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CERRILLOS

YERBA BUENA

LEANDRO N. ALEM

LA CALERA
VILLA ALLENDE

SAN JUAN

EL TRÉBOL

VILLA GRAL. BELGRANO

LUJÁN DE CUYO

SANTA FE
JUNIN
CABA

EL TRAPICHE

LUJÁN

CAÑUELAS
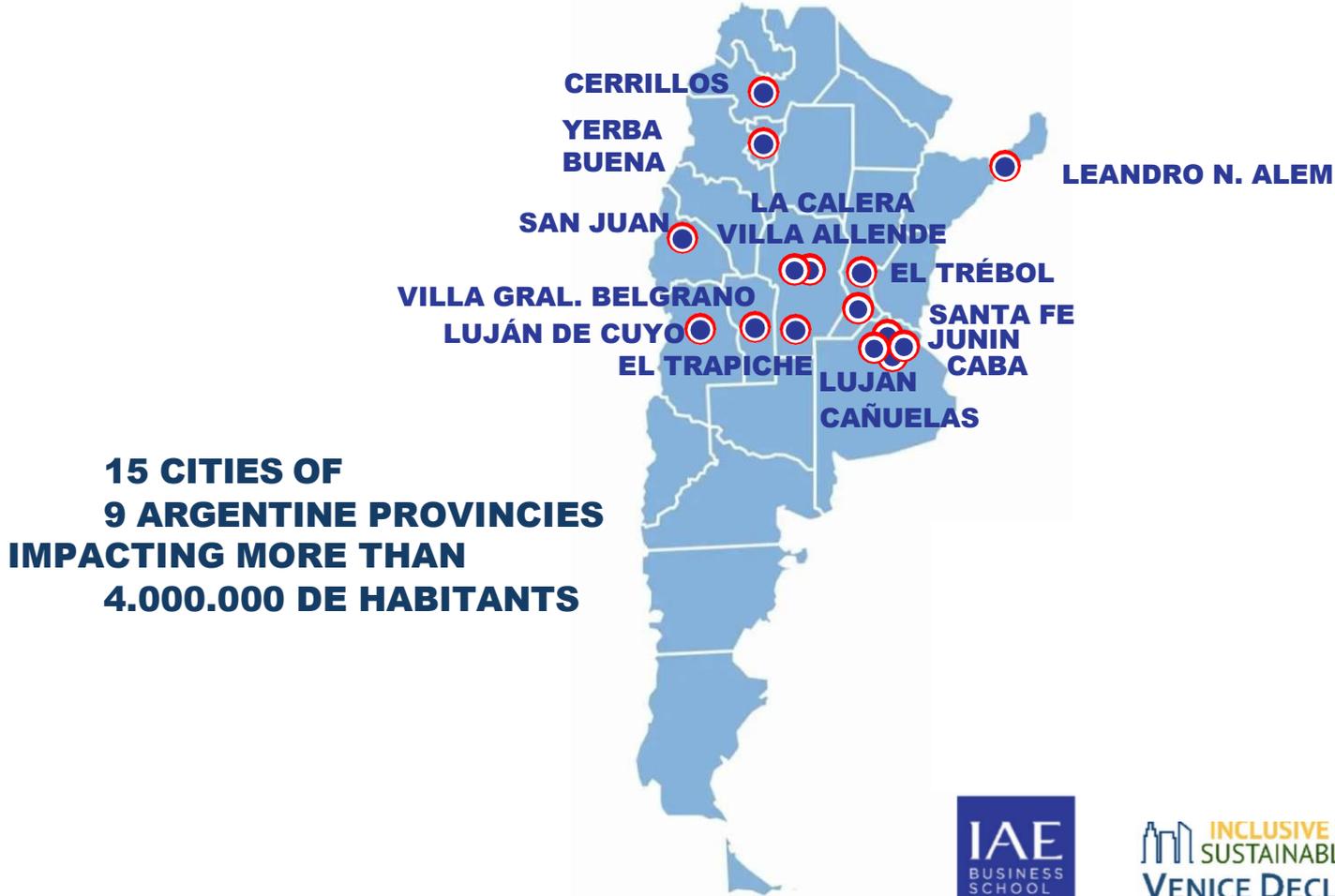
15 CITIES OF
9 ARGENTINE PROVINCIES
IMPACTING MORE THAN
4.000.000 DE HABITANTS

