



# FUTURE OF PLACE FRAMEWORK

People | Place | Technology | Data

Powered by:

**SmartCitiesCouncil**

Australia New Zealand

December 2021



We acknowledge the First Nations people of Australia as the original inhabitants of the places we live and work and pay respects to Elders past, present and future.

In recognition that we are a cross-nation organisation, we acknowledge Māori as tangata whenua and Treaty of Waitangi partners in Aotearoa New Zealand.

The Future of Place project acknowledges the connection of place with Country, and that First Nations cultural practices can provide deep insights into how we shape places to be more sustainable and resilient.

The Future of Place project will serve to provide guidance on how technology and data enablers can be shaped by this deep cultural knowledge and serve to enhance respect and engagement with First Nations people.



# our compass

Place is critical to  
advancing the United  
Nations Sustainable  
Development Goals.  
This is our compass for  
the Future of Place  
project.

# CONTENTS

1. Scope

2. Outcomes

3. Enablers

4. Innovations

5. Principles

6. Next



The why?

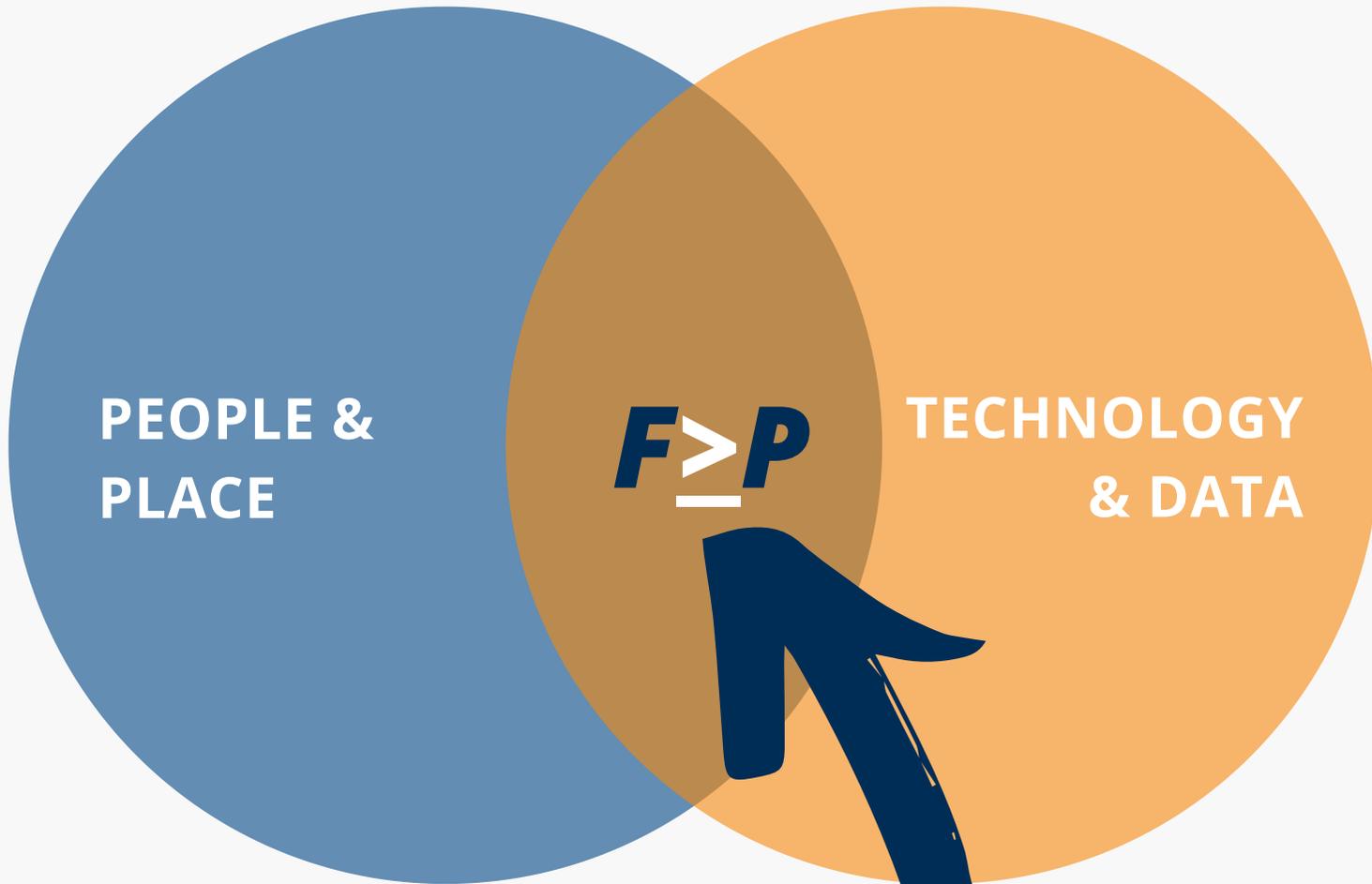
The what?

