

The Future of Urban Life After COVID: The Rise of Smart Cities

2021 세종 SEJONG
스마트시티 국제포럼
The 1st SEJONG SMARTCITY FORUM

Jason Schenker CMT[®] CFP[®] FLTA

Certified Futurist and Long-Term Analyst

NACD Governance Fellow

President of Prestige Economics

Chairman of The Futurist Institute



The Future of Urban Life After COVID



THE FUTURIST INSTITUTE

PRESTIGE ECONOMICS

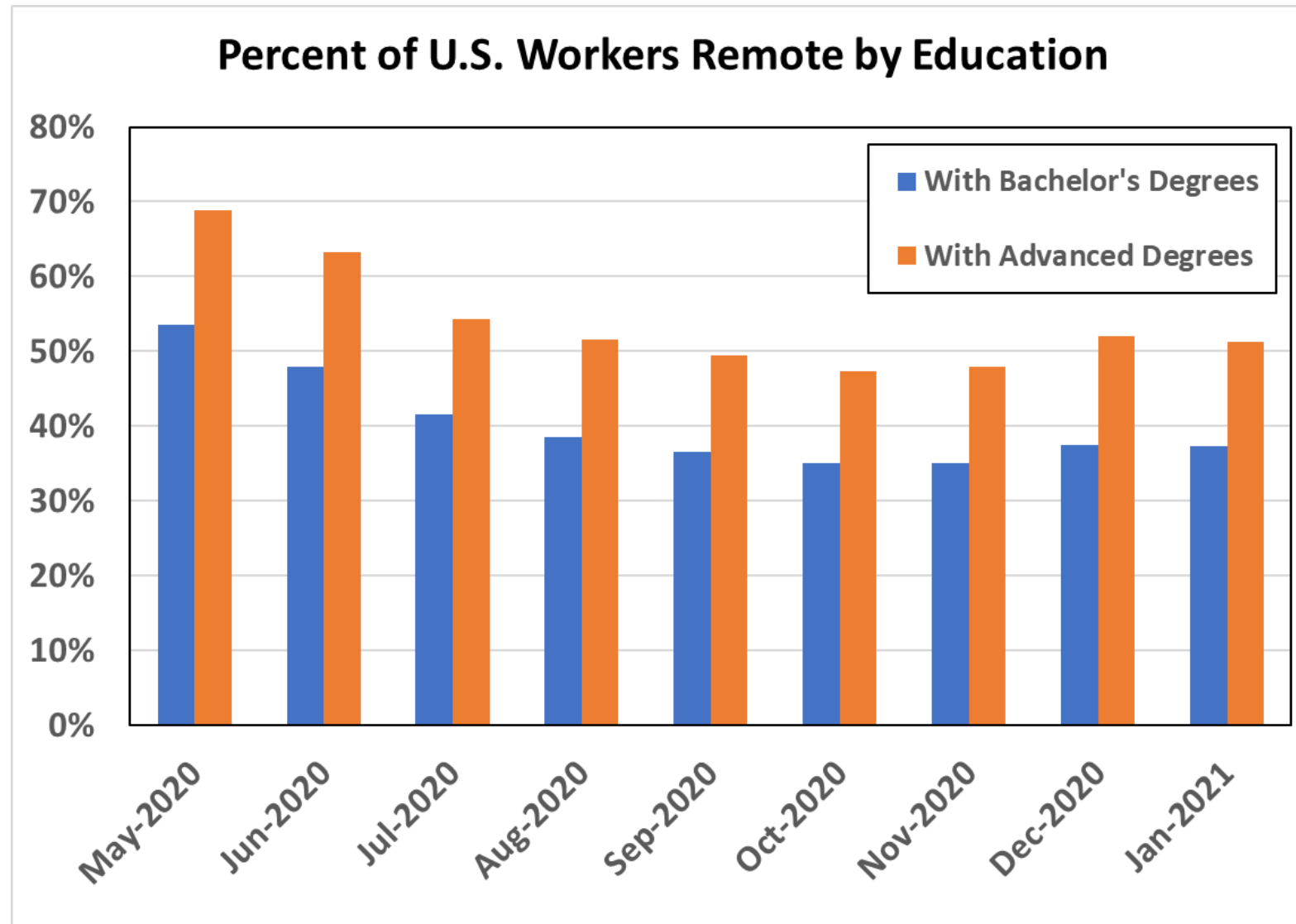
What is the future of the city after COVID?

