

Copenhagen: At the intelligent vanguard

Copenhagen is considered a leader in smart-city development, globally and in Europe. Barcelona-based IESE Business School, for one, ranks Denmark's capital eighth among 174 cities worldwide, and fifth among 58 Western European cities in a study of smart cities.¹ It may thus come as a surprise to learn that out of 19 cities surveyed in a study of smart-city expectations, conducted by The Economist Intelligence Unit and sponsored by Nutanix, Copenhagen residents are among the least likely to agree that smart-city initiatives make their city a more appealing place to live.²

That is not to say that Copenhageners are blind to the benefits of smart-city development entirely—at 57%, a majority of residents still hold a positive view of urban intelligence. However, this falls far short of the average of 71% across the overall survey, possibly reflecting the already-high standard of urban services Copenhageners enjoy. Among the various benefits that future waves of urban intelligence can deliver, Copenhagen residents are keenest for it in the areas of transport and environmental sustainability. Business executives, meanwhile, seek above all a stronger innovation environment and new market opportunities they can tap into.



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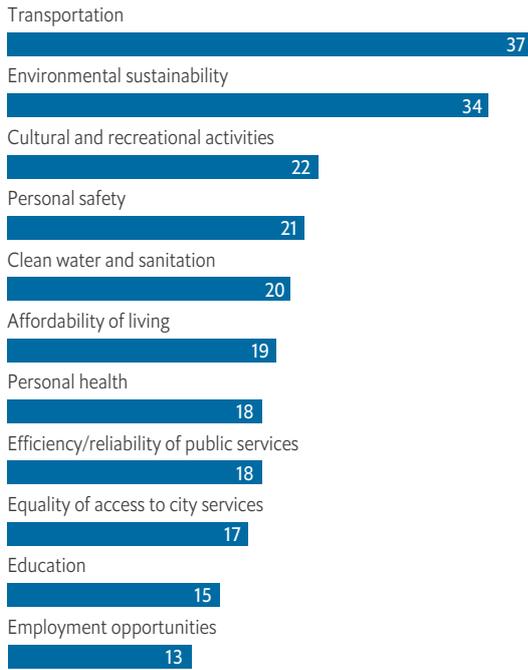
¹ *IESE Cities in Motion Index*, IESE Business School, 2019.

² In summer and autumn 2019, The Economist Intelligence Unit surveyed 353 citizens and 54 business executives in Copenhagen as part of a larger survey of 6,746 citizens and 969 executives in 19 cities around the world; the full research is available at <http://bit.ly/urbanintelligence>

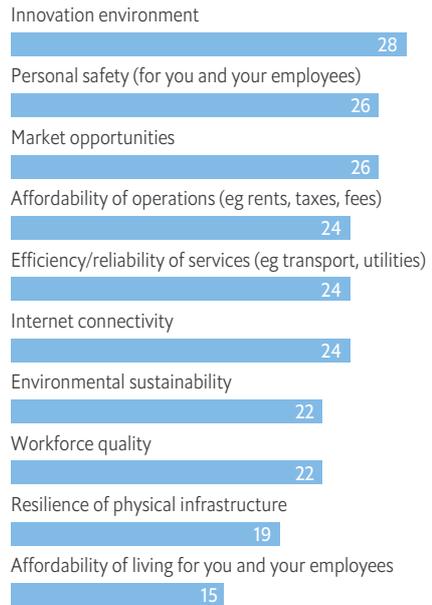
Great Danes

Chief benefits sought by smart-city initiatives, Copenhagen citizens and businesses
(% of respondents)

Citizens



Businesses



Source: The Economist Intelligence Unit

Citizen priorities: Transit and sustainability

Smoother transport and a greener city are often viewed as two sides of the same coin when it comes to smart-city development in Copenhagen.

35%

When asked about environmental sustainability, 35% consider improving the efficiency of public transit to be a key priority, the top choice selected.



44%

Among the different ways that smart capabilities can increase affordability, fostering the growth of low-cost transport options, including green choices such as bicycles and ride-sharing, is cited by 44% of citizens, far more than any other method.



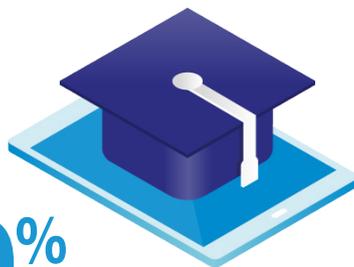
37%

26%

When it comes to personal health and safety, citizens believe smart initiatives should focus on improving the crime fighting capabilities of police (cited by 37%), but improving air and water quality comes in second (26%).

