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2040

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How Will We Earn Our Daily Bread in 2040?



This Lecture

- Part I Ingredients
- Part II Cooking
- Part III Main course
- Part IV Dessert (or desert?)

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Part I – the ingredients



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How to approach the future

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Exogeen

Verrassingsvrij

Onzeker

NL 2040

Vergrijzing
Verdeeld

Four Futures

'Sommige milieu-
studies' (Al Gore)

Beïnvloedbaar


Innovatieplatform
(wensbeelden)



How can one imagine 2040

• How long is a period of 30 years?

• 1980

- EU consists of 9 countries
 - Cold war intensifies with Brezhnev-Reagan disputes
 - Beatrix becomes Queen of the Netherlands
 - Almere welcomes its first inhabitants
 - First personal computer
 - Economic crisis in the Netherlands
- 

Times Are a-Changin'

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Times Are a-Changin'

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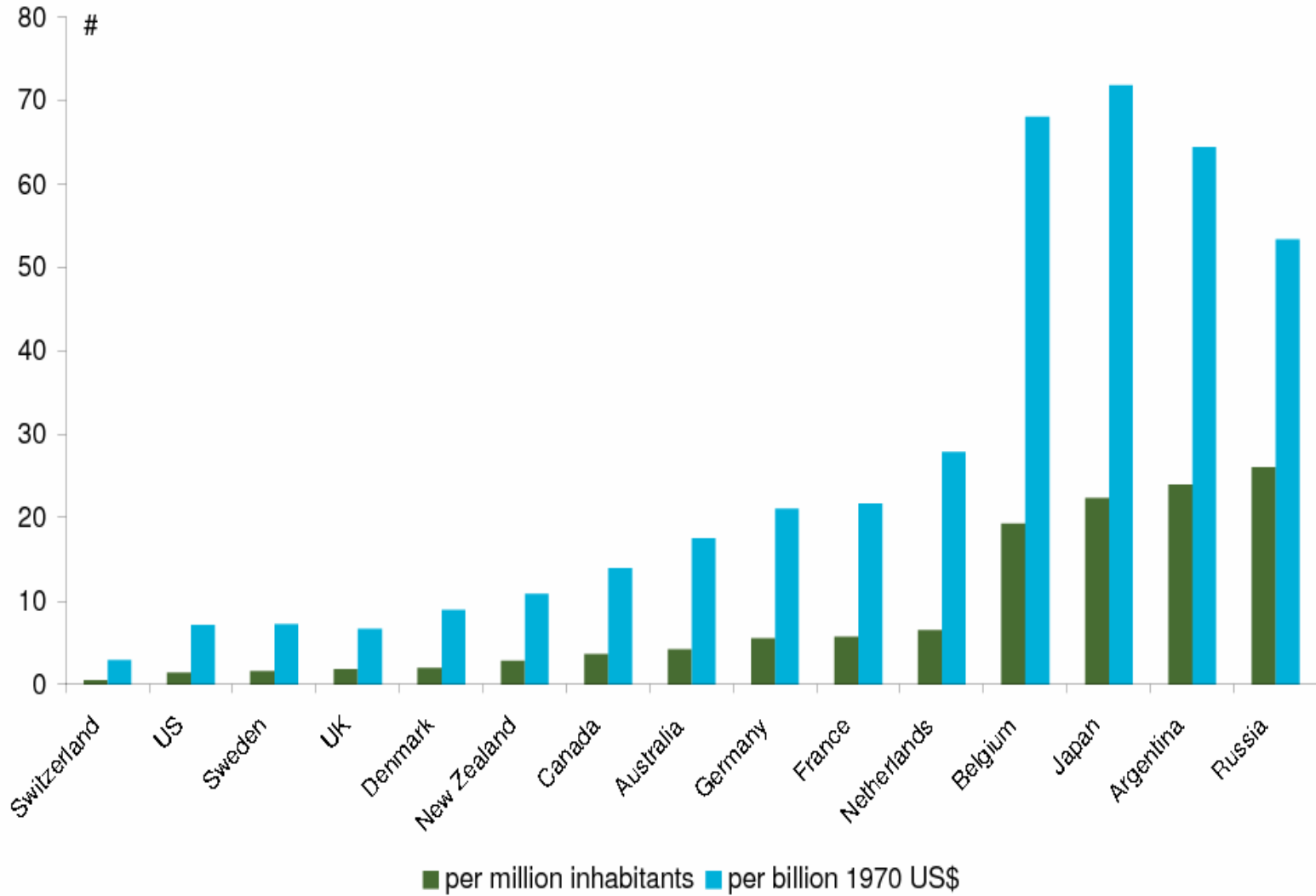




How can one imagine 2040

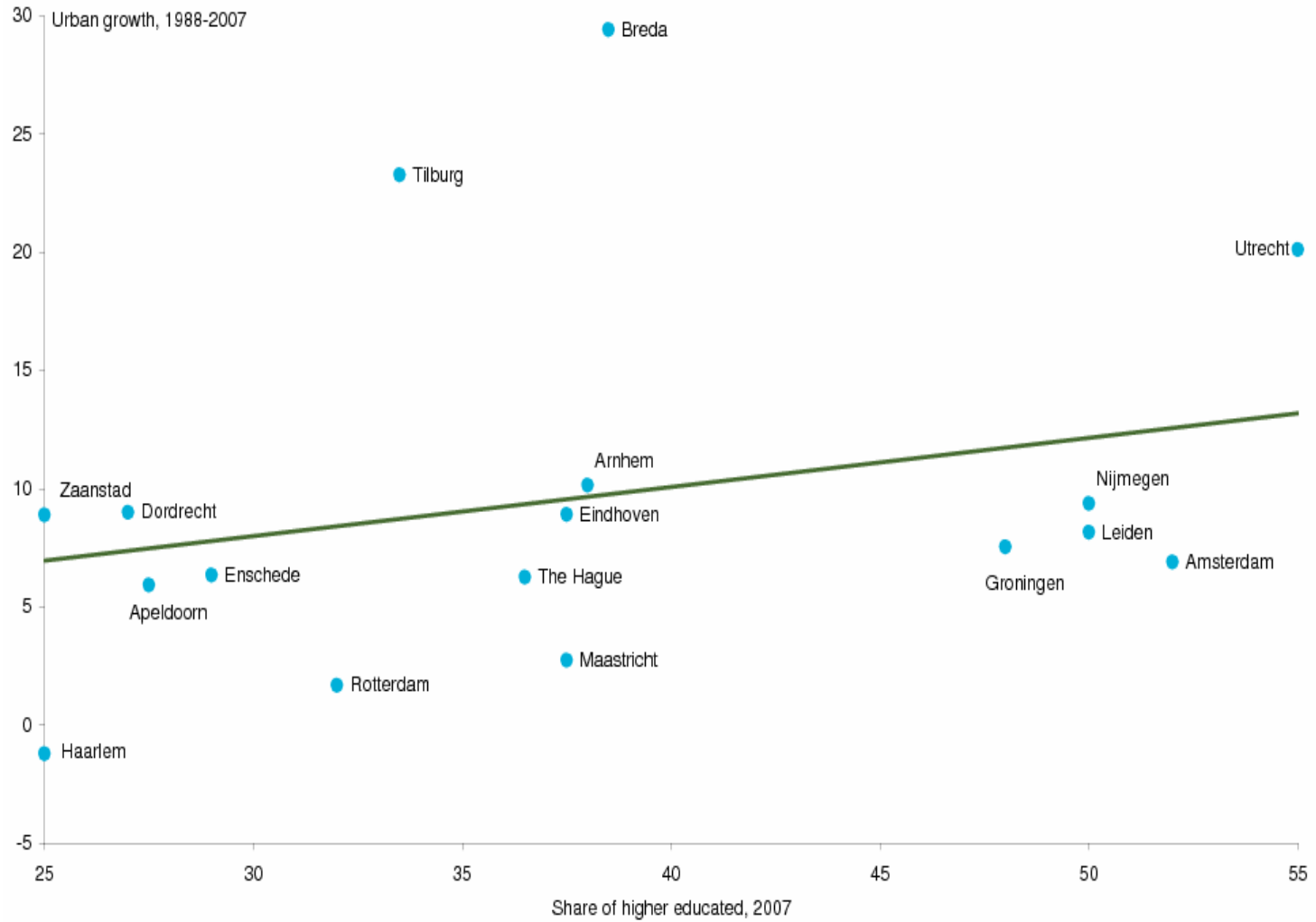
- How long is a period of 30 years?
- **What are our assets?**
 - Smart people
 - Highly educated
 - Entrepreneurship
 - Strong cities
 - First country in Europe to urbanise
 - Concentration on trade (VOC)
 - Liberal attitude towards new ideas and people

Assets: Smart People



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Developments: The Rise of Skilled Cities

