

Street smart

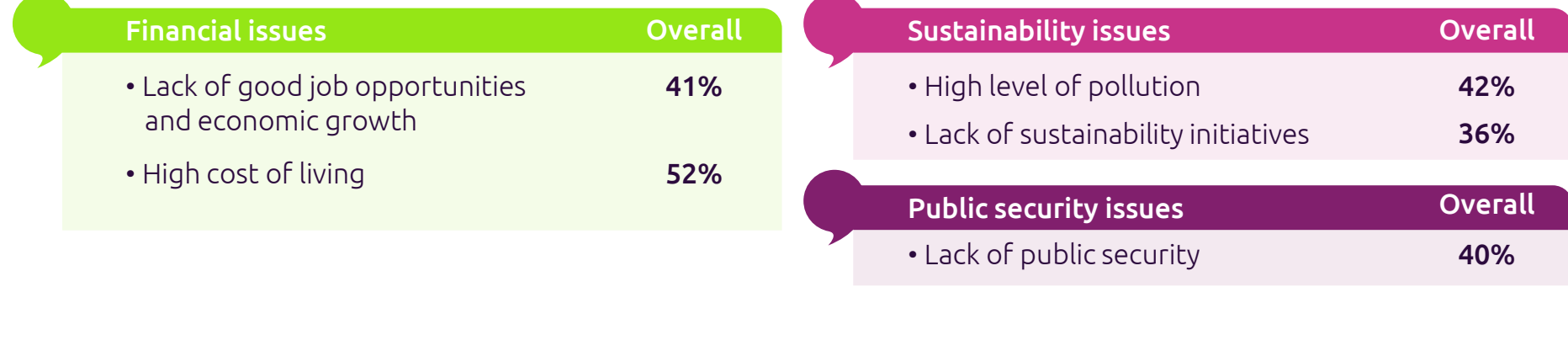
Putting the citizen at the center of smart city initiatives



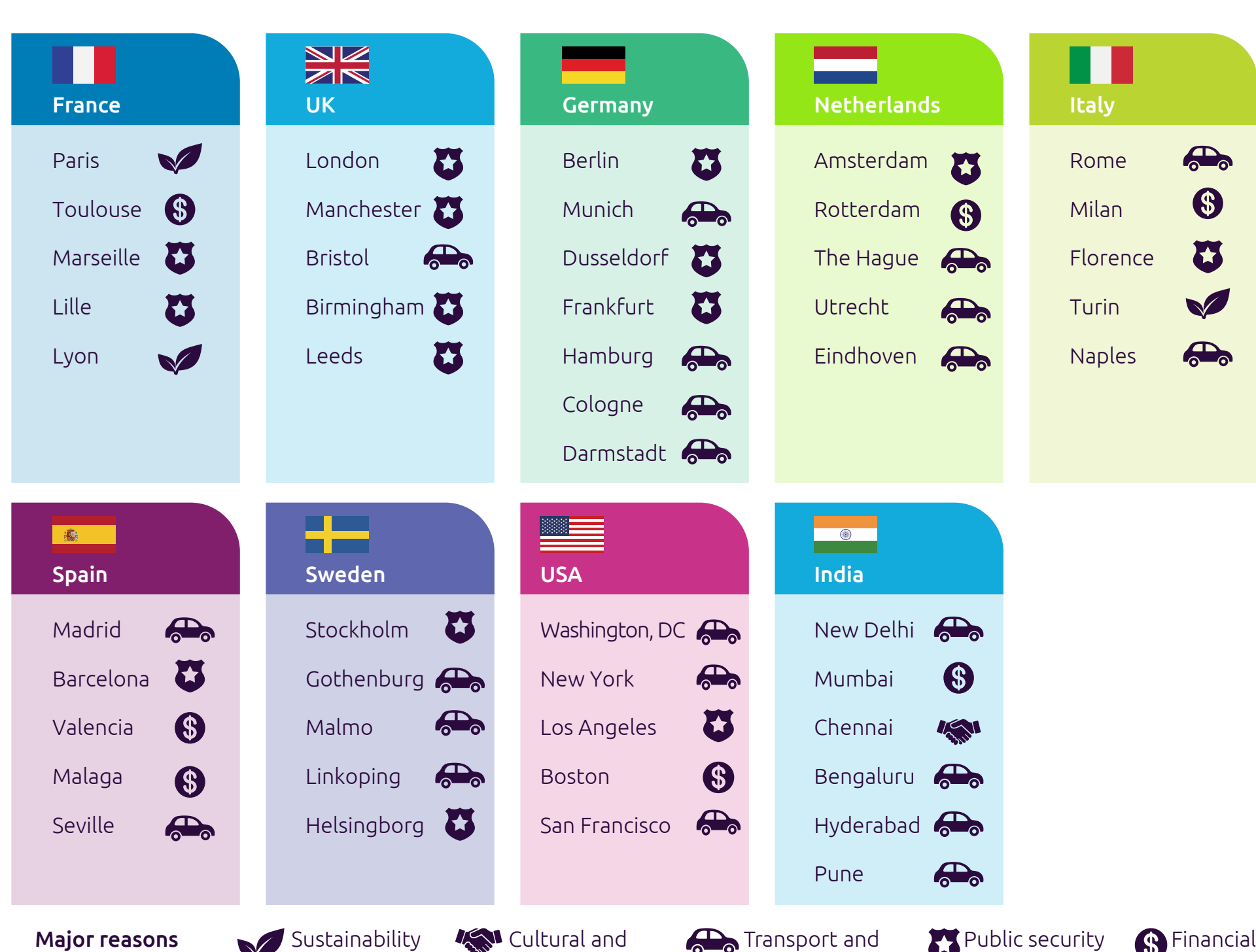
Broken cities: the challenges undermining today's citizen experience

