

November 5-7, 2024
www.smartcityexpo.com

Smart City Expo focuses its biggest edition on ethical and sustainable urban development

- The event brings together over 1,100 exhibitors, representatives from 850 cities and more than 600 experts
- Ruha Benjamin, Majora Carter, Stephanie Hare, and Melati Wijsen lead the lineup of keynote speakers

Smart City Expo World Congress (SCEWC), the leading international event on cities and smart urban solutions, will host its largest edition yet from November 5-7, 2024, at Fira de Barcelona's Gran Via venue. With a 30% growth in the exhibition floorspace and under the theme "Live Better," the 2024 edition will delve into the strategies needed to transform metropolises into sustainable, efficient, and livable spaces and will gather 1,100 exhibitors and representatives of 850 cities and over 600 experts to outline a more ethical urban future together.

The event will gather over 600 speakers and international experts in its congress to share the latest experiences, strategies, and breakthroughs in urban transformation. The sessions are structured around seven main tracks: Enabling Technologies, Energy & Environment, Mobility, Governance, Living & Inclusion, Economy, and Infrastructure & Buildings.

The event will bring together metropolises from all over the globe to share their latest projects and experiences and promote the technologies developed to deploy them. With representatives from over 850 cities in attendances, among the countries and cities exhibiting are Argentina, Austria, Belgium, Brazil, Canada, China, Denmark, Estonia, France, Germany, India, Ireland, Italy, Japan, Luxembourg, Malaysia, Netherlands, Norway, Poland, Portugal, Republic of Korea, Saudi Arabia, Spain, Sweden, Ukraine, UK, and USA.

Ugo Valenti, Director of Smart City Expo World Congress, stated, "*Smart City Expo 2024 aims to set a common target for urban innovation worldwide: improve welfare, create opportunities, and foster a better relationship with our planet and communities. If we want to live better, we must rethink our way of life, leveraging technology, innovation, and collaboration. We want to offer a meeting point for all actors in this field to get together and draft a roadmap to a better tomorrow.*"

Leading companies from around the world will showcase the latest solutions and technologies enabling cities to improve mobility, public services, utilities and citizen engagement such as Saudi Aramco, Axis Communications, Dahua Technology, Dassault Systèmes, Dell/Nvidia, FCC Medio Ambiente, Hail City, KHNP, KPMG, Madinah City, MDEC, Microsoft, New Murabba, Nova Cidade, PNY, PWC, Roshn Group, Smart Ports – Piers of the Future, and Veolia.

Moreover, in 2024 SCEWC will delve deeper into the role that start-ups have in their developing process of new technologies. To do so, the event will debut the Innovation Playground, a space to connect the main players of the global innovation ecosystem including startups, investors, governments, corporations, and research centers. In addition, SCEWC will also hold the third edition of the Barcelona Deep Tech Summit, an event by Barcelona Activa focused on scientific tech entrepreneurship and university spin-offs.

Keynote speaker lineup

The 2024 edition of SCEWC will feature some of the leading thinkers in the urban sphere. Among the 600 speakers Ruha Benjamin, Majora Carter, Stephanie Hare, and Melati Wijsen stand out. Benjamin is a renowned expert in technology-based inequity who has focused her work on the intersection of race, technology, and society. Professor of African American Studies at Princeton University, Benjamin has studied how emerging technologies and scientific advancements impact social justice and inequality.

Majora Carter is an awarded urban revitalization strategist and environmental advocate known for her efforts to transform the South Bronx, her hometown, by promoting green spaces, sustainable economic development, and equitable community engagement.

How technology impacts public policy, human rights, and social justice is the domain of Stephanie Hare. With a background in both academia and industry, Hare has worked on issues related to data privacy, surveillance, and the ethical use of artificial intelligence.

Melati Wijsen is an environmental activist and co-founder of Bye Bye Plastic Bags, a youth-led movement aimed at reducing plastic waste. She started the organization at age 12 and has since become a prominent advocate for sustainability and youth empowerment. Melati has been recognized globally for her efforts, including being featured in the Forbes 30 Under 30 list and speaking at international forums such as the United Nations.

