

# Generativity

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Future challenges,  
opportunities & potential  
ideas

A presentation by Jim Sims

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# Presentation Structure

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**Challenges:** Key mega-trends

**Opportunities:** Potential policy interventions

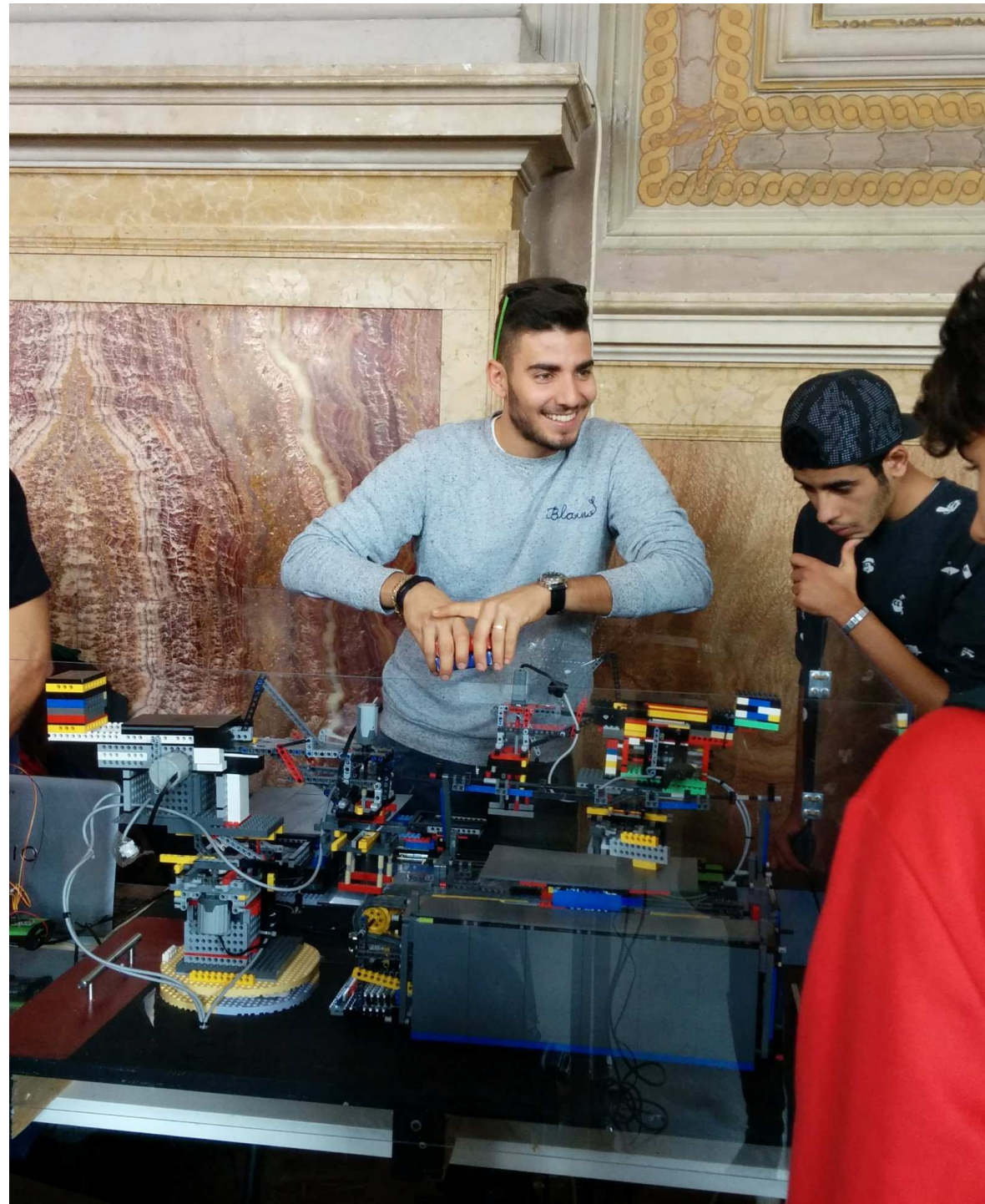
**Ideas:** European good practices



# Key mega-trends

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- Changing patterns of employment;
- Changing millennial aspirations;
- Increasing tech-talent shortages;
- Increasingly aged population;
- Increasingly financially constrained institutions;
- Growth in trading nations & anti-competitive practices;



# The rise of the robots

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Up to 800 million global workers will lose their jobs by 2030 and be replaced by robotic automation, a new report from a consultancy has found.