Key pain points that can lead to citizens to leaving a city

I may leave my city in future due to...

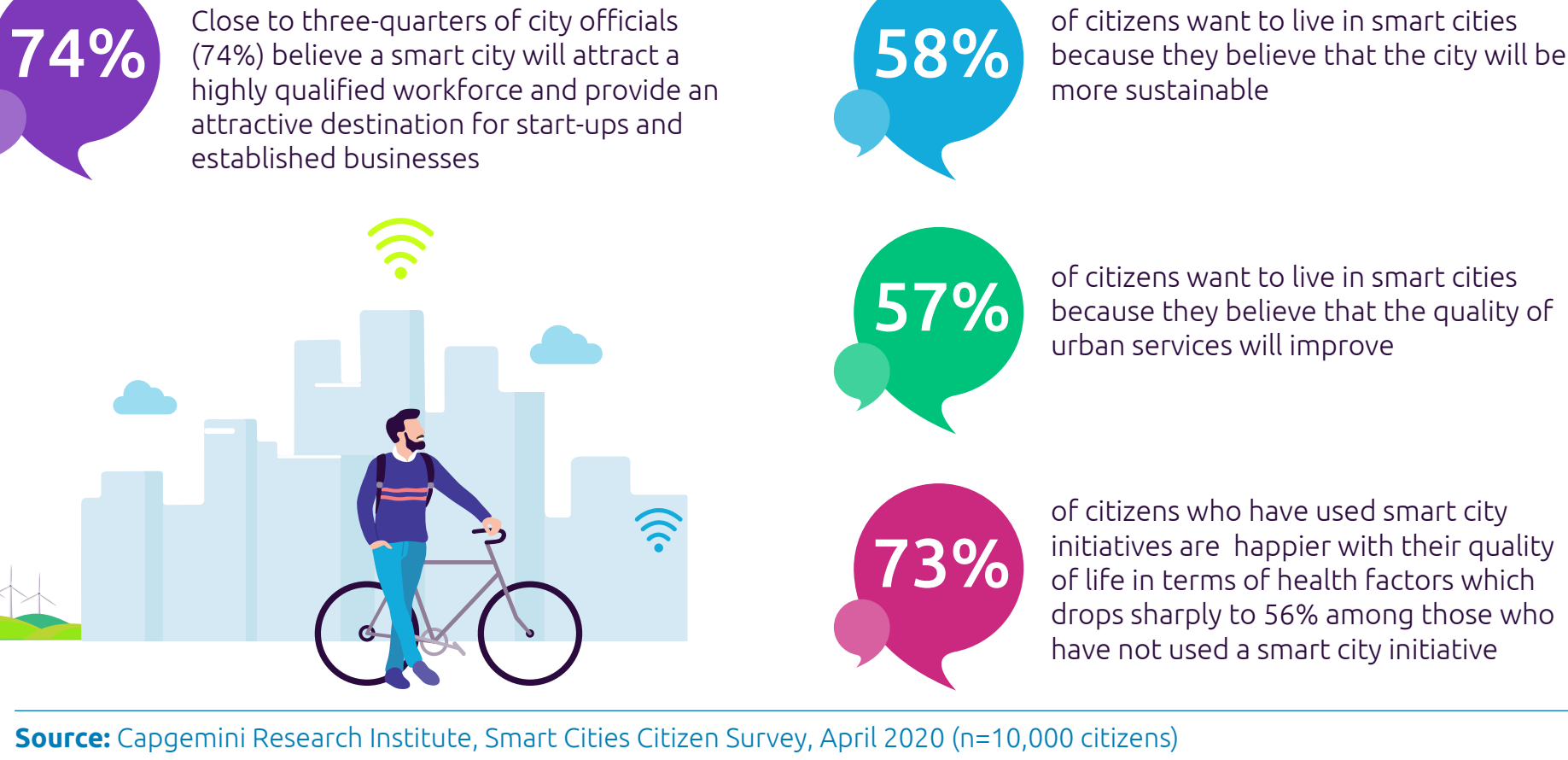


Biggest Challenge that can lead to citizens to leaving a city - by city