The how?

**Note:** This Framework has context, and is part of a larger project - the Future of Place project. This document represents the halfway point of a two year exercise of unpacking the evolving relationship between people, place, technology and data. Further context and resources are available at [futureofplace.global](https://futureofplace.global)

01

SCOPE



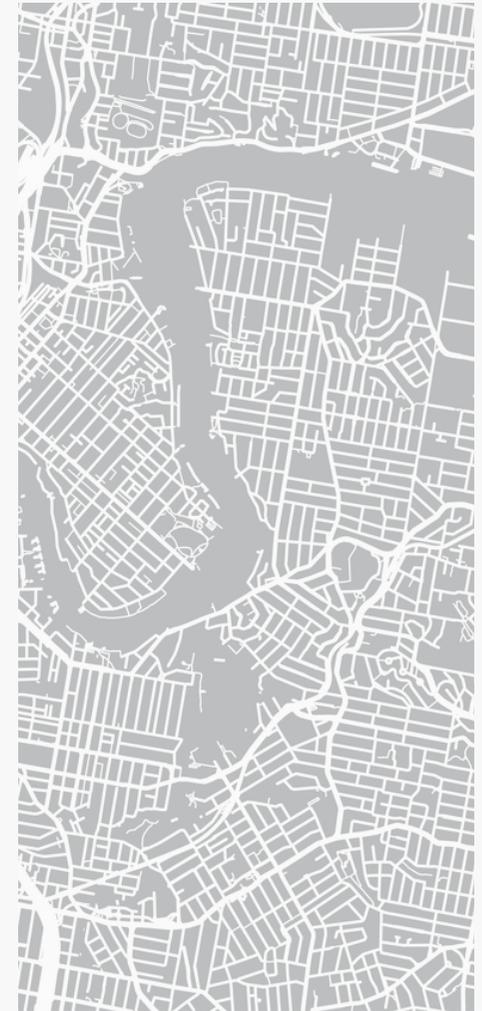
**This project focuses on the intersection between People, Place, Technology and Data.**

**We are exploring how this relationship  
can be mutually reinforcing.**

## What about scale?

Adapting to any scale, the scope of the Future of Place project covers how people interact in and with physical, natural, virtual and hybrid places.

From micro-interventions on the footpath to the renewal of whole neighbourhoods, the delivery of essential infrastructure to city-wide services - throughout regions and across nations, place is an enabler for greater prosperity that can be accelerated by meaningful technology and data investments.



02

OUTCOMES

**The place outcomes we seek as a community are well known.** The Future of Place project embraces these outcomes. Here are some...

<b>Connection</b>	<b>Diversity</b>
<b>Engagement</b>	<b>Commerce</b>
<b>Experience</b>	<b>Wellbeing</b>
<b>Enjoyment</b>	<b>Meaning</b>
<b>Choice</b>	<b>Culture</b>
<b>Happiness</b>	<b>Inclusion</b>
<b>Safety</b>	<b>Sustainability</b>
<b>Comfort</b>	<b>Respite</b>

**The Future of Place project is not about new meaning or outcomes for place, but rather supporting the realisation, creation and delivery of place outcomes by meaningfully embracing technology and data enablers.**

**To help achieve these outcomes, the Future of Place project is using a set of goals that policy makers and practitioners alike can use to guide their actions. Examples include:**

**Public Open Space**

Enhance the quality of and access to public spaces and places.

**Landscape**

Increase biodiversity and nature-based systems.

**Real Estate**

Increasing opportunities to recalibrate land use and built form to be more sustainable.