The study of 46 countries and 800 occupations by the McKinsey Global Institute found that up to one-fifth of the global work force will be affected.

[Jobs lost, jobs gained: Workforce transitions in a time of automation](#),  
McKinsey Global Institute, Dec 2017



# The rise of the i-pro

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91% of millennials are willing to relocate. Automattic, the company behind WordPress.com, are a distributed company with over 700 employees in 63 countries worldwide, all of whom speak 80 different languages.

Rather than give their employees an office, they give them a \$250-dollar stipend a month to spend on a workspace of their choice. Some use it to pay for a desk in a coffee bar, others use it for co-working spaces.

[The creator of WordPress shares his secret to running the ultimate remote workplace](#), Quartz at Work, May 29, 2018



# Millennial lifestyles

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Main trends in millennial lifestyles shaping their relationship with cities are;

Flexibility;

Connectivity;

Flat hierarchies;

Mobility;

Access over ownership; and

Empowerment;

Millennials Lifestyle Observatory, MIT Mobile Experience Lab, 2015.  
See this [video](#) and [report](#)



# Millennial lifestyles

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- Millennials are changing the concept of work, shifting prioritization from career advancement to making a difference in their society.
- However, only 17% of Millennials feel that their city governments are listening to them.
- 55% of youth want to participate in meetings about the future of their city. **Millennials want to be engaged, they recognise the economic importance of living in a youthful city and they want to help create it.**
- Millennials confirm that a youthful city is one that is **connected, dynamic, open, curious, inventive and playful**. Millennials believe a youthful city delivers **more jobs, a better economy and a happier population**.

[Things millennials want from work](#), World Economic Forum, 2015  
[Global Urban Millennial Survey](#), Youthful Cities, 2016

Opportunity to make  
a difference in  
society/  
my city/country

65%

Opportunities to

Learn 51%

Career Advancement

40%

# The war for talent

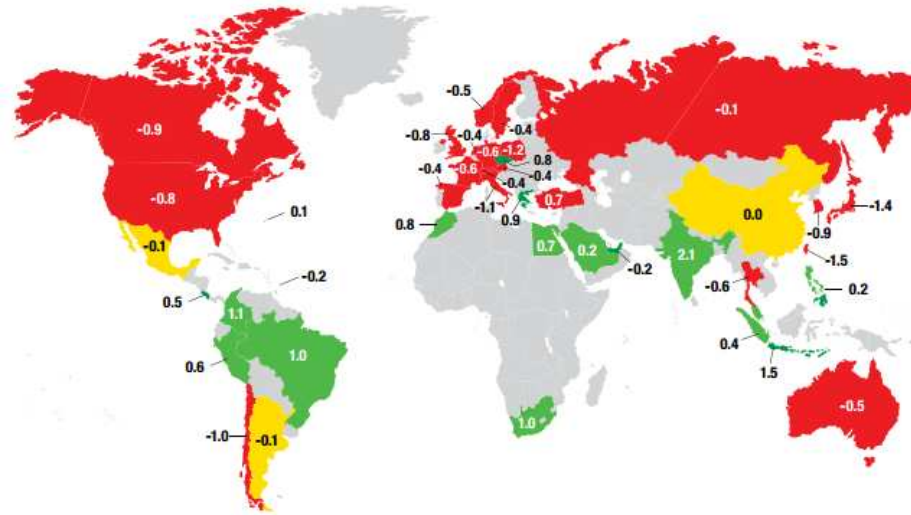
***“There could be up to 825,000 unfilled vacancies for ICT professionals by 2020”*** - Andrus Ansip, EC Digital Single Market chief.

***“The lack of STEM skilled labour will be one of the main obstacles to economic growth in the coming years ”*** - Business Europe, Plugging the Skills Gap: The clock is ticking.

***“Demand for people with STEM skills is increasing across the Globe. Many STEM workers are approaching retirement age. Some forecasts suggest around 7m technical job openings will emerge between 2016 and 2025 .Whilst demand for tech people continues to increase, the number of people choosing to pursue tech careers continues to fall.”*** - Encouraging STEM: Comparison of Practices Targeted at Young People in Different Member States, DG for Internal Policies, March 2015

## Global Heat Map

The gap between the growth in demand and the growth in supply of talent, 2011 to 2021  
(Red indicates a trend deficit, green a trend surplus, yellow a broad balance. Numbers show trend growth as annual percentages.)





