



cpb



[www.nl2040.nl](http://www.nl2040.nl)

# 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

# How to approach the future

cpb

Exogeen

Verrassingsvrij

Onzeker

**NL 2040**

Vergrijzing  
Verdeeld

Four Futures

‘Sommige milieu-studies’ (Al Gore)

Beïnvloedbaar

Innovatieplatform  
(wensbeelden)



# Key assets

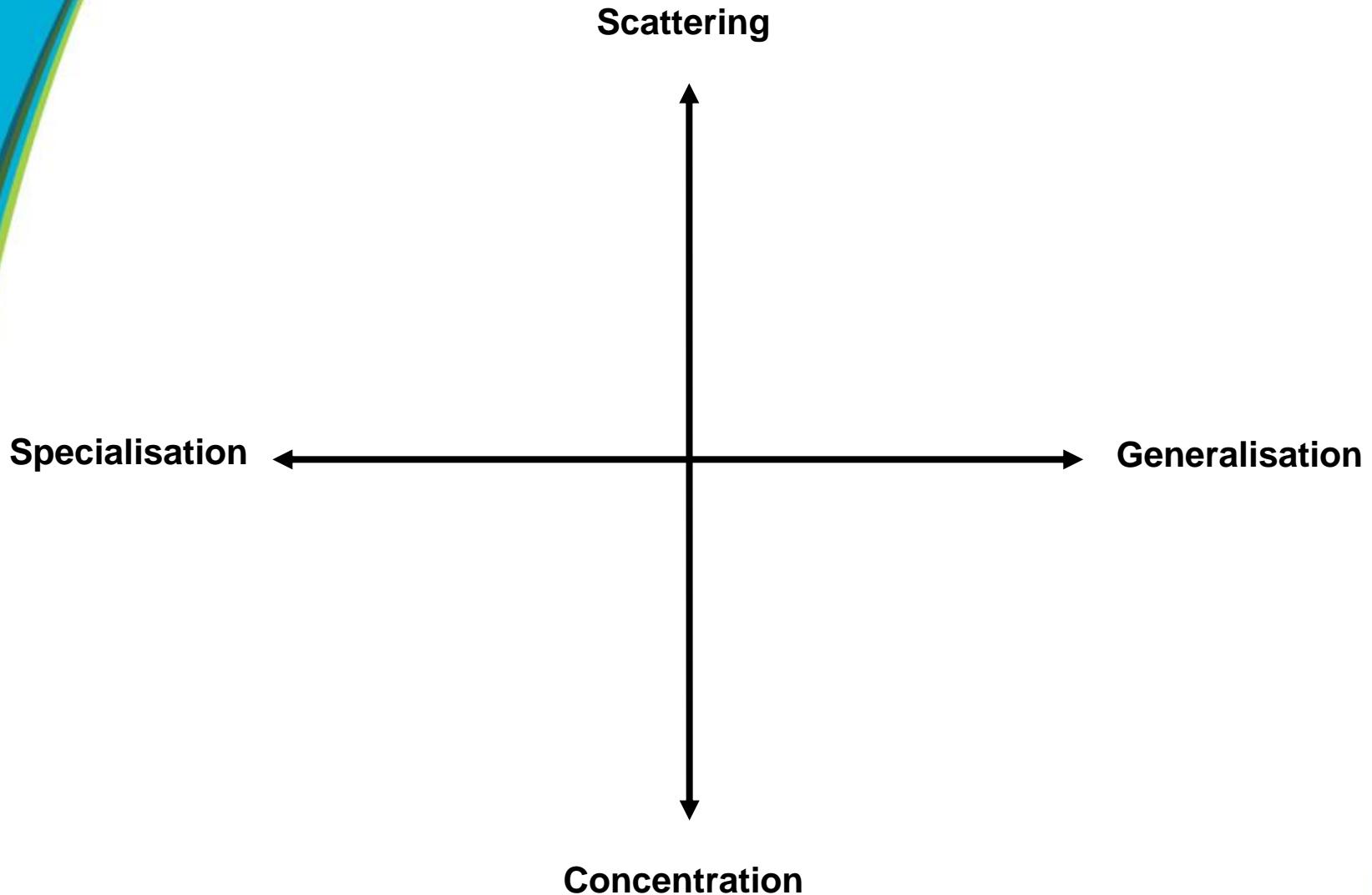
- Smart people
  - Highly educated
  - Entrepreneurship
- Strong cities
  - First country in Europe to urbanise
  - Concentration on trade (VOC)
  - Liberal attitude towards new ideas and people



