

cpb



# 2040

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# ***The Netherlands of 2040***

## Times Are a-Changin'

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## Times Are a-Changin'

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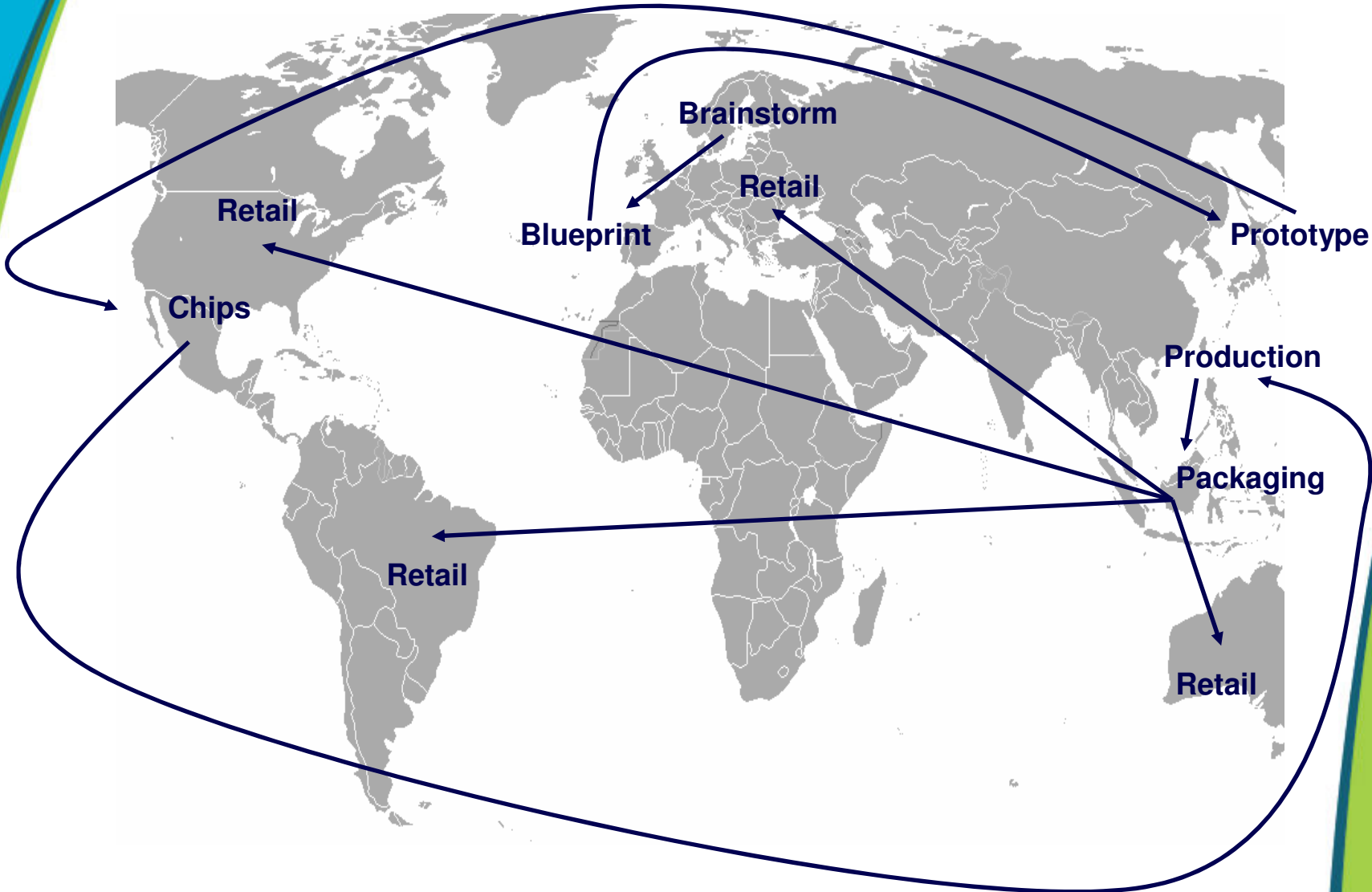


## New CPB Scenario Study

- Question
  - How will we earn our daily bread in 2040?
- Approach
  - Scenarios to deal with uncertainty
- Answer
  - Smart people
  - Strong cities
- Policy

# Specialisation of Work ...

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## Smart People

- Specialisation
  - Communication technology ...
  - ... leads to unbundling of tasks ...
  - ... global knowledge exchange ...
  - ... and production by specialist workers