Source: Capgemini Research Institute, Smart Cities Survey, April 2020 (n=10,000 citizens)

Why do smart cities hold the key to improving urban life?



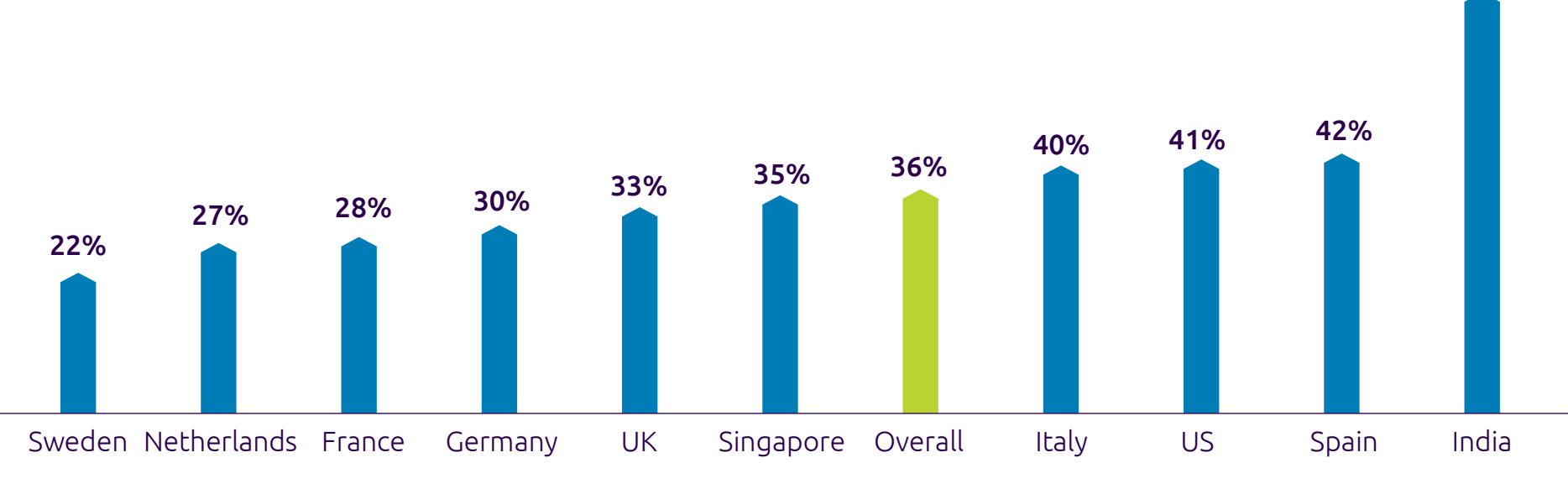
Source: Capgemini Research Institute, Smart Cities Citizen Survey, April 2020 (n=10,000 citizens)

