



# Inclusive Urban Futures: The SMART-AAA Formula

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# Money and good intentions don't make a city livable.

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**Focus on Tech, Not People**



**Gaps in Supply-Side Master Planning**



**Liveable, Not Loveable**



**Weak Operating and Business Model**



**Real Problems?**



**Privacy Concerns**

# How Nakhon Si Thammarat Became a Model Smart City

<https://bit.ly/nakhonsmartcity>

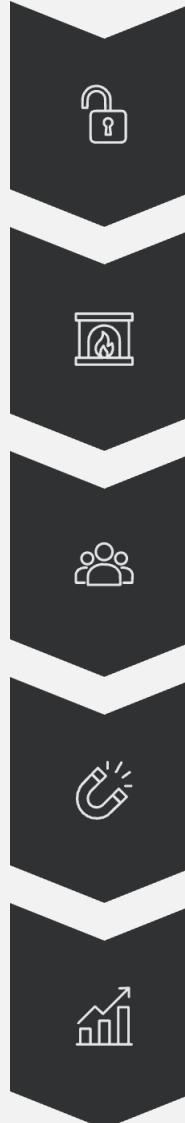


**Best Smart City Partnership Award**  
World Smart City Expo 2023 Award, Republic of Korea



Image Courtesy of Thailand Travel Authority and World Smart City Expo

# Inclusion: The Core of Urban Success



## Inclusion

Ensuring universal participation in city life, leading to a **15% increase in civic engagement**.

## Livability

Enhancing the quality of daily urban experience, resulting in a **20% higher resident satisfaction score**.

## Diversity

Fostering a rich mix of people and ideas, boosting urban innovation by an estimated **10%**.

## Attractiveness

Drawing talent and investment, contributing to a **5% annual increase in foreign direct investment**.

## Growth

Driving sustainable prosperity, with an average of **3% annual GDP growth** in inclusive urban economies.

Great cities aren't built on a foundation of eventual livability. Studies show that cities prioritizing inclusion see a **1.5x higher return on urban development investments**. They achieve greatness \*because\* they prioritize livability from the start. And true urban quality begins with **who benefits**, not just with beautiful plans.

# The SMART-AAA Framework

A powerful, actionable framework defining what 'inclusive smart cities' truly embody, potentially impacting **over 70%** of global urban populations by 2050.

## SMART Access

You can reach services. Services can reach you.

Ensuring physical and digital infrastructure connects everyone to opportunity, aiming for **98% broadband coverage** and **reducing average commute times by 20%** for underserved communities.

## SMART Ability

You have the skills and tools to use them.

Fostering digital literacy and capability-building to empower full participation, targeting a **25% increase in digital skills** among vulnerable groups within five years and providing **50,000 free devices**.

## SMART Agency

You can speak, be heard, and see action.

Creating platforms and processes that grant citizens genuine voice and influence, leading to a **30% rise in civic engagement** and ensuring **at least 15%** of citizen-proposed initiatives are reviewed by policymakers.

When a city champions these three dimensions, everything else thrives—from economic vitality, with potential **economic growth of up to 10%** in smart sectors, to social cohesion and sustainable growth, contributing to a **25% improvement** in overall resident satisfaction.

# SMART Access: Infrastructure That Reaches Everyone

## 5G Ambulance Networks

5G ambulance networks provide life-saving connectivity, delivering rapid, precise healthcare, reducing average response times by **30%**, and offering real-time remote support to over **2 million** remote, bedridden, and elderly citizens.

This advanced telemedicine redefines emergency response, elevating it to proactive, preventive care, and contributing to a **15% reduction** in preventable hospitalizations.



## City Development Companies (CDCs)

Phuket and Khon Kaen showcase how private capital, with over **\$500 million** in combined investments, rapidly and efficiently builds access through **200 new** smart buses, **10 modernized** piers, and extensive mobility infrastructure, serving **1.5 million** daily commuters.

CDC models prove public-private partnerships deliver at scale—completing projects **25% faster** and often **15% under budget** compared to traditional government initiatives alone.