## ... or Generalisation of Work

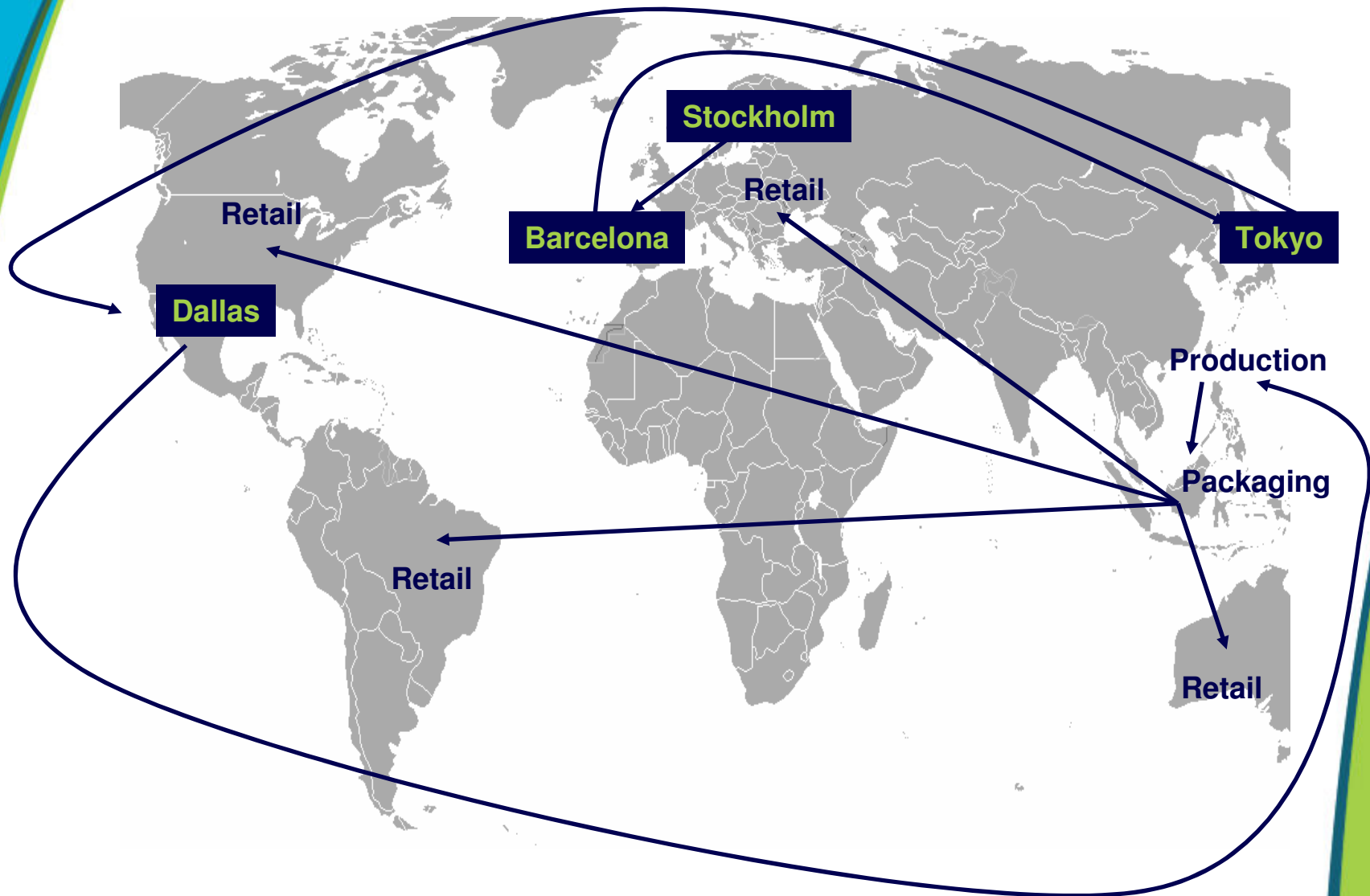
- Write your own emails
- Insurance agents
- Design programmes



## Smart People

- Specialisation
  - Communication technology ...
  - ... leads to unbundling of tasks ...
  - ... global knowledge exchange ...
  - ... and production by specialist workers
- Generalisation
  - Information technology ...
  - ... bundles tasks ...
  - ... performed by autonomous workers

# Cities Are the Place to Be



# Concentration of Economic Activity ...

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## Strong Cities

- Concentration
  - Economies of scale ...
  - ... with face-to-face interactions ...
  - ... to develop new technologies



