



## Introduction

### THE KYOTO OF THE CITIES<sup>1</sup> *Smart Cities in the Post-Crisis Era*

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**Rome – Brussels – London**

“KYOTO OF THE CITIES” is an initiative, welcomed by UNESCO – Italian National Commission, the European Commission – DG Education and Culture and the Italian Government – Ministry of Environment and promoted by the think tank Vision<sup>2</sup>, calling for a direct leadership of world cities in the tackling of climate change issues, via the adoption of cross-border quasi contracts and mutually agreed policy targets. The initiative will leverage on Vision<sup>3</sup> practices, and it is going to be connected with global<sup>4</sup> and European partnerships<sup>5</sup> amongst cities on climate change. The results will be presented through a high profile international conference to be held in Naples the 26<sup>th</sup> - 28<sup>th</sup> March 2009.

This paper outlines the structure of a broader collection of reflections on “climate change” seen from the point of view of the cities: contributors to the collection are experts from The London School of Economics, Bocconi University, Politecnico Torino, the think tanks Demos from UK and Rand Corporation from the US, McKinsey & Co.

Climate change is without any doubt a pivotal turning point for contemporary global societies. Due to the incumbent disasters associated to the increase of gas emissions, it attracts the attention of public opinion, policy makers and businesses on two related, and yet different, priorities: the urgency to find alternatives to our oil-based economy; the need for effective governance frameworks to face global changes. As discussed in the paper “Energy, climate change and democracy” current international agreements, such as those promoted through the UN, present structural difficulties due to their sole focus on national states and diplomacies.

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<sup>1</sup> The team has – at different stages - included Matteo Bocci (Vision), Alessandra Buonfino (Demos), Valeria Strabella (Vision), Francesco Grillo (Vision) Flavius Stan (Vision), Gabriela Palaveeva (Vision), Elena Di Bartolomeo (Vision), Gabriele Cetorelli (Vision), Filippo Delogu (Vision). The document is to be considered in progress, open to further contributions.

<sup>2</sup> [www.visionwebsite.eu](http://www.visionwebsite.eu)

<sup>3</sup> “Energy, climate change and democracy” (accessible at

[http://visionforum.it/forum\\_en/il\\_giornale\\_di\\_vision/energ\\_democr\\_in\\_action/EnergyPPFINAL.pdf](http://visionforum.it/forum_en/il_giornale_di_vision/energ_democr_in_action/EnergyPPFINAL.pdf)) was presented at the conference organized with the association of the LSE alumni was held in Rome, at the Italian Parliament on May, 18<sup>th</sup> 2007.

<sup>4</sup> The Large Cities Leadership group (C40) started by World Cities Group held in October 2005 in London and enlarged at 2<sup>nd</sup> summit in New York in May 2007.

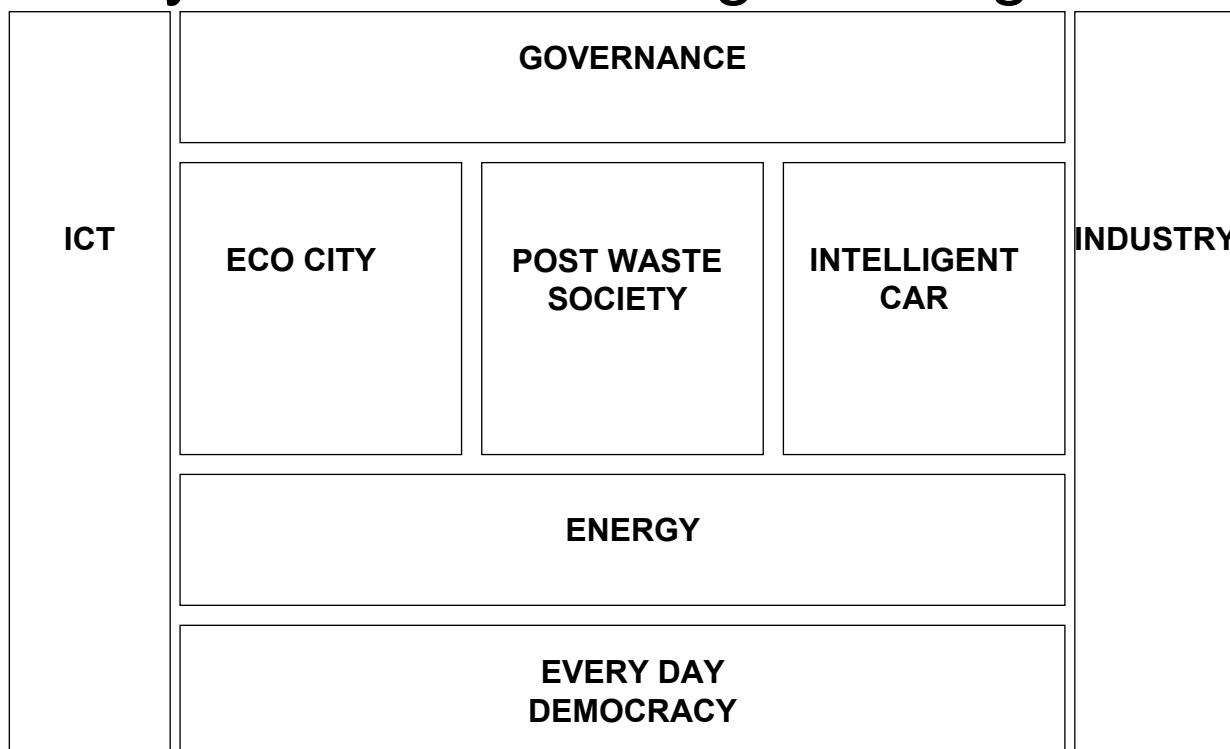
<sup>5</sup> The “covenant of mayors” launched on the 28<sup>th</sup> January in Brussels.

