

Abstract Template

Jeb Brugmann

Organisation : Founding Partner, The Next Practice

Short description: Innovation Consulting: analytics, strategy, product and business model innovation for companies, cities, and property developers

Presentation title: Anatomy of our urbanizing planet

Executive Summary:

The city is no longer a defined place or jurisdiction. It is an entirely new geography: part of a fast-growing and complex global Citysystem that is changing the nature of economics, society and even nature itself. How do we as localities steer our development and achieve sustainability within the context of global urban scale and complexity? The answer is counter-intuitive: the main lever of 'urban strategy' is now more than ever anchored in the micro-details of location building.

Resumé: Jeb Brugmann is a leading practitioner and thinker on strategy and the process of innovation. For 25 years he has been devising solutions to help local communities access the benefits of globalization, and to help global organizations engage in local communities and markets. His work focuses particularly on the critical contribution of innovation at the micro-level of the locality, business model, or consumer cluster to achieve macro-level strategy objectives.

As the founder and chief executive of major international organizations and programs (including founding ICLEI secretary general from 1990-2000), as a social entrepreneur and for-profit private sector entrepreneur, and as founding partner of the innovation consulting firm, The Next Practice, he has worked on the ground in scores of cities and rural regions in 28 countries. He is on the faculty of the Cambridge University Programme for Sustainability Leadership. His new book, *Welcome to the Urban Revolution: How Cities Are Changing the World*, was published in 2009.

Recommended reading:

www.jebbrugmann.com

Welcome to the Urban Revolution: How Cities Are Changing the World (2009) (available in Dutch, English, Mandarin and Polish)