## ... or Scattering of Economic Activity



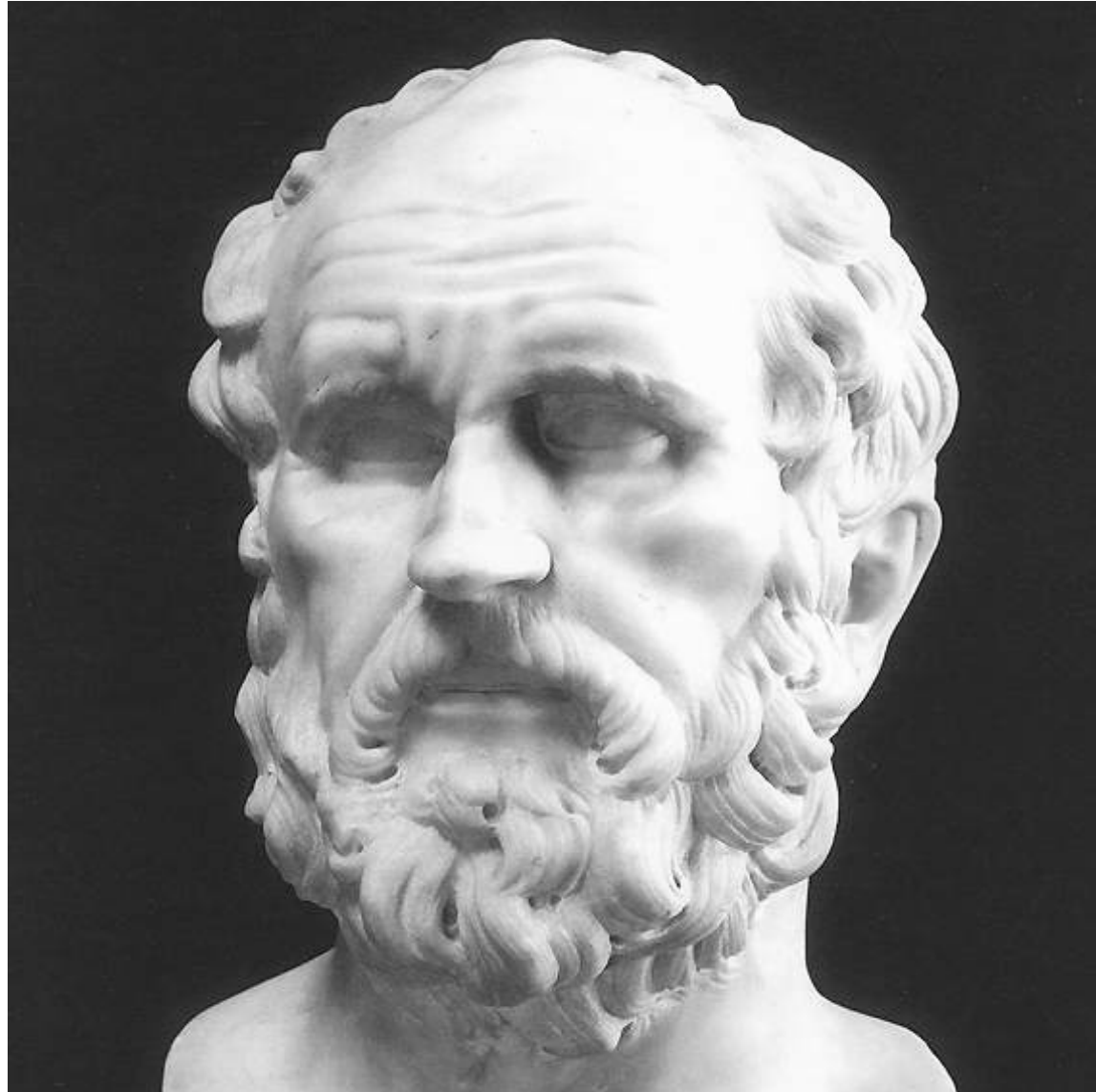