World Smart City Awards

SCEWC will also host a new edition of the World Smart City Awards to acknowledge the most outstanding initiatives and projects in the innovation and urban transformation industry. With a total of 429 entries from 64 countries, the 13th edition of these accolades is the biggest to date. The winners of the 9 categories featured – City, Leadership, Innovation, Enabling Technologies project, Energy & Environment project, Mobility project, Governance & Economy project, Living & Inclusion project, and Infrastructure & Buildings project – will be announced during a special gala hosted on the evening of Wednesday, November 6th.

Largest showcase of Urban Innovation

Fira de Barcelona will strengthen its role as a global hub for urban innovation by holding SCEWC 2024 together with Tomorrow.Mobility World Congress, Tomorrow Building World Congress, and Tomorrow.Blue Economy. Tomorrow.Mobility World Congress, jointly organized by Fira de Barcelona and EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology, a body of the European Union, aims to speed up the adoption of new sustainable urban mobility paradigms. Focusing on topics as New Mobility Services, Public Transport, Autonomous Mobility, Last Mile Logistics, Data For Mobility, Mobility Infrastructure, Zero and Low-Emission Mobility, Active and Inclusive Mobility.

In addition, Tomorrow.Building World Congress will bring together the construction sector to showcase the most innovative solutions, projects and strategies for transforming the industry. To do so, the event will focus on five major challenges: urban planning and landscaping, construction technology, design technology, decarbonised building and sustainable transformation of buildings. With over 100 experts and 30 conference sessions, the congress will give special relevance to women in the construction industry featuring architects Melike Altinisik and Liselott Stenfeldt as keynote speakers.

Tomorrow.Blue Economy will hold its third edition with the goal of promoting the huge potential of the seas and oceans as a source of sustainable economic growth. Organized with the support of the Barcelona City Council, Port de Barcelona, World Ocean Council and Smart Ports: Piers of the Future, the event will gather experts, companies, institutions and community leaders to showcase innovative solutions, programs and best practices carried out in recent years with the aim of advancing an interdisciplinary approach in this field, including public-private collaboration. Among the topics discussed feature climate change, finance, offshore energy, water management, biodiversity, green shipping, smart ports, and recreational boating.

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Ruha Benjamin, Majora Carter and Stephanie Hare to headline speakers

Smart City Expo 2024 keynotes will delve into the ethical development of cities

Smart City Expo World Congress (SCEWC), the premier global event on urban innovation and smart solutions organized by Fira de Barcelona, announced the first keynote speakers for its 2024 edition. This year's event features a lineup of over 600 speakers and experts who are shaping the future of urban living including Ruha Benjamin, Majora Carter, and Stephanie Hare who aim to set a horizon where ethical development becomes of paramount importance in the next urban era.

SCEWC 2024 will take place from November 5-7 at the Gran Via venue under the theme "Live Better" and will focus on how cities can transform themselves to become more livable places that are prepared to make their citizens prosper.

Technology-based inequity is one of the growing concerns in a more urban and technological future. This is the field of expertise of Ruha Benjamin, a prominent scholar and professor known for her work at the intersection of race, technology, and society. Benjamin teaches African American Studies at Princeton University and has studied how emerging technologies and scientific advancements impact social justice and inequality.

Majora Carter is an urban revitalization strategist and environmental advocate known for her efforts to transform the South Bronx, her hometown, by promoting green spaces, sustainable economic development, and equitable community engagement. She has received numerous awards for her contributions to urban development including those from the National Geographic Society and the Environmental Protection Agency

How technology impacts public policy, human rights, and social justice is the domain of Stephanie Hare. With a background in both academia and industry, Hare has worked on issues related to data privacy, surveillance, and the ethical use of artificial intelligence. She studies the implications of emerging technologies on society, advocating for policies and practices that promote fairness and protect individual rights and ensuring technology serves the public good and addresses social inequalities.

