

Paris: View from the tower

Paris has placed citizen inclusion, environmental sustainability and internet connectivity at the centre of its smart-city strategy, including but not limited to its plans to build more green spaces and encourage the public to participate in budgetary decisions.¹ In recognition of the city's smart planning efforts, Barcelona-based IESE Business School ranks the city fourth out of 174 cities worldwide and third out of 58 cities in Western Europe, in an analysis of smart-city development.²

The government's emphasis on greater environmental sustainability is reflected in the main priorities of Paris citizens and business executives for smart-city development, according to a survey conducted by The Economist Intelligence Unit and sponsored by Nutanix.³ For residents, a greener city is second in importance only to improving transportation; for executives, it falls just behind improving the efficiency and reliability of services.



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¹ "Paris Smart and Sustainable: Looking Ahead to 2020 and Beyond", Mairie de Paris, 2015.

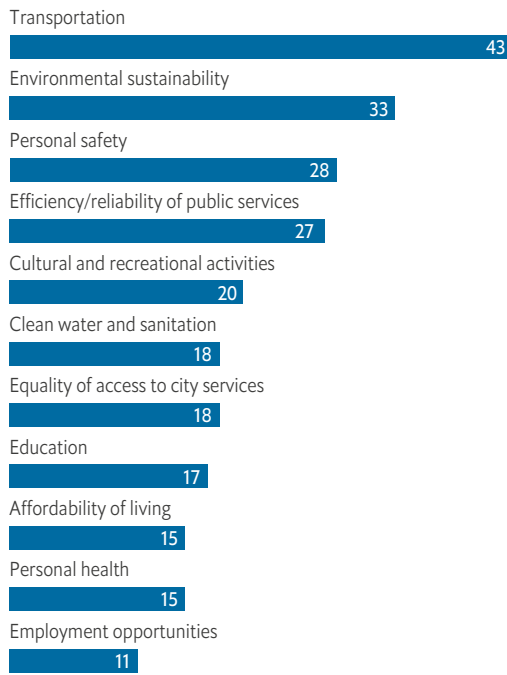
² *IESE Cities in Motion Index*, IESE Business School, 2019.

³ 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>

City of lights

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

Citizens



Businesses



Source: The Economist Intelligence Unit

Citizen priorities: Transportation and environmental sustainability

Parisians most often point to **transportation** and **environmental sustainability** as their top priorities for smart-city development.

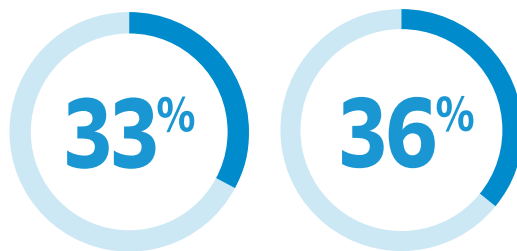
2 in 5

Approximately two in five (43%) residents of Paris—the highest share of any city in the survey—say improving transportation should be the foremost objective.



33%

Their emphasis on transportation goes hand-in-hand with concern for environmental sustainability—the second priority, cited by one in three Parisians (33%).



When asked about making the city greener, one in three (33%) believe that smart initiatives should focus on improving the efficiency of public transport, second only to more efficient waste recovery (36%).



Environmental sustainability also features prominently among citizen priorities for smart-city initiatives.

34%



One in three (34%) say improving air and water quality should be the primary objective of initiatives to improve personal health and safety.

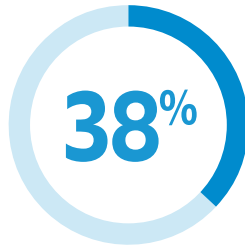
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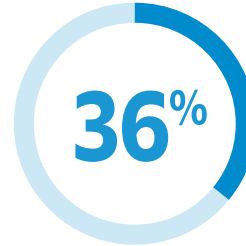
Two in five residents (40%) say initiatives that aim to make the city more affordable should focus on improving the energy efficiency of buildings.

Business priorities: Efficient services and environmental sustainability

The top priorities of executives in Paris align with those of citizens, emphasising **more efficient public services**, such as transportation, and **greater sustainability**.