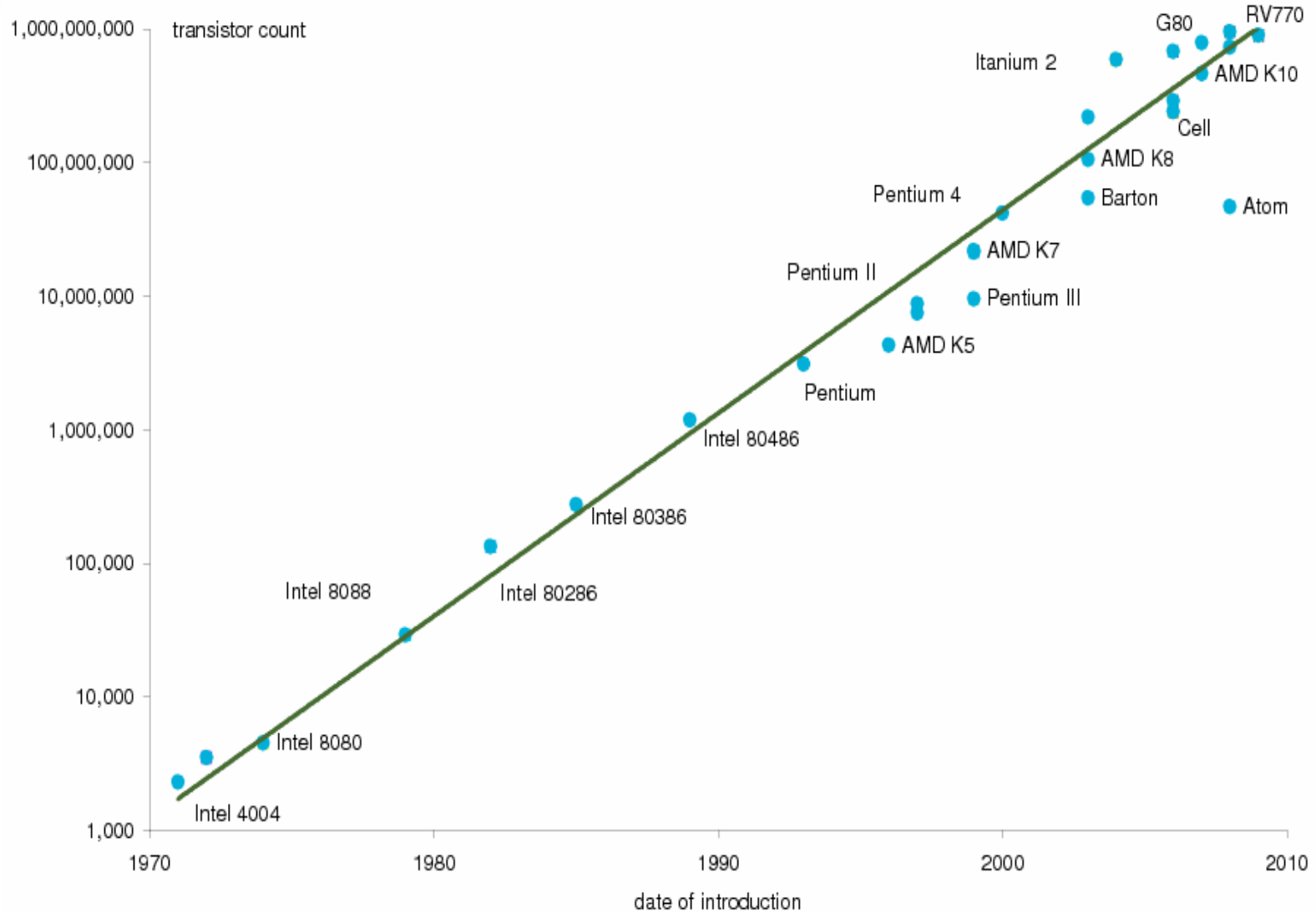




How can one imagine 2040

- How long is a period of 30 years?
- What are our assets?
 - Smart people
 - Strong cities
- What are the main trends
 - Technology, cities and human capital
 - Global developments

Developments: Computerisation

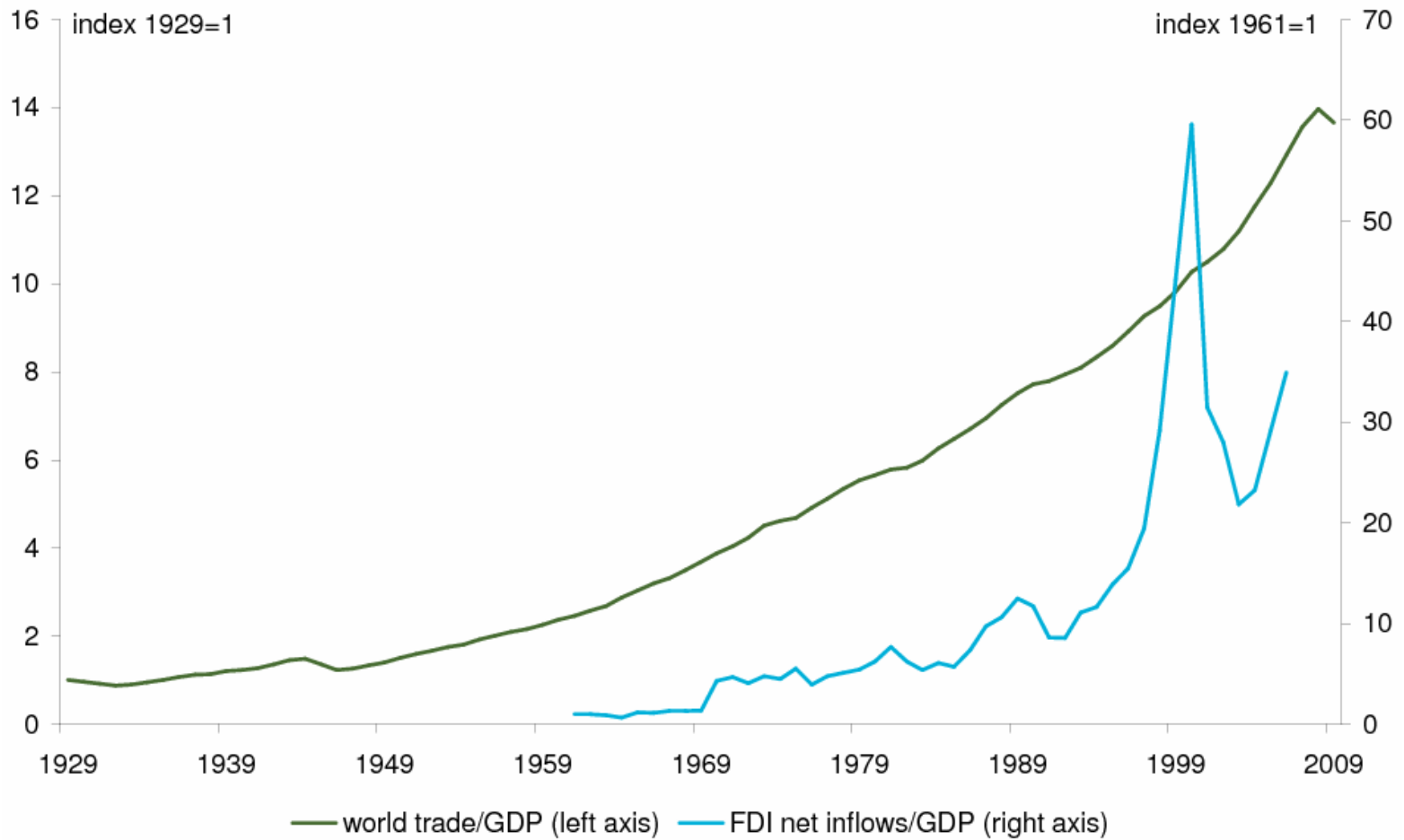


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Technology, cities and human capital

- ICT has changed the way we work
- ICT has changed urban structure
- Human capital drives long-run urban success
- Technologies are developed in cities
- Cities are drives of productivity growth

Globalisation Increases Market Size



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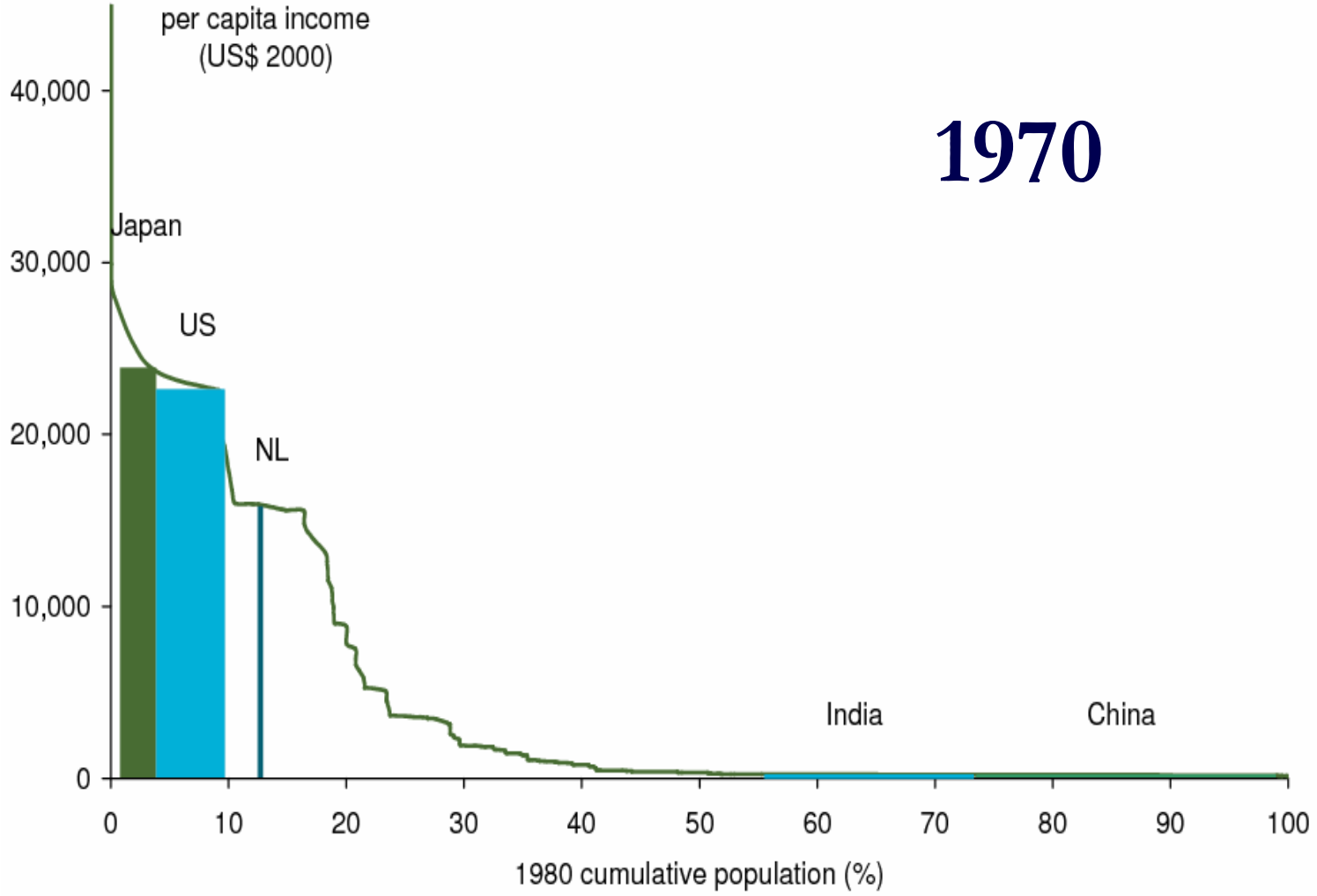


