



# Smart society for innovative and sustainable cities

29 November – 2 December

# WELCOME!

Welcome to the first edition of the annual Smart City World Congress, Barcelona.

The concentration of population and economic activity in cities means that cities are vital to the success of global development. According to the United Nations, 75% of the population will be living in cities by 2050, which implies that the focus on sustainability is moving to cities.

The Smart City is the new paradigm for sustainable growth in the 21<sup>st</sup> century, the century of cities. The objective is to improve the quality of life for everybody and to develop sustainable cities, both on an economic and environmental level.

The World Congress 2011 welcomes more than 300 expert speakers from more than 20 countries around the world. The leaders of the world's most innovative initiatives are here to share their vision and experience in order to shape our future.

The Congress will focus on seven main themes: Urban Planning, Energy, Environment, ICT, Governance & Funding, and Living & People.

The 2011 conference offers more than 70 sessions dealing with four topics: Liveable cities for people, Integrated vision, Sustainable cities and Urban mobility.

City councils, governments, companies, universities and research centers are coming together to share, debate and learn about the issues surrounding the challenges of developing Smart City projects. Furthermore, the debates will address important 21<sup>st</sup> Century matters: climate change, high consumption of non-renewable resources, economic development, growing populations, ageing infrastructures, and the efficiency of city services.

Barcelona, as one of the first Smart City pioneers and a forward-looking cosmopolitan city, provides the perfect setting to host this ground-breaking event.

It is a pleasure to welcome you to the Smart City World Congress. We hope this event will be eye-opening for you and we look forward to seeing you again next year.

Enjoy the event!



**Lluís Gómez**

Director Smart City Expo & World Congress

A stylized, handwritten signature of Lluís Gómez, featuring a large, loopy 'L' and 'G'.



**Pilar Conesa**

Director Smart City World Congress

A stylized, handwritten signature of Pilar Conesa, featuring a large, loopy 'P' and 'C'.



## Knowledge and solutions for intelligent cities

The growing density of the city population requires actions that permit sustainable economic and environmental urban growth and which ensure the quality of life for inhabitants.

This is the main challenge and the reason why today's cities must become smart cities.

### Smart City is divided into 2 areas:

#### The Smart City World Congress

Companies, public administration, entrepreneurs and research centers can learn and share knowledge to develop the cities of the future.

#### The Smart City Expo

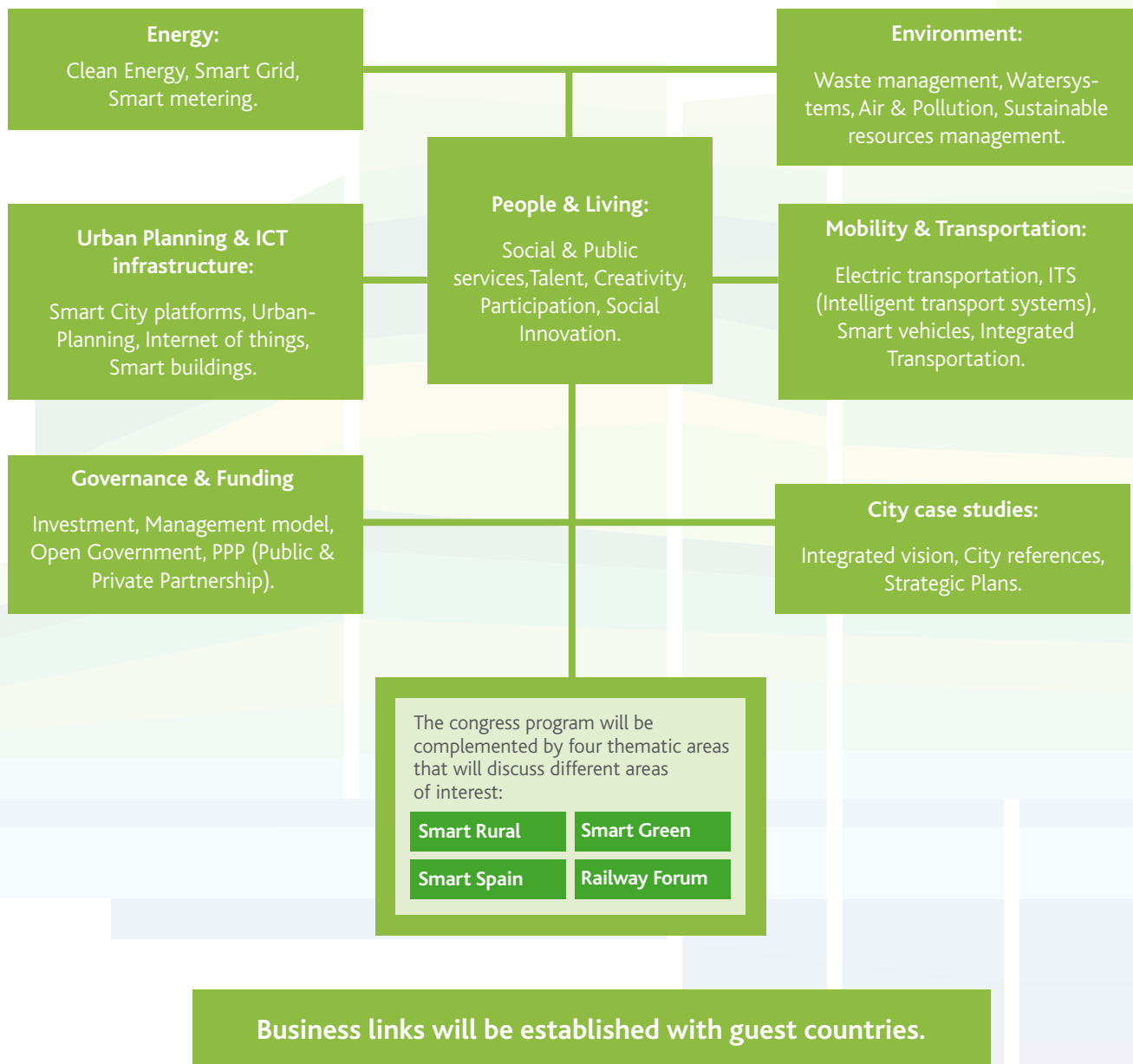
A space where innovative companies, cities and institutions can display their projects, solutions and products.