On the contrary, “Kyoto of the cities” is a feasible alternative and a relevant innovation. Not only it promotes a new pragmatic strategy for a system of oil-free local economies, but also it represents an important novelty in global governance, a city-based agreement that may be effective in assessing further emerging global issues. By promoting a different (and not alternative) approach to climate change, “Kyoto of the cities” assumes a new point of view aimed at: generating pragmatic ideas which are closer to individuals citizens, responsible for most of the gas emissions; promoting holistic strategies at local level, where is stronger the link between the four areas that need to be connected by a climate change strategy (policies, quality of life, business and communication).

In order to provide a useful set of recommendations the initiative aims at being ambitious in its goals, multi-disciplinary in its scope and capable to promote new synergies between a wide range of experts and practitioners (political scientists, strategy consultants, development economists, communication specialists, urban planners, as well as energy and environment experts). To ensure such a multi-dimensional approach, Vision is acting as a broker engaging a broad group of partners among top-ranking universities, think tanks and management consulting firms in Europe and worldwide. The core group of insight and expertise providers to date includes McKinsey & Co, The London School of Economics, Bocconi University and Demos the UK leading think-tank.

Although not all issues can be assessed through a first round of the initiative, a broad framework of action is needed since the earlier stages in order to structuring the whole agenda (and the consequent paper to be developed), understanding the complex interplay among the various issues at stake, and properly positioning the contributions of the various partners. The strategic reflections that the core group intend to promote are obviously open to further contributions and participants, in order to gradually assess the several policy areas represented in the following chart.

## Main areas in order to develop post kyoto climate change strategies



To properly assess the feasibility of the initiative, throughout the two days of discussions that articulates the international conference, the following questions shall be addressed:

1. Is a Kyoto of the cities desirable and is it possible, according to the institutional setting, in developing and developed, involved? Which are the main constraints, and can the need to fight climate change be urgent enough to provide the opportunity to lift these constraints?
2. What is the structure of the eco city of the future? How to maximize the efficiency of developing real estate and minimize the impact on the environment? Which are the main sources of saving in the maintenance, heating and electricity?
3. How can we reduce waste per unit of consumption? What other waste savings can be generated by changes in the consumption patterns? How can be the impact on the environment be reduced per unit of waste? How can waste be transformed in energy?
4. How can we reduce the amount of movements per unit of wealth and leisure available in a city? Which is the margin to shift from individual private transportation to more efficient modes? Which are the options to reduce emissions and congestion per number of people transported by car? Can the congestion charge be part of the solution?
5. What can intelligent transportation systems achieve, and can the automotive industry transform the environment challenge into the opportunity for producing the radical product innovation that could do with? How is a question like climate change and the reshape of cities going to challenge the competitive dynamics within and between industries?
6. How much can the diffusion of geo localized information contribute to the solution of the problem, and can the eco city be the opportunity that ICT industry was waiting for making the leap in terms of reach?
7. Can cities and individuals produce their own energy and which are the consequences of shifting the pyramid of the energy production and delivery processes?
8. How can we convince public opinions, policy makers and business partners that pollution and traffic are not permanent features of a modern city and problems without solution? Can the development of the eco city be the opportunity to develop new forms of democracy? And how could ICT enable such new collective decision making processes?

Successful climate change strategies must, at least, be aware that final success will depend – with intensity that will change across time and places – on each of the above eight macro questions. In fact, the project is meant to work as a logical and organizational, multidisciplinary framework, to whose various sections leading thinkers and doers will provide a contribution and from which will retrieve further insights for their work.

The eight areas of political, economic and managerial thinking will correspond to the eight papers (each elaborated by a different scientific partner) of the report that follows.