

# London: Taking the lead

In 2018, London rolled out its Smarter London Together roadmap for smart-city initiatives. The plan builds on its 2013 vision, calling for more data sharing and better internet connectivity, among other goals.<sup>1</sup>

London has long been a pioneer in smart-city development, which is why Barcelona-based IESE Business School ranked the city in first place out of 174 cities worldwide in an analysis of smart cities.<sup>2</sup> The International Data Corporation, a US research firm, estimates that London will be the fourth-highest spender on smart-city initiatives between 2019 and 2023.<sup>3</sup>

Two in three London residents (68%) say smart programmes add to the city's appeal, a larger share than any other European city surveyed in a study conducted by The Economist Intelligence Unit and sponsored by Nutanix.<sup>4</sup> Among the benefits that smart-city development can deliver, residents emphasise affordability and personal security, whereas executives in the city point to internet connectivity and environmental sustainability.



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<sup>1</sup> *Smarter London Together*, Mayor of London, June 2018.

<sup>2</sup> *IESE Cities in Motion Index*, IESE Business School, 2019.

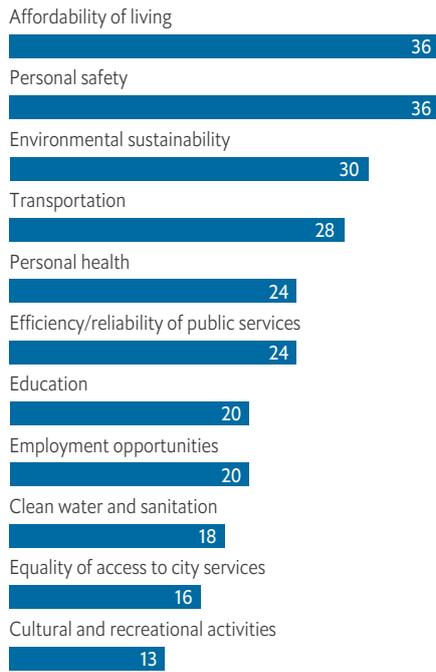
<sup>3</sup> "Smart Cities Initiatives Forecast to Drive \$189 Billion in Spending in 2023, According to a New Smart Cities Spending Guide from IDC", International Data Corporation, June 25th 2019.

<sup>4</sup> In summer and autumn 2019, The Economist Intelligence Unit surveyed 330 citizens and 50 business executives in London 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>

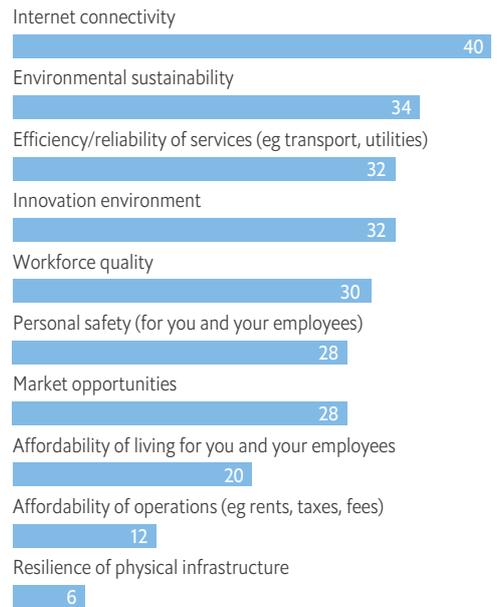
**London calling**

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

**Citizens**



**Businesses**



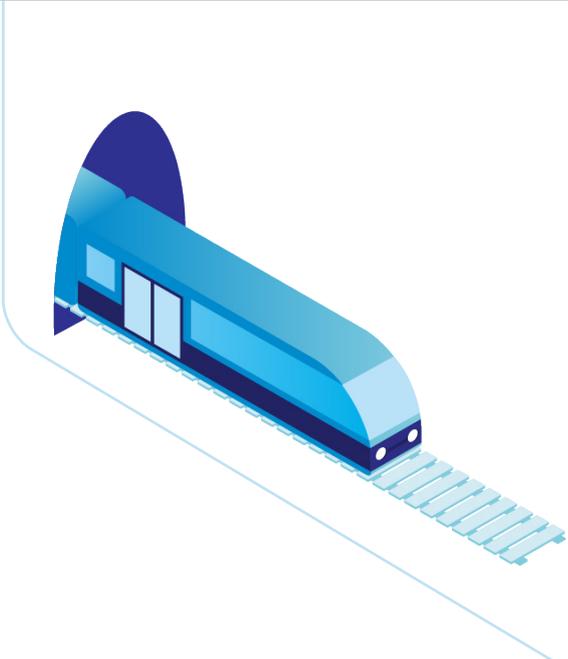
Source: The Economist Intelligence Unit

**Citizen priorities: Affordable living and personal safety**

36%

London residents evenly cite affordability and personal safety (36% each) as their top priorities for smart-city initiatives.

