



# Livability

a motor concept  
for Active Smart Cities

**ADL**  
Active Digital Living

# Livability; the power of transformative creativity

**Livability means being able to take your kids to school, go to work, see a doctor, drop by the grocery or Post Office, go out to dinner and a movie, and play with your kids at the park - all without having to get in your car.**

**Ray La Hood**

**T**he development of Smart Active Cities faces a challenge in the digital environment, too many aspects should be considered to have a clear directive, a path that clears the objectives and regulations to be followed by all the work-groups of the project. Livability is a key motor in this process and acts as a weather bane pointing to the correct direction: a human centered project.

It is evident that creativity must be the core of Livability to give added value to a global Smart Active City project. Creativity copes with the ability of the city to adapt to the current changes in a high-speed digital society and not to just focus on what SMART will be. Technology and its Digitalization is the center of change along with the people that will facilitate the transformation of the sectors or the pillars designed to attract and retain the TALENT of the future Smart City's Citizens.

CREATIVITY does not have so much to do with the generation of novel ideas; rather we could define it as Innovation in the generation of advantages of its own ecosystem. It is multidimensional with all the sectors involved and avoids leaving them as independent entities.

A Creative Livability uses the capabilities of its Smart environment, generating innovations, using tools that it observes from other areas and adapting to its own, constantly applying innovations. In a Smart Active City development creativity should not be conceived just as a pure communicative act in order to organize events; actions that will go on without value after the day of the presentation. Creativity must seek a differentiation that achieves positioning the Smart City as an innovative brand allowing the city to achieve Notoriety and Differentiation.

All sectors of Neom must be aware that the creativity that they contribute to the City must be aligned with the city's strategic plan and its philosophy.

Livability will coordinate and, above all, provide ideas so that all actions and innovations do not simply work as promotional actions, livability clarifies and connects the correct course to follow.

We can not have functional SILOS because it is one of the big enemies of any organization where each sector wants to have a leading role and there is only one direction; the transversal concept of Livability.

Nested sectors is a strategy that won't help to encourage innovation, a Livability strategy will be able to guide creativity to specific objectives and actions, such as a LaB type Creativity, a HUB to observe, investigate the environment and a Creativity focused on real products and services from a digitized technology reference. Livability links the different aspect of an Active Digital Living Strategy, supporting the prospection of integrated developments in the city's ecosystem such as Smart Beaches.

We can't forget the Alliances with companies, organizations and institutions that help achieve the objectives of a Smart Active City. In one of our projects, McLaren is working a partnership with Microsoft in the prospection of a simulator, but the physical technology is not the hero of this esport alliance, the real heroes are education, innovation, fun, culture... the objectives established by the Livability guidelines.

From the LIVABILITY strategy, creativity will help settle guidelines to:

- Identify specific objectives for all the sectors involved in the Smart Active City
- Combine diverse talents of the sectors with a clear goal
- Facilitate external agents that aligned with the strategy add value
- Test
- Run

The creativity strategy can be staged into operative creativity (short-medium term) and a strategic one (long-term growth).

Livability generates ideas, and further involves a permanent questioning of the city's established Know-Hows.



[www.activedigitalliving.com](http://www.activedigitalliving.com)

**ADL**  
Active Digital Living