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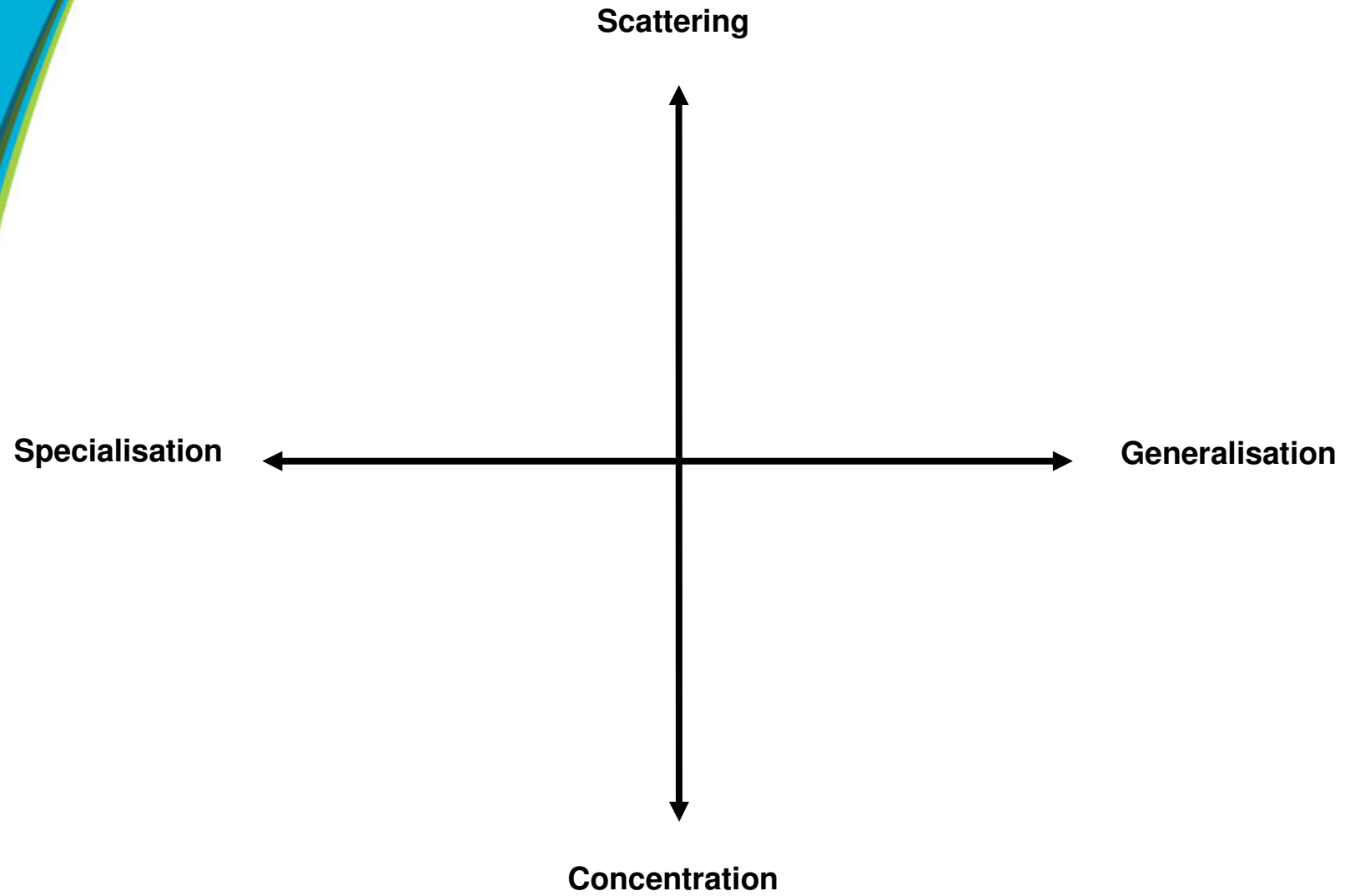
## Strong Cities

