



Stephan Jung, expert for Future & Innovation

“Smart Cities is not about technology, it’s about people!”



We think it is time to make a clear statement, that cities should be designed for people and that SMART CITIES need to use technology in the service of people.

Cities should fulfill five important innovation criterias to make live better:

- 1.) Make the city livable
- 2.) make the city sustainable
- 3.) make the city diverse
- 4.) make the city high performing
- 5.) make the city entrepreneurial

Innovation expert Stephan Jung has given his keynote about “The Future of European cities” in Brussels for the EU PARLIAMENT MAGAZINE. Jan Olbrycht - President of the URBAN Intergroup at the European Parliament was impressed by the clear analysis.

Just a few weeks ago Stephan has given a dinner speech to a group of politicians and diplomats in Kiev. The teams from major Vitaly Klitschko and the Primeminister were very interested about options how to combine innovation and smart city technology in a way that it will serve the citizens.

His analyses also inspire America’s leading trend researcher Faith Popcorn. According to the New York Times she is the United States’ best-known trend oracle due to the 95-percent accuracy of her predictions. She added Stephan Jung to BRAIN RESERVE POOL, her network of experts, because she values his opinion when it comes to trend topics.



Barcelona introduced smart parking, free WIFI and safed water in public parks. But they still found out, that there are a lot of different silos and a common platform is missing.

New York City is leading in smart traffic management and other cities like Singapore, London and Copenhagen are in the TOP list as well.

Parking space is blocking huge parts of best city locations. It could be converted into valuable living space. Innovative Micro Appartments are being developed and IKEA is taking part in such developments.

Moving people and goods is an issue. As Millenials are getting used to sharing things, we should start planning to share space in the city as well. “Mobility on demand” will become normal: self driving buses, cars and shuttles, bikes, delivering vehicles etc.

“We have to design cities for people. This is the absolut focus!” Stephan Jung



What clients say about Stephan Jung:

„Your speech was a fireworks display of ideas - and you presented it professionally and in an extremely entertaining way. It was the highlight of conference.” Klaus W. Wellershoff, CEO Wellershoff & Partners Ltd., Verwaltungsrat Schindler Holding, columnist for Handelszeitung, Zurich

"Regarding Mr. Jung's speech entitled FRESH CELL THERAPY: The speech was presented transparently and in a captivating way. A very good mixture, stimulating, inspiring, creating interest in shaping the future." Andreas Lackner, Vice President, Brand Management, EMEA, HILTON HOTELS, London

„Innovation expert Stephan Jung inspired us very much with trends, innovations and a 10-point action-plan for the planning of the BEM 2018 (European Athletics Championship). His ideas are creative and comply with the spirit of consumers, who become more and more demanding as visitors of sporting events.” Frank Kowalski, Managing Director of BEM2018 GmbH, Berlin

"Stephan Jung inspired me with his charisma and emotional narrative style!" Claudia Lässer, presenter/producer at ZDF, SAT 1, PRO 7, Zurich

„Everybody talks about you at our company! You described change with wit, charm, and clear analyses - we were very much impressed!“ Franco Savastano, CEO, Jelmoli AG Zurich

"We need keynote speakers like Stephan Jung on our way towards digitalization. He is a speaker who highlights the necessary changes for the market passionately as well as convincingly but also in an inspiring way. I highly recommend him as a guest speaker. He is funny and charming as he encourages us to master future changes." Josephine Gräfin von Brühl, CEO MICE Portal GmbH, Munich

„I would like to take this opportunity to thank you very much for your great speech. I got only positive feedback from our members.” Gerhard Bruder, President at the Institute of Culinary Art, Hamburg

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