# An increasingly ageing population

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Eurostat predicts the share of the 'very old' in EU-28 will increase from 5.4 % in 2016 to 12.7 % by 2080 (27.3m in 2016 to 66.1m by 2080). By 2080 there will be less than two persons of working-age for each elderly person;

WHO predicts that the number of economically active people needed to be health workers to maintain current levels of care will rise from 7.17% in 2005 to 11.79% by 2050;

The IMF estimates that a 1% increase in the 55–64 age cohort of the workforce is associated with a reduction in total factor productivity (TFP) of about 0.2% per annum. They project that aging could reduce TFP growth by 4% over the next twenty years.



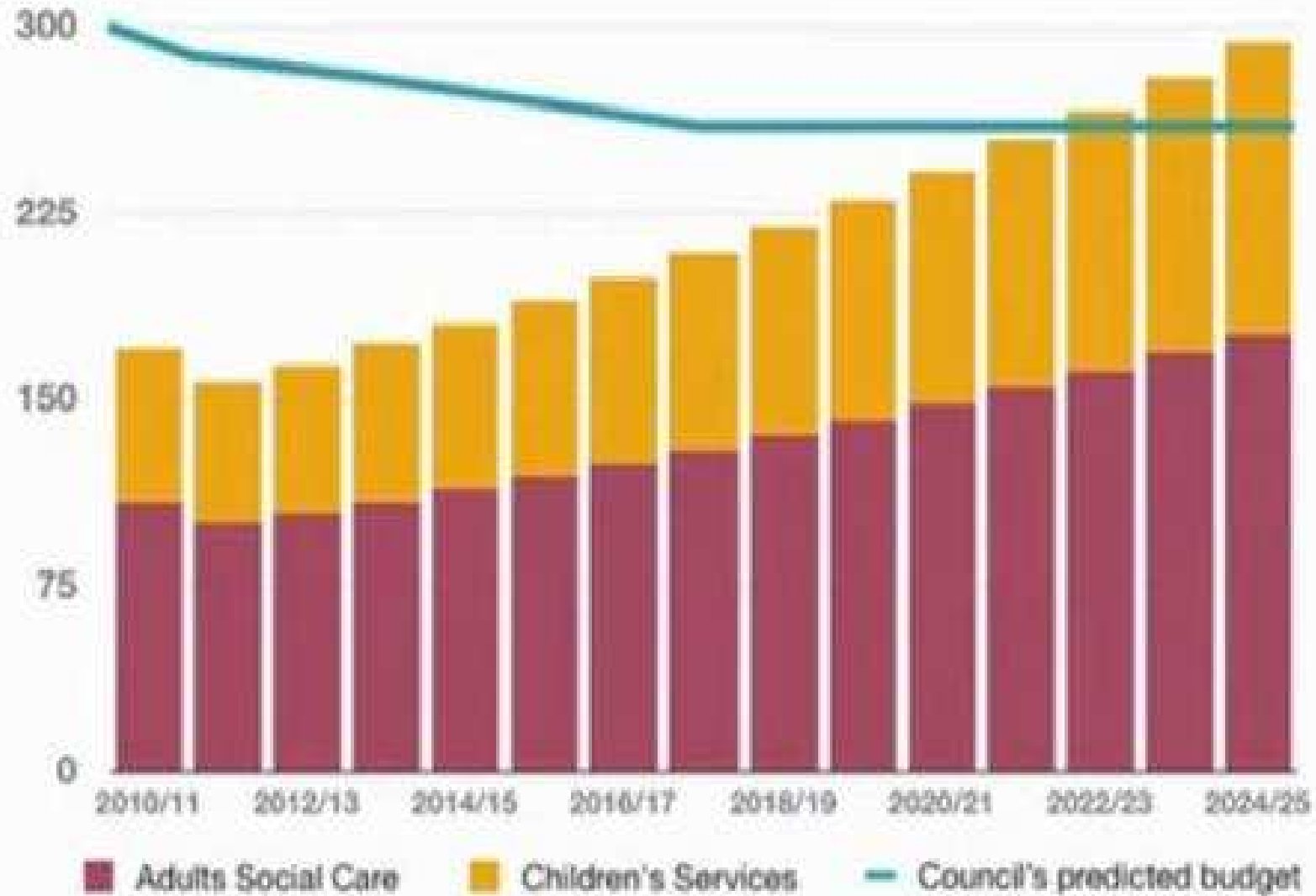
# A tight fiscal environment

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- Growth in the volume of global trade putting pressure on tax take;
- Demographic time-bomb - less people are paying-in than taking out;
- Increasingly debt ridden governments and financial institutions;
- Some evidence to suggest businesses and consumers are saving for a rainy day ...