- Concentration
  - Economies of scale ...
  - ... with face-to-face interactions ...
  - ... to develop new technologies
- Scattering
  - Networks of small cities ...
  - ... with excellent connections ...
  - ... facilitated by ICT

# Plato

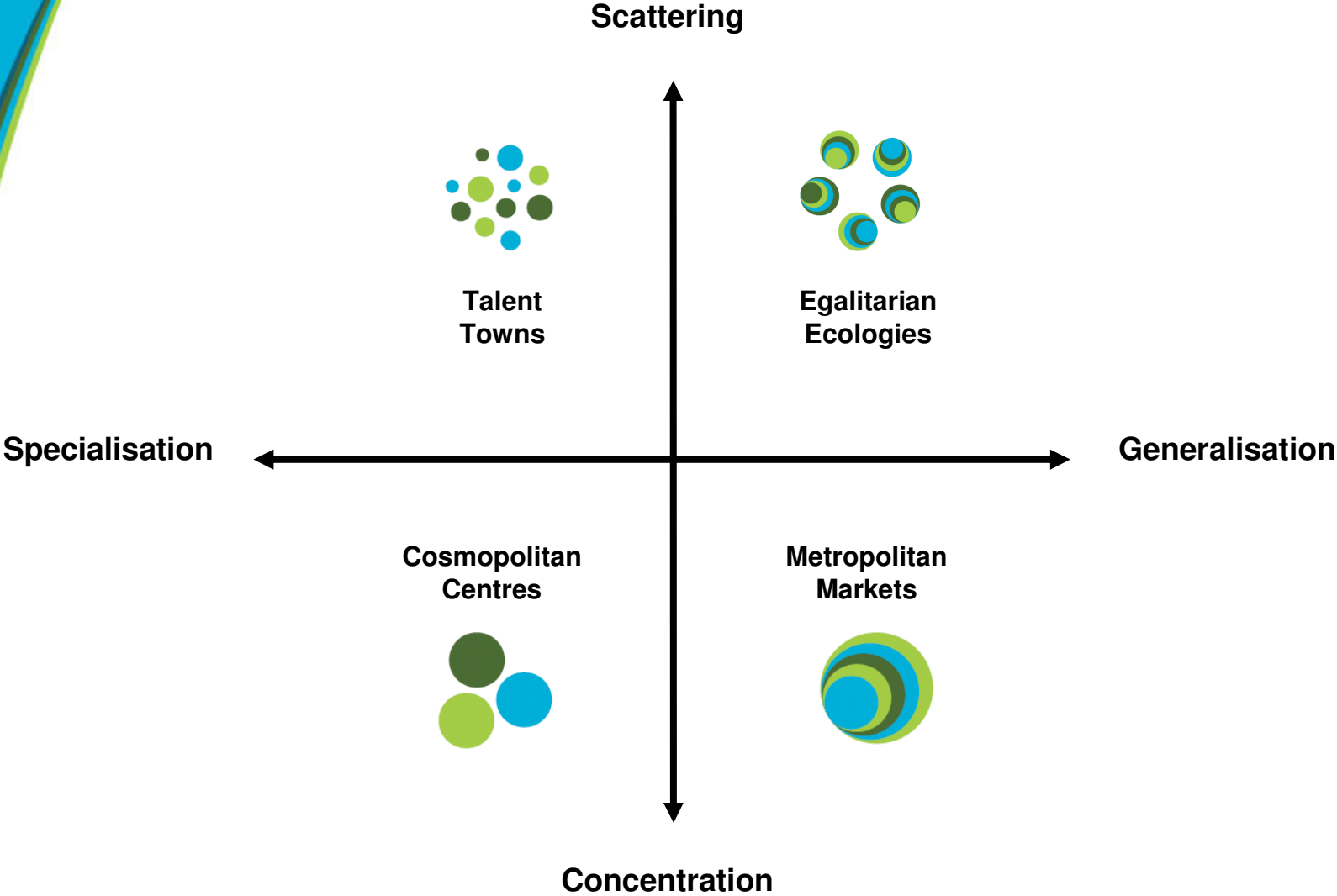


## Two Uncertainties



# Four Scenarios

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# Talent Towns

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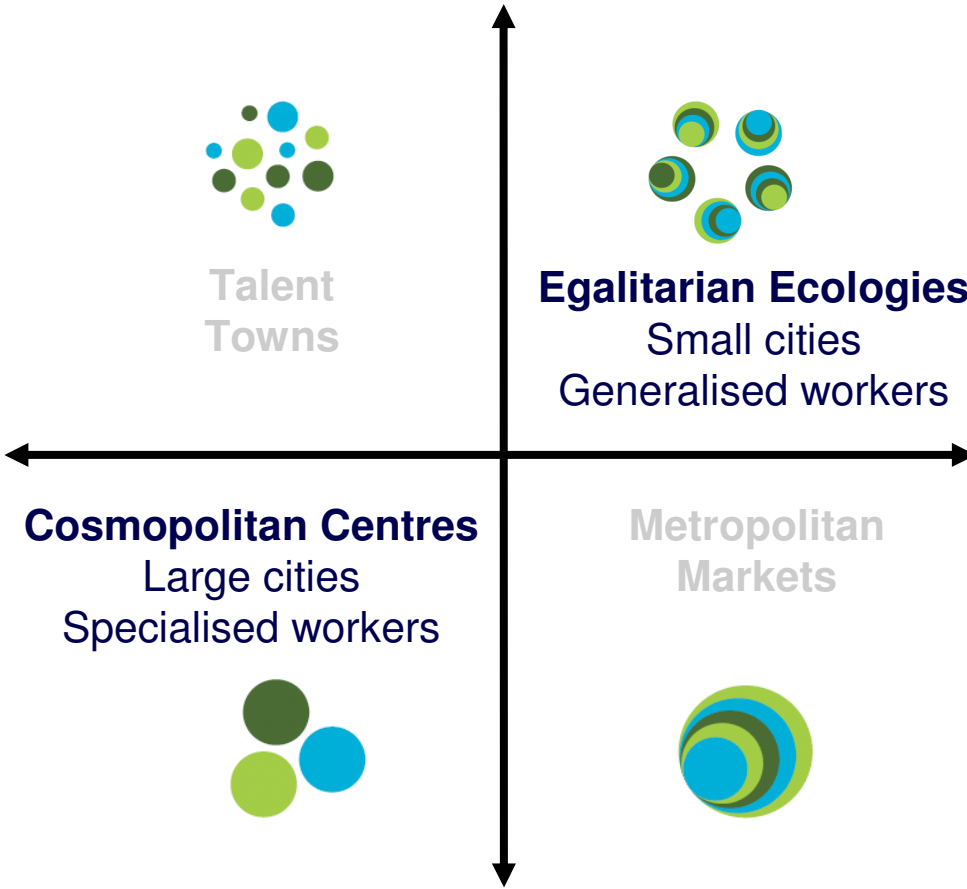
# Metropolitan Markets