These keynotes are part of the SCEWC conference program that will be structured around eight main tracks: Enabling Technologies, Energy & Environment, Mobility, Governance, Living & Inclusion, Economy, Infrastructure & Buildings, and Safety & Security.

In addition, the exhibition area will host over 1.100 exhibitors among which companies, cities, and institutions from around the world to showcase their projects and solutions.

Global Hub of Innovation

Fira de Barcelona will strengthen its role a global hub for urban innovation by holding SCEWC 2024 together with Tomorrow.Mobility, an event jointly organized by Fira de Barcelona and EIT Urban Mobility aimed at developing a new and sustainable urban mobility paradigm; and the second editions of Tomorrow Building, focused on innovative construction, and Tomorrow.Blue Economy, aimed at using the full potential of ocean resources for a sustainable economic growth.

Moreover, in 2024 SCEWC will delve deeper into the role that start-ups have in their developing process of new technologies. To do so, the event will debut the Innovation Playground, a space to connect the main players of the global innovation ecosystem including startups, investors, governments, corporations, and research centers. In addition, SCEWC will also hold the third edition of the Barcelona Deep Tech Summit, an event by Barcelona Activa focused on scientific tech entrepreneurship and university spin-offs.

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The global event on cities leads by example in the route to sustainability

Smart City Expo World Congress 2024 plots a road Towards Zero Waste events

Smart City Expo World Congress (SCEWC), the international summit on cities and smart urban solutions organized by Fira de Barcelona will deepen in 2024 its commitment to sustainability through the Towards Zero Waste (TZW) initiative. With the aim of leading by example the route towards more sustainable cities, the TZW program features several initiatives to reduce the environmental impact of the event that will take place from November 19-21, 2024, at Fira de Barcelona's Gran Via venue.

The goal of SCEWC is to become a fully circular event. To achieve this goal the congress has added new measures to those already existing including a furniture donation program that has designed all decorative elements in the tradeshow to ensure they are easily reused. This way, the 286 benches, pots and wooden structures used will have a second life once SCEWC is over. Thanks to an agreement with the Barcelona City Council and 21 organizations, these elements will be donated to schools, kindergartens, museums and urban gardens throughout the city.

Among the new initiatives are also the "TenemosMuchaTela" program in collaboration with Artcycled to upcycle fabrics used in the booths, and a pilot program for reusable glasses that provides attendees with alternatives to plastic bottles and paper glasses at the event.

These actions further strengthen the existing program which is focused on 4 principles in line with the European Commission's Circular Economy strategy: circularity, recycling, eliminating single-use materials and commitment to renewables. Thanks to Towards zero waste, tons of carpet is recycled, construction materials from stands are reused, food waste is avoided, biodegradable cutlery is used at the venue and water fountains together with reusable bottles enable visitors to experience the event in a more sustainable manner.

Another returning program is the Trees for the Planet initiative, in collaboration with the Foundation Plant-for-the-Planet, to use money donated by attendees and merchandise sales to speed up reforestation of the Doñana Natural Park in Huelva. The founder of Plant for-the-Planet, Felix Finkbeiner, will discuss the project and the use of trees to combat climate change during a conference on November 5th.

Along these lines, the Director of Smart City Expo World Congress, Ugo Valenti, said *"Towards Zero Waste is the living proof of our firm commitment to sustainability. At Smart City Expo World Congress, we believe it is essential to set an example and show that large events can be organized sustainably. If our goal is to transform the world into a better place through cities, promoting greener and more sustainable practices that inspire other cities to follow our path and create a cleaner and healthier future for everyone is our responsibility."*

Long-running initiative

The "Towards Zero Waste" initiative, launched in 2016, aims to significantly reduce the environmental impact of the SCEWC by implementing a comprehensive set of measures focused on waste reduction, material reuse, and emissions compensation. In 2023, TZW prevented 2,134 kg of plastic waste, reused 1,503 Kg of materials, recycled 9,180 kg of carpet, recovered 14 tons of wood for recycling, offset 203.97 tons of CO₂ and planted 886 trees through its Trees for the Planet program.