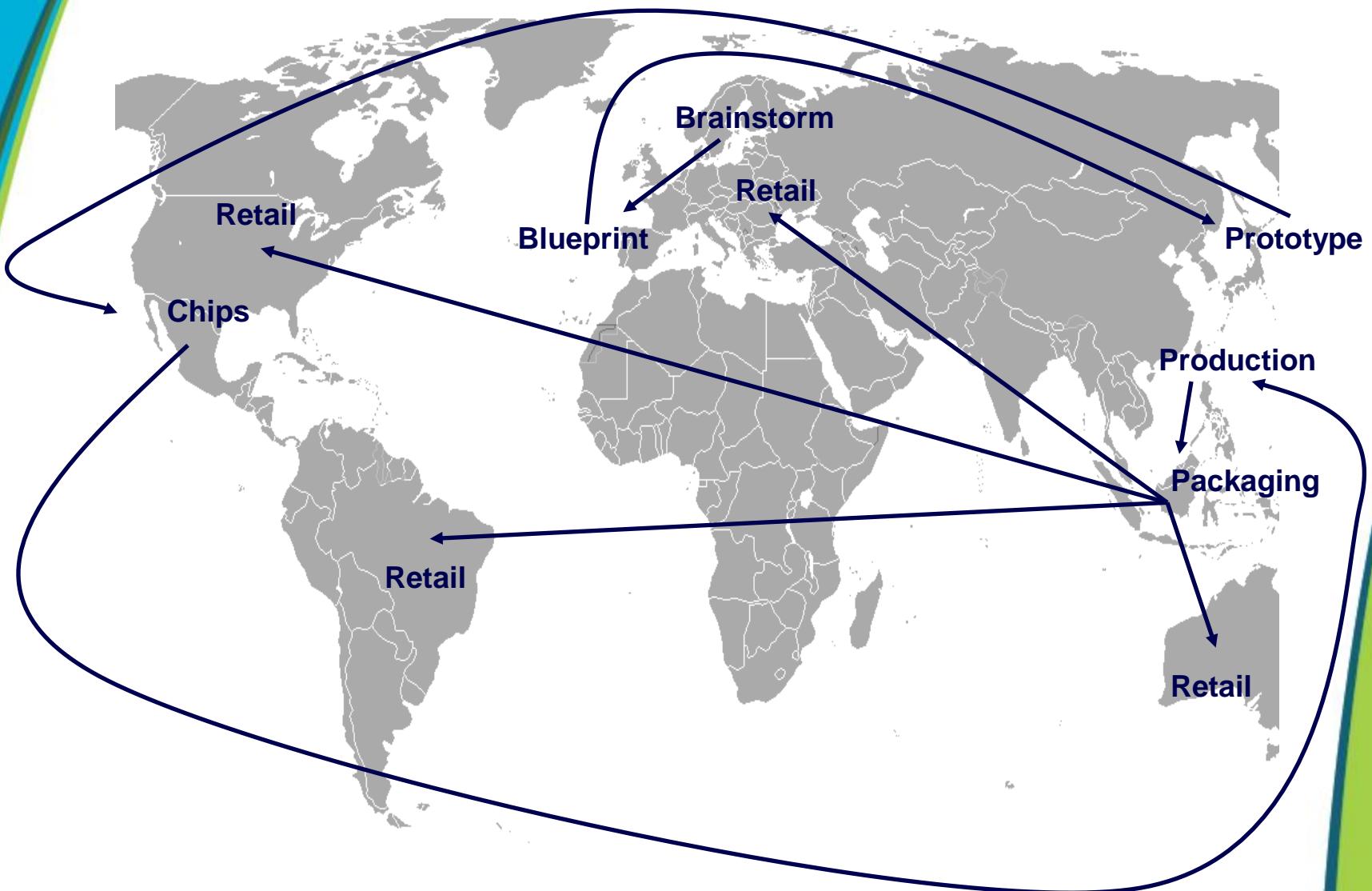
# People and cities in the future

- Knowledge is and will be key
  - Competitive edge in globalising world
  - Enhance technology
- Jobs change into a collection of tasks
  - Traditional sectors less relevant
- Economic activity clusters in cities
  - Face-to-face interaction