Nearly two in five (38%) executives list greater efficiency and reliability of public services as their top aim for smart-city development.



A slightly lower share (36%) point to making Paris a greener city, higher than the regional average of 33%.



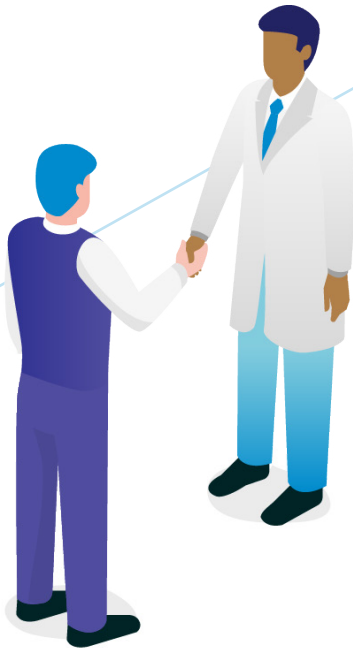
32%

When asked about expanding the local talent pool, one in three (32%) executives believe improving the environmental quality of the city would be the best way for smart-city initiatives to achieve this.

Paris-based executives also hope smart-city capabilities will result in **faster connectivity** and **new partnerships**.

1 in 3

One in three (34%) say better internet connectivity should be a top priority for smart-city development.



44%

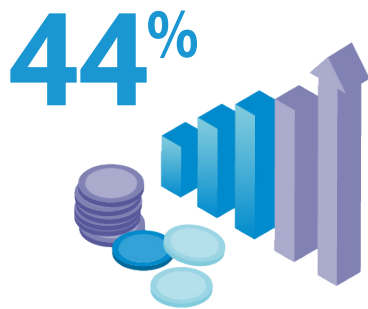
Smart initiatives that facilitate research and development collaboration between universities and businesses are cited by 44% of executives—tying with Zurich as the second-highest share reported by any city after Stockholm—as key to strengthening the city's innovation environment.

38%

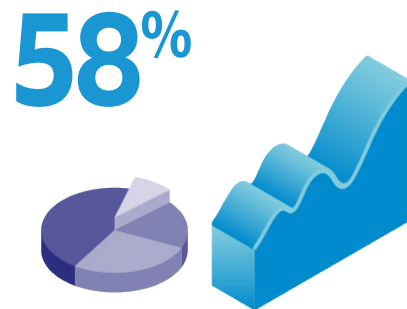
When asked about the most promising market opportunities that may result from smart programmes, nearly two in five executives (38%, the highest share of all cities surveyed) point to forming partnerships with non-governmental organisations.

Trade-offs: Business and citizen concerns

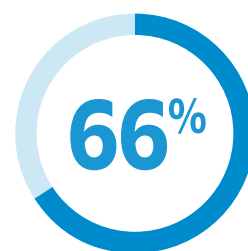
Executives in Paris **have reservations about making compromises** for smart-city benefits, especially if it means paying higher taxes and sharing data.



Less than half (44%) are willing to pay higher taxes for smart-city development, lower than the global average of 52%.



Although 58% of executives are willing to share more of their organisation's data for smart-city benefits, this is a notably lower share than the global average of 69%.



Two out of three executives (66%) say it would be risky to share too much data to help the city develop smart solutions.

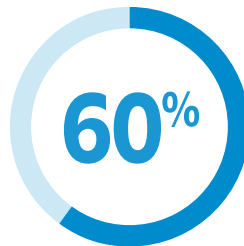
Residents are even **less willing to make compromises** and are particularly cautious about sharing personal data.

1 in 3

Only one in three (33%) Parisians are willing to pay higher taxes, and a higher share (45%) is explicitly against it.

46%

Less than half (46%) of residents are willing to share their personal data in exchange for smart-city benefits.



Furthermore, when compared with the global average, fewer Parisians support the utilisation of their personal data for improving transportation (61% vs 74%), combating crime (60% vs 70%) and reducing energy costs (64% vs 71%).

2 in 5

Keeping citizens informed of initiatives may help alleviate concerns, however, given that two in five (40%) residents—the largest share recorded in any city—believe this is an area requiring extensive improvement.