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# Other Scenarios

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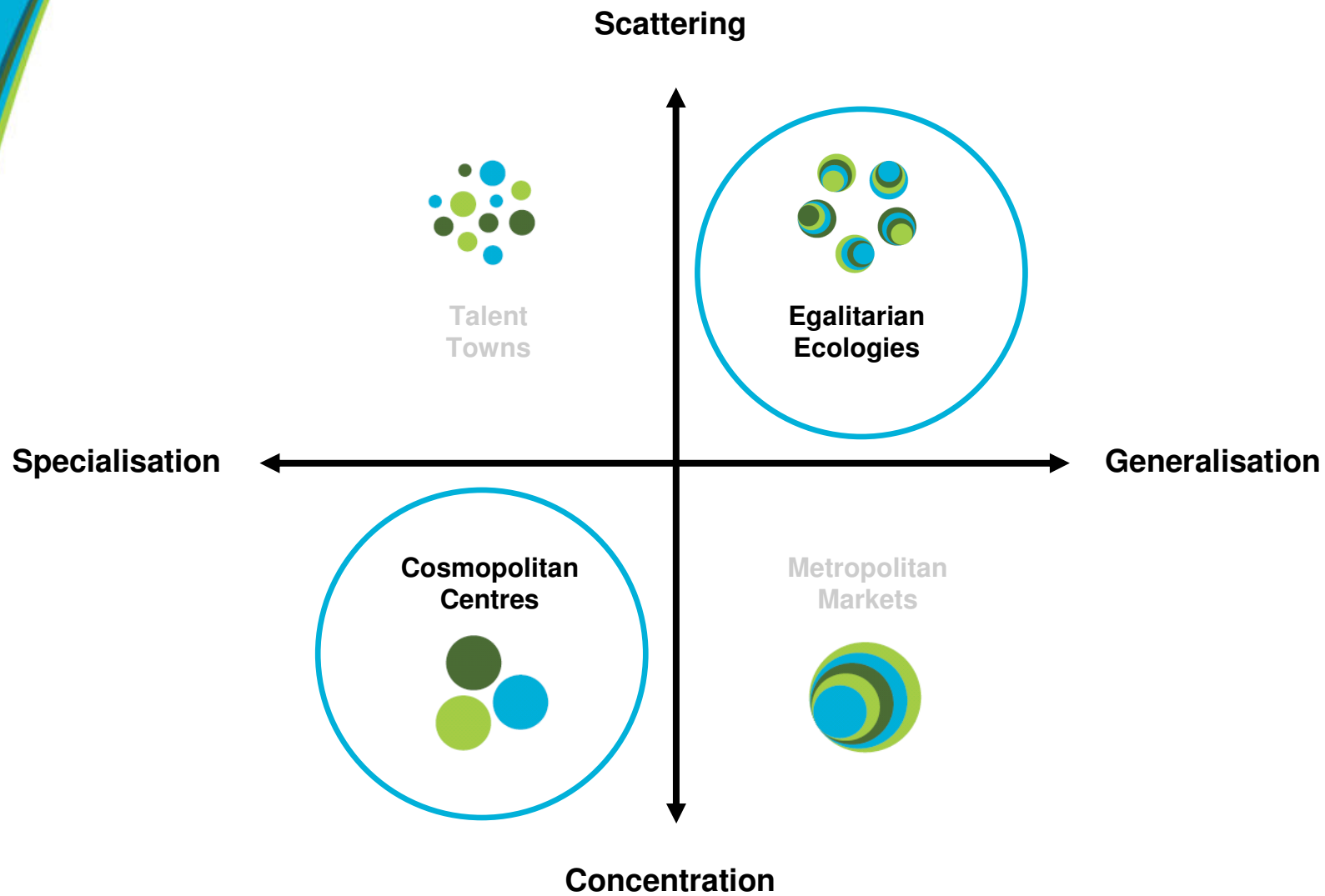