**Mobility**

Enhance equity and inclusion, and increase access to opportunity.

**Tourism**

Provide experiences that celebrate places and enhance joy, wellbeing & knowledge.

**Economic Development**

Catalyse new opportunities for people to economically prosper.

**Connection to Country**

Fostering deeper connection to land, place, identity and culture.

**Engagement**

Embrace opportunities to tell stories, co-create and imagine.

**The Street**

Greater equity in street space allocation and use.

**Sustainability**

Better managed public spaces and more socially, economically and environmentally performing and resilient places.

03

**ENABLERS**

# enabler

(noun)

a person or thing that  
makes something possible.

# **[DATA IS AN IMPORTANT ENABLER OF GREAT PLACE OUTCOMES]**

There are foundational enablers of great places, such as leadership and governance, community engagement and participation, human-centred design and effective policy instruments.

And, of course, 'people' are the super-enabler of great places.

In support of this, the Future of Place project is exploring technology and data as a pivotal place enabler.

To make sense of it, the Future of Place project uses the 'collect, communicate and crunch' framework.

# WHAT DO WE MEAN BY COLLECT, COMMUNICATE AND CRUNCH?

## **Collect**

Sensors and data collectors are used to gather information.

## **Communicate**

Digital networks push that data to places to be securely stored.

## **Crunch**

The data is then picked up and insights generated via data integration, analysis, simulation and visualisation.

These capabilities are only possible with technology and data enablers such as:

Internet of Things | Digital connectivity | Interoperability | Security and privacy | Cloud computing | Smart devices | Advanced analytics and visualisation | Artificial intelligence | Edge computing | Data management | Instrumentation and control | Computing resources

These technology and data enablers are also having a direct impact on and presenting opportunities for place, via a range of emerging innovations as presented in the next section.

# 04 INNOVATIONS

There are a series of innovations powered by the core technology and data enablers described in the previous section.

These innovations are having a direct effect on our public places and spaces and, as a result, how we plan, design and manage place.

We recognise that new innovations will continue to emerge and in turn, present both challenges and opportunities for shaping the best places for people. A few are listed on the next page.



Here are some examples of innovations having an impact on the way we build our cities (Infrastructure), how we move around (Mobility), how we shop (Commerce) and the means by which we are experiencing places (Experience).

## 1. INFRASTRUCTURE

- connected urban/street furniture
- smart connected lighting
- smart transportation/demand management technology
- next generation telecommunications
- hybrid 'clicks & mortar' retail
- digital /automated engineering

## 2. MOBILITY

- electric and autonomous vehicles
- micro/personal mobility devices
- micro/last mile freight
- urban food delivery
- car sharing/rideshare
- pedestrian/movement counting
- drone delivery and logistics

## 3. COMMERCE

- smart/wireless/mobile payment systems
- online shopping
- click and collect
- digitisation of the supply chain
- robotics and automated delivery

## 4. EXPERIENCE

- digital wayfinding
- smart and connected devices
- video analytics
- quick response codes
- community-generated/social media data capture and analytics
- mixed reality interfaces

These innovations are challenging both policy makers and practitioners alike. Some innovations are having detrimental impacts on our communities, some are potentially significant enablers of great place outcomes.

In order to leverage the opportunities from technology and data innovation, we believe a fresh set of place principles are necessary, that are more like decision-support principles.

**We're calling ours principles of practice.**

05

PRINCIPLES

# the $F \geq P$ Principles of Practice

## As city shapers we will:

- embrace technology and data solutions where they help amplify the quality of place, and human experience.
- design technology and data solutions with purpose, deploy with transparency and operate them ethically.
- uphold the principle that technology and data can help shape great places, but in support of other foundational enablers.

