

## Top 12 Megatrends - "Cities" Edition

Trends often must be detected amongst a myriad of incoming mixed signals. Megatrends especially impact on the economy and the business environment. Domestic megatrends may realign Government's internal national policies and investments. External megatrends may influence a country's international ambitions, in turn reshaping international policies and investments. The following top twelve megatrends are major influencing factors shaping city government policy, economy, environment, technology, and society. You can download a complimentary copy of the full Megatrends Report at our website or via email below.

Top 12 Megatrends for Cities <i>City, Urban, And Metropolitan Areas</i>		
1	Urban Access	Cities put a premium on access to their infrastructure and resources.
2	Industrial Policy	Cities will invest in sectors with strong competitive advantages.
3	External Relations	City relations with other urban areas will be bipolar, swinging between ideology and pragmatism
4	Urban Influence	Urban influence on a regional, state or national scale is powered by the strength of a city's economy, its sought-after commodities, or its strategic geography.
5	Environmental Policy	Utilitarian environmental policy will shape a growing portion of city's economic strategies
6	Transportation	Cities invest in diversifying transportation, freight, logistics and supply chains to build stronger and more resilient urban economies
7	Public Policy	City policies and public discourse are influenced by the information its citizens consume
8	Industrial Policy	City industrial policies will remain influenced by political ideology as much as pragmatism.
9	Public Policy	Changes in demographics and related generational expectations will reshape the city's political landscape.
10	Labor	City's demographic differences, labor shortages and rising costs accelerate innovation, invention, and adoption of new technologies
11	Immigration	Politics, climate impact, and economic migration will fuel waves of migration to and from the cities
12	Supply Chains	Production will migrate to cities with lower cost and higher political stability

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## 12 Megatrends for Cities

- 1. Cities Put a Premium on Access to Their Infrastructure and Resources**

Urban areas are prioritizing access to their physical and digital infrastructure, utilities, and essential services to support local industries, protect residents, and enhance economic stability.
- 2. Cities Will Invest in Sectors with Strong Competitive Advantages**

Municipal leaders are channeling resources into industries where their cities can excel, such as MedTech, technology, and manufacturing, to drive long term sustainable economic growth.
- 3. City Relations with Other Urban Areas Will Be Bipolar, Swinging Between Ideology and Pragmatism**

Cities are balancing idealistic goals such as equity and sustainability with practical necessities like economic partnerships and crisis response in their intercity relationships.
- 4. Urban Influence on a Regional, State, or National Scale Is Powered by the Strength of a City's Economy, Its Sought-After Commodities, or Its Strategic Geography**

Economic power, valuable resources, and geographic advantages enable cities to shape policies and attract investment at multiple levels of governance.
- 5. Utilitarian Environmental Policy Will Shape a Growing Portion of City's Economic Strategies**

Urban governments are integrating cost-effective, sustainability-focused environmental initiatives into their long-term economic and industrial planning.
- 6. Cities Invest in Diversifying Transportation, Freight, Logistics, and Supply Chains to Build Stronger and More Resilient Urban Economies**

Municipalities are enhancing resilience by adopting diversified systems for moving goods and people efficiently and sustainably.
- 7. City Policies and Public Discourse Are Influenced by the Information Its Citizens Consume**

The way urban residents' access and respond to information shapes public opinion, local policies, and the priorities of city leadership.
- 8. City Policies Will Remain Influenced by Political Ideology as Much as Pragmatism**

The political leanings of city leaders continue to shape policies, balancing ideological goals with practical economic and social demands.
- 9. Changes in Demographics and Related Generational Expectations Will Reshape the City's Political Landscape**

The growing influence of younger generations and shifting population dynamics are driving cities to adopt policies that emphasize equity, sustainability, and technological adaptation.
- 10. City's Demographic Differences, Labor Shortages, and Rising Costs Accelerate Innovation, Invention, and Adoption of New Technologies**

To address workforce challenges and rising operational costs, cities are embracing automation, smart technologies, and innovative economic strategies.
- 11. Politics, Climate Impact, and Economic Opportunity Fuels Waves of Migration to & from Cities**

Urban areas will experience significant demographic shifts as climate events, political changes, and economic opportunities increasingly drive migration patterns.
- 12. Production Will Migrate to Cities with Lower Cost and Higher Political Stability**

Cities offering affordable operations and predictable governance will attract manufacturing and industrial activities, reshaping production landscapes in the state, region, and country.