Technology Saved the Day – and was Already Ascending

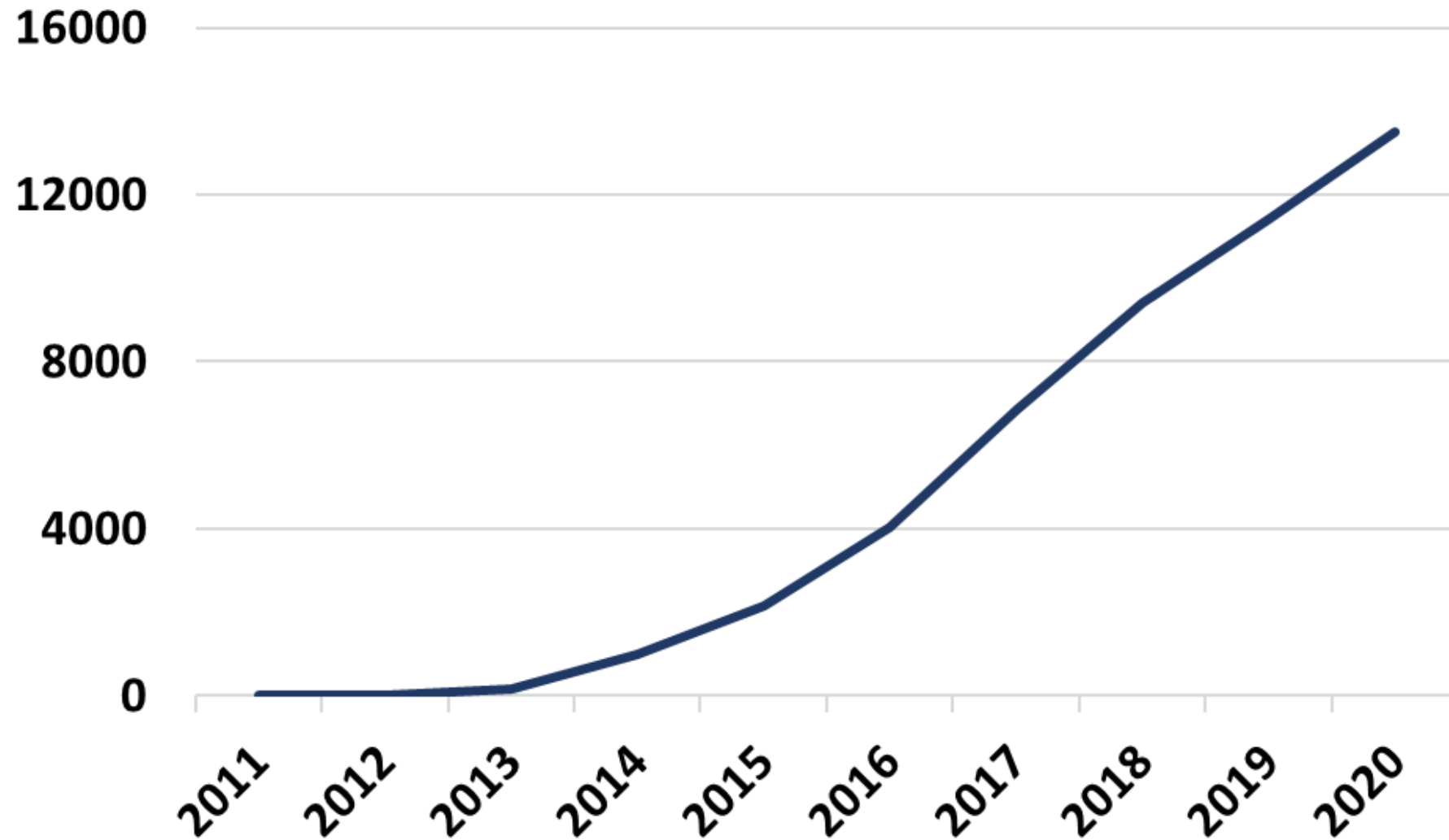
- **Remote Work**
- **Online Education**
- **E-Commerce**
- **Telehealth**