Global Hub of Innovation

In 2024, SCEWC will be held alongside the third Tomorrow.Mobility, the event jointly organized by Fira de Barcelona and EIT Urban Mobility aimed at developing a new and sustainable urban mobility paradigm; the second editions of Tomorrow Building, focused on

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innovative construction, and Tomorrow.Blue Economy, aimed at using the full potential of ocean resources for a sustainable economic growth.

TOMORROW. MOBILITY



November 5 – 7, 2024
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Zero emissions, public transport and multimodality, among the key topics

Tomorrow.Mobility 2024 drafts the roadmap to a sustainable urban transportation future

The fourth edition of Tomorrow.Mobility World Congress (TMWC), the international event promoting the design and adoption of new sustainable urban mobility schemes, is preparing one of its biggest editions and expects to bring together 200 exhibitors, a 20% increase from 2023, and 270 speakers that will outline, from November 5-7 in Barcelona, a route to speed up the global adoption of new sustainable urban mobility paradigms.

Under the theme “Move Better”, TMWC Jointly organized by Fira Barcelona and EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology, a body of the European Union, will bring together the leading international experts, companies, and public institutions in the field.

The conference program will feature 50 sessions that will revolve around ten topics that are key to achieve a mobility paradigm shift: New Mobility Services, Public Transport, Autonomous Mobility, Last Mile Logistics, Data For Mobility, Mobility Infrastructure For Liveable Spaces, Zero and Low-Emission Mobility, Active Mobility, Road Safety, and Inclusive Mobility.

TMWC will feature an exhibition area and an Innovation Playground including a Demo Area for new vehicle demonstrations and a zone dedicated to innovative startups within the mobility industry.

Maria Tsavachidis, President of Tomorrow.Mobility World Congress and CEO of EIT Urban Mobility, said: *“Tomorrow.Mobility 2024 is set to be a landmark event, driving forward the crucial agenda of sustainable urban transport. The sessions are curated to tackle key topics that cities are facing such as zero-emission technologies, the future of public transport, and the role of multimodality in urban settings. We’ve learned that moving faster isn’t always greener, and by uniting global experts, innovative companies, and public institutions, we are not just envisioning a better future for urban mobility, we are actively creating it”.*

Among the companies and institutions that have already confirmed their participation in TMWC 2024 are Aerospace Valley, AGC Automotive, B:SM, Came Parkare, CTAG, Drive Sweden, Etra, Kenkart, Mercedes Benz, Meypar, Moventis, RACC, and TMB.

Reshaping the urban landscape

The event will be held alongside Smart City Expo World Congress, the leading tradeshow and congress on cities and smart urban solutions, that will include the second editions of Tomorrow.Building, a forum focusing on the green and digital transition of buildings and urban infrastructures, and Tomorrow.Blue Economy, aimed at using the full potential of ocean resources for a sustainable economic growth.

Altogether, the events are expected to gather over 1,100 exhibitors, representatives of over 850 cities, more than 700 international experts, and over 25,000 attendees.

TOMORROW. MOBILITY



November 5 – 7, 2024
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The EIT Urban Mobility reveals the cost to meet the EU Green Deal goals

Europe needs €1.5 trillion to make urban mobility sustainable before 2050

European cities will need €1.5 trillion investment in sustainable mobility measures to meet the EU's Green Deal emissions objectives by 2025. This is the main conclusion of the study "Cost and Benefit of the Urban Mobility Transition", conducted by the EIT Urban Mobility, an initiative of the European Institute of Technology and Innovation (EIT), a body of the European Union, that will be presented on November 6th at Tomorrow.Mobility World Congress (TMWC), the international event promoting the design and adoption of new sustainable urban mobility schemes.

