

Sustainability and the Challenge for Place Management

**Singapore Sustainability Symposium, S3,
Raffles City Conventions Centre,
Singapore
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Christer Asplund**

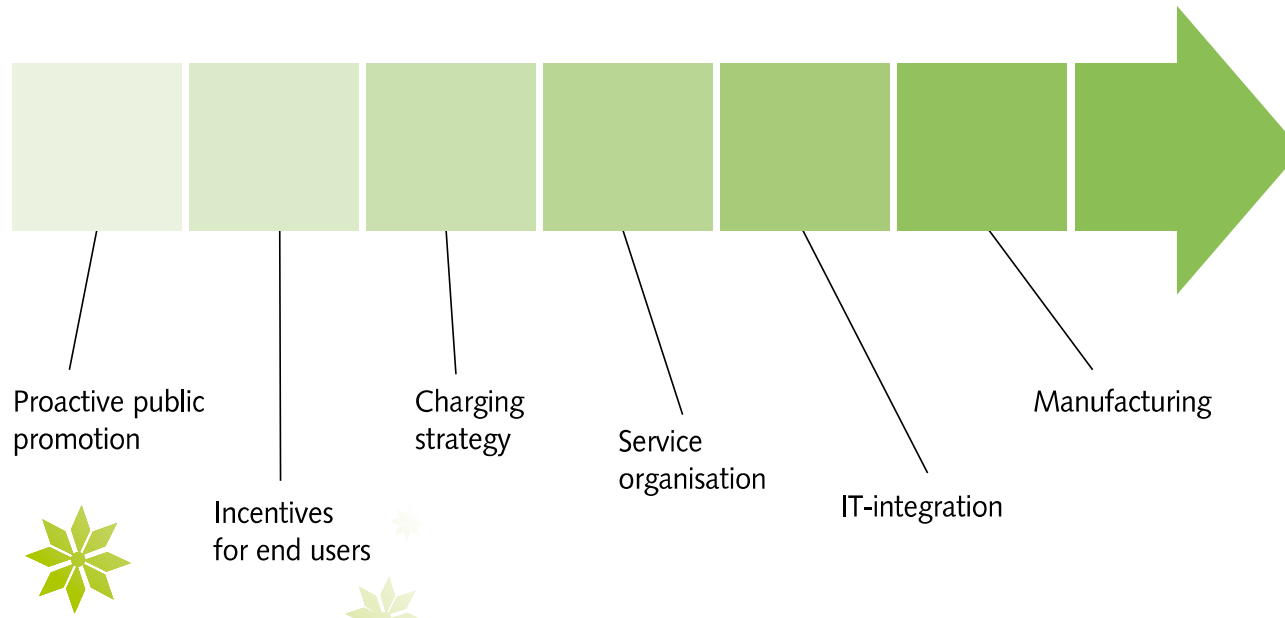


Not only a compelling vision



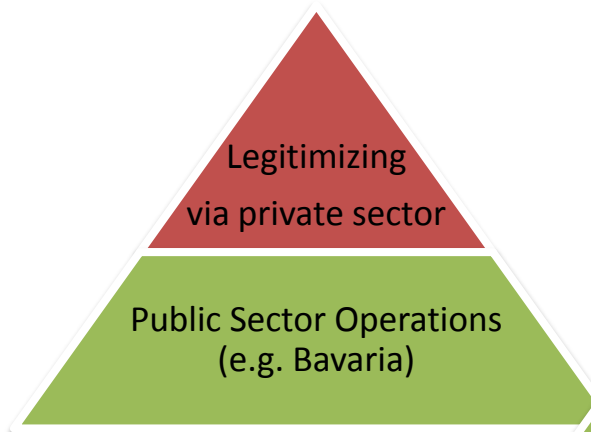
**Most sustainability projects contain a new value chain where
Public and Private entrepreneurship is a necessity**

The Estonian Value Chain of the EV-Hub

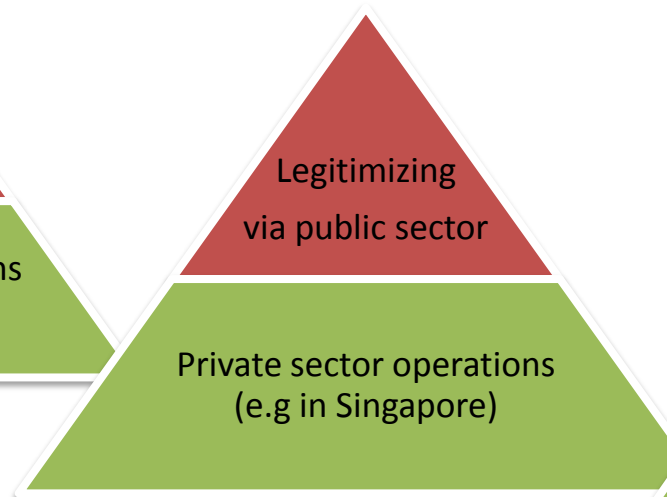


Three Place Management Cultures

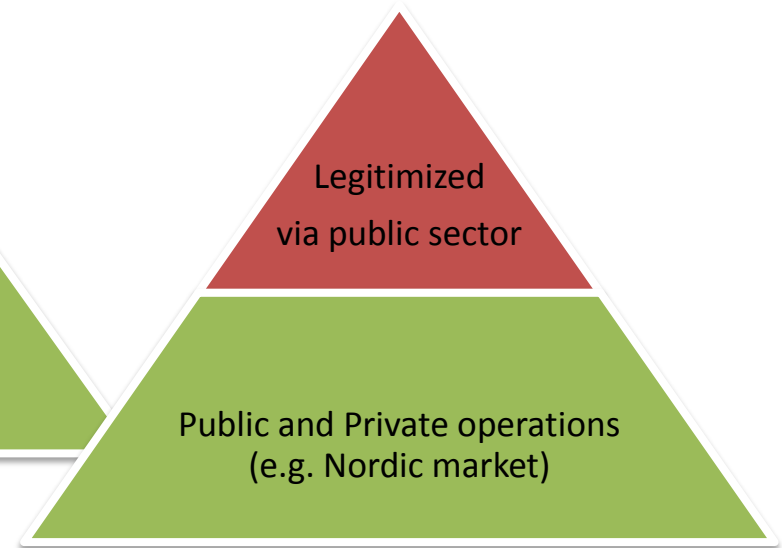
Public Operations-Driven Model



Division of Work Model



Nordic Model



Smart Sustainable Specialisation. New Value chains

1) Smart transportation

"The Green Highway"



2) Smart building

"Hammarby Sea City"



3) Smart grid

"The Royal Seaport"



Power and productivity
for a better world™

4) Smart mobile applications

"The M-City payments"

5) Smart materials

Recycled textile fibers based
on cellulose, replacing cotton.

Light material (carbon fibres)

Biological raw material

Antioxidantes via forests

6) Smart Food

Why sustainability often remains as a dream

The two big deficits:

- 1) Private leaders who do understand the keys to the public sector agendas**
- 2) Public leaders who are prepared to think outside the box**

But in 10% of the European communities there is no deficit!



Preconditions for Sustainability with a Visible Impact

1) A value chain where public and private sectors contributes

2) Businesses need a legitimized direction

3) Action oriented innovation tendering and demo-sites

The Estonian Value Chain of the EV-Hub