## Two Uncertainties



# Specialisation of Work ...



# Smart People

- Specialisation

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

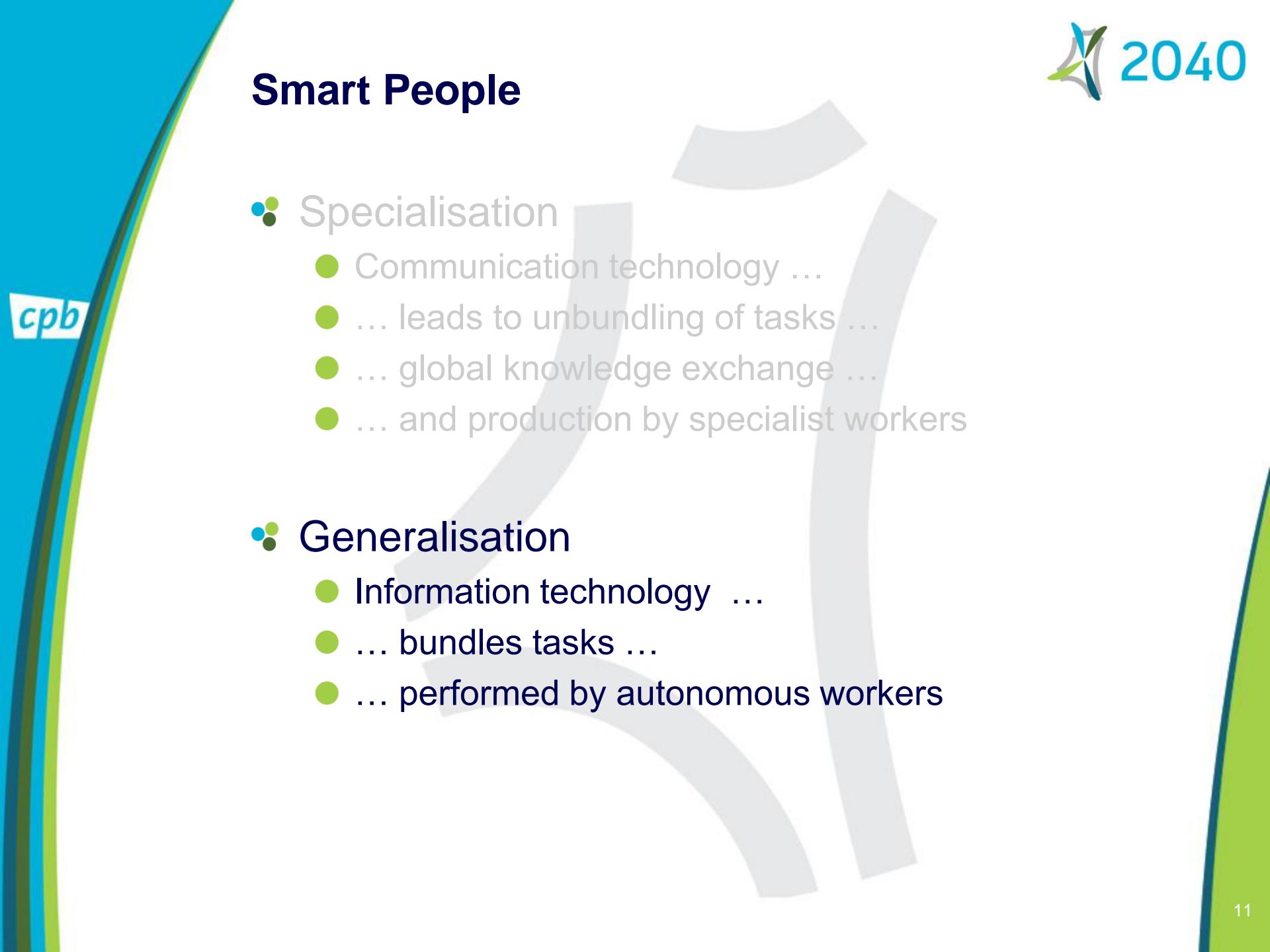
## ... or Generalisation of Work



# Smart People

- ... or generalisation
  - Mechanics masters more complex systems
  - Insurance agents with broad portfolio
  - Expert system to diagnose illness
  - Design programmes
  - Write your own emails

# Smart People

- 
- The background features a series of overlapping, semi-transparent grey curved bands that create a sense of depth and motion, resembling a stylized figure or a gear.
- 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 ...