# The Smart City World Congress

Innovation and technology are the bedrock of a smart society, which requires people, companies and governments prepared to face important 21<sup>st</sup> century challenges: climate change, high consumption of non-renewable energy sources, economic development, increasingly dense populations, and obsolete infrastructures.

Through talks, round tables, and parallel sessions, the congress will spark debate on the key elements in each of the topics around which the program is structured:



Tuesday, November 29<sup>th</sup>  
Liveable cities for people

## ICT Basis

**Keynote** 9:00 h

**Carlo Ratti**

Director - SENSEable City Laboratory MIT

"Senseable Cities"

**Plenary Session** 9:30 h

**An innovative and integrated vision**

**Jonathan Wareham**, Information Direction Management Departament - ESADE

**Jordi Botifoll**, Senior VicePresident EMEA – CISCO

**Ángel David García**, Head of M2M Strategy and Alliances - Telefónica

**Bruno Berthon**, Worldwide Sustainability Director – Accenture

**Donald Clark**, Vice President - Invensys

**Tobías Martínez**, CEO Abertis Telecom

Moderator: **Joan Majó**, Chairman of Knowledge Circle

### **Smart City models**

Moderator: Ramon Sagarra, 22@

11:30 h  
Room 1

**Volker Buscher**, ARUP

**Ashwin Mahesh**, Mapunity  
Bangalore

**Stellan Fryxell**, Symbio City -  
Sweden

**José M<sup>a</sup> Cavanillas**, Atos

### **Cloud & Connected city**

Moderator: Josep Ramon Ferrer,  
Generalitat de Catalunya

16:50 h  
Room 1

**Yuichi Kato**, NTT DoCoMo

**Per Blixt**, European Commission

**Miriam Blázquez**, Indra

**Jorge Martín**, Telefónica

### **Internet of things**

Moderator: Ginés Alarcón, CTECNO

11:30 h  
Room 3

**Akira Maeda**, Hitachi

**Alessandro Bassi**, European  
project IOT

**Irene Compte**, Urbiotica

**Marc Fabregas**, Zolertia

**Angelo Giannattasio**, Ericsson

### **Big Data & Strategic Data**

Moderator: Manel Sanromà, Barcelona City

16:50 h  
Room 2

**Gerard Mooney**, General  
Manager IBM Global Smarter  
Cities

**Graham Colclough**, Cap Gemini

**Prof. Chary Vedala**, CEEUI, ASCI,  
Hyderabad India

### **Active Citizen: sensor + action**

Moderator: Joan Mas, Director de Negocio, BDigital

18:30 h  
Room 4

**Usman Haque**, CEO Pachube

**Laura Forlano**, Illinois Institute  
of Technology

**Oriol Pujol**, Computer Vision  
center, UB



Tuesday, November 29<sup>th</sup>  
Liveable cities for people

## ICT Basis



### Carlo Ratti

**Manager of the SENSEable City Lab of the MIT.**

Architect and engineer, since 2004 he has directed a research group which studies the transformation of cities into "cities in real time" by the implementation of sensors and the development and popularization of electronic devices. Speaker for TED, he has been chosen by Forbes magazine as one of the personalities of 2011.



