

INVESTING TO SCALE SMART CITIES AND REGIONS



Jen Hawes-Hewitt
Accenture Global Cities Lead
jen.hawes-hewitt@accenture.com
linkedin.com/in/jenhaweshewitt/
@jenhaweshewitt

“
**IT'S NOT
HELPFUL TO
TALK ABOUT
THE SMART
*CITY***”



BROADEN THE DEFINITION



EMBED DIGITAL TRANSFORMATION



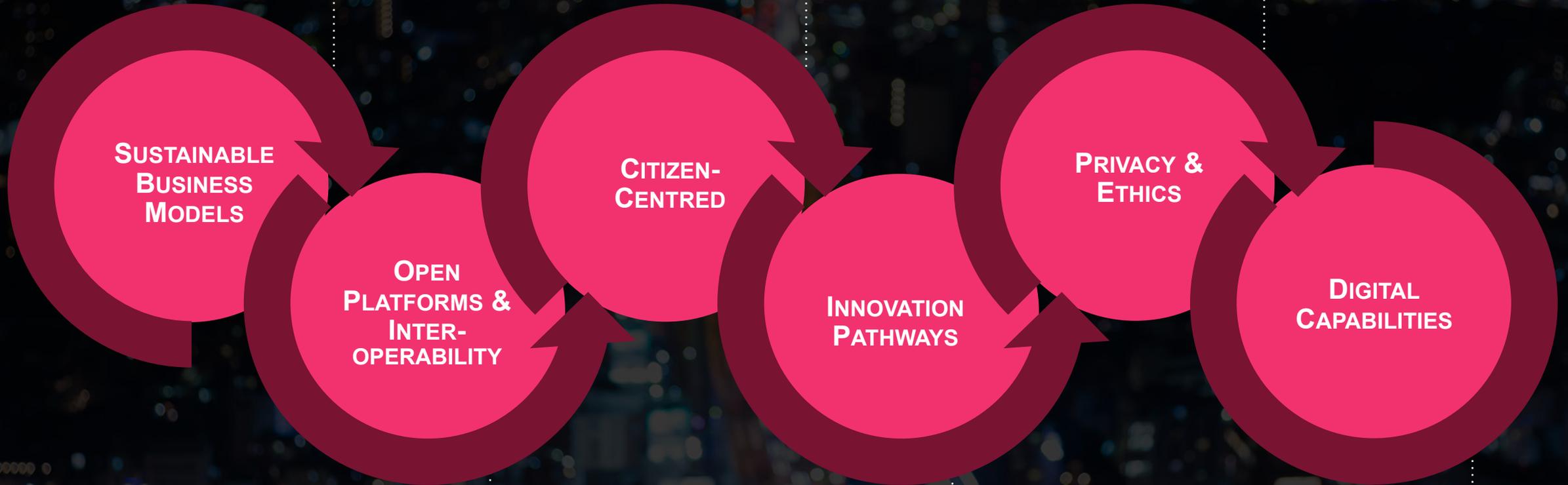
PLACE CITIZENS AT THE CENTRE

CITY-WIDE TRANSFORMATION AT SCALE

Ensure clear alignment on **interests and issues** and foster trust in **Public-Private Partnerships**

Embed citizens at the core to drive **consumer adoption** and make a politically attractive narrative that **resonates** with what people want

Enable an **open dialogue** on **legislation and regulation** to better handle of the inconvenient truth of smart cities



Increase **flexibility** and **opportunities**, enabling innovation and reuse by the public sector

Accept the **right to fail** and ensure clarity of **future roadmaps** to scale good ideas

Build the **skills** to unlock the **value of technological innovation** and nurture the **confidence** and experience for mainstream adoption

ACCENTURE GLOBAL CITIES



Jen Hawes-Hewitt | Global Cities Lead

jen.hawes-hewitt@accenture.com linkedin.com/
in/jenhaweshewitt/
@jenhaweshewitt



Read more about our work:

[https://www.accenture.com/gb-en/
insight-topic-high-performance-smart-cities](https://www.accenture.com/gb-en/insight-topic-high-performance-smart-cities)

accentureconsulting