# Strong Cities

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

# ... or Scattering of Economic Activity



# Strong Cities

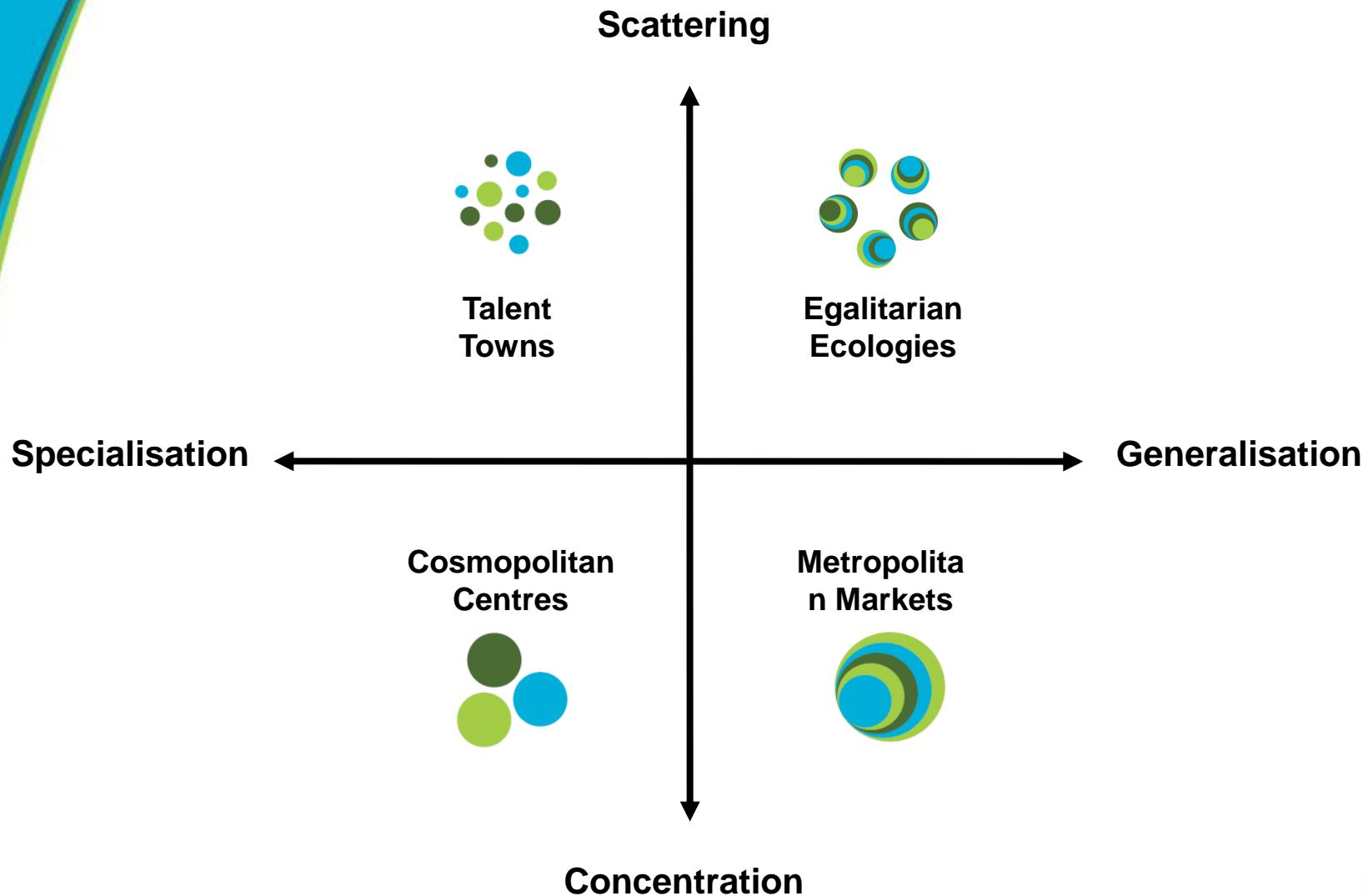
## • Concentration

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

## • Scattering

- Networks of small cities ...
- ... with excellent connections ...
- ... facilitated by ICT

