# Scenario 3: Rustavi Rocks

**Rustavi is the city of students. Major part of the population constitute people age between 18 and 30 and the total number of Rustavi citizens has grown by 20%. Metallurgical industry is now part of the city's history.**

Rustavi in 2050 is a vibrant, diverse student city. Over the years the city has slowly withdrew from the industrial development in the traditional sense and strongly invested in academic infrastructure. There are many offline and online opportunities for young people to explore their interests and build relationships that would help them on the market once they leave formal education.

Rustavi is also a city of women. Due to the ongoing trend of more women pursuing higher education, while more men decide to go directly to the market, the female/male ratio is way out of balance. Slow deterioration of the industry sector in the city has only fuelled this trend over the years. That is why, in 2050 it is more common in Rustavi to find female executives and the city council is composed only in 2/5 of men.

Given the strong demand from students and young professionals, the city has invested heavily in smart solutions, with a focus on open governance and quality of both transport and communication. For many years, the municipality has already been 100% paper-free.

Students in Rustavi are not only are solid customer base for local companies; they are also founders and owners of many new businesses. The type of companies they create is based on new, socially engaged models and are often hybrids merging social causes and money-making. This is also the most common focus of local NGOs, which look for ways to design new solutions to all sorts of challenges, while also looking at ways to sell these solutions to other cities in Georgia and abroad.

Unemployment of the older population, which used to work for the industrial sector and hasn't since found adequate opportunities for retraining, is relatively high. This has contributed to the high level of adult and elderly depression in the city.

With ultimate closure of major polluters in the city, people in Rustavi can now enjoy clean environment and numerous green spaces, including popular urban meadows taking over green belts in between street lanes. The mountains that surround Rustavi now have their own forrest, which became a very popular destination for hikes and bike rides.

High quality of life is also a result of local community being strongly engaged in decision-making. Electronic voting has been implemented decades ago - Rustavi was actually one of the first cities in Georgia to introduce a smart and comprehensive voting system that not only allowed people to choose their representatives every now and then, but also created space for expressing their opinion about new developments and plans, as well as to share ideas and look for partners.