# The 'Graph of Doom'



# Potential policy responses

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Improved integrated local delivery;  
More participatory programmes;  
More innovation, entrepreneurship and disruptive business models;  
Digital services, technology adaptation and upskilling;  
Investment in placemaking and creative/cultural capital;  
Promotion of social entrepreneurship as a tool for delivering public services;  
Stimulation of alternative sources of finance



# GEN-Y CITY Network

- A Network committed to looking at creative-tech talent development, retention and attraction
- Poznań, Bologna, Genoa, Sabadell, Granada, Coimbra, Nantes, Wolverhampton, Kristiansand, Klaipėda, Daugavpils and Torun Poland



# Developing an effective 'creative-tech' talent development system

Pre-School

Primary School

Secondary School

Grammar School

Technical School

Apprenticeships

Vocational College

Skills University

Research University

VODMAT

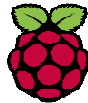
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investigate  
evaluate  
connect

FabLab@School

FAB LEARN

ARDUINO



BBC  
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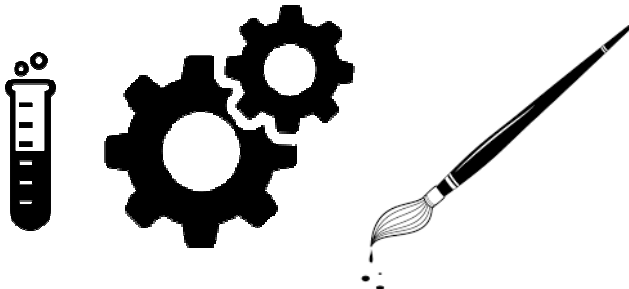
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# Placemaking

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- Investment in the planning, design and management of public spaces.
- Creating spaces that promote people's health, happiness, and well being;
- Investment in hard and soft infrastructure within the city to create an attractive place to live
- Creative industries and 'third' spaces.



# Affordable Housing

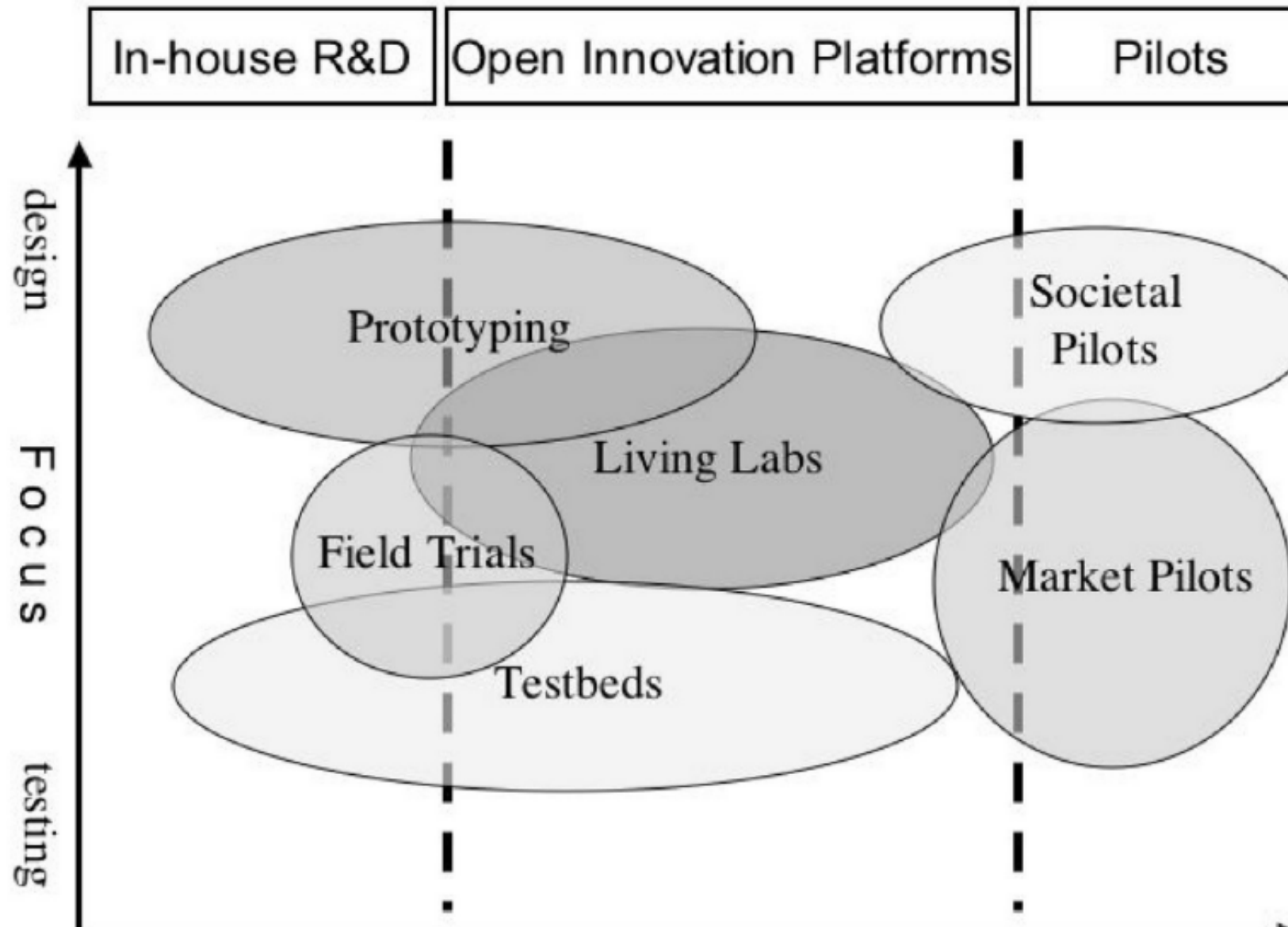
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- Affordability is the number one concern of young people
- A number of cities have developed policy interventions to address housing affordability for young people;
  - Berlin (Rent Caps)
  - Poznan (apartments for graduates)