Remote Work in the United States Because of COVID – High Education



Growth of Massive Open Online Courses



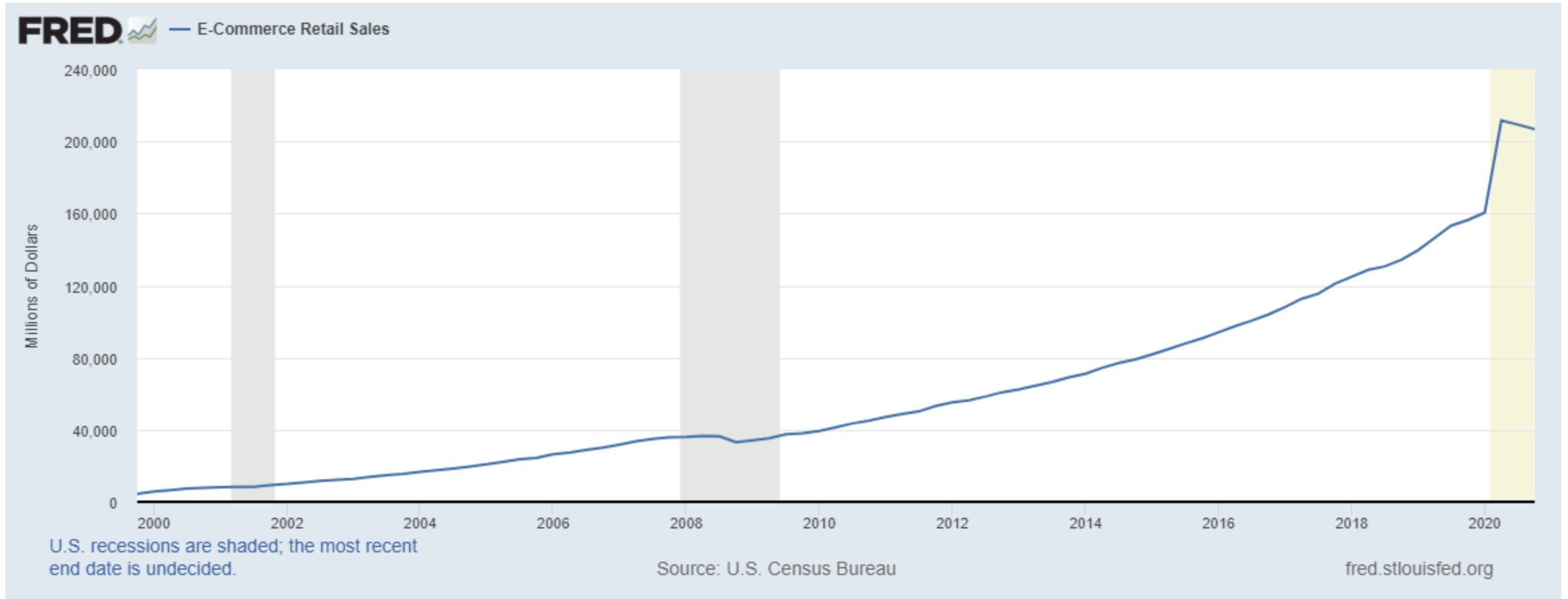
Source: Class Central: <https://www.class-central.com/report/moocs-2015-stats/>



THE FUTURIST INSTITUTE

PRESTIGE ECONOMICS

E-Commerce Retail Sales



The Rise of Smart Cities



What does the acceleration toward remote life and technological convenience mean for integrating technologies to foster the development of smart cities?

Cities that approach the challenges of the decades ahead with a futurist perspective, leveraging technology and data to improve and optimize resource allocation, infrastructure, and economic activity.

- **Global population to rise by 2 billion by 2050.**
- **Urban population to rise by 2 to 2.5 billion by 2050.**
- **Land, water, other resources limited.**

- **Livability**
- **Workability**
- **Sustainability**

Driving Factors

- **Convenience**
- **Perceived Abundance**
- **Safety**

Levers of Opportunity

- **Data / AI**
- **Self-Driving Vehicles**
- **Automation**
- **Smart Utilities**
- **Remote Life**

Requirements

- **Embracing Technology**
- **Culture of Data**
- **Long-Term Strategic Planning**
- **Futurist Thinking**
- **Energy and Eco Efficient**
- **Government Support**
- **Infrastructure Investments**

