

CHRONO
C I T Y

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smart

Pre 1

Michael
Wieden
IDAMAR

Bad Kissingen - Important to know before



INQA Workshop 2003

www.wieden.com

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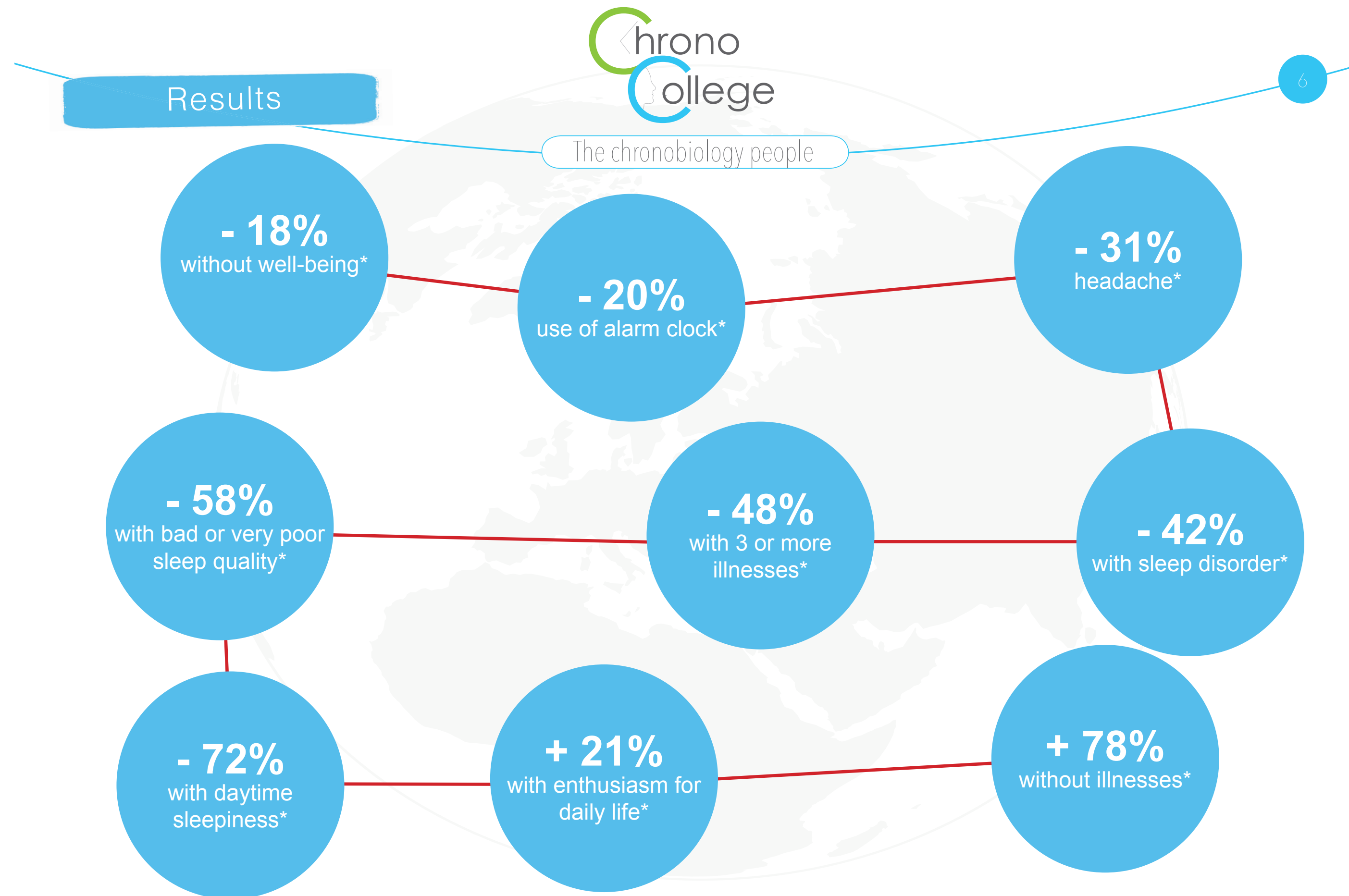
1. I searched for a ChronoCity partner-city for 3 years, before I met the major of Bad Kissingen -> Economic Development Agent -> Project „ChronoCity“
2012-2016
2. In 2013 nobody knew about Chronobiology, small scientific evidence, no RNA-Chronotype-Test
3. Bad Kissingen was/is an old fashioned Spa Town
4. ChronoCity - Budget: 10.000€/year (plus my fee)
5. ChronoCity = 60-70% of my contract, 30-40% = business development officer
6. The span between the earliest and the latest chronotype in our clinic projects (chronoClinic®)
was 13.5h. - Optimizing time and shift schedules according to chronotypes.
(Liquid Shifts)

