

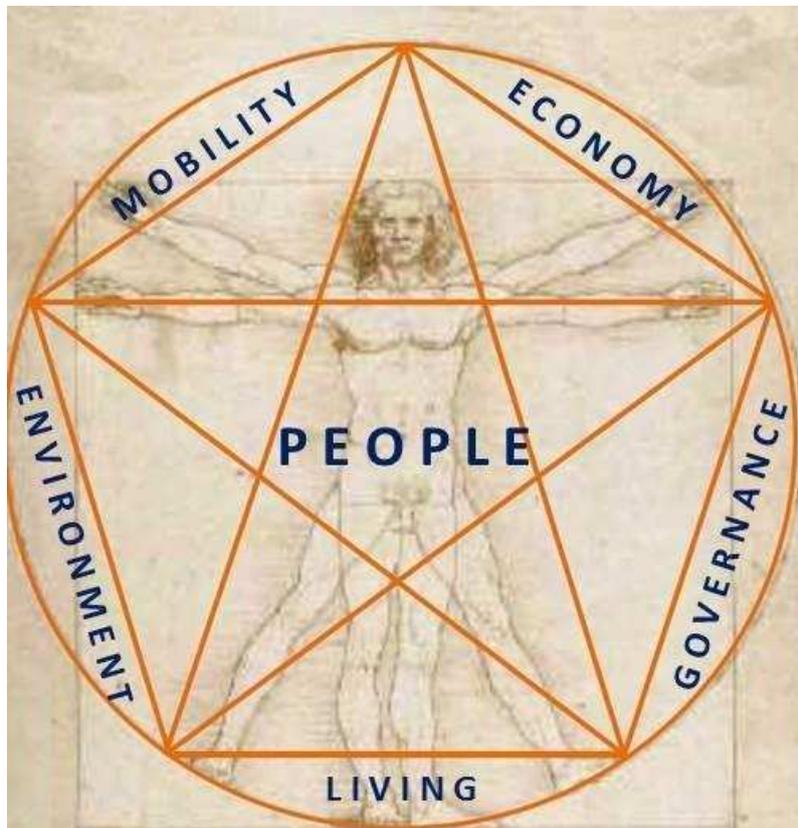
## Smart citizens for Smart-cities: the way forward.

How cities and megalopolis are currently performing heavily depends not only on their accomplishment of hard infrastructure, physical capital or hardware, but also and more and more increasingly on the availability and quality of knowledge communication and social infrastructure, “intellectual capital and social capital” or software.

The latter form of capital, social in other words means human, is and will be crucial for urban competitiveness. With the above as background the concept of the smart city has been introduced as a strategic device to have all modern urban production factors under a common framework and to highlight the growing importance of Information and Communication Technologies (ICTs), social and environmental capital in profiling and defining or ranking the competitiveness of cities around the world.

The significance of these two assets - social and environmental capital - itself goes a long way to distinguish smart cities from their more technology-based counterparts, drawing a clear line between them and what goes under the name of either digital or intelligent cities.

A city can be defined ‘smart city’ when investments in human and social capital and traditional (transport) and modern (ICT) communication infrastructure fuel sustainable economic development and a high quality of life, with a wise management of natural resources, through participatory action and engagement. It might be looking very complicate but at the end if a city is based on these six fundamental pillars, Mobility-Economy-Environment-Governance-Living and People, than is definable as smart-city. People are actors and directors of this “smart city movie” as the Governance pillar is, at the end, the first factor. In a democratic country the principle one man/woman one vote is fully applied and the mandate given to the elected parties should be very straight forward. Tax



payers (read electorate or better **People**) are asking fair and democratic **Governance** which, in full respect of the **Environment** and using proper planning tools, will develop the **Economic Eco-System** of the city by focusing on improvement of Quality of **Living** for the **People** allowing them an high smart **Mobility** within both the boundaries of the Smart City and the Country.

We, the People, have to learn how to be smart in our own choices as the smart city concept starts from us. One example which might be clarifying what I mean about

“being smart”. Since several years we have keep on hearing developers and government keep on talking about Green Building Index and now also Gren RE (the Rehda own green index). When these indexes were launched the feeling was and somehow still is: “Another way to increase property prices, why going green must cost more? Don’t want, don’t like”. When commenting in this way we, unfortunately, become short-sighted and unable to see the medium long term economic and environmental benefit of living in a Green Certified building, we just care about what is happening today, how much have to pay more to buy a green certified house!

Bear with me for only few lines here and maybe we will find out that is not so inconvenient spend

BCA GREEN MARK AWARD TYPE	GREEN PREMIUM COST % OF TCC
PLATINUM	2% to 8%
GOLD PLUS	1% to 3%
GOLD PLUS	1% to 2%
CERIFIED	0.3% to 1%
TCC= Total Construction Cost	

more toady to spend less tomorrow... Nowadays been aware of the environment and do our best to preserve it is no more a choice but a must. Buying a house which is green certified for sure will cost us a bit more now but within few years’ time we will get back our extra cost and start having a positive house cash-flow. Besides this the impact on the environment will improve the quality of our and ours kids future life

BCA GREEN MARK AWARD TYPE	GREEN PREMIUM PAYBACK PERIOD
PLATINUM	2 to 8 years
GOLD PLUS	2 to 6 years
GOLD PLUS	2 to 6 years
CERIFIED	2 to 5 years

style/quality. It is not matter of looking at our small garden but being able to see the whole big picture. Our neighbor Singapore has adopted the Green Mark since the middle of the past decade and nowadays developers there cannot apply for a “development order” if they are not providing a minimum certification with Green Mark. If only few are adopting it the difference will be minimal but if all new projects will have to comply with the green certification then the difference will be substantial. This example which is touching what for most of us is the biggest investment in life, is perfectly reflecting the smart city concept and touching / accomplishing all the six fundamental pillars.

- People must pretend green rating for all the new buildings with particular attention to energy efficiency, waste and storm water management
- Governance must define rules and regulation within a specific time frame to enforce the Green Building rating for new projects first and already built houses later
- Economic impact of this will be in the medium long term a lower consumption of electricity and water that by reducing the government budget to guarantee these services will result in a healthier and more sustainable Government debt.
- The Environmental impact, looking at the big picture, will positively affect the CO2 emission and carbon footprint that Malaysia is currently having.
- Cleaner environment means also must higher quality of living with a positive long term up-trend which will allow the future generations to praise instead of blaming us.
- Being mobility one of the crucial point of a green rating achievement, smart connectivity it is going to be guaranteed in the “package” ....

This is only one simple example and many more are actually under our eyes every single day, it’s only up to us to pick up the challenge and start exercising our “tax payers rights” and becoming smarter citizens of smart cities.