



TOGETHER
for a sustainable future

THE ROLE OF STANDARDS & INVESTMENT IN SUSTAINABLE CITIES

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**TRADE
INVESTMENT
INNOVATION**

Rapid urbanization taking place worldwide

PEOPLE: INCREASING POPULATIONS



Cities occupy only around 2% of land mass and are occupied by 51% of the world's population and they consume an estimated 80% of its resources. By 2050 it has been predicted that approximately 80% of the global population will live in urban areas. People moving to cities need infrastructure, services and employment.

PLANET: RESOURCE USAGE



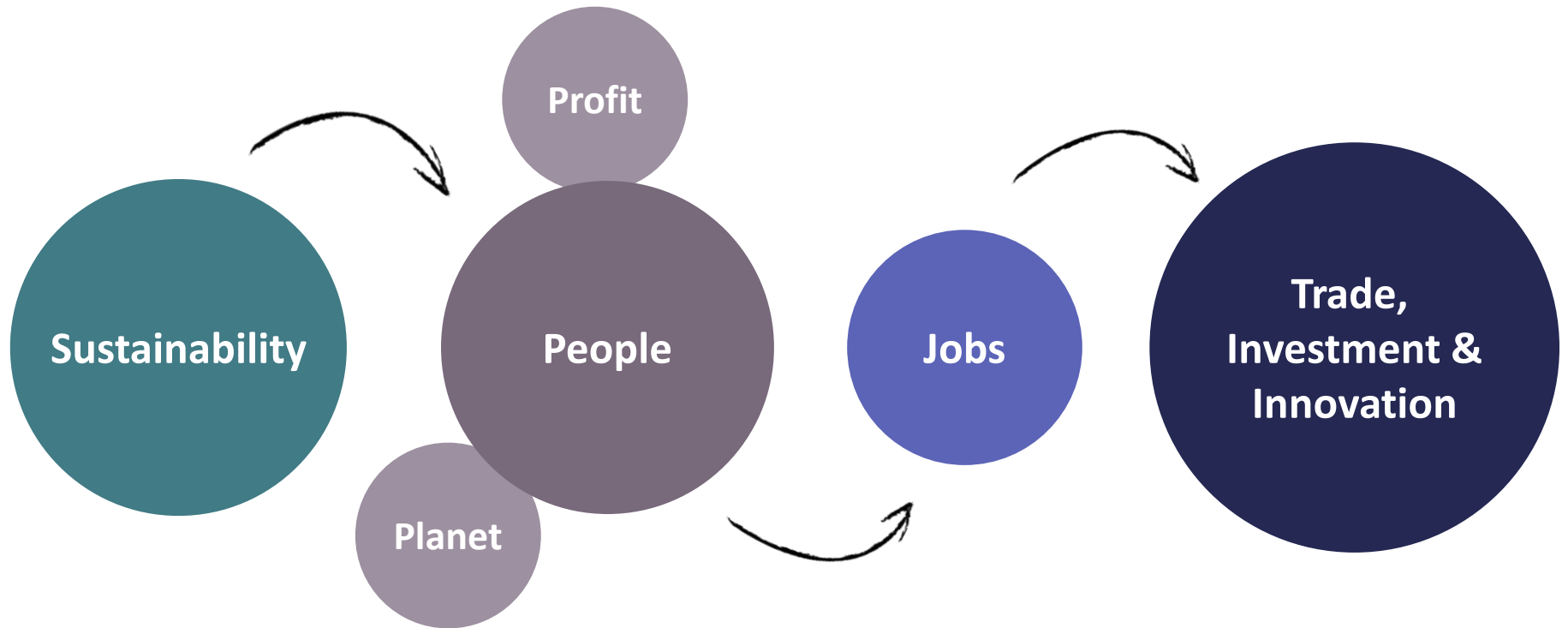
Cities are under pressure to reduce resources, both in terms of the amount of money they spend on delivering services and the carbon footprint across the city. The strain on traditional delivery mechanisms and supply of resources due to increasing populations poses a significant challenge to the sustainable growth of Cities.

PROSPERITY: ECONOMIC GROWTH



Cities, nationally and internationally, are main drivers of economic activity and growth, which requires a comprehensive infrastructure to deliver physical and social resources – the fuel of a City's 'economic engine'. Rapid urbanization requires productive activities to ensure employment for more people.