Global Developments

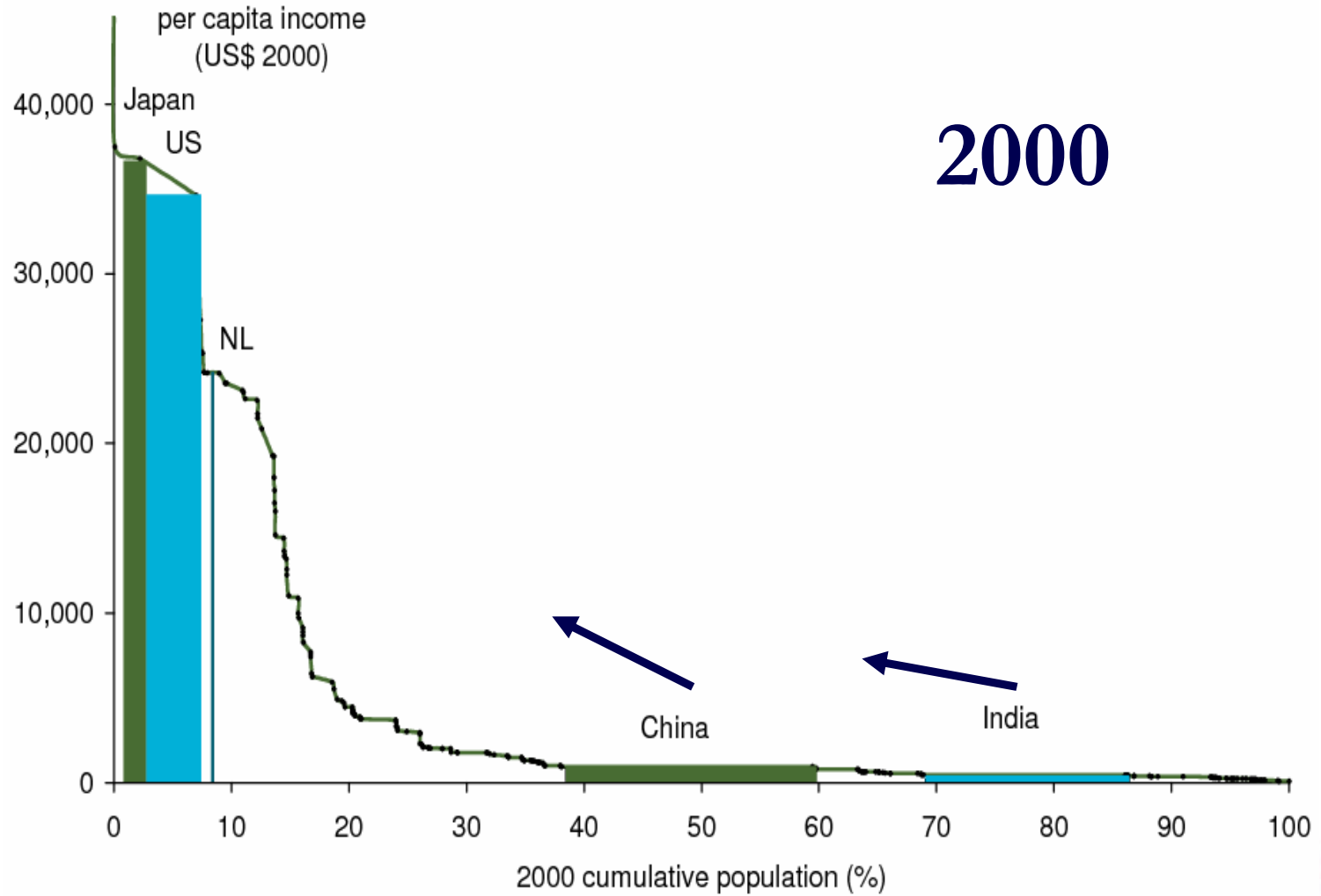
- Globalisation increases market size
- Demand for educated workers outpaces supply
- The world becomes more equal
- Western dominance is fading away

Western Dominance is Fading Away

1970



Western Dominance is Fading Away



Five Lessons

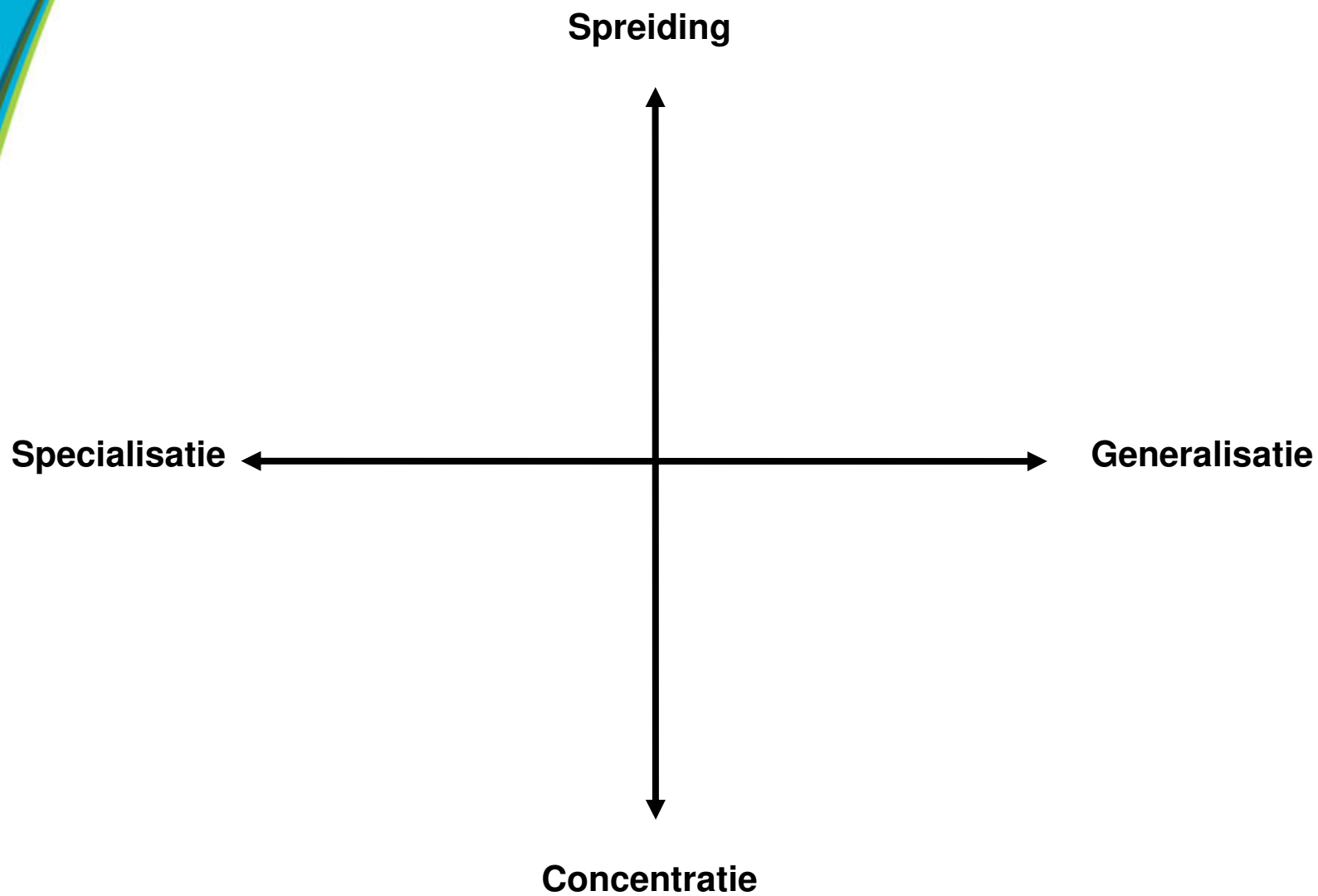
1. Big events are overweighed
 2. Focus on technological trends
 3. New developments tend to be overlooked
 4. Change occurs slowly
 5. Imagination is crucial
- Scenario's: consistent stories of possible futures