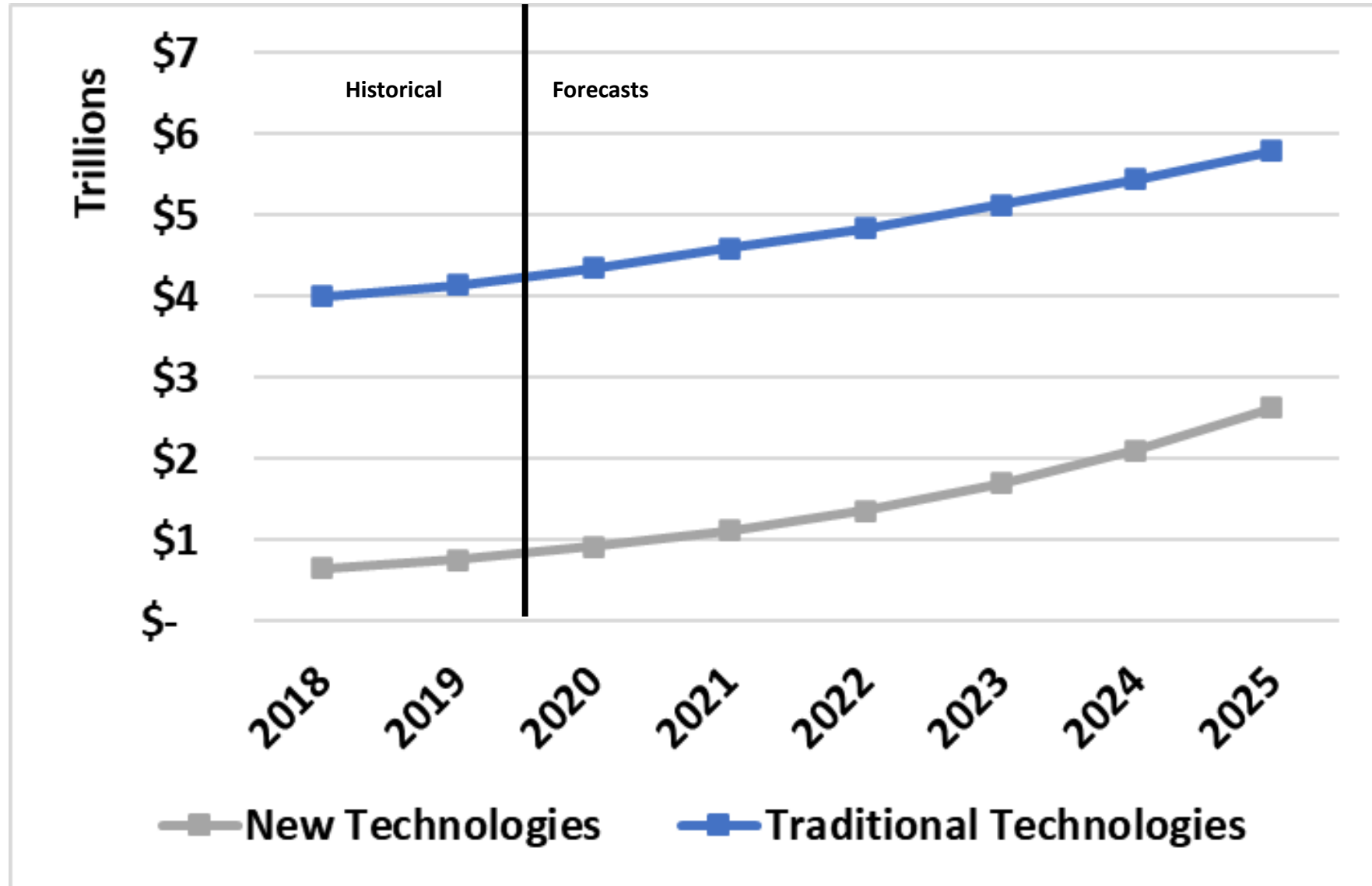
Implications

- **Technology Everywhere**
- **Sensors Measuring Everything**
- **Data Collection on Everything**
- **Government Support Required**
- **Physical Infrastructure Demands**
- **Significant ICT Demand and Investment**