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INCLUSIVE CITIES FOR
SUSTAINABLE FAMILIES
VENICE DECLARATION

iffd
International Federation
for Family Development

From Smart to Family Centered Cities

Common Good Lens, Live Cases Experiences, and Maturity Index

Sergio Mastrogiovanni (IAE Business School, NYU)
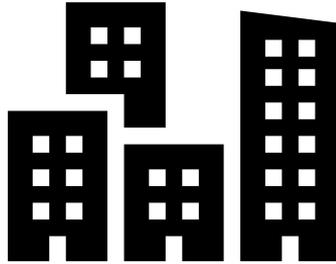Hector Rocha (IAE Business School)
María Jose Murcia (IAE Business School)

OBSERVANCE OF WORLD CITIES DAY 2025
"Inclusive Urban Futures: Families, Care, and Innovation at the Heart of Cities"

INTERACTIVE DISCUSSION ON URBAN FAMILY ORIENTED POLICIES
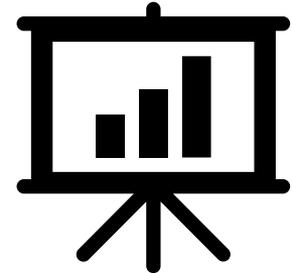Friday, October 31st, 2025
United Nations Headquarters, New York