Part II – the cooking

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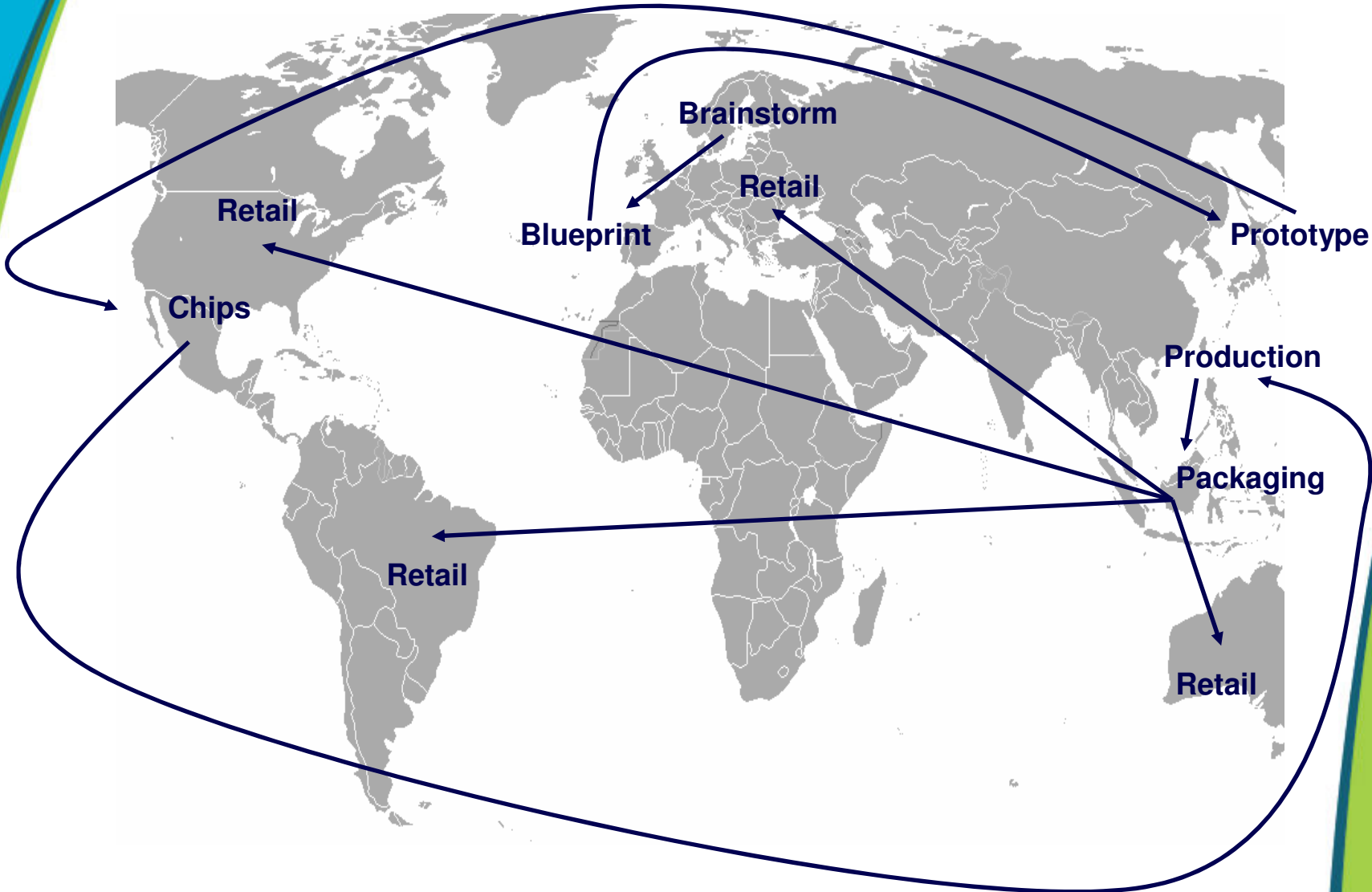
Scenario's - twee onzekerheden



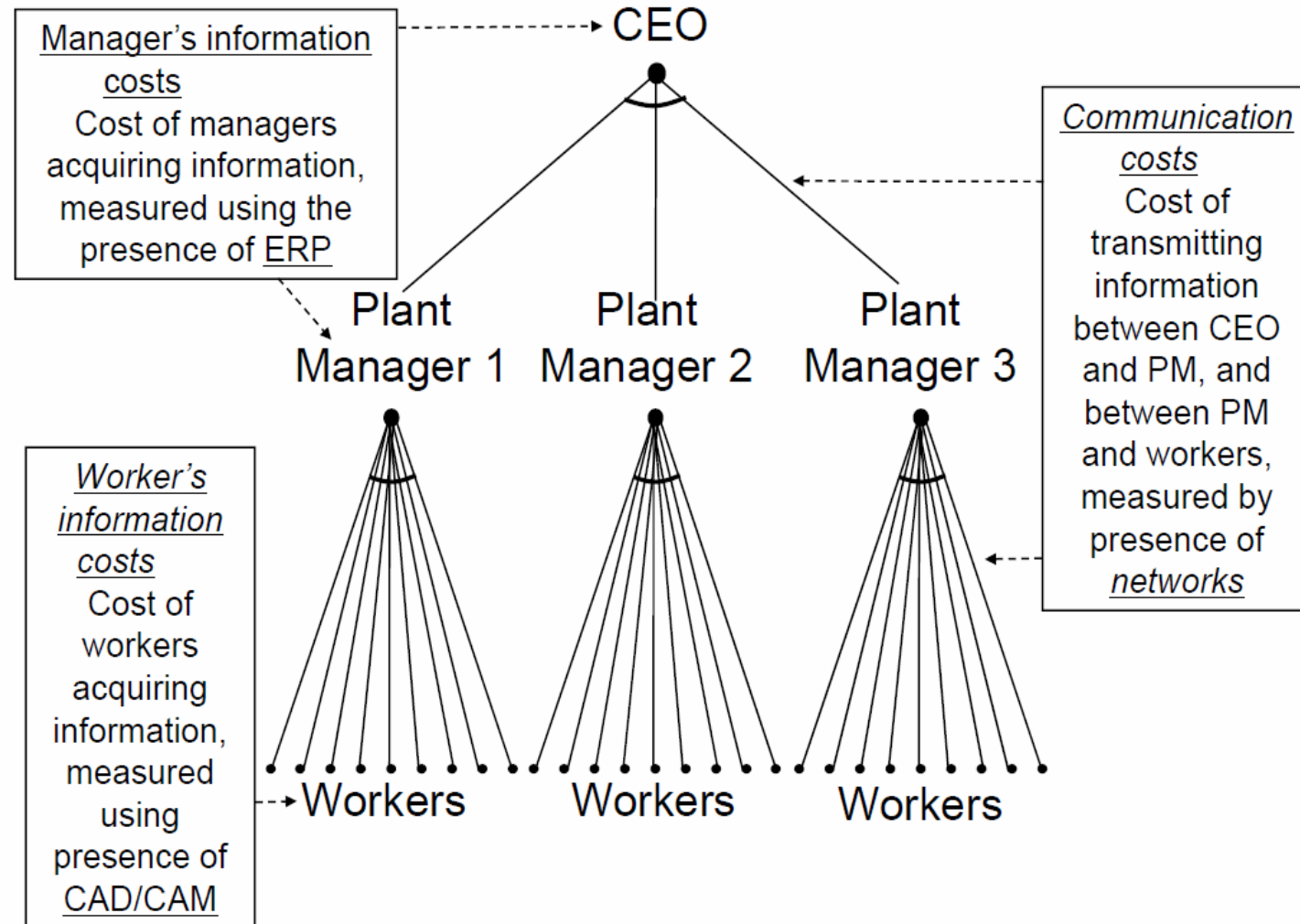
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Specialisation of Work ...