# Four Scenarios



# Talent Towns



# Talent Towns

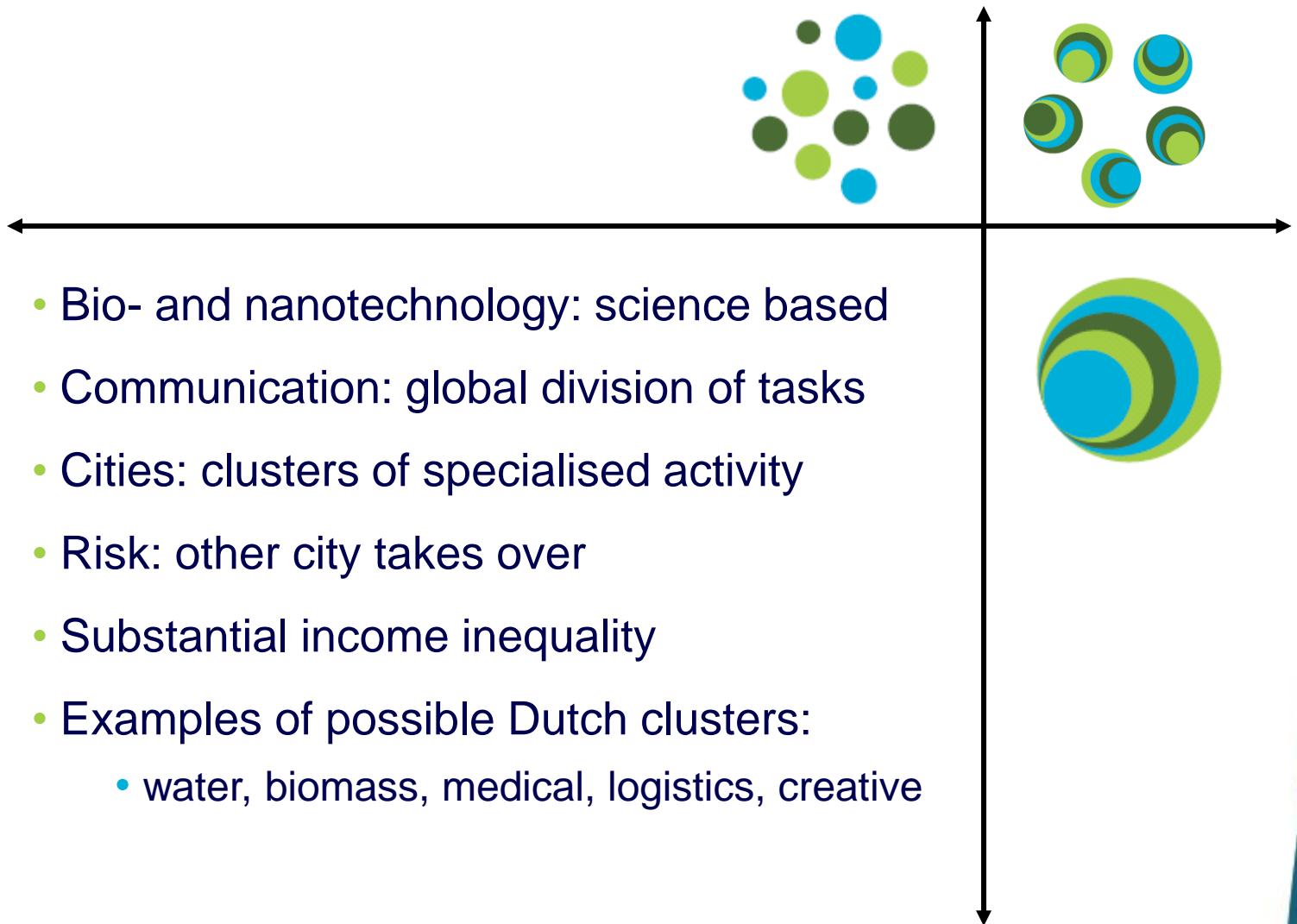
- Communication technology: specialists
- Interaction and surroundings: small cities
- Very dynamic: opportunities and challenges
- High incomes, yet high competition
- Low incomes under pressure
- Netherlands: business services
- Manufacturing to Asia