Sustainability looks at People



Sustainable Cities Index



PEOPLE
SOCIAL

People

measures social performance including quality of life



PLANET
ENVIRONMENTAL

Planet

Captures "green" factors like energy, pollution and emissions

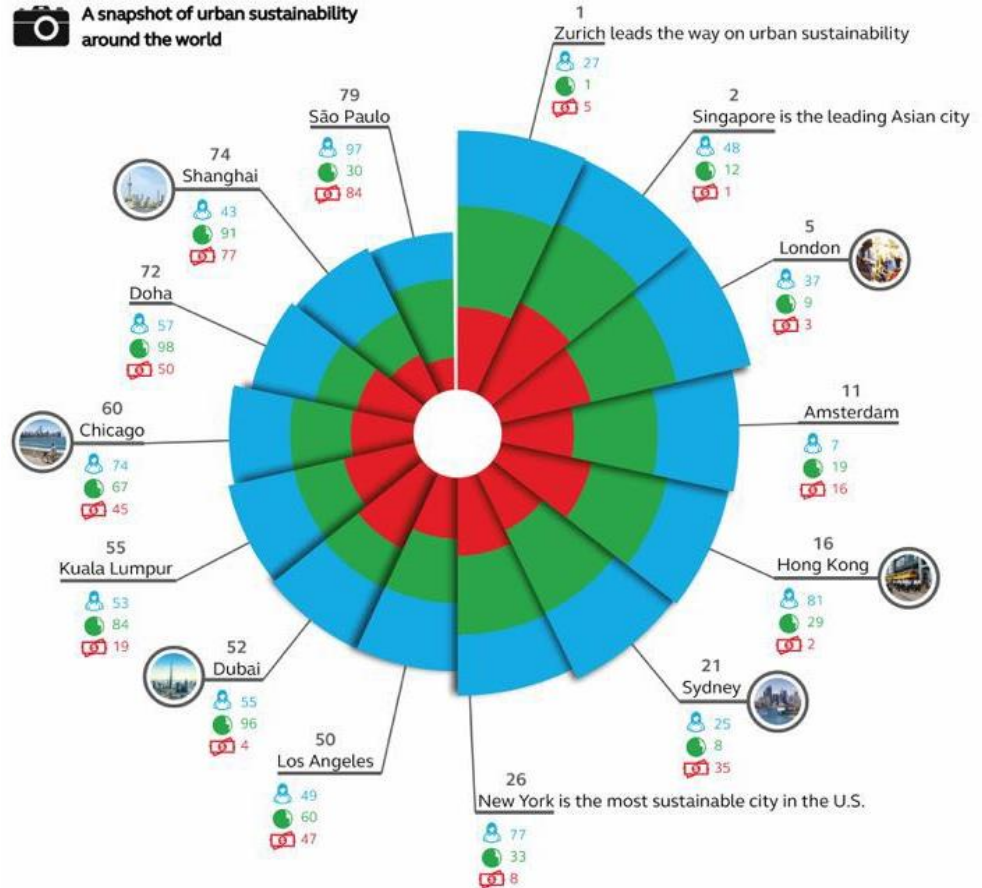


PROFIT
ECONOMIC

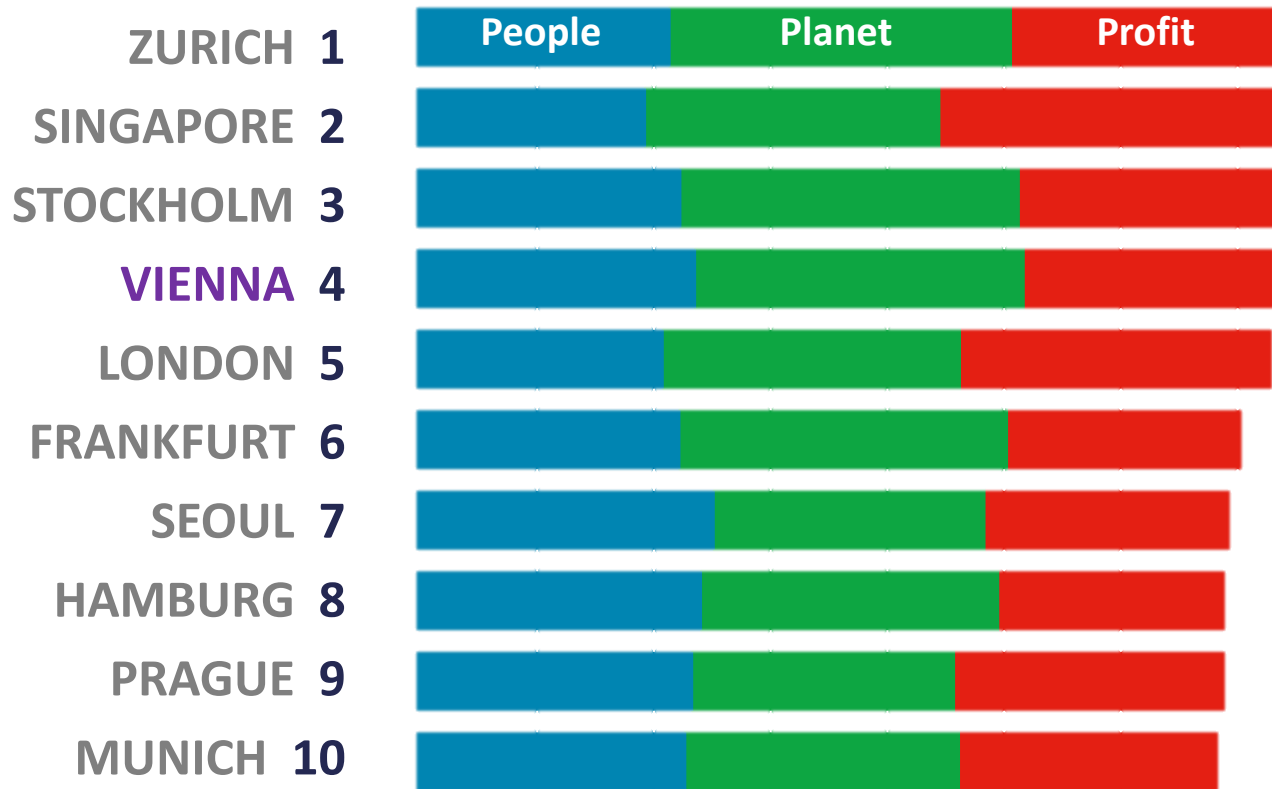
Profit

Assesses business environment and economic health

A snapshot of urban sustainability around the world



Sustainable Cities Index



Cities can only be sustainable if they take into consideration

PEOPLE, PLANET & PROFIT

Prosperity plays a major role in Sustainable Cities

PROSPERITY PROFIT

Employment
Productive activities
Enterprises
Start-ups
Private & Public Investment
Value-addition
Productivity
Infrastructure
Economic growth
Human Capital
Technology
Business Environment
Standards
Innovation



STANDARDS



INVESTMENT
(public and private)