The extensive research offers a detailed simulation of three transition scenarios across twelve European city prototypes, reflecting the diversity of urban environments within the EU. It reveals that while technology advancements alone could reduce CO₂ emissions by 21% by 2030, achieving the Green Deal targets requires much more ambitious measures. The only emission reduction pathway for urban mobility that meets the 2030 Green Deal target involves a 44% reduction in emissions, but it comes with significant challenges in terms of public acceptance and behaviour change.

The findings and conclusions of report will be discussed by researcher Stefano Borgato on November 6 at one of the keynote sessions of TMWC, highlights that the most effective measures for reducing private car use, and consequently emissions, involve a combination of attractive public transport, shared mobility options, and access restrictions like low-emission zones. By 2030, these measures could result in a 7% increase in public transport ridership and up to a 16% reduction in private car trips.

Maria Tsavachidis, CEO of EIT Urban Mobility, commented on the findings: "*The report underscores the urgency of prioritising the right investments in clean mobility and its positive returns for health and the environment. Public transport emerges as the most affordable and inclusive solution for reducing CO₂ emissions. However, this transition is not without its challenges. We need a coordinated effort at all levels—from city to European level—to ensure that the necessary investments are made and that citizens are engaged and supported through this transition.*"

Green is gold

By 2050, all three scenarios analysed in the study are projected to meet the Green Deal's decarbonisation goals for the transport sector, primarily through continued technological advancements and vehicle fleet renewals. The study analyses the impact of 39 different measures that include subsidized fleet renewals, deployment of Low Emission Zones and Limited Traffic Zones, Road Charging, Shared Mobility and Car-free days.

Depending on the measures taken, the research estimates that meeting the GHG emission reduction set in the EU's Green Deal for 2050 will require at least an additional €1.5 trillion in investments over that period, including €500 billion for implementing and managing various sustainable mobility measures.

In addition to emission reductions, the study points to significant public health benefits. A shift towards more active modes of transport, such as walking and cycling, could lead to cumulative health savings of up to €1,170 per capita by 2050, driven by the benefits of a more active lifestyle. Moreover, improvements in road safety are anticipated, with potential reductions in road traffic fatalities by up to 70% by 2050 as a result of safer infrastructure and the adoption of intelligent transport systems.

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The research underscores that, regardless of a European city's characteristics, prioritising public transport is essential for a fair and sustainable urban mobility transition. Public transportation provides an ideal compromise between CO₂ emission reductions and investments, but also is the only inclusive mobility option for all segments of the population.

Even when accounting for infrastructure and investment costs, public transport stands out as an affordable option for inclusive and low CO₂ emissions, and one of the most realistic and practicable approach in the urban mobility context to meet the Green Deal objectives for the transport sector.

TOMORROW. BUILDING



5 - 7 November 2024
www.tomorrow-building.com

Leading companies and speakers from around the world present their proposals

Tomorrow.Building World Congress encourages disruptive change in construction

3D printing, Internet of Things (IoT), drones, virtual reality (VR), Building Information Modeling (BIM), Digital Twins... These are some of the tools with which new technologies are transforming the construction sector into a more sustainable and efficient one. To help drive this change, Tomorrow.Building World Congress will hold its second edition from November 5 to 7, featuring leading innovation companies and prominent national and international speakers.

Organized by Fira de Barcelona under the slogan 'Build better', the event, which will take place at the Gran Via venue, will showcase new ideas, projects, and construction systems that are key to the planning, construction, and rehabilitation of buildings and urban infrastructures worldwide under sustainability criteria.

In this regard, the congress program of Tomorrow.Building Solutions World Congress has been organized around the major challenges the sector must face to implement its transformation: urban planning and landscaping, construction technology, design technology, decarbonized building, and sustainable transformation of buildings.

Among the more than 100 experts participating in its over 30 sessions are New York urban strategist Majora Carter, known for her design of urban revitalization strategies to promote the development of economically and socially degraded areas such as the South Bronx in New York; the architect responsible for the new telecommunications tower in Istanbul, Melike Altinisik; and the R&D director at the urban research and design consultancy Gehl, Liselott Stenfeldt, among other speakers.