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Organisation of Work



Smart People

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

... or Generalisation of Work



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Smart People

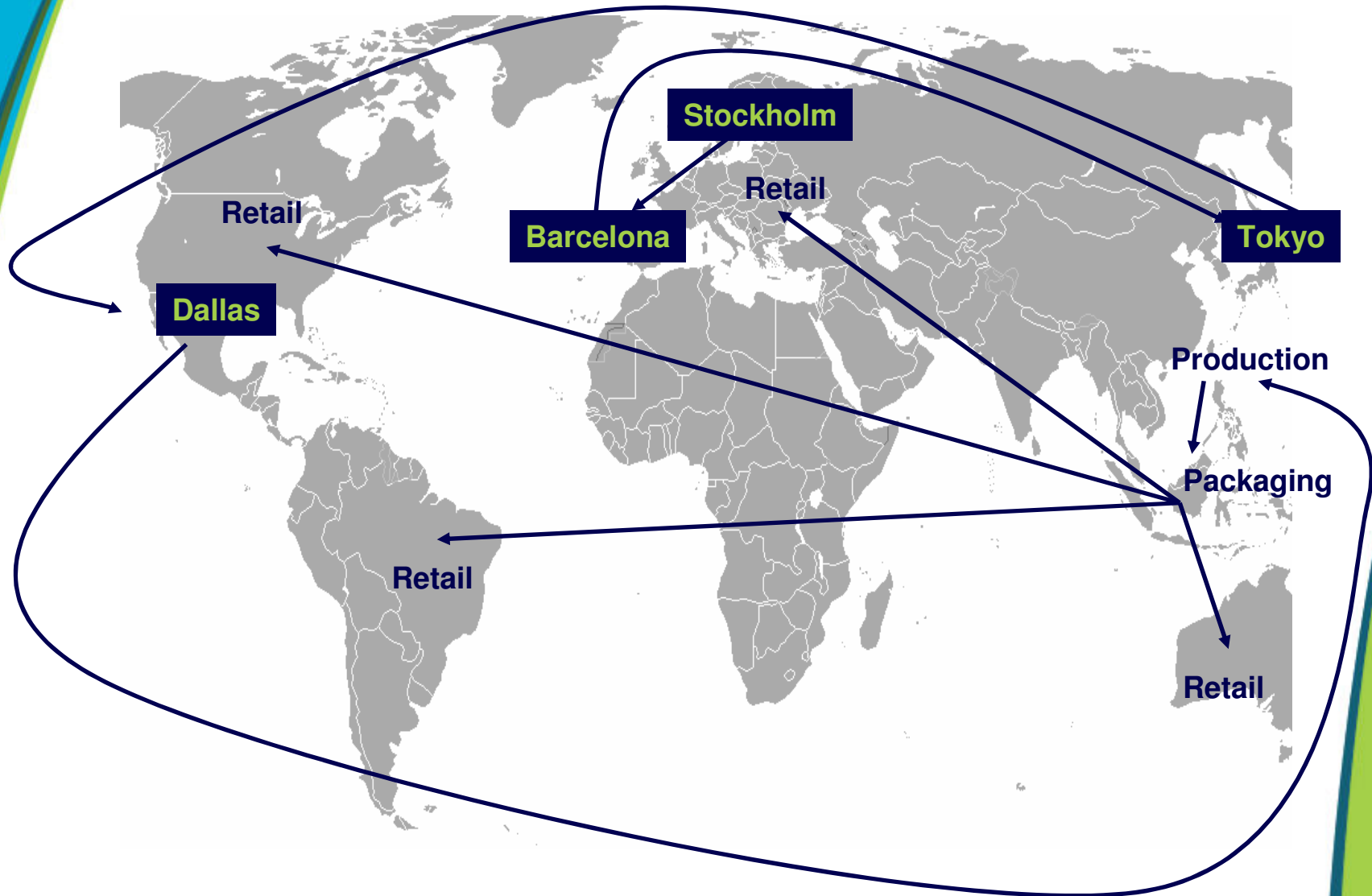
- ... or generalisation
 - Mechanics masters more complex systems
 - Insurance agents with broad portfolio
 - Expert system to diagnose illness
 - Design programmes
 - Write your own emails

Smart People

- 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

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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

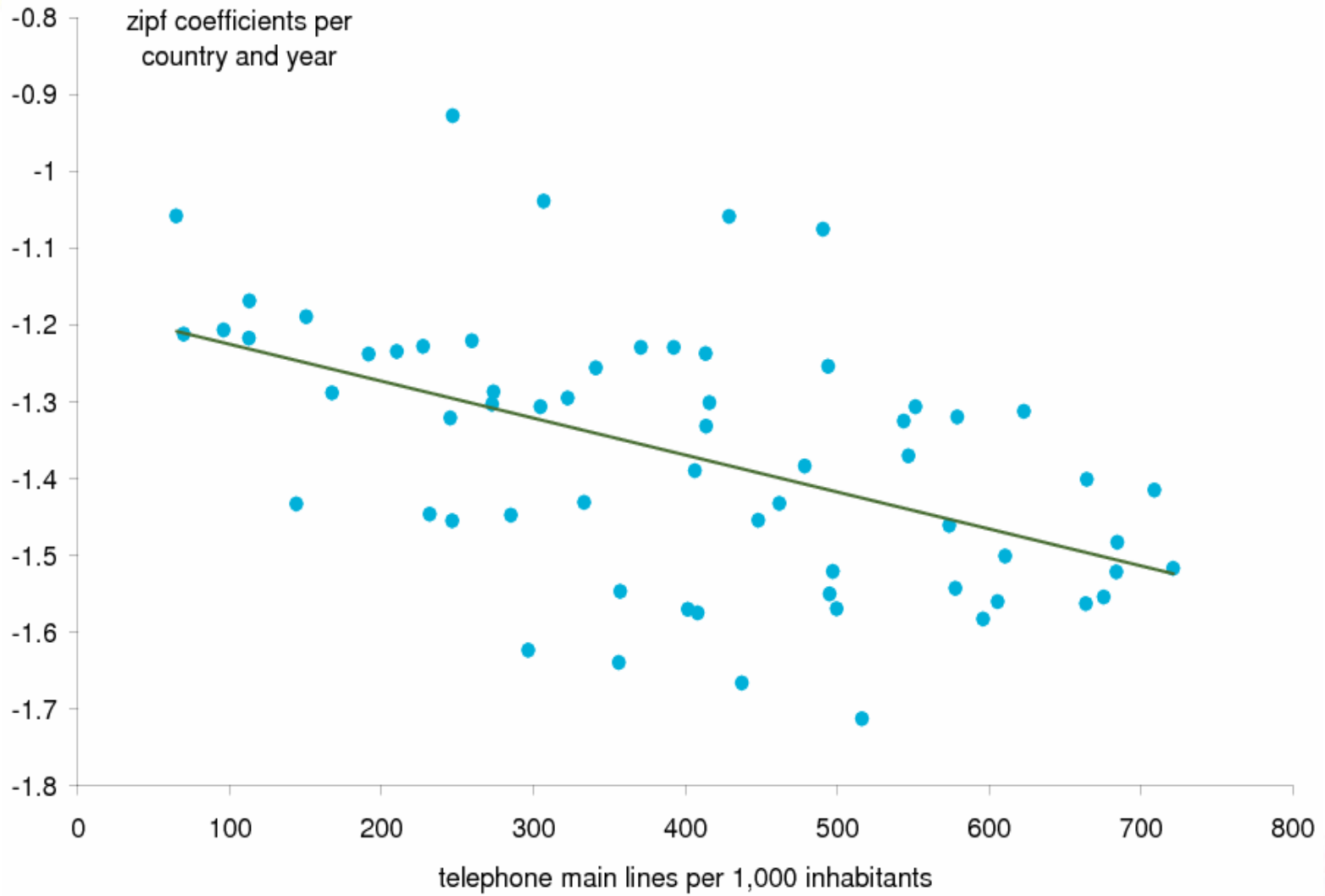


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Strong Cities

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

Changes in Urban Structure and ICT



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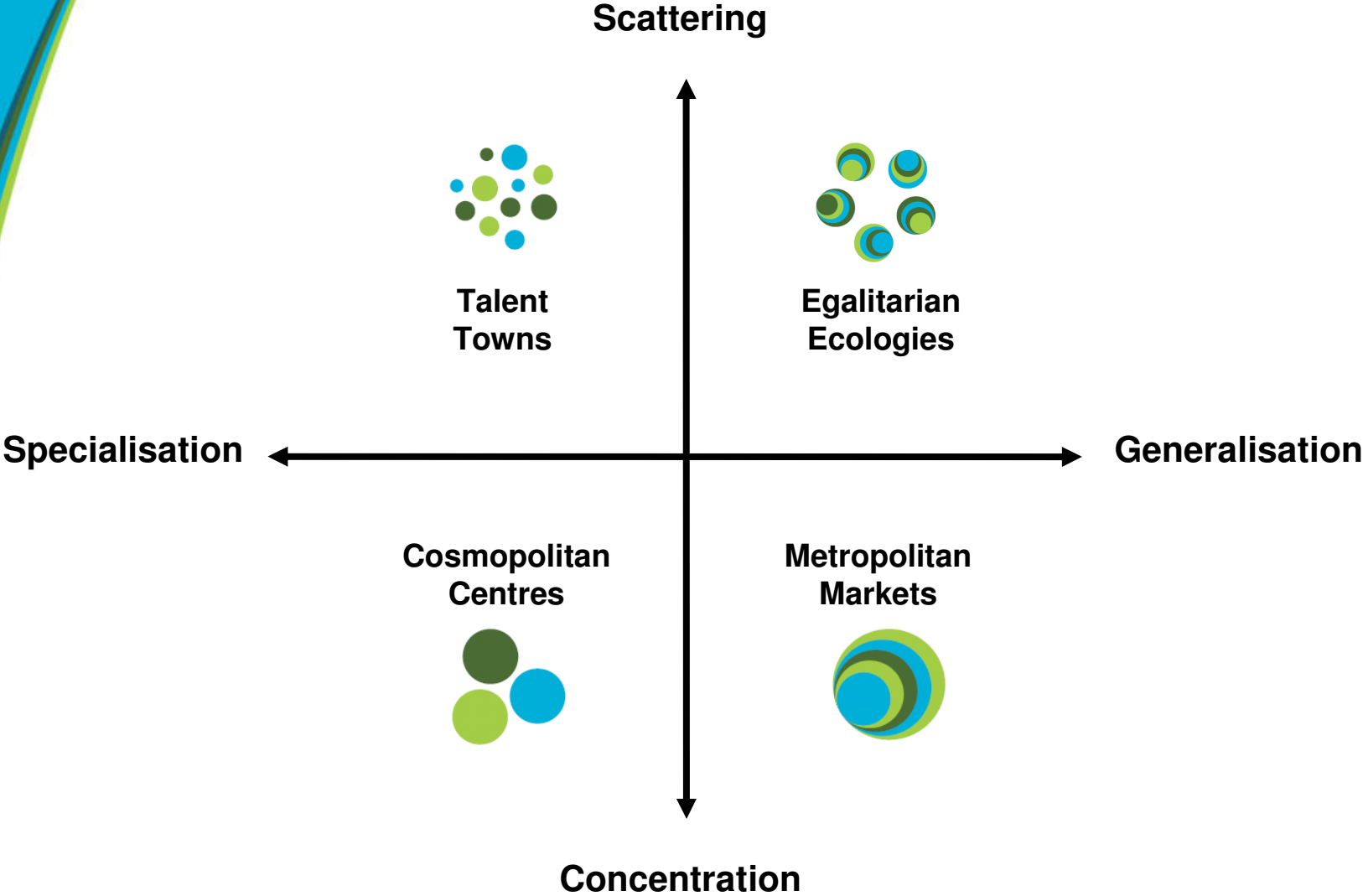
Part III – main course