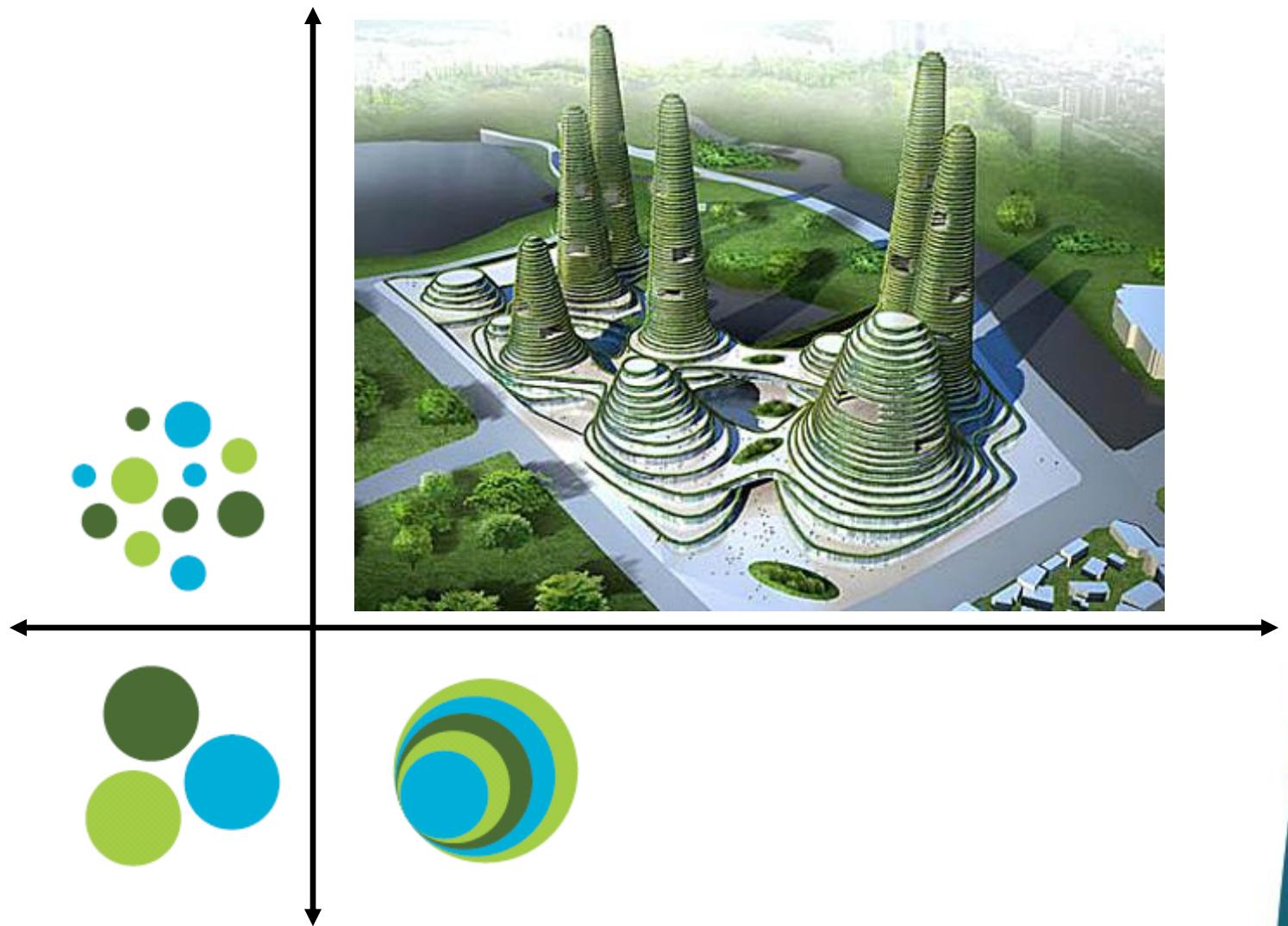
# Cosmopolitan Centres



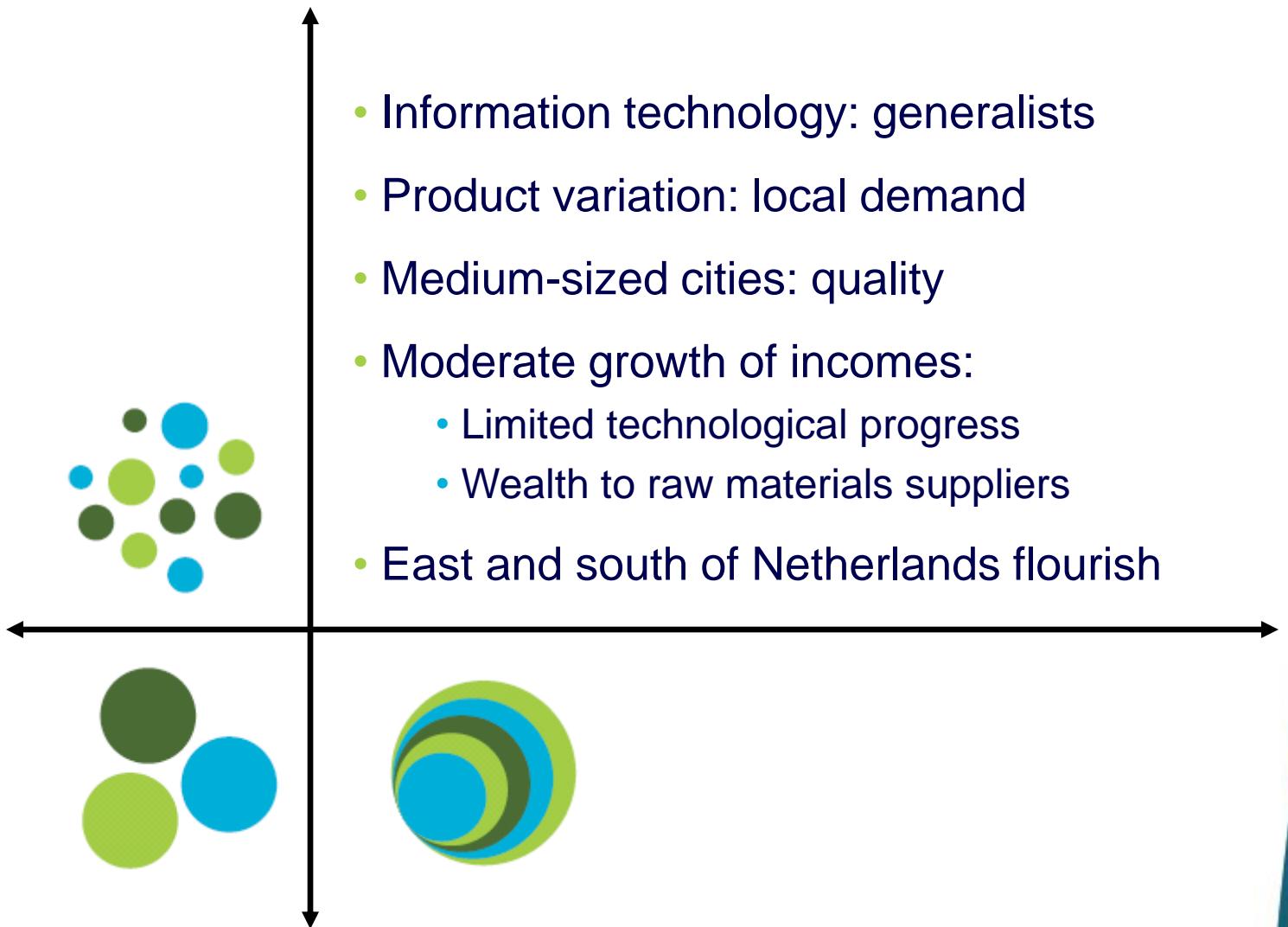
# Cosmopolitan Centres



# Egalitarian Ecologies



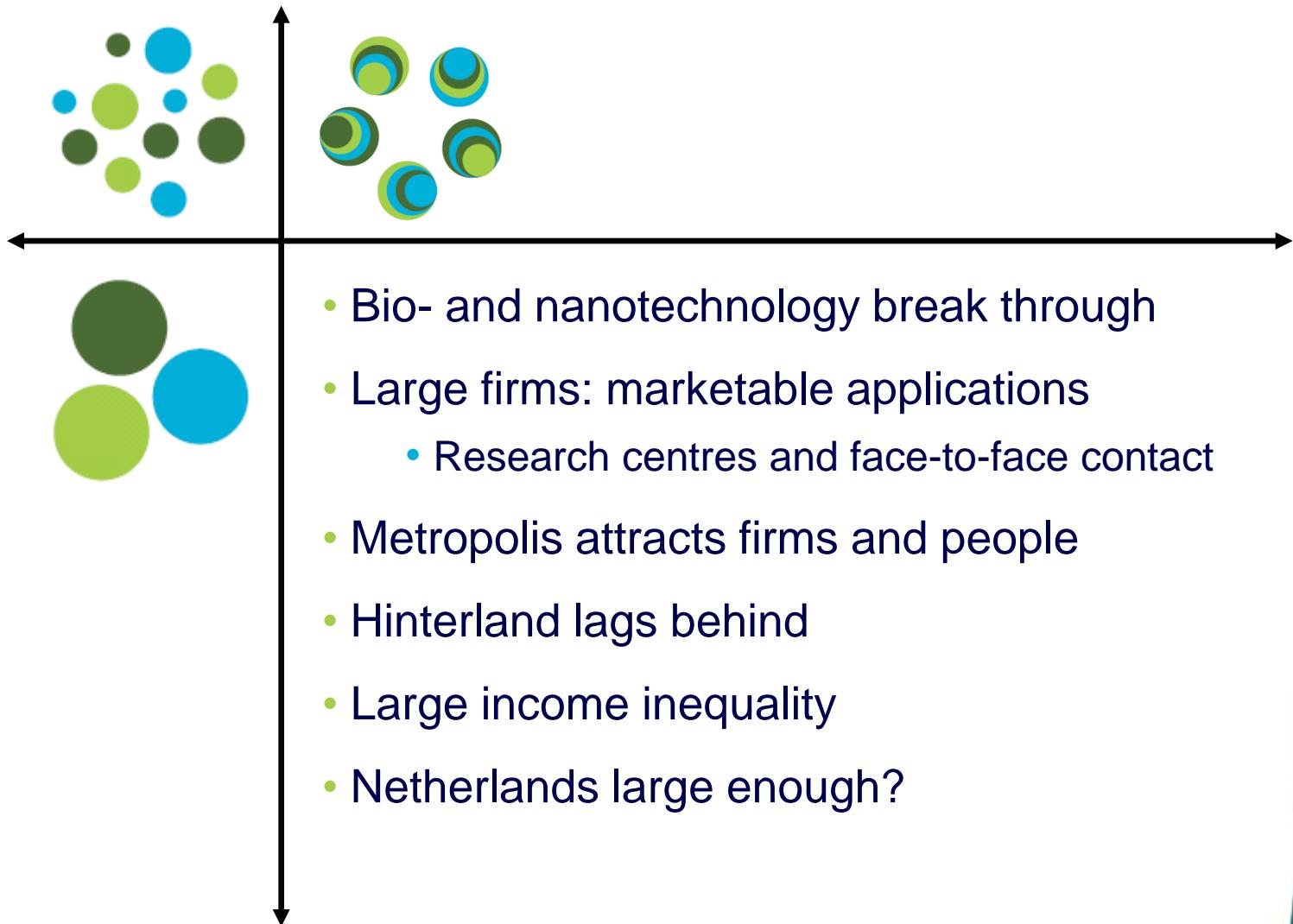
# Egalitarian Ecologies



# Metropolitan Markets



# Metropolitan Markets



# Scenario & policy

- Smart people earn our income
- Strong cities glue smart people together
- They will continue to do so, ...
  - ... but in what way is uncertain ...
  - ... and that matters a lot ...