Roadmap

**Common Good
Lens**

**Live Case as
Experiential Methodology**

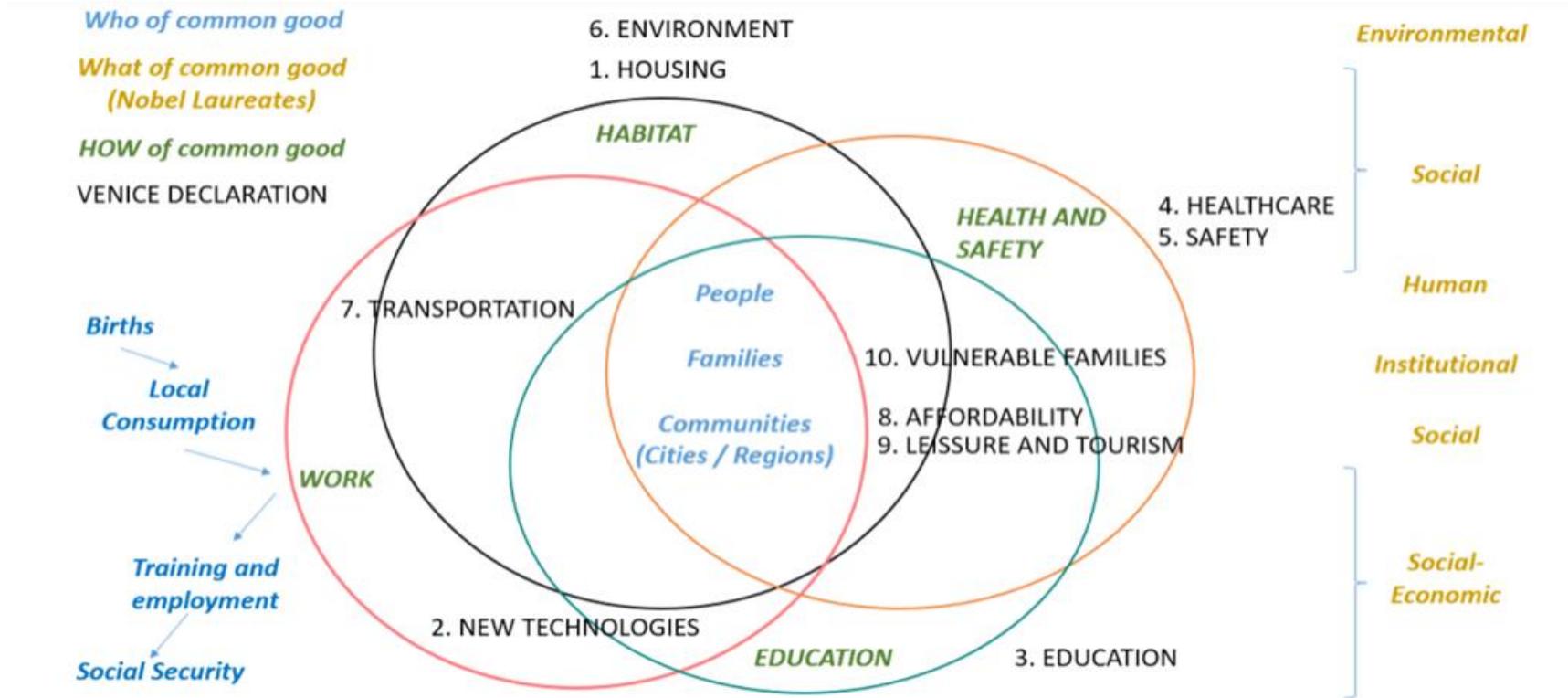**Maturity
Index**

Live Cases as a Development Approach

Why change the yardstick?

From Smart to Family-Centered Cities

- *Smart* often meant *technology and economic first*.

- Yet development is measured by *how families form, live, grow, and stay* in a city.

- Our new lens: cities that *generate common good*

- Missing yardstick: *life, belonging, care, and opportunity* outcomes across life events, not sensors or apps.

- City Maturity Index (CMI) reorients progress around *four development dimensions: Jobs, Habitat, Health / Security, and Education.*

The Common Good Lens

Global framing - a new maturity lens

The Live Case Lens

Conceptual, Methodological, and Policy Proposals

Realm of Theory

Knowing the reality…

Conceptual

Challenges

Live Case Lens

Methodological

Policy

…to realice the Good

Realm of Practice

- Qualitative
  - *Live case method*
  - *…feed good practices*
- Quantitative
  - *Indicators measuring live cases and good practices*
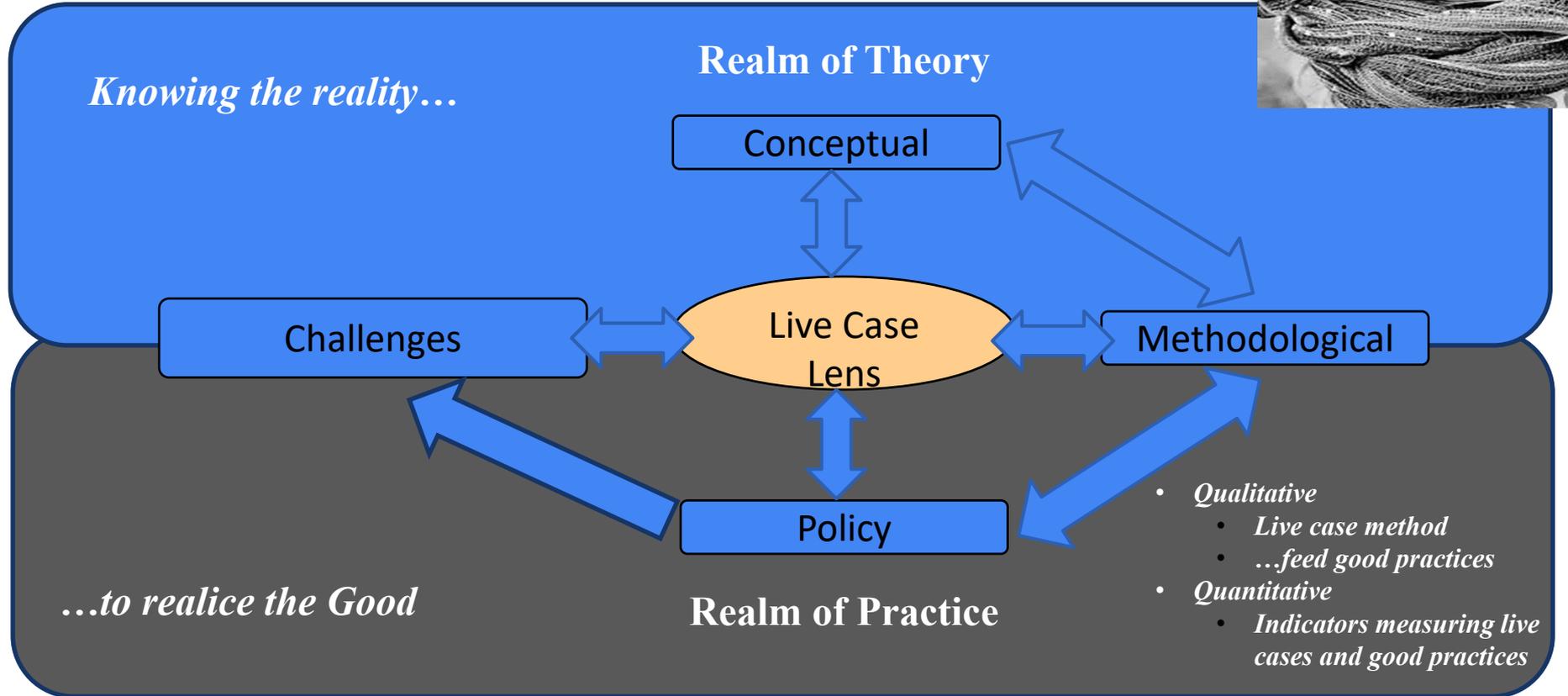
Live Case as a Development Approach