# The Magic Circle of Policymaking

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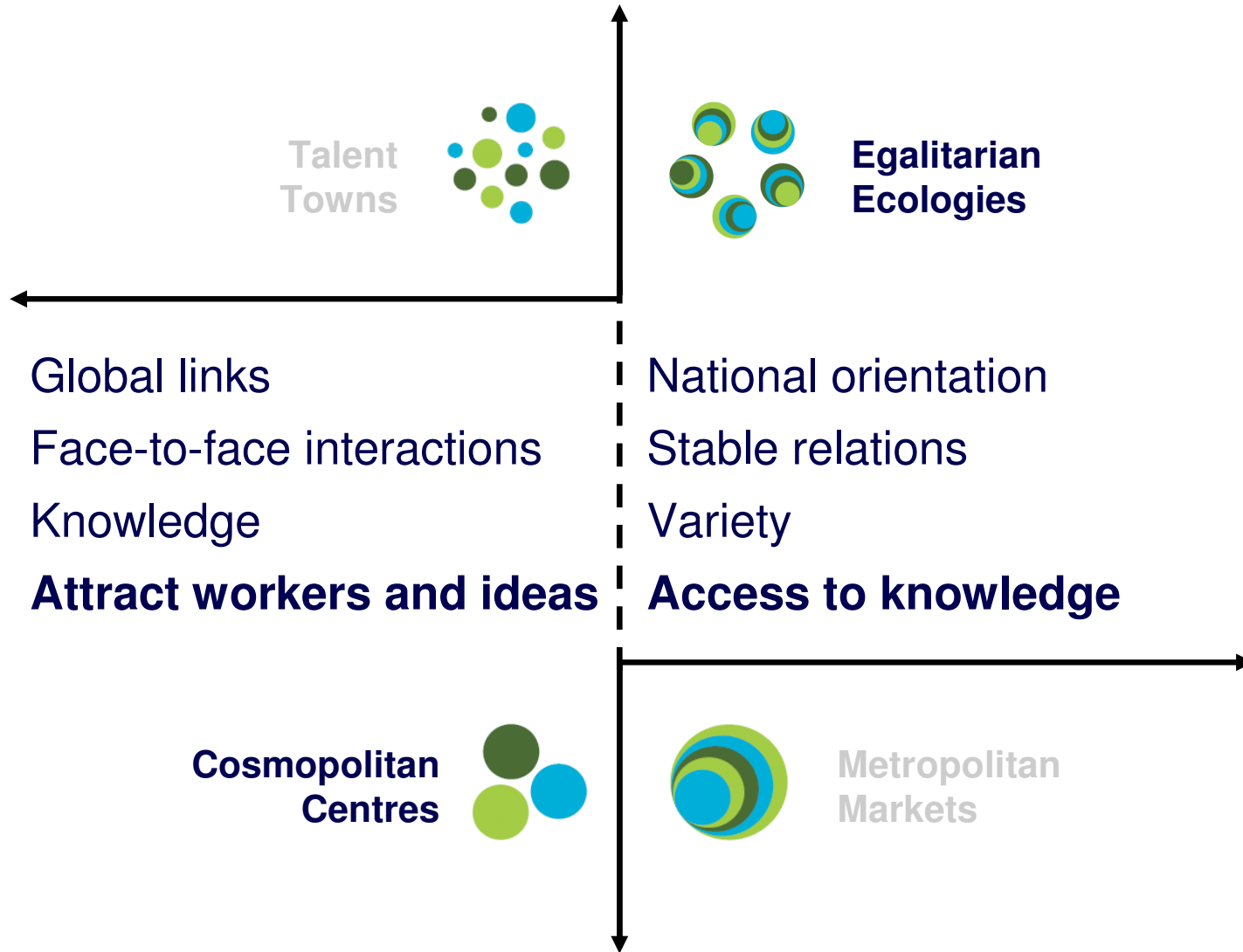
# The Magic Circle of Policy Making