# 06 NEXT

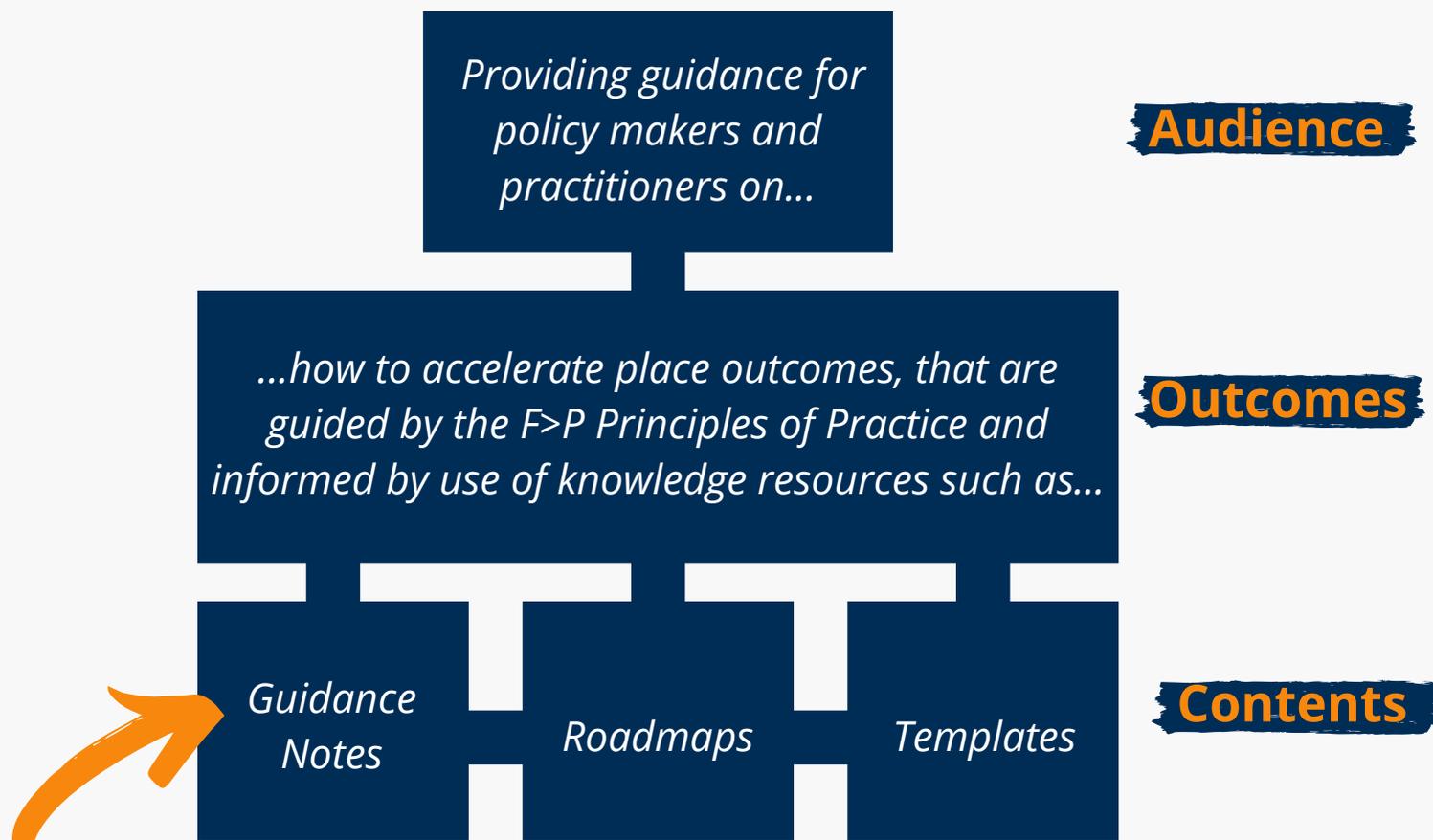
**In early 2021 we launched the Future of Place project to explore the issues evolving at the intersection of people and place with technology and data.**

**This Framework is merely a thumbnail sketch of the outcomes of this work. Behind this Framework sits multiple public discovery sessions, workshops and roundtables, Task Force and Advisory Board reviews and years of working around the world with cities on people, place, technology and data.**

**The Future of Place Principles of Practice now set the frame for a more detailed piece of work to provide guidance to policy makers and practitioners on how technology and data enablers can accelerate great place outcomes.**

**We invite you to participate at [futureofplace.global](https://futureofplace.global)**

# The Handbook\* ≥ What's next?



The focus of our 2022 work is here...

\*'Handbook' is a generic term we are using for the resource we will develop.

# Join us.

[futureofplace.global](https://futureofplace.global)