Citizens want a better urban existence and are prepared to pay more for using smart city initiatives

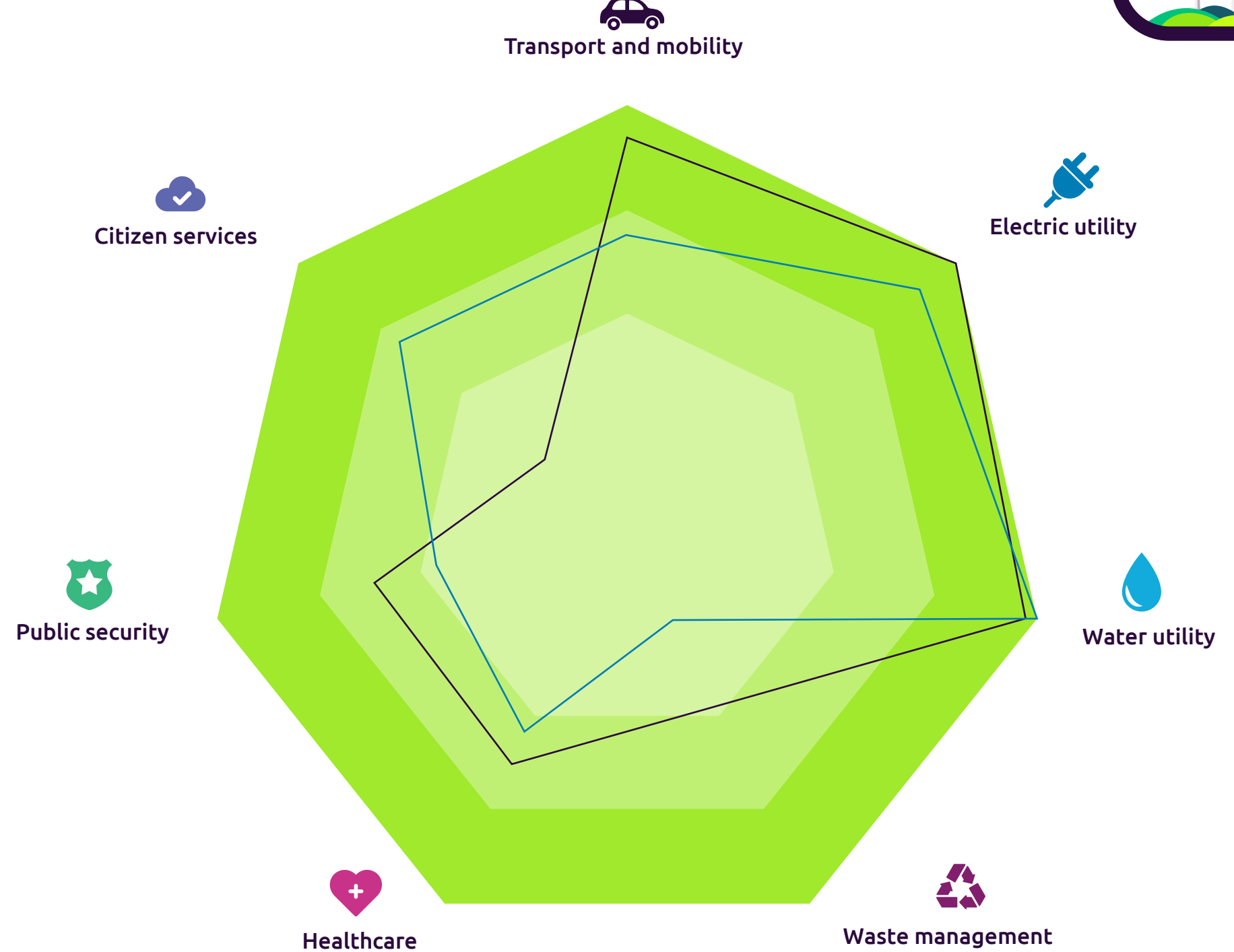
Millennials and Indian citizens are willing to pay more for smart city initiatives