Experimental Methodology

CHALLENGE
What is the need to be satisfied or potential to be developed?

INVESTIGATION
What is the relevance of the challenge, what is its origin, trajectory and possible solutions?

TRAINING
What motivations, capabilities and knowledge need to be developed to transform the challenge into a solution?

TRANSFORMATION
What behaviors, processes and indicators do we see with the solution to the challenge? What leap in quality is observed in the new challenges to be faced?

CRITERIA
Natural and social purposes for transformation

DISTRITOS COMP
CIUDADES INTEG

PROGRAMA INTERNACIO

Joan Enric Ric
Pascual Berro
Héctor Roc

London Business School

LINK IAE LBS

Live Case as an Experiential Methodology

What is a Live Case?

The protagonists in a safe space sharing their challenges

Source: Strengthening public vocation with private initiative for development - IAE Business School

Common Good through Live Cases
7 Cases, 7 protagonists (4 Mayors)

Lima - The challenges of homeless children, famiies, and elders
The Friuli Venezia Giulia Autonomous Region – The Challenges of people with Parkinson(II)
Maggiolo (Santa Fe, Argentina) – The challenge of strengthening the social embeddedness and economic inclusión in rural areas.
Lujan (Buenos Aires, Argentina) – The challenge of being a city for families
San Miguel (Buenos Aires, Argentina) – The challenge of the 1000 days with adicted mothers
Buenos Aires City (Argentina) – The challenges of the City of Buenos Aires

Héctor Rocha (IAE Business School) / Fabiola Morales (Lima) / Gianna Zamaro (Regione / Autonoma Friuli Venezia Giulia) / Mercedes Manfroni (Es Vicis Foundation) and Jorgelina Aguirre (Comuna Maggiolo) / Leonardo Boto (Ciudad de Lujan) / Jaime Mendez (San Miguel) / Sebastian Mraida (Buenos Aires)

Live Cases

Different paths, one principle: serve the *whole person within the family and community*.

When governance aligns around this, results multiply:
- Faster access,
- Better coordination,
- Stronger social trust,
- Reusability flywheel.