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Four Scenarios

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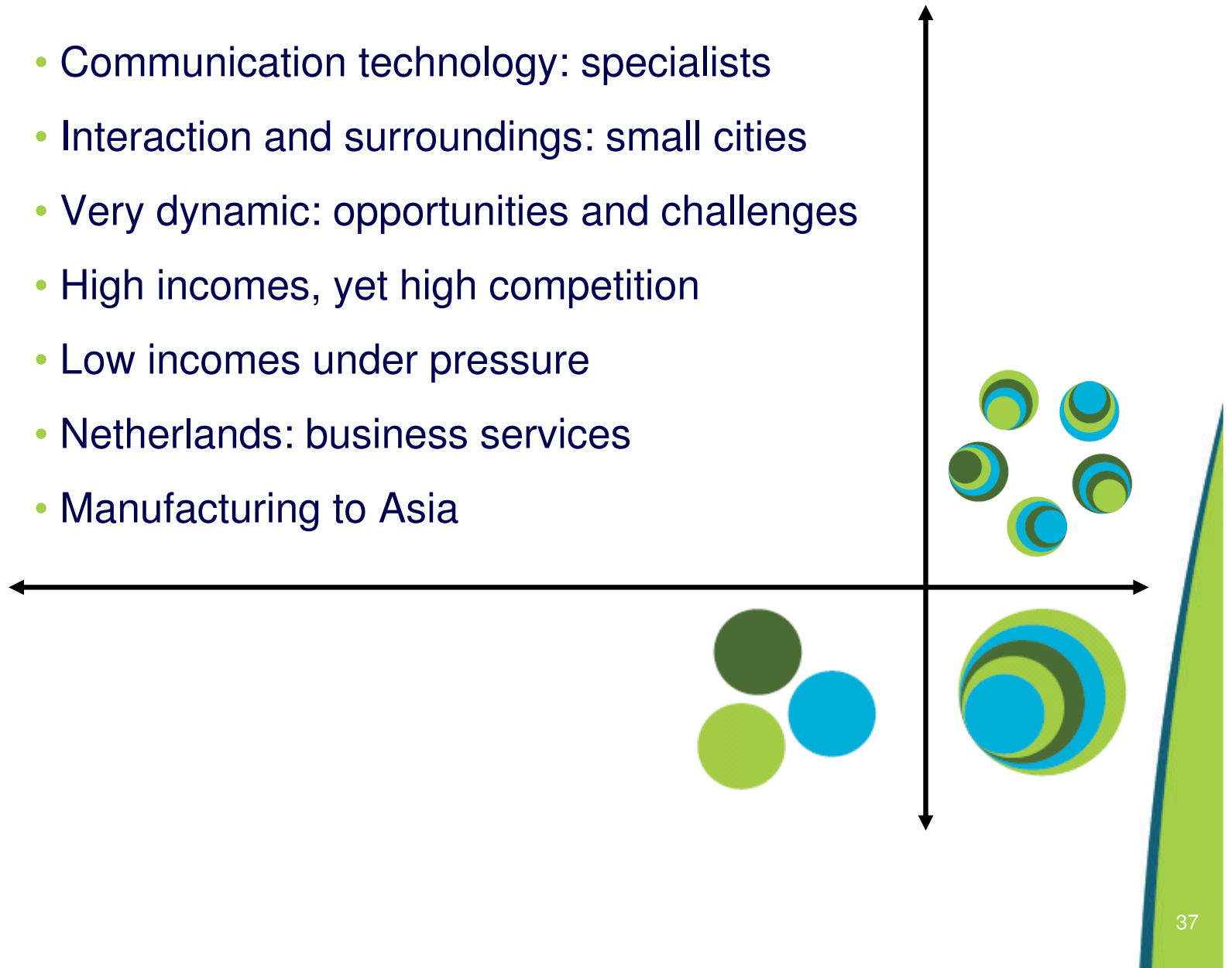
Talent Towns

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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

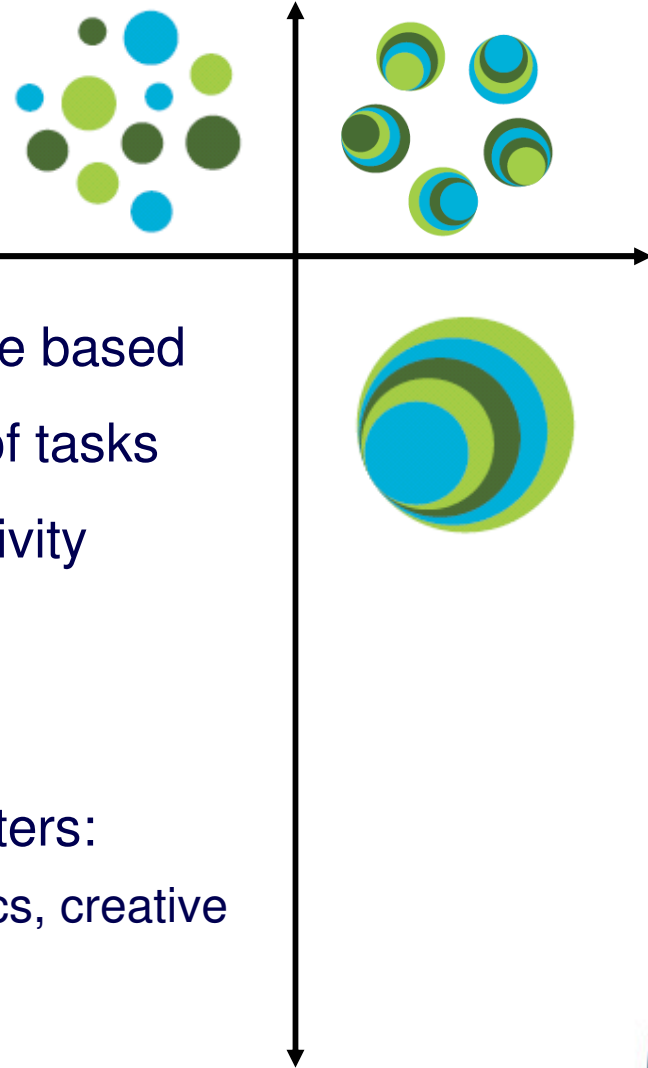


Cosmopolitan Centres

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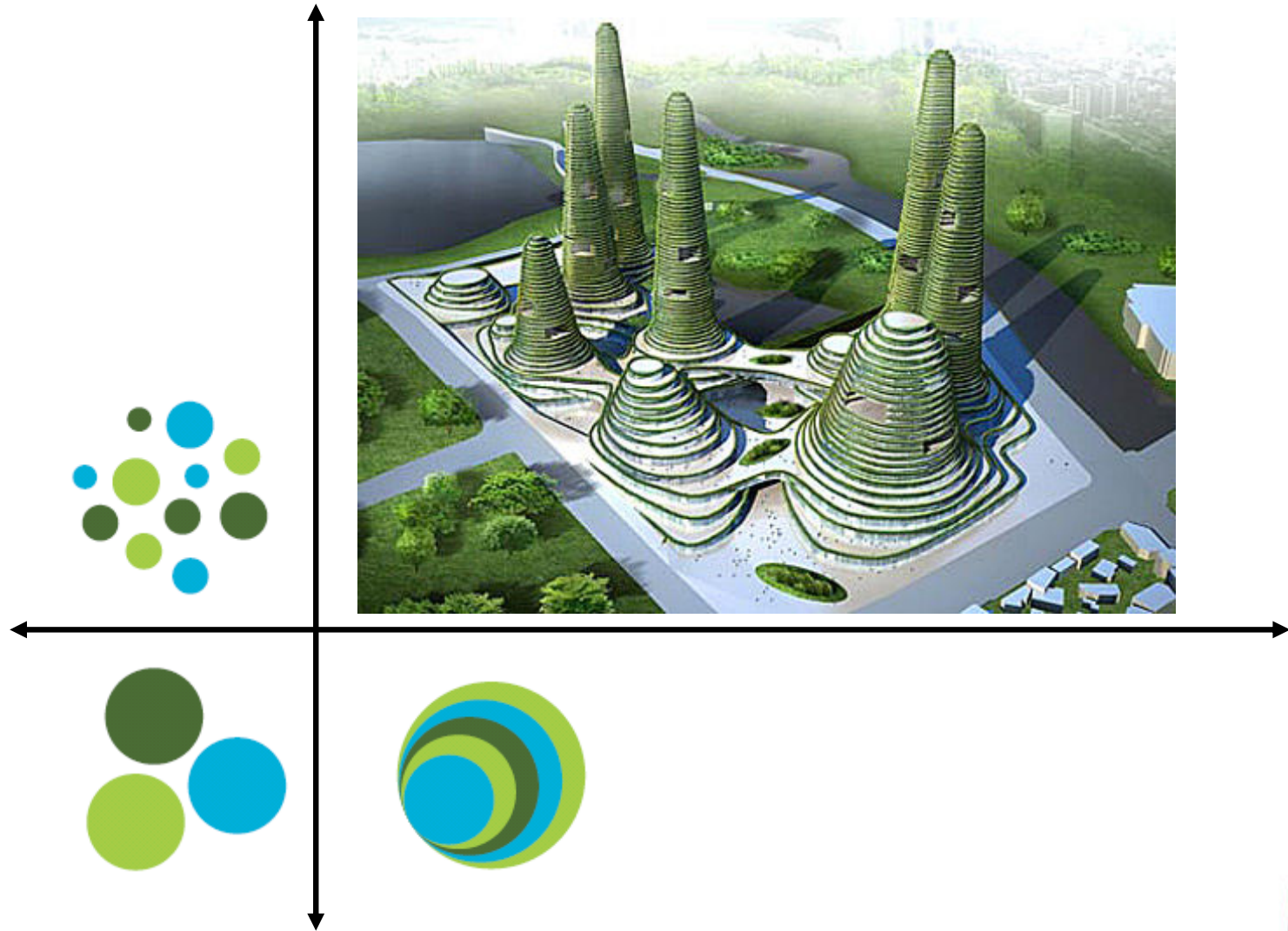
Cosmopolitan Centres