## JOIN (Japan)

JOIN brings essential investment discipline, mobilizing over **\$1 billion** in infrastructure investments, and early-stage coordination to scale access across **15 cities** globally, benefiting an estimated **10 million** urban residents.

Beginning with Khuan Lang in Songkhla, JOIN's model demonstrates how international partnerships accelerate infrastructure development by an average of **2 years**, leveraging proven expertise.



# SMART Ability: Empowering Digital Citizens



01

## Digital Skills for All Ages

Fostering digital literacy across all generations, from children mastering computational thinking to seniors gaining online safety and anti-scam awareness, aiming to reach **over 70% of the urban population** and **reduce the digital literacy gap by 25%**.



02

## Workforce Development

Developing talent pipelines to connect citizens with the digital economy and its evolving opportunities, leading to a **15% increase in local tech employment** and **training over 5,000 citizens annually**.



03

## Smart City Officers

Training more than **5,000 government officials** responsible for smart city development through hands-on programs such as the award-winning Chief **Smart City Officers (CSO)**. Programs cover all levels of smart city operators: Smart City Leadership (SCL), Smart City Officers (SCO), and Smart City Ambassadors (SCA)

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## Vulcan Coalition

This innovative workforce model empowers persons with disabilities to become AI operators, data trainers, and digital staff, directly converting inclusion into measurable productivity, with **over 300 individuals currently employed** and demonstrating a **25% increase in operational efficiency** in participating projects.



## @Nakhon City App

Nakhon Si Thammarat's citizen platform, now adopted by **over 60% of its 1.2 million residents**, defines true responsiveness:

- Citizens report **over 32,000 issues directly via a unified interface in 24 months**.
- Departments respond accountably and transparently.
- Progress is tracked and visible to all.
- The result: **200% faster resolutions, 98% citizen satisfaction rates**, and a cultural shift towards engagement.

This exemplifies authentic "**citizen-centricity**" in practice—not mere rhetoric, but systems that deliver tangible impact.



# ASEAN-Japan Fit: A Natural Partnership



Combining Thailand's proven regional expertise with Japan's capital depth and engineering excellence, we scale transformative urban solutions across ASEAN, a region home to over **300 million urban dwellers** and projected **3% annual urban growth**.



## Smart Mobility

Integrated transport networks efficiently connecting communities, aiming to **reduce average commute times by 20%** and **increase public transport ridership by 15%** in pilot cities.



## Digital Healthcare

Delivering accessible medical services to underserved populations, reaching **500,000 new patients** annually and **reducing healthcare delivery costs by 10%**.



## Citizen Platforms

Responsive systems empowering residents with a real voice, achieving a **90% issue resolution rate** and **75% active user adoption** within the first year of launch.