- Technology helps, but trust and proximity deliver change.
- Shared governance and cross-sector partnerships sustain results.
- Cities evolve when they learn from each other through shared metrics.

How to Measure (Quantitative)?

- City Maturity Index (CMI) reorients development around four *dimensions:*

Work, Habitat, Health & Safety, and Education,

—*three foci*:

People, Families, Communities.

—and more than twenty combined *indicators*:

. **Technology – Cities in Motion – 10 key indicators**

. **Person – HDI Indicator**

. **Family - cities for families – Veneto – 10 Indicators**

. **Communities - Social Cohesion Indicator**

. **Nature – 5 Indicators**

. **Governance – SDG 16**

. **Partnerships and participation – SDG 17**

How to Measure from Live Cases and Initiatives?

Case / City	Main Challenge	Program / Initiative	Primary Dimensions	Focus
1. Buenos Aires (Argentina)	Fragmented access to services	**QuarkID Digital Identity** — unified citizen credential for permits, benefits, and audits	Cross-cutting: Health & Safety, Work, Education, Habitat	People · Families · Communities
2. San Miguel (Argentina)	Maternal/child vulnerabilities, uneven support	**Family-Centered Governance Model** — budgets aligned with household outcomes	Health & Safety · Education · Work	Families · Communities
3. Lima (Peru)	Growing homelessness and limited shelter capacity	**Hogar de Paso Network + SISOL Health Access**	Habitat · Health & Safety	People · Families · Communities
4. Friuli-Venezia Giulia (Italy)	Rising Parkinson's burden, caregiver strain	**Trieste–PMT Health Innovation Alliance**	Health & Safety · Work · Education · Habitat	People · Families · Communities
5. Maggiolo (Argentina)	Rural depopulation and limited jobs	**Bienvenidos a mi Pueblo (ES VICIS)** — repopulation via work, housing, and entrepreneurship	Work · Habitat · Health & Safety · Education	People · Families · Communities
6. Luján (Argentina)	Addictions, disability inclusion, natality & ageing	**City of Encounter Program** — prevention, inclusion, and wellbeing	Health & Safety · Habitat · Education · Work	People · Families · Communities

How to Measure (Quantitative)?

Quantitative indicator matrix

City	Year	Dimension	Focus	Domain	Indicator	Source	Transform	Weight	Score (0–100)
Buenos Aires	2025	Habitat	Families	Housing	% households in adequate, affordable housing	Census + Housing MIS	min–max (0–100)	0.10	87
Buenos Aires	2025	Work	People	New Technologies	% households with reliable internet & active digital ID	Telecom / eGov portal	min–max (0–100)	0.10	78
Buenos Aires	2025	Education	Families	Education	% school-age children enrolled & attending regularly	Education MIS	min–max (0–100)	0.10	84
Buenos Aires	2025	Health & Safety	Communities	Healthcare	% households within 30 min / ≤7 days access to primary care	Health MIS	min–max (0–100)	0.10	81
Buenos Aires	2025	Health & Safety	Communities	Safety	Composite: incidents↓, speeds↓, lighting↑	Police + GIS	inverse (0–100)	0.10	73
Buenos Aires	2025	Environment	Families	Environment	% HH below PM2.5 & outside flood/heat zones	Sensors + GIS	min–max (0–100)	0.10	76
Buenos Aires	2025	Mobility	People	Transportation	% population within 500m bus / 1km metro	GTFS + GIS	min–max (0–100)	0.10	88
Buenos Aires	2025	Economy	Families	Affordability	Share of income for essentials (housing+transport+utilities+childcare)	Household survey	inverse (0–100)	0.10	64
Buenos Aires	2025	Community	Communities	Leisure & Tourism	% residents within 400m to open public space	Land use + GIS	min–max (0–100)	0.10	82
Buenos Aires	2025	Inclusion	Families	Vulnerable Families	% eligible HH receiving integrated benefits + grievance coverage	Social Registry	min–max (0–100)	0.10	70

From Smart to Strategic: Inclusion as a New Measure of Maturity

Thank You