- Bio- and nanotechnology: science based
- Communication: global division of tasks
- Cities: clusters of specialised activity
- Risk: other city takes over
- Substantial income inequality
- Examples of possible Dutch clusters:
 - water, biomass, medical, logistics, creative

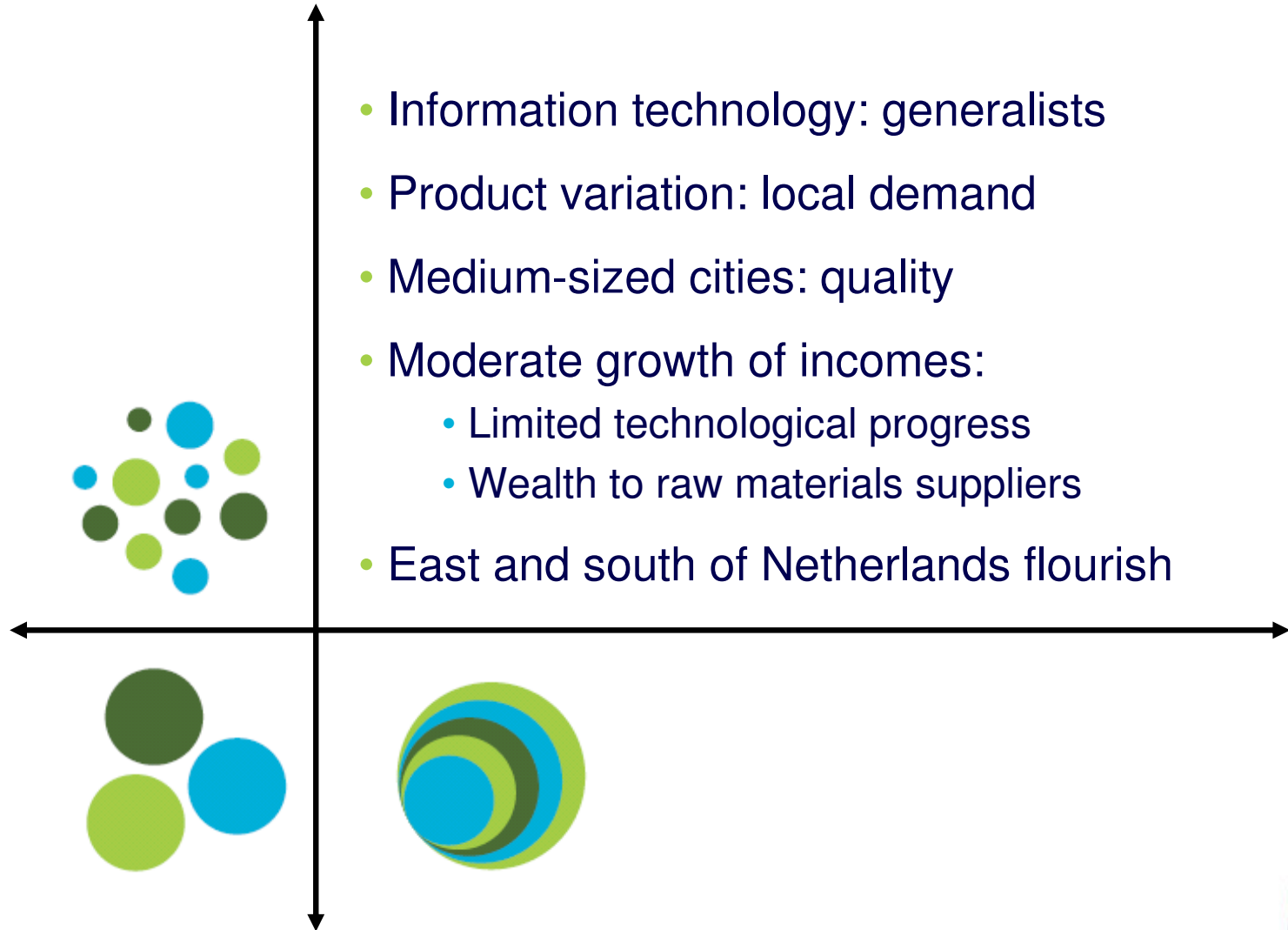
Egalitarian Ecologies

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Egalitarian Ecologies

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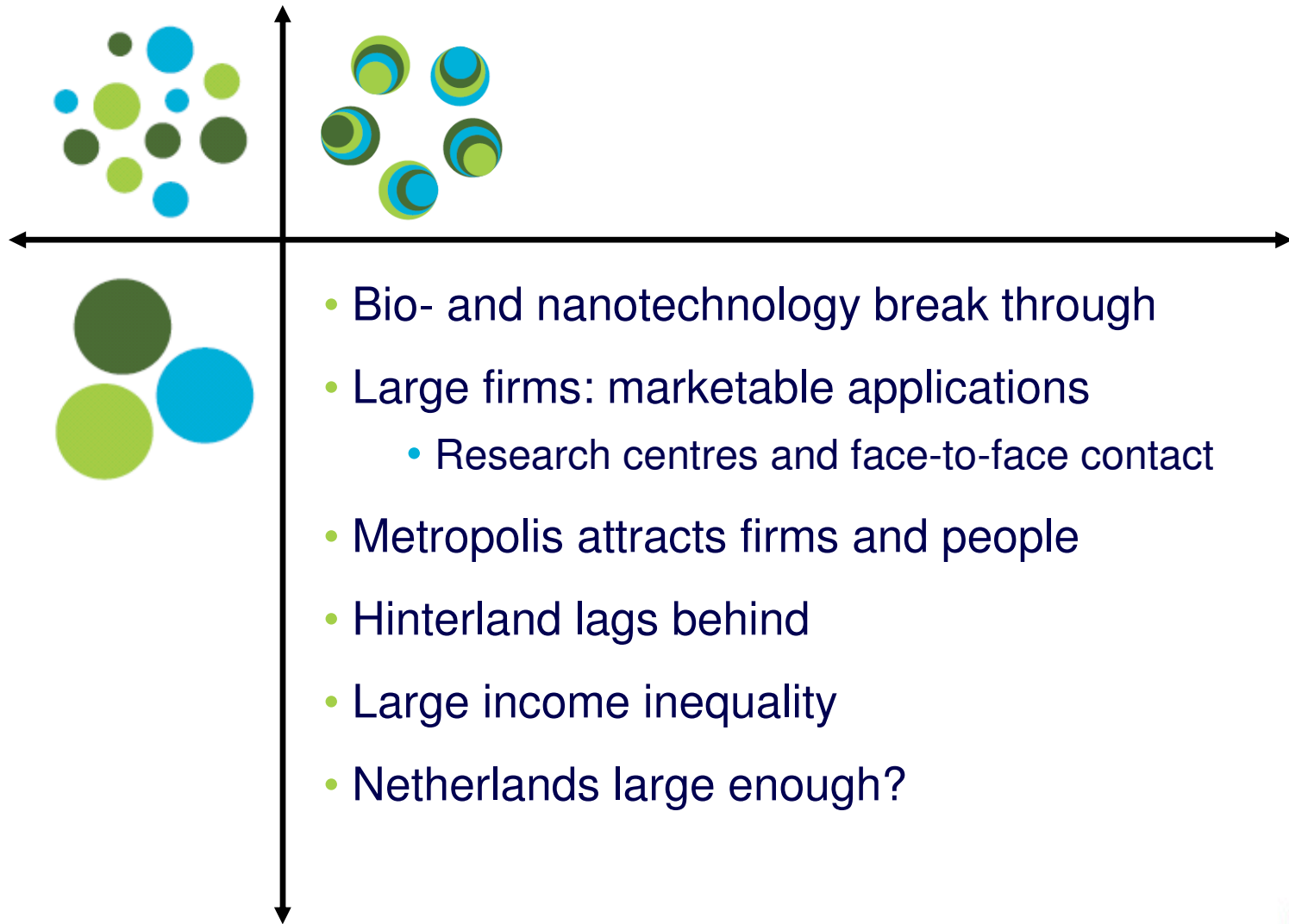


Metropolitan Markets



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Metropolitan Markets



Part IV: dessert (or desert?)