In its exhibition space of more than 2,000 m², the event will feature companies renowned for their innovative DNA such as BIOO, New Murabba, Roshn, Samsung C&T Corporation, and Siemens, which will showcase their latest developments to achieve more circular, efficient, and resilient construction. It will also give visibility to digital startups in the construction sector (ConTech) and real estate management (PropTech) in the Innovation Playground area.

The director of Tomorrow.Building Solutions World Congress, Ione Ruete, has stated that *"in this second edition, we will showcase tools, projects, and ideas that catalyze the change of a sector that works to build better buildings and cities, in a scenario marked by climate change and its effects."*

The event is supported by international associations such as Build Up, the official portal of the European Union to promote energy efficiency in construction, or Women's New European Bauhaus (WNEB), as well as by Spanish entities such as the Spanish Construction Technology Platform (PTEC) or the Higher Council of Architects' Associations of Spain (CSCAE), among others.

Tomorrow.Building, along with Tomorrow.Mobility and Tomorrow.Blue Economy, is part of the Smart City Expo World Congress 2024, the world's largest event on cities and urban innovation, which this year expects to have more than 1,100 exhibitors and representatives from 850 cities and 140 countries.

5-7 November 2024
www.tomorrowblueeconomy.com

Jointly held with Smart City Expo World Congress in Barcelona

Tomorrow.Blue Economy will chart a course to boost the blue economy

Over 250 experts from around the world will provide insights into how to develop the extraordinary potential of seas and oceans as powerhouses of the economy through innovation and sustainability at the third edition of the Tomorrow.Blue Economy World Congress (TBEWC). Among the event's highlights are The Smart Ports: Piers of the Future forum, organized by the Port of Barcelona, and the conferences by the World Ocean Council (WOC) to tackle the major challenges these strategic infrastructures face in cities and the pathways to reduce marine pollution, respectively.

One of the more pressing challenges is the urgency to sustainably and responsibly harness the resources offered by the marine ecosystem, which covers 71% of the Earth's surface, as a source of wealth and welfare for the 21st-century society.

To face this task, a new edition of TBEWC will take place from November 5 to 7 at the Gran Via venue. The event is organized by Fira de Barcelona in collaboration with the Barcelona City Council through Barcelona Activa; the Port of Barcelona; the WOC, the leading international business organization in the field of sustainable maritime economy; and Smart Ports: Piers of the Future, initiative of the Port Authority of Barcelona.

The congress will discuss the importance and potential of ocean resources as well as their preservation and will feature over 250 national and international specialists and a conference program with more than 40 sessions.

Along these lines, on November 5 and 6, the sixth edition of Smart Ports: Piers of the Future will take place, promoted by the Port of Barcelona, featuring authorities from around the world. More than 60 speakers will make up the panel for these sessions, including Tino Klemm, CFO of the Hamburg Port Authority; José Alberto Carbonell, General Director of the Port of Barcelona; Michael DiBernardo, Deputy Executive Director of Marketing and Customer Relations at the Port of Los Angeles; the Director of the maritime consultancy Drewry; and Patrick Verhoeven, Director of the International Ports Association, among others.

Topics such as the use of drones in port activities, combating drug trafficking and organized crime, actions to minimize marine pollution from plastics, and the impact of artificial intelligence on port infrastructure management will be discussed in these sessions. The event is supported by an alliance of the ports of Antwerp-Bruges, Barcelona, Busan, Gothenburg, Hamburg, Los Angeles, Montreal, and Rotterdam, and aims at promoting the digital and sustainable transformation of ports.

Additionally, Tomorrow.Blue Economy World Congress will host the Sustainable Ocean Summit (November 5-6) and the Global Blue Finance Summit (November 7), both forums organized by the WOC to foster business collaboration and develop innovative financial solutions to facilitate the growth of the blue economy.