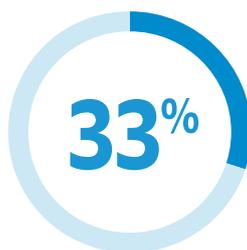
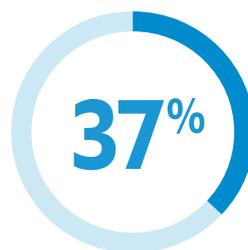




**44%**

When asked about ways to improve affordability, 44% say the city should encourage lower-cost transport options, followed by building more energy-efficient infrastructure (42%).

Although London is considered relatively safe, residents are the most likely out of any city surveyed except Stockholm to prioritise personal safety as a key objective for smart development.



To better ensure personal health and security, citizens believe smart initiatives should focus on enhancing the crime-fighting capabilities of the police (37%) and improving air and water quality (33%).

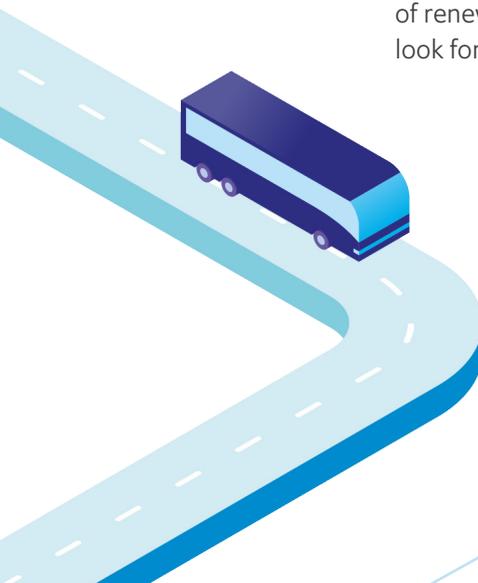
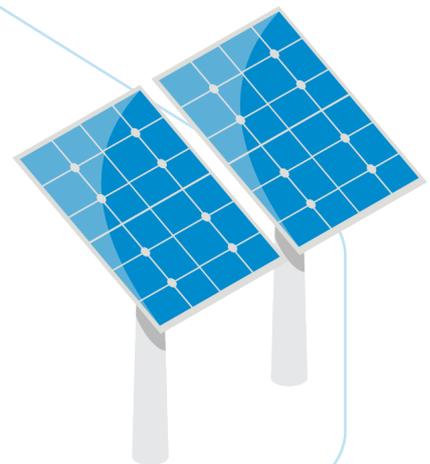
**Environmental sustainability** is another target for improvement through smart programmes.

**30%**

Nearly one in three citizens (30%) say making the city greener should be a key focus.



When asked how smart-city initiatives could potentially make London more sustainable, 36% point to expanding the availability of renewable energy sources, while 32% look for more efficient public transport.



### **Business priorities: Connectivity and sustainability**

Executives view **greater connectivity** as the top priority for smart-city initiatives.

# 40%

Two in five (40%) executives think smart-city development should focus on delivering faster internet.

# 2 in 5

Another two in five (40%) believe deploying ultra-high-speed broadband networks is essential to enhancing London's innovation environment.



# 30%

Nearly 30% of executives say the use of 5G networks as part of smart-city initiatives will be most integral to the success of London's business ecosystem.

**Environmental sustainability** is executives' second-highest priority, cited by one in three (34%).

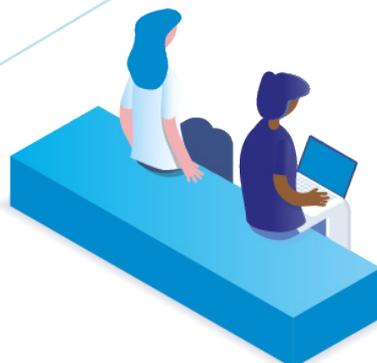
# 36%

Over one in three (36%) London executives say improving the energy efficiency of buildings is key to making the city more affordable, compared with a regional average of 32%.



# 1 in 5

One in five (20%) say improving the environmental quality of the city is critical to expanding the local talent pool.



## Trade-offs: Business acceptance, citizen cautiousness

Businesses are generally **willing to make compromises** to receive smart-city benefits, particularly when it comes to sharing data.



Over three in five (64%) executives are willing to pay higher taxes for smart-city initiatives, compared with a regional average of 45%.

# 78%

Nearly four in five (78%) are willing to share more of their organisation's data, compared with the regional average of 65%.

Executives in London are among the least likely of all cities surveyed to view sharing too much of their organisation's data with the city as risky.



Private citizens are **less accepting of trade-offs**, but are still willing to make some concessions when it comes to personal security.

36%

51%

London residents are far less willing than businesses to pay more in taxes (36%) or share their personal data (51%), views generally aligned with regional averages (32% and 45%, respectively).



68%

Nearly seven in ten (68%) Londoners are comfortable with the city using their personal data to prevent or solve crimes through facial recognition technology.

61%

Three in five (61%) believe such methods will do more good than harm.