**Collaborative  
open  
innovation  
programmes**



# Deep, multi-channel, interactive engagement between the city and its youth

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The City of **Vancouver** is often held up as a city which does much to welcome, encourage and support Young People. Their [Civic Youth Strategy](#) is particularly well orientated to involving young people in helping to shape the future of the city.

The Civic Youth Strategy is a coordinated long-term plan of action providing a framework to support the City's work with young people (9 to 24 years old) and to engage Vancouver's diverse youth communities in civic issues.

Also, see the Medium Article: [In Vancouver, students help solve municipal issues](#) and the Report [Shareable City](#)



# Hack4Universitetsbyen, Kristiansand

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- Hackathon, drawing together young people, businesses, co-working space, business support provider etc.
- Open data from the municipality provides resource to develop new products/services



# Alá Baixa, Coimbra

Urban design experience for  
young architects



# HABIT

# com.unity.lab

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- A local development strategy for neighbourhoods and areas of priority Intervention
- Lisbon (PT), Bari (IT), Aalborg (DK)



# Communities

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- Civic uses and new policy tools for the community
- Naples (IT), Gdansk (PL), Ayuntamiento de Barcelona (ES)



# Educational Innovation Network / ON BORD

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- The story of a network that has an obsession for boosting the renewal of the education in a city by means of involving all relevant stakeholders
- Viladecans, Tallinn Education Department and Nantes



# Potential policy responses

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But do we need to find ways to make time for those people in middle age that are likely to have increased caring responsibilities to have enough time to give something back?





# Volunteering City

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Creating intergenerational social connections through volunteering

Athienou (CY), Municipality of Capizzi (IT), Kildare County Council (IE)