# Connections Build Strong Cities

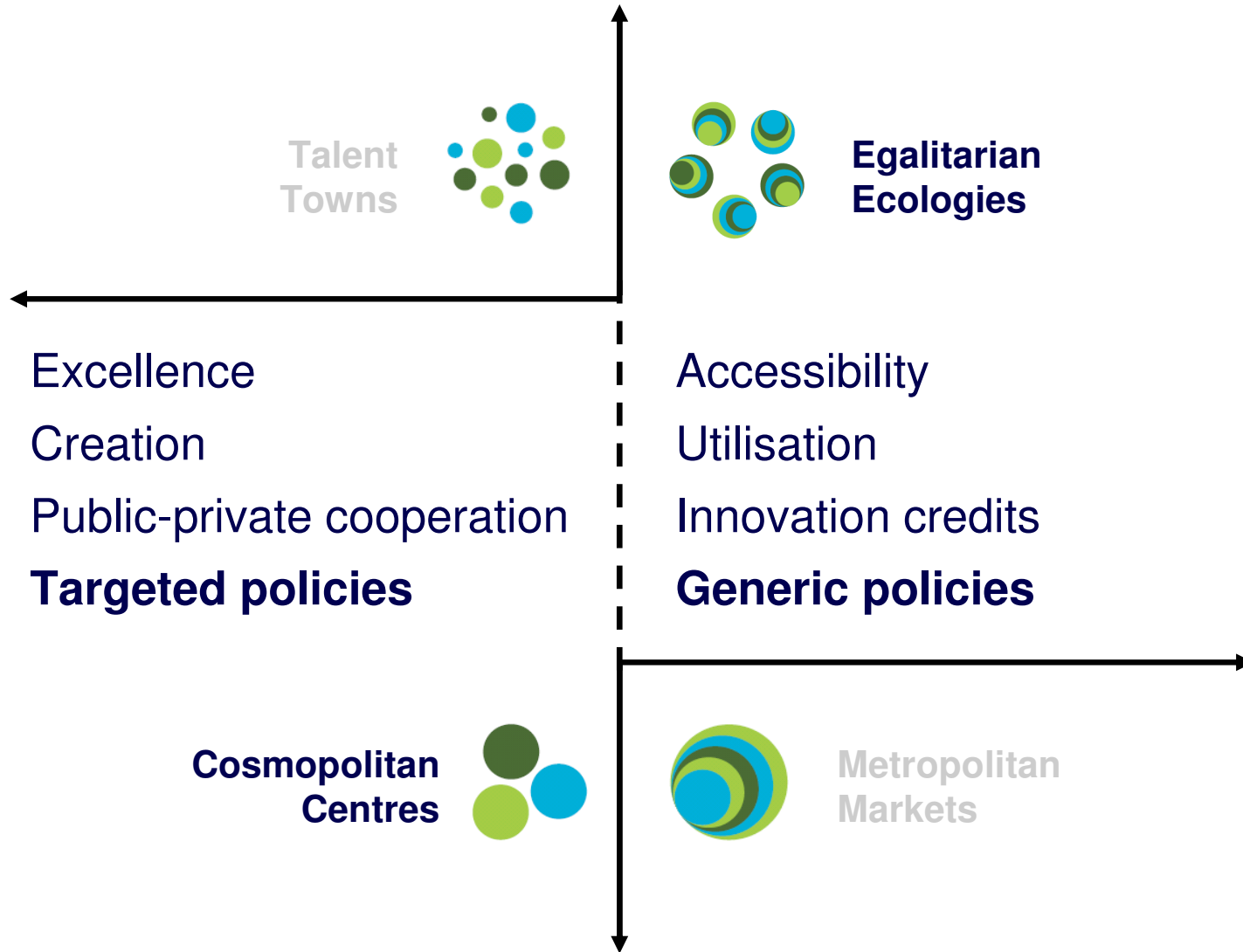
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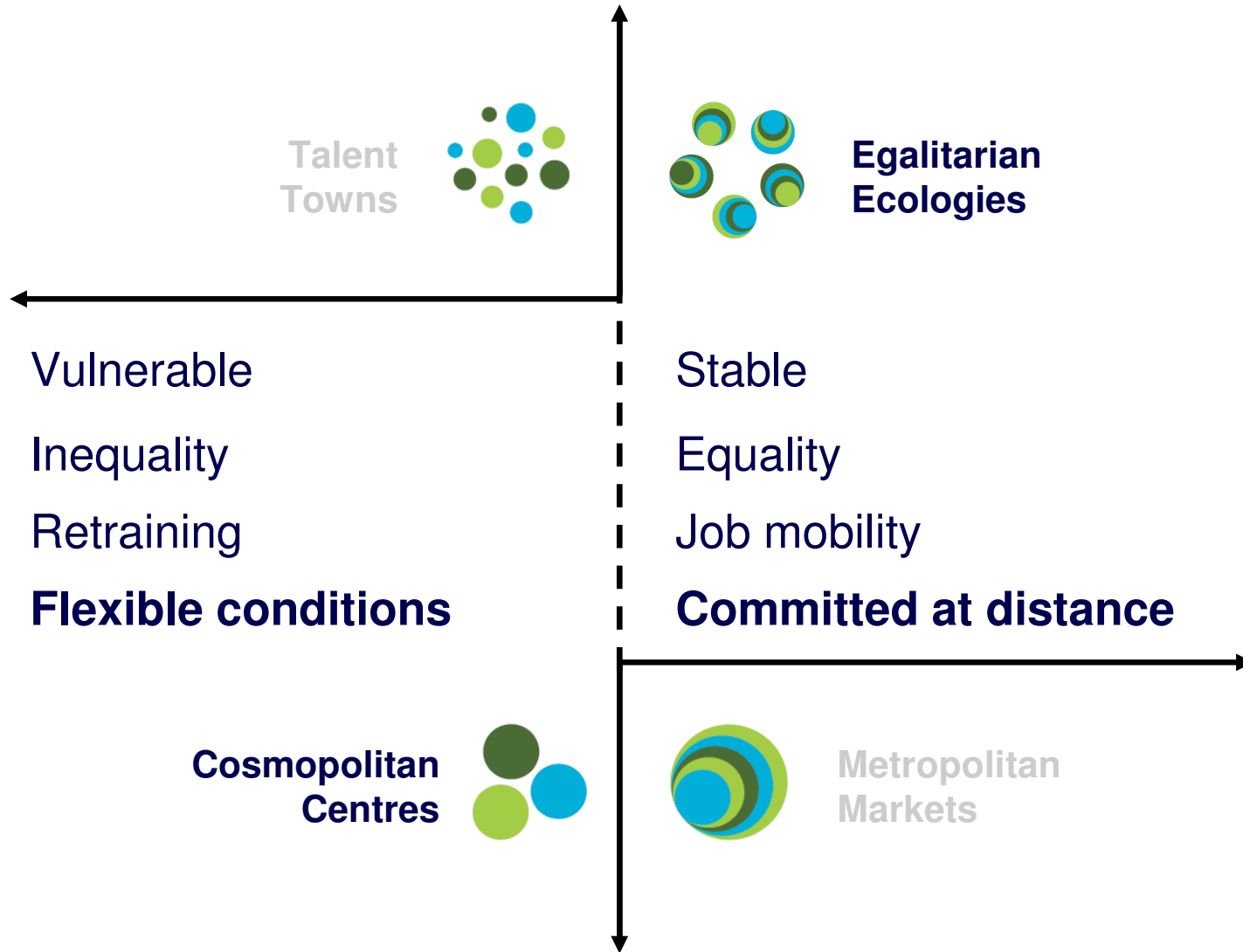
# Smart People Innovate More

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# Be Committed, Be Flexible

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## Wrapping Up

- Smart people earn our income
- Strong cities glue smart people together
- Be committed, be flexible

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