Cities, coasts and oceans

The director of TBEWC and the Smart City Expo World Congress, Ugo Valenti, emphasizes that *"Tomorrow.Blue Economy is an essential piece for a comprehensive reflection on the necessary green transition of cities and to focus on the management of our coasts, seas, and oceans, and on the great opportunities they offer if we are capable of taking care of them."*

The president of the Port of Barcelona, Lluís Salvadó, has highlighted the potential of Barcelona and, especially, its Port to become a hub of innovation in the blue economy with a global projection. *"The combination of talent, organizations, and infrastructure makes the Port of Barcelona a unique platform for the promotion of the blue economy, sustainability, and maritime innovation."*

The WOC Managing Director, Stewart Sarkozy-Banoczy, stated that *“WOC’s ongoing collaboration with the City and Port of Barcelona and our alignment with the Smart Cities World Expo and Fira Barcelona are demonstrations of the collaboration and partnership that brought our headquarters to Barcelona. We are extremely pleased to start this multiyear Sustainable Ocean Summit (SOS) and Global Blue Finance Summit (BlueFIN) placement with our partners to drive global private sector leadership, collaboration and action in support of sustainable cities and seas.”*

The General Director of Barcelona Activa, Lorenzo di Pietro, said that *“Barcelona will witness a more ambitious edition of the Tomorrow.Blue Economy, integrated into the Smart City Expo World Congress and with the WOC as an international partner. The city, as demonstrated by the strategic investment of 142 million euros recently announced by the Mayor to promote cutting-edge blue economy facilities such as the Maritime Technology Park, the Barcelona Sea of Science Center, and the BlueTechPort at the Port of Barcelona, continues to support this sector as a driving force for a more competitive, sustainable, and innovative Barcelona”.*

Blue companies and Startups

Tomorrow.Blue Economy World Congress will feature a commercial exhibition space of 1,000 m² and will include a total of 14 startups specializing in the blue economy that will showcase their projects and innovative ideas. Among them is the American AquaDrone, presenting an autonomous surface vehicle (USV), powered by AI and designed to navigate and collect floating waste and microplastics in the water; the Dutch The Great Bubble Barrier, which creates bubble curtains and generates an upward current to guide plastics to the surface for collection; and the Norwegian Zeabuz, which develops solutions for autonomous and intelligent navigation applied to ferries and water taxis, and Ocean Ecostructures, a catalan company dedicated to marine regeneration.

Similarly, the participation of the Spanish foundation Bluewave Alliance is noteworthy. The alliance comprising companies, social entrepreneurs, and members of the scientific community will present its SeaSpore project, a 3x3x3 meter calcium carbonate sculpture submerged on the seabed that contributes to its regeneration.

The legacy of the America’s Cup

This edition will also reflect on the opportunities that sporting events such as the America's Cup sailing competition, taking place in the waters of Barcelona, can offer to the coastal cities hosting them, both economically and socially.

In this regard, the legacy that the event leaves in Barcelona will be discussed, including improvements made to coastal infrastructures such as the transformation of the Olympic Port or the refurbishment of the Port Vell, as well as future projects like the BlueTech Port hub in the Port of Barcelona, the Maritime Technology Park of Barcelona (PTMB), and the Barcelona Sea Sciences Center (BCN MdC) part of the CSIC, the Spanish National Research Council.

The blue economy contributes \$1.5 trillion in added value to the global economy, generates over 30 million jobs, and provides a vital source of protein for more than three billion people, according to the United Nations. Furthermore, the EU Blue Economy Report states that the blue economy generates more than 1.6% of the GDP of the twenty-seven countries in the European Union, providing employment for over 3.6 million people across Europe.

Tomorrow.Blue Economy World Congress, Tomorrow.Mobility World Congress, and Tomorrow.Building World Congress will be held alongside the Smart City Expo World Congress 2024, the largest global event on cities and urban innovation. The four events expect to gather over 1,000 exhibitors, representatives from more than 800 cities and 140 countries, and 600 speakers.