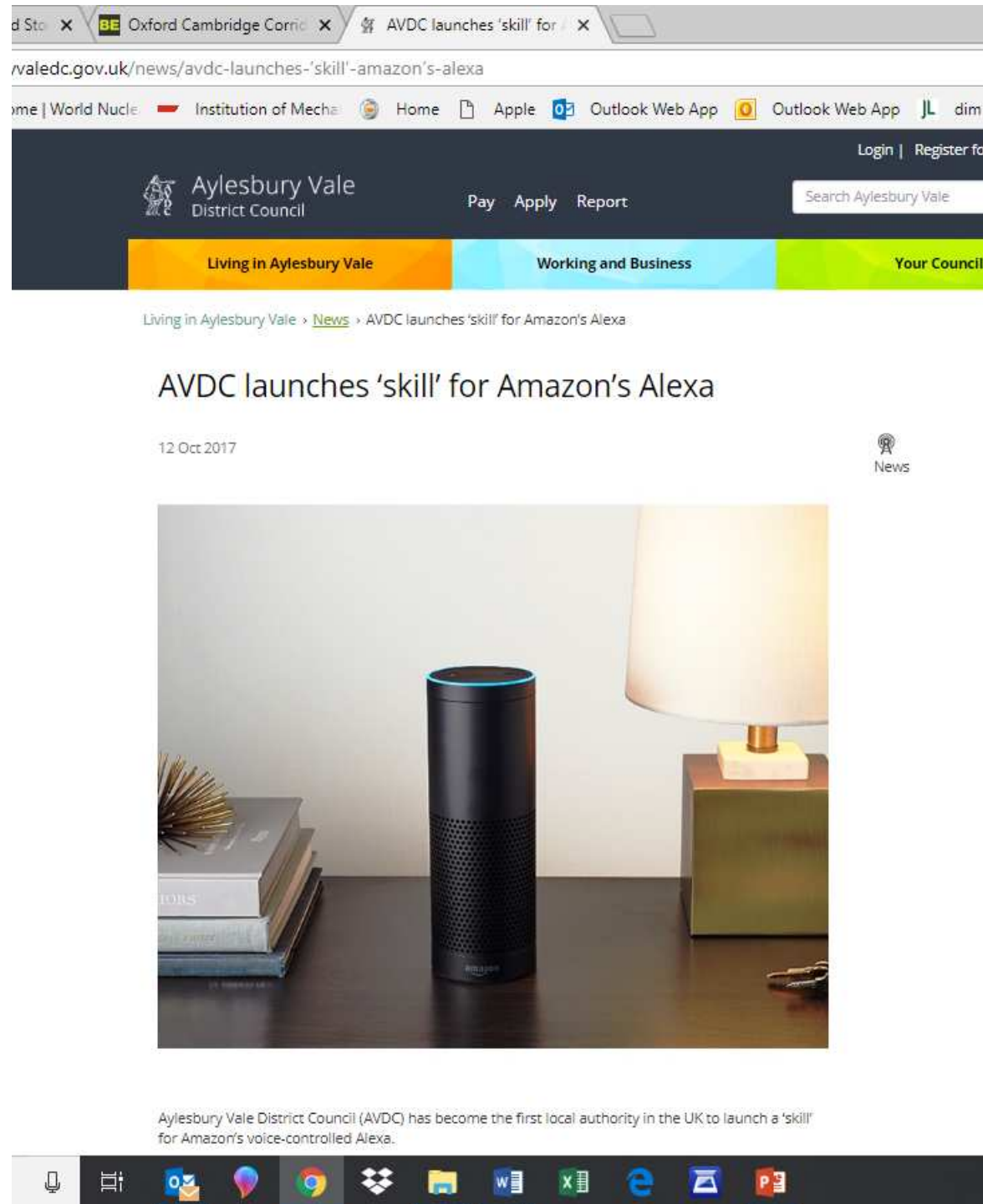
# Silver Cities

- The story of how to implement an age-friendly urban strategy to promote citizens' health, inclusion and wellbeing at all stages of life
- Badalona (ES), Tartu (EE), Svendborg (DK)



# Aim4Care

- UIA Round 3 Project;
- Use of AI and Machine Learning to stimulate the growth of the connected digital home care market, working with local ICT firms
- Aylesbury Vale District Council, Amazon Web Services etc.



The screenshot shows a web browser window displaying a news article from the Aylesbury Vale District Council website. The browser tabs include 'Oxford Cambridge Cornic' and 'AVDC launches 'skill' for'. The URL in the address bar is 'valedc.gov.uk/news/avdc-launches-'skill'-amazon's-alexa'. The website header features the council's logo and navigation links for 'Pay', 'Apply', and 'Report'. A search bar is also present. The article title is 'AVDC launches 'skill' for Amazon's Alexa', dated '12 Oct 2017'. A photograph of an Amazon Echo smart speaker is shown on a desk. Below the photo, the text reads: 'Aylesbury Vale District Council (AVDC) has become the first local authority in the UK to launch a 'skill' for Amazon's voice-controlled Alexa.'

# Thank You For Listening

Any questions?

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