



Inclusive Urban Futures: The SMART-AAA Formula

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



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 (CSCO)**. Programs cover all levels of smart city operators: Smart City Leadership (SCL), Smart City Officers (SCO), and Smart City Ambassadors (SCA)

04

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.



v1.0 (2022)



**V5.3
(2023)**



**V6.1
(2024)**



@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.



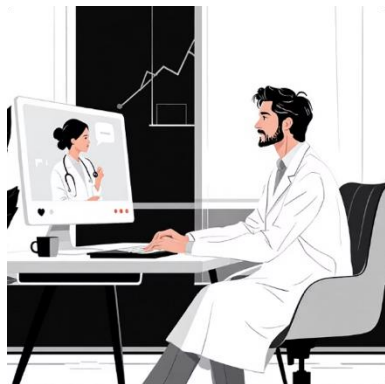
ASEAN–Japan Fit: A Natural Partnership

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.

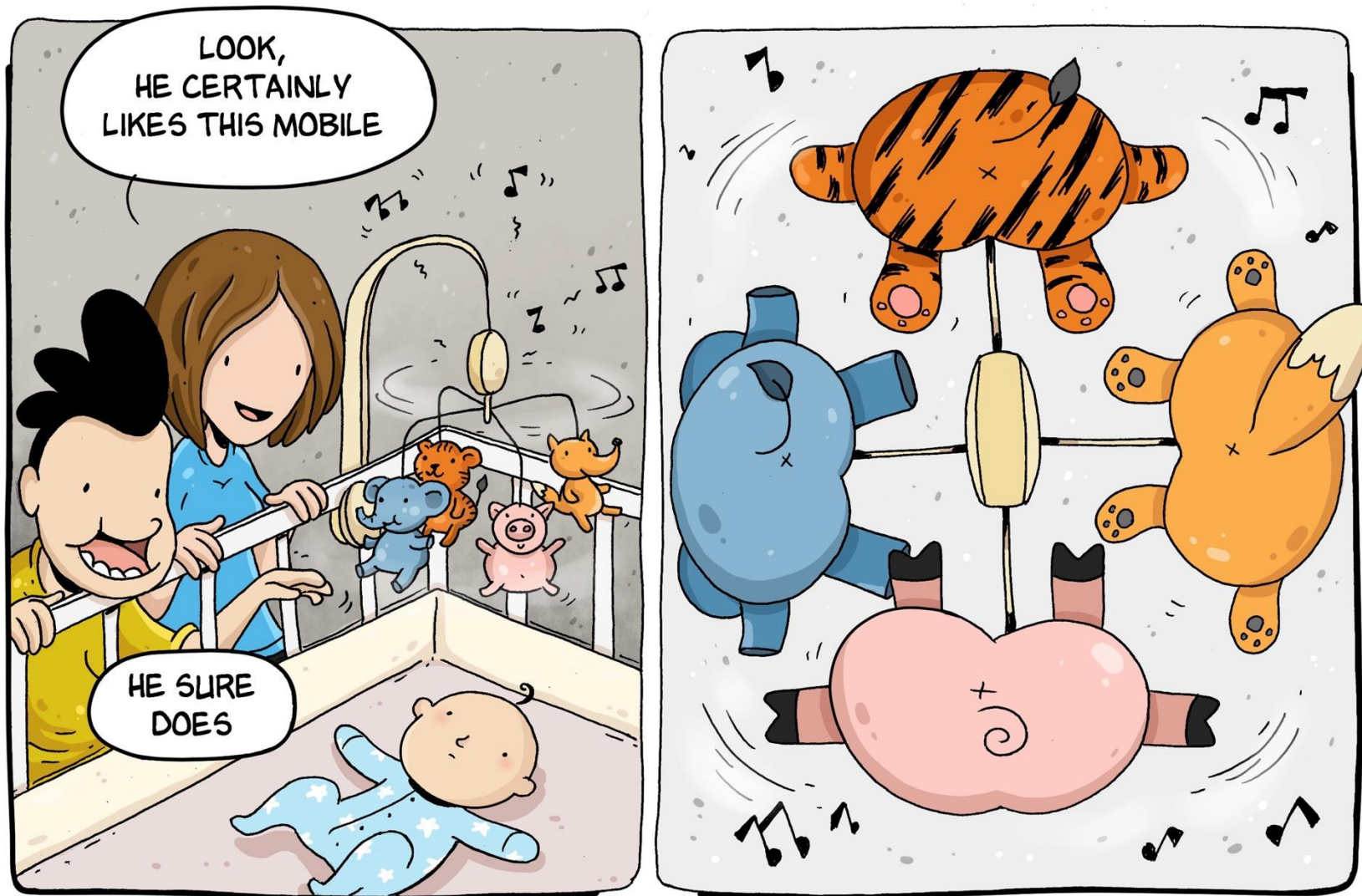


Smart Districts

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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