# Cities and Communities

At Quantum we believe that you need to take a human lens on sustainability challenges.

These springboards are jumping off points for us to think differently about sustainability challenges and how your organisation can build solutions that deliver long term sustainable impact.

HUMAN DILEMMA 1

I WANT A LIVEABLE CITY, BUT IT ISN'T CLEAN, SAFE, OR HEALTHY
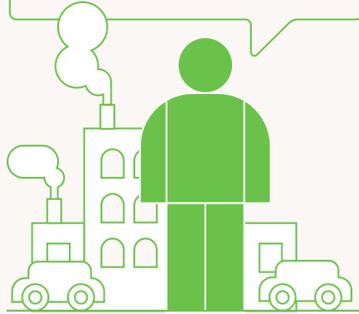
KEY HUMAN AND CULTURAL BARRIERS TO CHANGE

POLLUTION INEQUALITY
Dangerous air pollution, exacerbated by a lack of urban greenery is rendering some cities unliveable and damaging health & wellbeing – often impacting poorer inhabitants more.

UNRELIABLE PUBLIC TRANSPORT
Effective, affordable transport is essential for cohesive, pollution-free cities, but many feel unable to use it due to safety concerns e.g., COVID, personal safety.

RISING CRIME RATES
Rising inequality has led to a growth in violent crime in many cities, particularly in areas where there has been a lack of social investment in communities.

SOME EMERGING SOLUTIONS TO OVERCOME THESE BARRIERS

PROVIDING PERSONAL SAFETY
Technology is providing safety to people on the move in cities, including **the Guardian's** app from **Truecaller** in India, where location can be shared until home is reached safely.

URBAN REWILDING
Bringing nature into the city improves livability. Luxury brands **Cadogan, Louis Vuitton** and **SUGI** recently teamed up to rewild a London neighborhood near their stores.

TACKLING ROOT CAUSES OF CRIME
Arsenal FC's "No More Red" campaign tackles rising knife and gun crime in the football club's local area, by encouraging teenagers to get involved in activities the team organizes.

KEY QUESTIONS TO DRIVE MEANINGFUL ACTION...
HOW COULD YOU WORK WITH DEPRIVED COMMUNITIES TO CREATE PRODUCTS AND SERVICES THAT SERVE THEM BETTER?
HOW COULD YOU INNOVATE WITH DEPRIVED COMMUNITIES?

HUMAN DILEMMA 2

I WANT TO FEEL CONNECTED, BUT FEEL MORE DISCONNECTED THAN EVER BEFORE
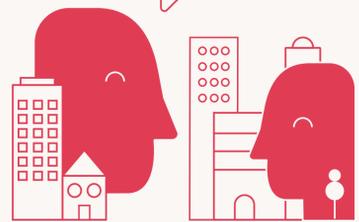
KEY HUMAN AND CULTURAL BARRIERS TO CHANGE

SHRINKING HOUSEHOLDS
More people living alone across the world, and fewer intergenerational households, increases the risk of loneliness for young and old alike.

LOST COMMUNITIES SPACES
Increasingly spaces for community connection, from churches to gay bars, are disappearing, and can't be easily replaced digitally.

DIVISIVE ONLINE COMMUNITIES
Toxic, exclusionary, or radicalised, many online communities offer problematic means of connecting with others. However for many, online communities e.g. gaming can be a really positive experience.

**SOME EMERGING SOLUTIONS TO OVERCOME THESE BARRIERS**

REIMAGINING HOUSEHOLDS
Intergenerational house shares have taken off, facilitated by online services like **Pari Solidaire** in France and **Share and Care** in the UK, tackling loneliness and unaffordable housing.

VENUE TRANSFORMATION
Efforts are being made to adapt physical venues, and the vital sense of connection they foster, including **Glass House** in London offering a sober LGBT venue.
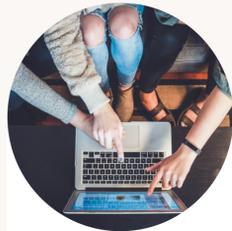
DIGITAL SAFE SPACES
Several apps have emerged, with stricter rules and more dynamic moderation, to create healthier online spaces. **Peanut** is a social network connecting women in similar life stages.

KEY QUESTIONS TO DRIVE MEANINGFUL ACTION...
HOW COULD YOU CREATE INNOVATIVE SOLUTIONS THAT MEET THE NEEDS OF VERY DIFFERENT STAKEHOLDERS?
HOW COULD YOU CHAMPION SAFETY ONLINE ACROSS SOCIAL TOUCHPOINTS?

HUMAN DILEMMA 3

I WANT TO LIVE IN A COMMUNITY, BUT WE ARE DIVIDED

KEY HUMAN AND CULTURAL BARRIERS TO CHANGE

POST CODE INEQUALITY
Uneven wealth is accelerating inequality within communities, creating a homelessness crisis and increased gentrification.

POLARISING VALUES AND PERSPECTIVES
Division along cultural and political lines, has fragmented online and physical communities, with new echo-chamber communities emerging online.

SEGREGATED COMMUNITIES
The physical division of communities along race, class and ethic lines persists and is being exacerbated by climate change and the pandemic.

SOME EMERGING SOLUTIONS TO OVERCOME THESE BARRIERS

FINDING COMMON GROUND
Encouraging community cohesion, through highlighting opportunities for agreement and solidarity has been promoted by the **Jo Cox More in Common Network** of on-the-ground groups.
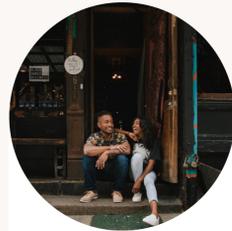
REVIVING NEIGHBOURHOODS
Technology powers real-life neighborhood communities, through apps like **Google's Neighbourly** (in India), and **Nextdoor**. **Peerby** in the Netherlands helps people to borrow from their neighbours.

FIGHTING EXCLUSION
Exclusion from communities is often hard to escape. **HSBC** partnered with Shelter to offer bank accounts to those with no fixed address, a crucial barrier to inclusion.

KEY QUESTIONS TO DRIVE MEANINGFUL ACTION...
WHAT IF YOU ENCOURAGED PEOPLE WITH DIFFERING OPINIONS TO TALK?
HOW COULD YOU CREATE SOLUTIONS THAT ARE TRULY INCLUSIVE AND SERVE ALL MEMBERS OF SOCIETY?

QUANTUM IS A GLOBAL INSIGHT AND STRATEGY COMPANY.

DROP US A LINE HERE IF YOU'D LIKE TO FIND OUT MORE ABOUT WHAT WE DO.

We use human and cultural insight to help our clients to answer three strategic questions:

- How do we engage more deeply?
- How do we break new ground?
- How do we grow responsibly?

Quantum