PRIVATE SECTOR
DEVELOPMENT



PRIVATE-PUBLIC
PARTNERSHIPS



Driving Economic Transformation

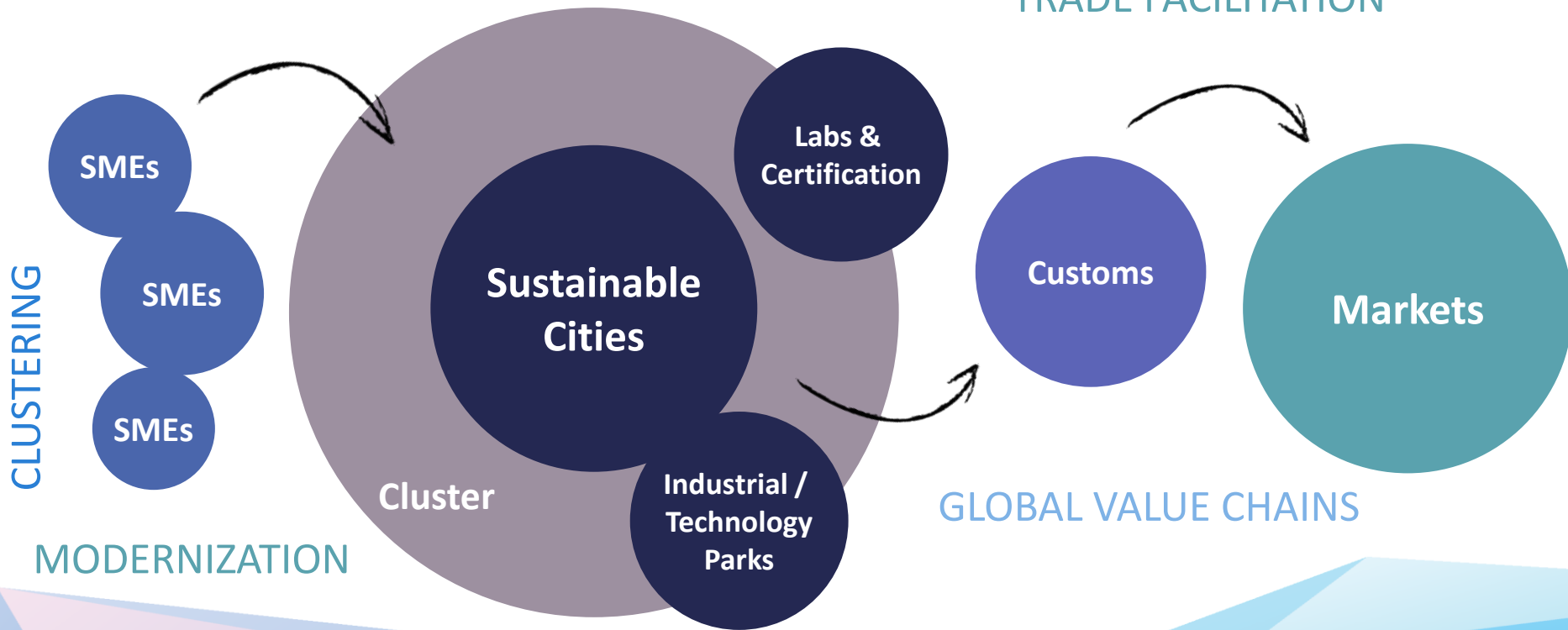
INVESTMENT & TECHNOLOGY

INDUSTRIALIZATION

QUALITY & STANDARDS

INNOVATION

TRADE FACILITATION



Relevant Standards for Sustainable Cities relate to all three dimensions: People, Planet, Prosperity

CITY	ISO 37100 Sustainable development in communities
	ISO 37120 City services and quality of life
HEALTH	ISO 45001 Occupational health and safety
GOVERNANCE	ISO 18091 Quality Management for local governments
	ISO 37001 Anti bribery
ENVIRONMENT	ISO 14000 Sustainable Development
	ISO 14001 Environmental Management
ENERGY	ISO 50001 Energy Management
	ISO 15839 and ISO 17381 Water quality
WATER	ISO 14046 Water footprints
	ISO 20670 Water reuse
AIR	ISO 28902 Air quality
WASTE	ISO 30011 Workplace air
	ISO/TC 297 Waste Management

Impact Investment for Sustainable Cities

IMPACT INVESTMENT FOR CITIES

Generate social and environmental impact alongside a financial return – to address the most pressing challenges that cities face, for both basic services and important sectors



NEW TYPES OF INVESTORS

Banks, pension funds, financial advisors, government and development finance institutions, and individual investors turn to impact investment that are financially sound, and that contribute to attaining the Sustainable Development Goals

GLOBAL IMPACT INVESTMENT PLATFORM VIENNA (GIIVx)

UNIDO and the City of Vienna, together with the **Global Impact Investment Foundation**, cooperate to promote UNIDO-identified impact projects on the **Global Impact Investment Platform** for increasing SDG-compliant investment



JOINT DECLARATION

During the 50th Anniversary of UNIDO, a joint declaration will be signed by the Chancellor of Austria and the UNIDO Director-General to further advocate **impact investment for inclusive and sustainable industrial development**

Trade, Investment & Innovation



INTEGRATE MODULES
AND CLUSTER SERVICES
FOR SUSTAINABLE CITIES

TO ACHIEVE THE SDGs AND TO BE
SMART AND SUSTAINABLE, CITIES
NEED TO ACHIEVE A GOOD **BALANCE**
OF ALL THREE DIMENSIONS

PEOPLE



PLANET



PROSPERITY



**TRADE
INVESTMENT
INNOVATION**