Employment is another area where residents hope smart programmes can make an impact.

29%



The largest share of citizens, 29%, believe the chief focus should be on more digital skills training in schools.

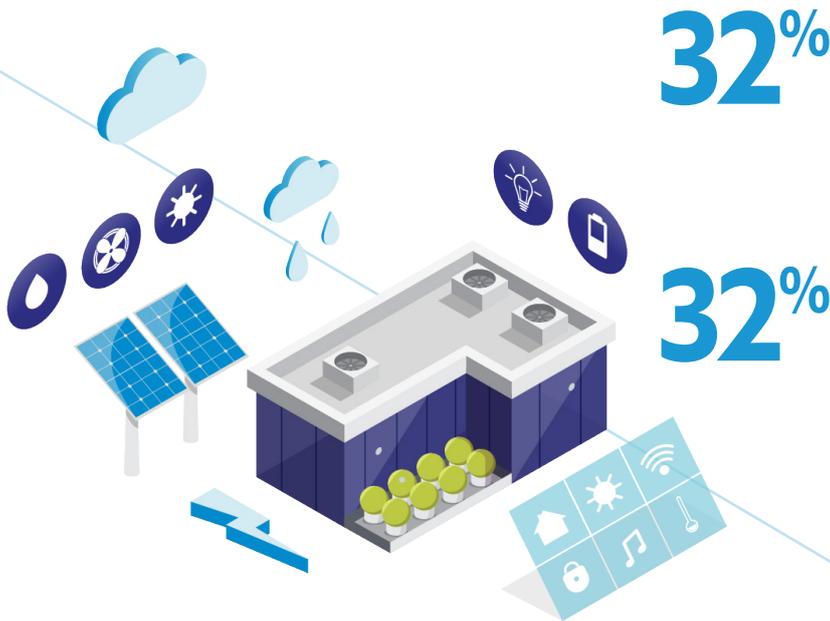
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Just over a quarter look for tech start-ups to create more employment opportunities.

Business priorities: Data-driven innovation

A **greener environment** also figures in business executives' priorities for Copenhagen's smart-city development.



When it comes to expanding the pool of talent available to local businesses, more executives (32%) point to smart technology-enabled improvements in air and water quality over any other measure.

Smart energy and water tariffing that enables variable pricing is cited by 32% as a priority for improving the city's overall affordability—second in importance among a menu of options.

Copenhagen is already considered a forward-thinking city, but executives based in the city believe that **improving the innovation environment** will be the top benefit that smart-city initiatives can deliver.

37%

Expanding the use of digital platforms to access government data is the key priority, mentioned by 37% of respondents.

35%

35% of executives strongly agree that the ability to access such data is important to their business.



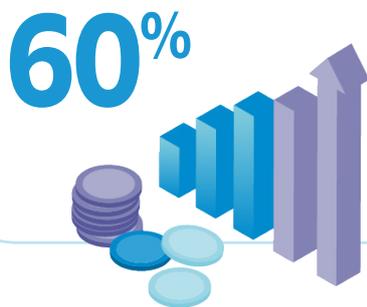


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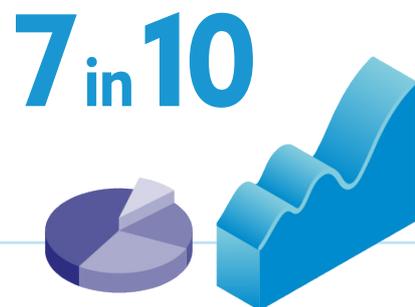
Over a third believe government data will help create new market opportunities for their business, namely through the development of new products and services.

Trade-offs: Business acceptance, citizen reticence

Businesses in Copenhagen are considerably more willing than citizens to **give something in return for smart-city benefits**.



Around 60% of executives say they are ready to pay more in taxes and service fees to secure such benefits—in-line with the global average.



Seven in ten executives also say they are ready to share more of their data for this purpose.

2 in 5

Private citizens are more reticent—only around two in five are willing to pay higher taxes or fees or to share more personal data.



Indeed, Copenhagen residents are more wary than those in most other cities toward **making compromises on personal privacy**.

35%



Just 35%—a smaller share than in all but one surveyed city—believe the growth of smart-city technologies outweighs any potential loss of personal privacy.

54%



Just over half of residents believe the use of facial recognition in crime prevention will do more good than harm—a lower share than in all but three cities.