

## **Why New Century City Projects Have Extraordinary Value**

Discussion note

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### **1) Develop Social Capital – human and institutional**

- beyond real estate and economic development
- they reconstitute own resources to be more innovative and creative
  - university-industry relations
  - education – shifts the paradigm and build new partnerships
- aim is to develop human capital for the new economy

### **2) Position the City – if not the nation – as a real player in this new, global economy**

### **3) Rethink and exploit the value of their strengths and build from what they have**

### **4) Blend cyber and physical environment – at a variety of scales to change the fabric of the city**

### **5) Anticipate and serve new life patterns that break boundaries age, place and occur anytime, anyplace**

### **6) Promote The “Dream”, Experience Society**

Rolf Jensen, *“The Dream Society: from Information to Imagination”*1999

### **7) Promote new business opportunities**

IT and communication companies with “Apps chasing an elusive market”

Value adding, cross industry organizational contributions

New partnerships