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Sound policy making

Dessert

Desert

Uncertainty

Be prepared

Fata morgana

Imagination

Take your chances

Protection of 'old' industries / firms

Economics

Sound cost-benefit analysis

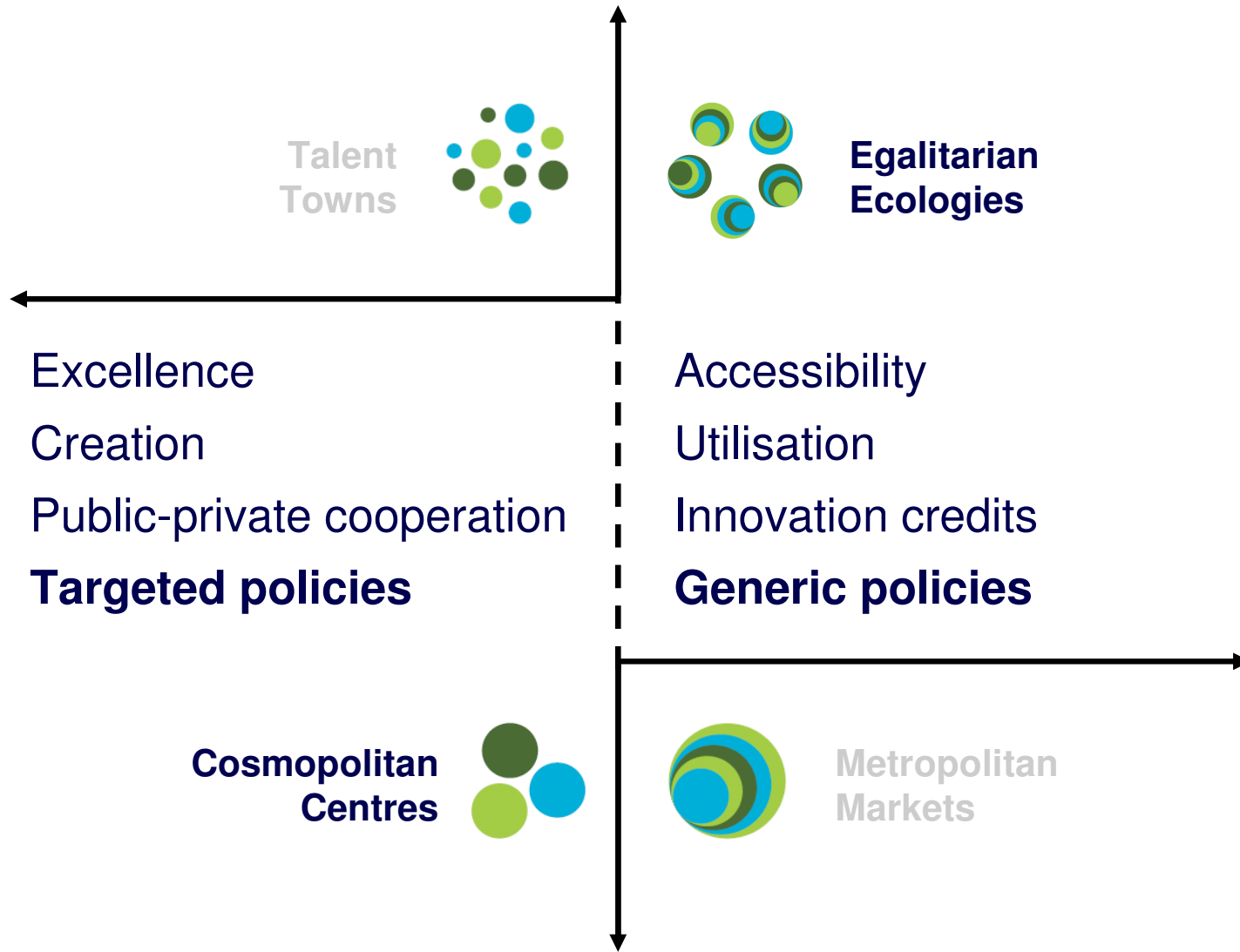
Solve today's problems only

Infrastructure

- Uncertainty
 - Connection in TT
 - Ring road in MM
- Imagination
 - Wubbo Ockels
 - Old solutions may not be the best solutions for new problems
 - Road pricing?
- Economics
 - Invest, only if benefits \geq costs

Smart People Innovate More

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Ease of doing business in 2040

●● TT

- Wereldwijde infrastructuur goederen en ideeën
- Lage belastingen op arbeid en goederen
- *Level-playing field* in EU/wereld

●● CC

- Kennisintensieve infrastructuur binnen stad
- Belasting op bedrijven en agglomeratie
- *Level-playing field* in wereld

●● EE

- Vrijhandel in goederen en ideeën
- Relatief hoge lokale belastingen op arbeid en agglomeratie
- Land als belangenbehartiger

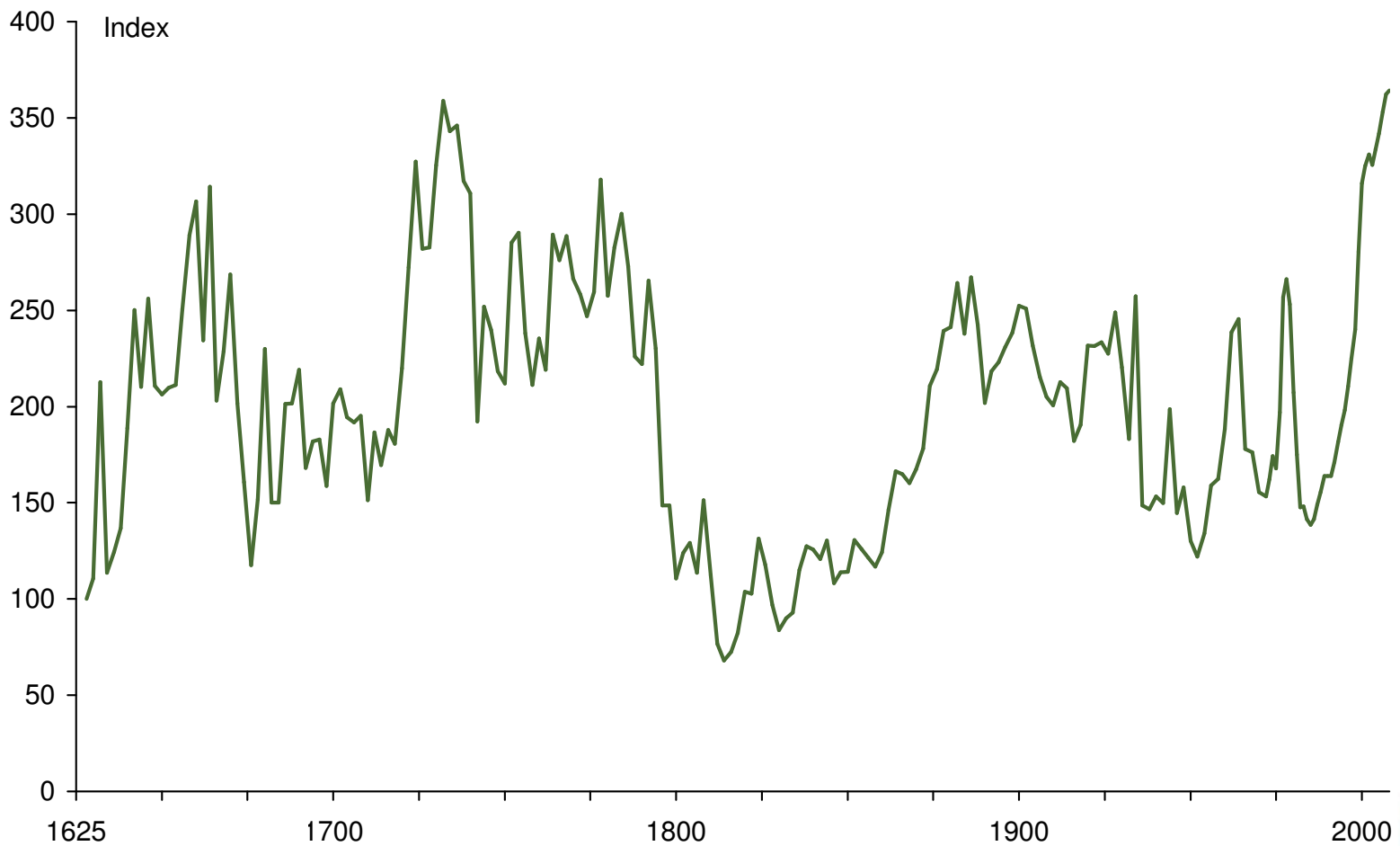
●● MM

- Megasteden met goede interne structuur
- Hoge lokale belastingen
- Stad als economisch *powerblock*

Stelling 2

- De overheid doet niks om de Nederlandse industrie te beschermen
- Onzekerheid – welke industrie?
- Verbeelding – investeer!
- Economie – externe effecten
- When economic revolutions take place and/or new technologies evolve, the city of Amsterdam flourished

Huizenprijzen in Amsterdam: de herengracht index 1629-2007



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