Project „ChronoClinic“

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Pre 2

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* Difference between the respective statements of all participants in the first and last questionnaire during the study period

**Clinic Wartenberg/Bavaria
2019-2022 (Two projects)**

**Using RNA Test of BodyClock
153 persons**

**Valid outcome:
Positive effect: 2.000-6.000€
savings per employee per year.**

More: www.chronoworking.de

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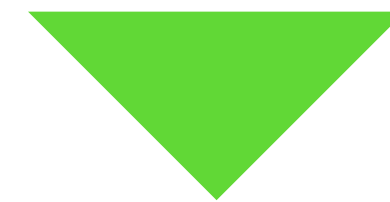
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ChronoCity is NOT a project!

It is a strategic evolution!



Main enemy = legislative term
(Spain, DR = 4 years, Germany = 6-8 years)

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It is **NOT** just about **TIME**

It is primarily about **RHYTHMS!**

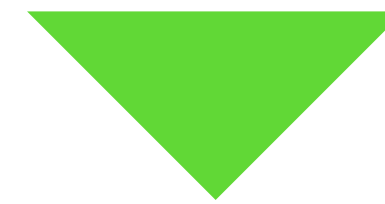
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Equip stakeholders with knowhow

Train the main stakeholders about time
and chronobiology



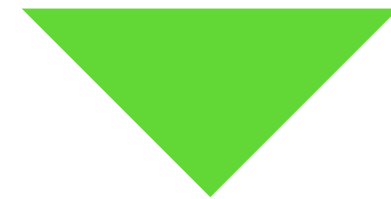
Different levels of background knowledge
lead to great loss of efficiency

Equip evolution with solid financing

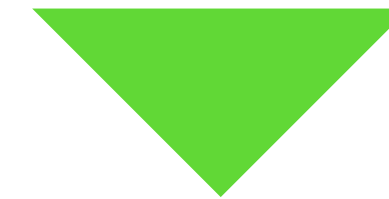
... but start self-sustaining funding
from the scratch

Do not start with the whole city!

Start with one sector,
but always include schools!



