INNOVATION & CREATIVITY

Attracting (and Retaining) Talent -
INNOVATION and CREATIVITY

Austin, Texas, USA

Population: 820,611



Austin, Texas, USA

- **Highly creative; Liberal environment**
- **Universities and Colleges**
 - 50,000 students at University of Texas;
 - 225,000 students in region
- **Celebrations and Festivals**
 - Live Music Center of North America
 - Austin City Limits (TV/ Music Festival)
 - 6th Street everyday
 - South by Southwest Festival
 - Massive tech, social and cultural innovations



Intelligent Communities: Innovation Platform Centers: Digital Inclusion

Promoting (DIGITAL) INCLUSION

Rio de Janeiro, Brazil

Population: 6,323,037



Rio de Janeiro



Rio's story is the division between rich and poor

- (6) Knowledge Squares are a unique opportunity to bridge the divide through access to technology & innovation
- Aids in search of new innovation
- Socially stimulates whole communities
- Catalyst for social and cultural change
- Created in advance of the Rio World Cup, Olympics and Formula 1 to ensure enough knowledge workers available
- Legacy of these major events will be more than physical – knowledge / talent
- Other programs in development.



Intelligent Communities: Innovation Platform Centers Marketing and Advocacy

OPEN INNOVATION

Brainport (Eindhoven), Netherlands

Population: 217,192 *

* Neighbouring cities and towns include Son en Breugel, Nuenen, Geldrop-Mierlo, Heeze-Leende, Waalre, Veldhoven, Eersel, Oirschot and Best. The “Brainport” agglomeration has some 440,000 inhabitants.



Brainport- Eindhoven, Netherlands



“The Eindhoven Region has long been Netherland's industrial heartland. The region has developed an edge *through its advocacy and effective marketing* by Brainport, a public-private program that *has turned the region into an open innovation platform*, added 55,000 jobs in the past 10 years, nearly quadrupled high-tech start-ups since 2000, and helped the region weather the financial crisis.”

ICF Website



Relocation of Phillips HQ to Amsterdam resulted in creating an open innovation and research environment that has attracted research companies and instilled a new focus for its local talent.



ICF Intelligent Communities

1999 - 2012



Join the Intelligent City Movement – ICF

Thank you!

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