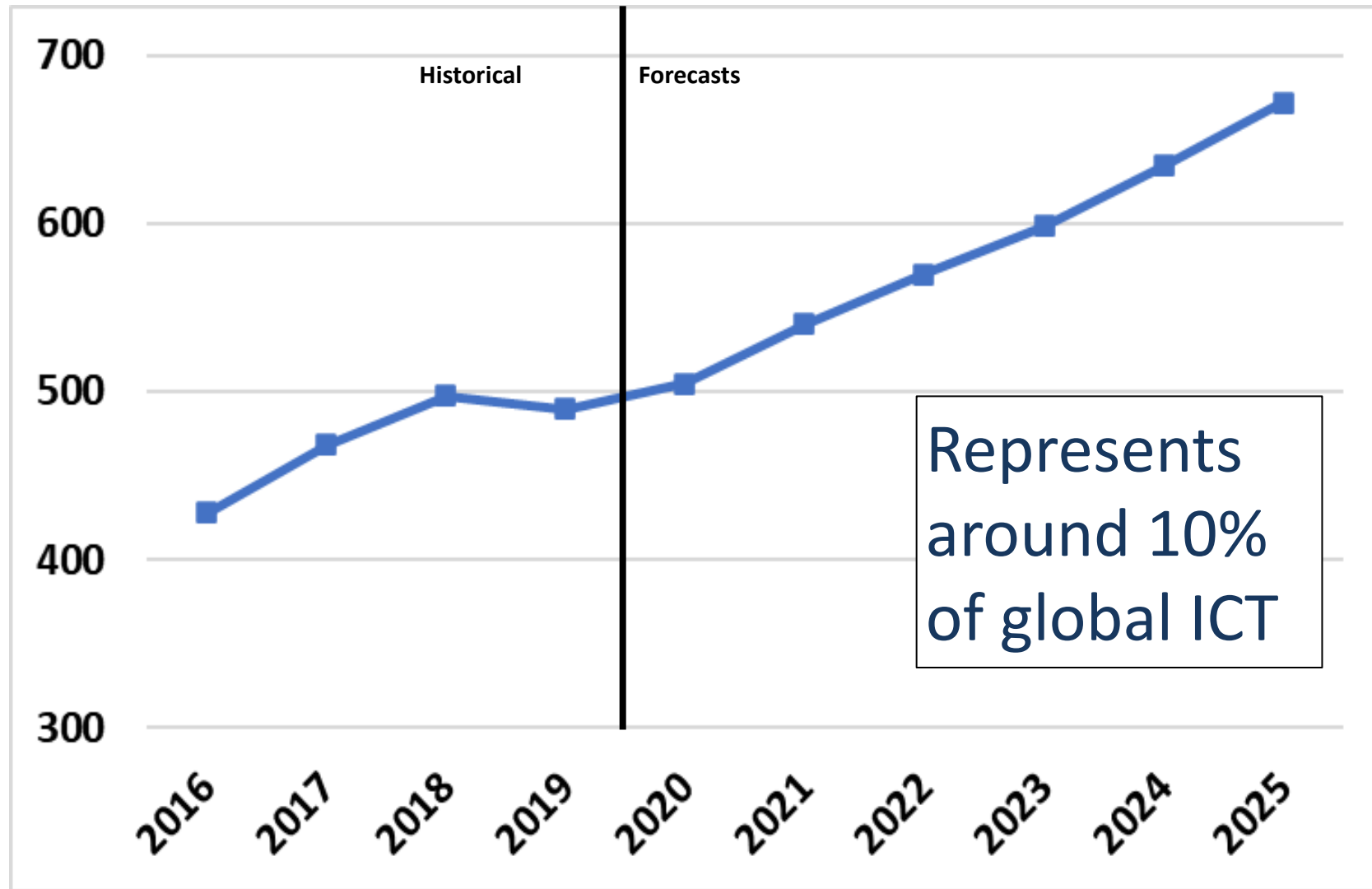
Global and Korean Trends in ICT



Global ICT Market Forecasts – Trillions USD



Korean ICT Market Importance Growing – Forecasts in Trillions KRW



Opportunities Abound for Sejong and Korea



Disclaimer

All commentary provided by Prestige Economics, LLC or any of its employees is commentary intended for general information use only and is not investment advice. Prestige Economics, LLC does not make recommendations on any assets, investment types, asset classes, non-regulated markets (e.g., FX, commodities), specific equities, bonds, or other investment vehicles. Prestige Economics LLC does not guarantee the completeness or accuracy of analyses and statements, nor does Prestige Economics assume any liability for any losses that may result from the reliance by any person or entity on this information. Opinions, forecasts, and information are subject to change without notice. Reports do not represent a solicitation or offer of financial or advisory services or products and are market commentary intended and written for general information use only. No part of this presentation may be circulated, quoted, reprinted, or otherwise reproduced for without prior written approval from Prestige Economics LLC. This material is not a complete record of the presentation and discussion led by Prestige Economics LLC.

Prestige Economics, LLC

Copyright © 2009 – 2021

www.prestigeconomics.com

www.futuristinstitute.org

www.jasonschenker.com



THE FUTURIST INSTITUTE

PRESTIGE ECONOMICS