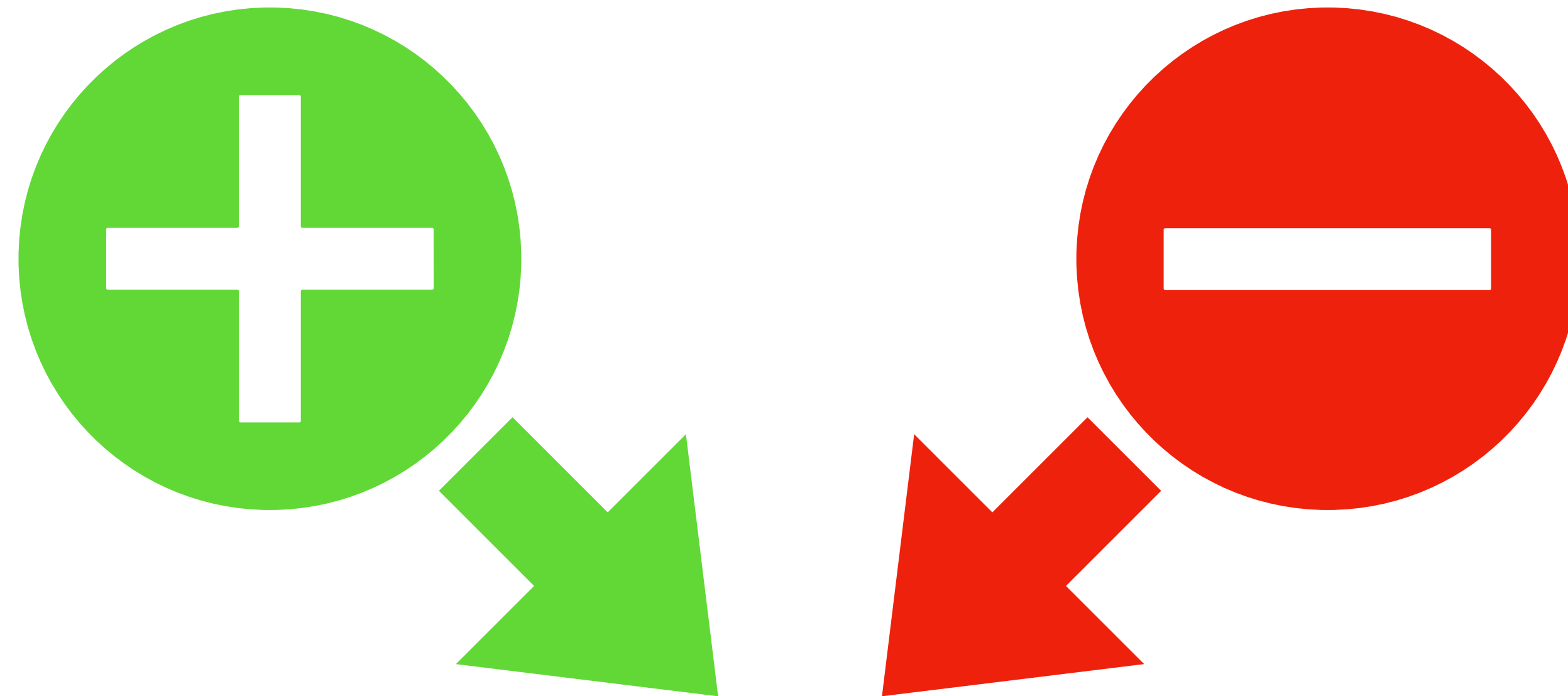
Districts



Urban Ecosystem

- Healthcare Ecosystem
- Touristic Ecosystem
- Education Ecosystem
- Economic Ecosystem

Look for the influencer!



**Make them active part of the
ChronoCity process!**

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It is not about Smart City vs. ChronoCity

ChronoCity could be the
evolution of a SmartCity!

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It is about a
Smart ChronoCity!

FRICION LOSSES
ARISE HERE

HUMAN
interface between
two worlds

temporally
structured
organization

rhythmically
organized
biology

GLOBAL
ECONOMIC SYSTEMS

SOCIETIES
AND CONTINENTS

ECONOMIES
AND MARKETS

BUSINESSES
AND INDUSTRIES

WORK AND
ORGANIZATIONS

ORGANS

CELL SYSTEMS

MOLECULAR
PROCESSES

BIOLOGICAL
RHYTHMS

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After

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Bad Kissingen - Some outcomes

1. Pilot-project in a clinic: Option to realize therapy-timing by Chronotype
2. High-School project with 14 students -> 600 students chronotyped by scientific questionnaire ->
 - 2.1.1.80% would benefit from later school start at 9.00 a.m.
(Public Transportation)
 - 2.1.2.Daylight lighting in two classrooms -> less tiredness
3. Participation ARL-Working Group on Temporal Justice in Urban Planning (ARL)
4. First DST-Roundtable with EU-Participation
5. OSRAM-Clinical-Pilotproject for Chronolighting in Postpartum Ward in a clinic
6. 1.5 Million € Display Equivalent Value per year (2015/2016) by press coverage -> Nationwide awareness Bad Kissingen as touristic city and as an innovator
7. The biggest takeaway for me is the experience itself—or rather, the lessons I've learned from it, that led to further chronoworking-pilot projects, (more about the outcome www.chronoworking.de)

Leapfrogging

„To bypass outdated development stages and move directly toward more advanced systems.“

Europe

increasingly invests its
resources in maintaining and
transforming inherited
systems rather than building
fundamentally new ones.



Leapfrogging

„To bypass outdated development stages and move directly toward more advanced systems.“

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Latin America

represents a unique opportunity to rethink urban development, not as the repair of legacy systems, but as the intentional creation of a new developmental pathway.



IDAMAR **ChronoLab**

Leapfrogging

„To bypass outdated development stages and move directly toward more advanced systems.“

Examples for Leapfrogging Cities:

- **Shenzen** - Extreme industrial leapfrogging
- **Tallin** - Extreme digital leapfrogging
- **Songdo** - Extreme SmartCity leapfrogging

*The societies defining the future
may not be the ones that developed first,
but the ones that have the unique opportunity
to build without the burden of inherited limitations.*

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My Website: www.wieden.com

Whitepaper about chronoworking: www.chronoworking.de

Certified Chronobiology & Chronoworking training:

www.chrono-coach.com

Our activities in the Dominican Republic:

www.idamargroup.com

More about my Chronocity activities

Offers: Consulting, Keynotes, Workshops, ChronoProjects in companies, clinics, organizations and city administration.

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