Over a third (36%) of citizens are willing to pay more for using smart city initiatives. This figure is higher for Millennials (44%), Gen Z (41%)

I would be willing to pay more to access smart city initiatives because I want to live in a highly developed and connected city

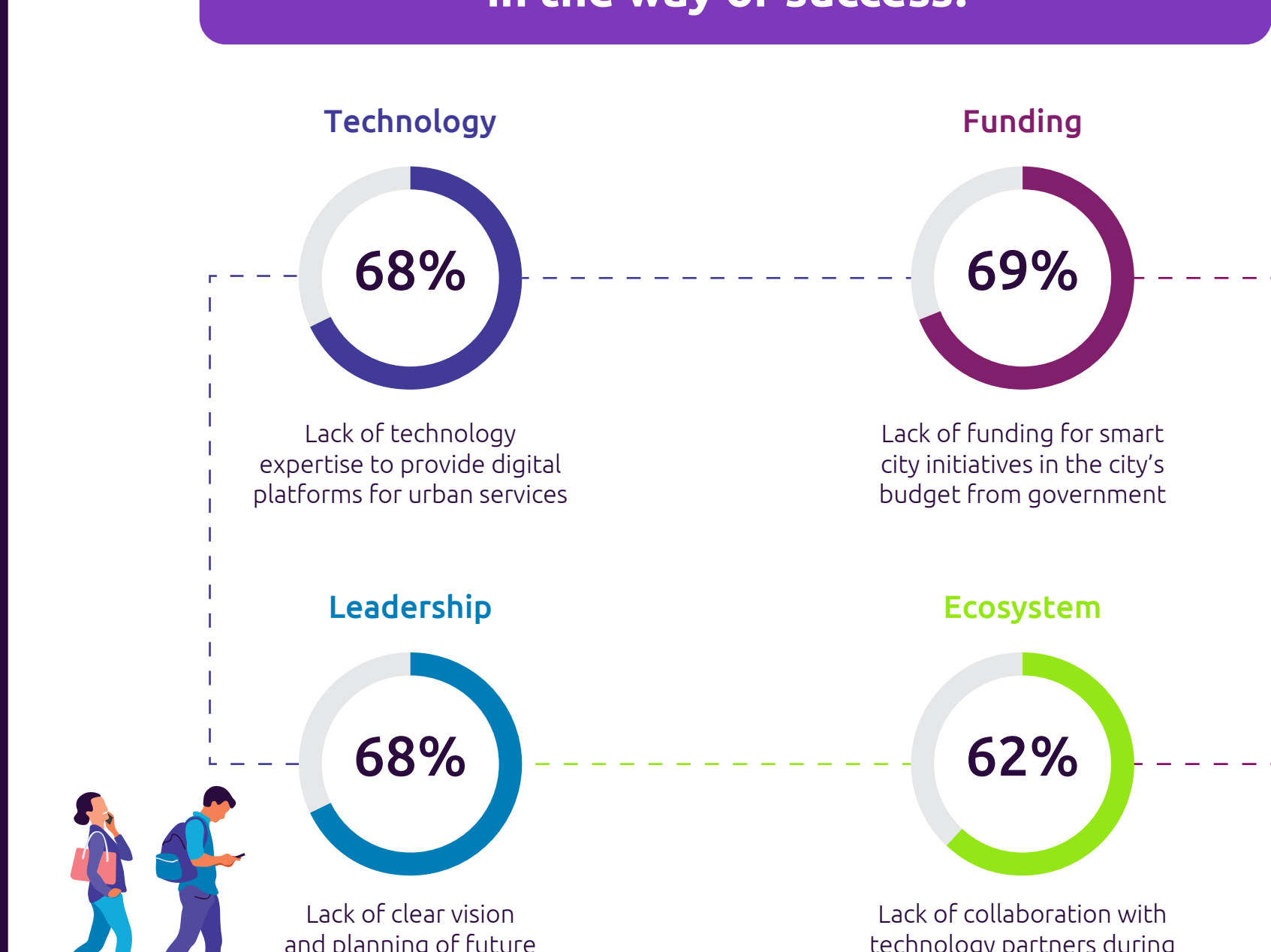


High level of citizen interest in smart city initiatives



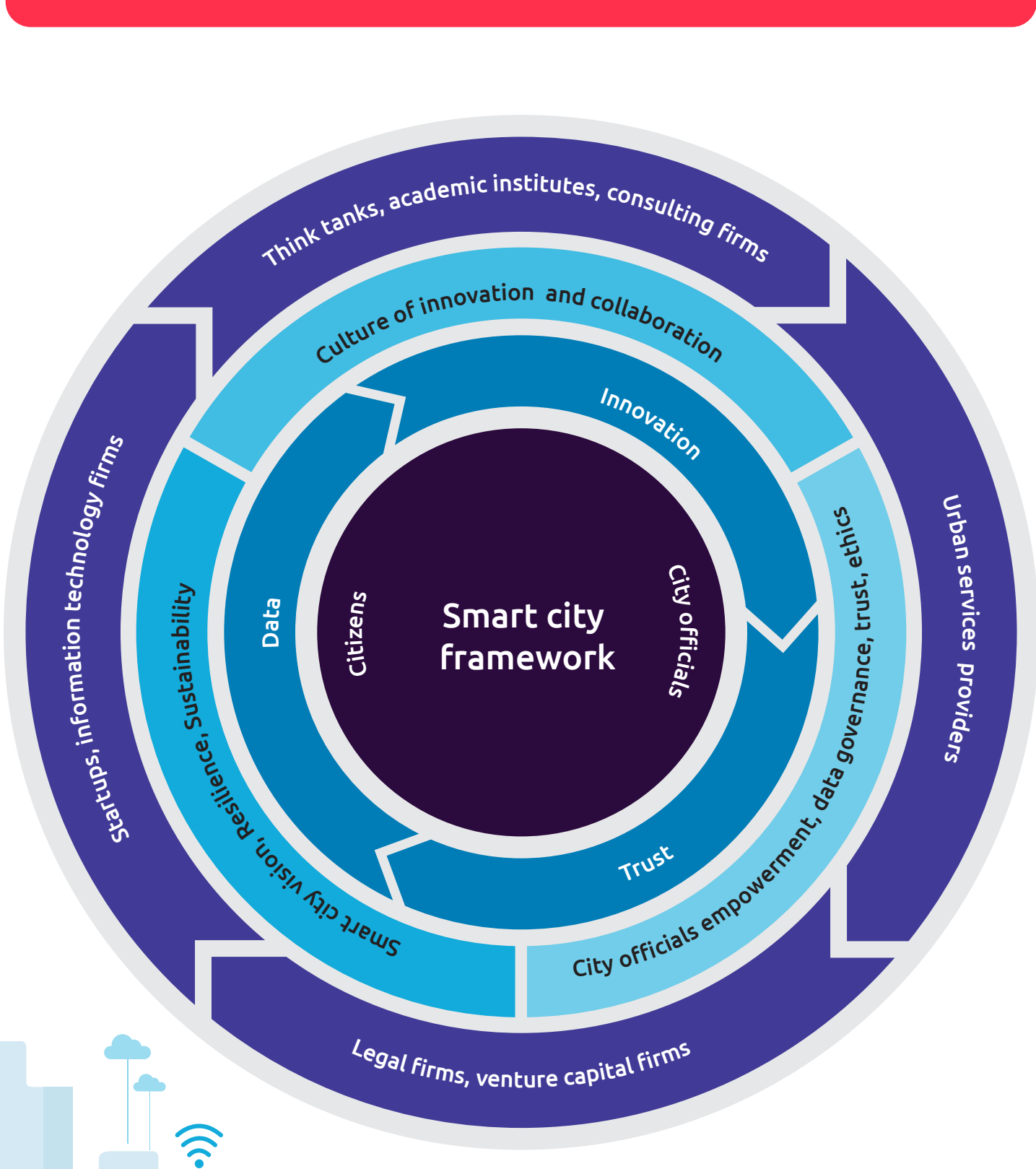
Source: Capgemini Research Institute, Smart Cities Survey, April 2020 (n=10,000 citizens)

What challenges stand in the way of success?



Source: Capgemini Research Institute, Smart Cities executive Survey, April 2020 (n=310 city officials)

How can cities accelerate smart implementation?



Source: Capgemini Research Institute Analysis

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