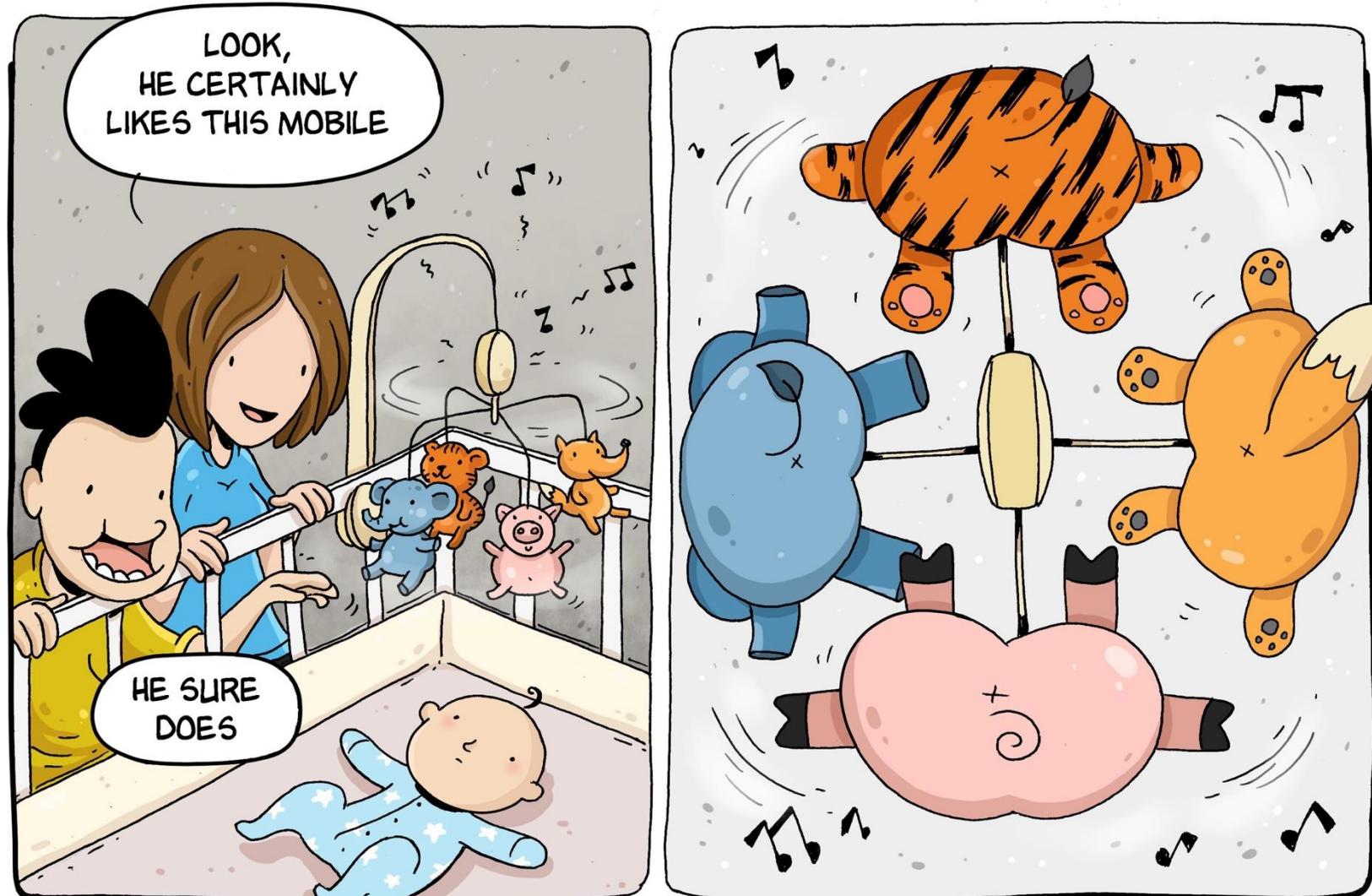


## Smart Districts

Integrated developments modeling the future of urban living, demonstrating a **30% reduction in energy consumption** and housing **over 100,000 residents** with advanced amenities.

Our shared goal: **build cities where participation is inherent, not optional**. Where inclusive infrastructure forms the strategic foundation, not merely a desirable feature.

# The Perspective Gap



Source with Permission: <https://vk.com/piterskii>

## From Above

Designers envision sophisticated systems, elegant masterplans for cities of **over 5 million residents**, and coordinated infrastructure—a seamless tapestry of urban elements, often representing **\$500 million to \$1 billion** in public and private investment.

## From Below

Citizens encounter fragmented services, confusing interfaces, and disjointed systems—perceiving only disconnected pieces, not the integrated vision. This often leads to **over 40% dissatisfaction rates** and an average of **2 hours lost per week** navigating complex city processes.

# Start With People. Then Add Data. Then Add Design.

Globally, **over 55% of the population resides in urban areas**, a figure projected to reach 68% by 2050. Smart cities thrive by serving these growing populations, and success hinges on foundational elements that drive inclusive growth:



## SMART Access

Infrastructure **connecting 98% of residents** to high-speed digital services and public transportation, leading to a **15% increase in access to remote work and education opportunities**.



## SMART Ability

Skills and tools **empowering 100,000 citizens annually** with digital literacy, contributing to a **\$50 million boost in local economic activity** through new job creation.



## SMART Agency

Platforms **amplifying citizen voice for over 1 million users**, leading to **over 200 successful community-driven projects** in the last year and a **30% increase in civic participation**.

Cities become **truly smart** not through technology alone, but through technology that **expands** positive urban participation.



## People First

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