  - ... for policy
- Two applications
  - Infrastructure
  - Social cohesion

# Aantrekkende (A) en mobiele (M) factoren

	TT	CC	EE	MM
Werknemers	M	A	M	A
Ideeën	M	A	M	A
Vraag	M	M	A	A
Mobiliteit	+++	+	++	0

# Verbindingen



TT



CC



EE



MM

	continentaal	lokaal en mondiaal	nationaal	lokaal
Werknemers				
Ideeën	mondiaal	lokaal en mondiaal	mondiaal	lokaal
Goederen	mondiaal	mondiaal	continentaal	beperkt
Stedelijke infrastructuur	0	++	+	+++
Structuur Nederland	deel van (virtueel) netwerk	lokale infrastructuur	verbinding mondiale kennis	Randstad ++

# Sociale aspecten

	TT	CC	EE	MM
Immigratie	0	hoog opgeleid	lager opgeleid	0
Inkomensongelijkheid				
▪ Binnen steden	+	+	0	+
▪ Tussen steden	+	+	0	0
▪ Stad – achterland	0	+	0	+
Sociale risico's	weinig solidariteit en bescherming	zwakke sociale structuren	etnische spanningen	druk bevolkte steden

# Samenvatting

- Slimme mensen verdienen ons inkomen
- Sterke steden trekken slimme mensen aan en houden ze vast