### Jonathan Wareham

**Vice Dean of Research at ESADE and Director of the ESADE Institute for Innovation and Knowledge Management.**

Professor of Information Systems at ESADE that also serves on the advisory boards for a number of academic institutions, NGOs, and social entrepreneurs, his research has been published in over 80 journals such as MIS Quarterly, Decision Sciences, Decision Support Systems, IEEE Computer, Journal of Medical Internet Research and Journal of the American Society for Information Science and Technology.



### Jordi Botifoll

**Senior Vice President for EMEA – Cisco Systems.**

Telecommunications Engineer, he directs the operations of the Californian technology company in the Mediterranean region and is responsible for the development of Smart City projects in southern Europe. Appointed engineer of the year in 2008, he defends the role of networks not only as a useful platform for data transport but also for their key role in uniting people and experiences.



### Tobías Martínez Gimeno

**General Manager of Abertis Telecom.**

Senior Telecommunications Engineer with extensive experience in the ITC sector. Before directing the telecommunications operator of the Abertis Group, he held several management positions in the technological and strategic consultancy sector over a period of 17 years. His professional career closely related with the Administration makes him perfectly aware of the needs of municipalities and agencies and of the solutions that can be provided by technology.



### Donald C. Clark

**VP, Global Industry Solutions and Invensys Fellow - Global Strategic Accounts of Invensys, operations managements.**

Chemist, responsible for developing business strategies and campaigns for IOM cross-portfolio solutions in the core global industrial markets Invensys serves, focusing on emerging sectors with great potential of technological improvement, applied to optimize the management of the services offered in infrastructures.



### Bruno Berthon

**Global Managing Partner of Accenture for the practice of Sustainability.**

With a team of more than 1,500 consultants worldwide, Bruno Berthon helps large multinational companies to assess and transform the challenges and opportunities arising from globalization, the climate change and sustainability. A graduate of the École Centrale Paris, MBA from INSEAD and Masters in Macroeconomy from La Sorbonne, he has written many articles and studies on Sustainability and is a regular contributor to blogs and the media.



### Ashwin Mahesh

**Co-founder, CEO and Director of Mapunity – Bangalore**

Physicist specialized in Atmospheric Remote Sensing, also worked as a Urban Research Strategist at the Office of the Advisor to the Chief Minister of Karnataka, where he worked on the development of public policies for urban administration and governance, the coordination of urban public administration between different government agencies in Bangalore and the development of draft legislation for governance in the Bangalore metropolitan region.



### Akira Maeda

**Chief Technology Officer, Information & Control Systems Company, Hitachi, Ltd.**

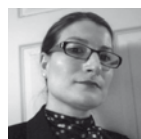
Physicist and engineer, his major work focus is on satellite and medical image processing systems and intelligent information processing systems and he leads many projects of distributed and intelligent information and control system technologies, especially in the field of smart grid / city / community.



### Gerard Mooney

**General Manager, Global Government and Education, IBM.**

With a Philosophy, Accounting and Management background, he has an extensive experience within the technology industry in companies like IBM, Hewlett-Packard, and Westinghouse Electronics. He has been in charge of many innovative units and programs in different areas such as New Ventures, Bioscience, Customer Education or Defense Electronics.



### Laura Forlano

**Assistant Professor of Design at the Institute of Design at the Illinois Institute of Technology.**

Her research is on the role of information technology in supporting open innovation networks in urban environments with a specific emphasis on the use of mobile, wireless and ubiquitous computing technologies to support collaboration. Forlano is co-editor of From Social Butterfly to Engaged Citizen: Urban Informatics, Social Media, Ubiquitous Computing, and Mobile Technology to Support Citizen Engagement, which is to be published by MIT Press in 2011.

Tuesday, November 29<sup>th</sup>  
Liveable cities for people

## Living & people

**Keynote** 14.30 h

**Anthony Townsend**

Research Director at Institute for the Future

"A Planet of Civic Laboratories:  
Bottom-Up Innovation for the  
Smart City"

**Plenary Session** 15.00 h

**Smart Cities: An opportunity  
for liveable cities**

Anne Altman, IBM General Manager, Global Public Sector Executive

Adam Greenfield, Founder of Urbanscale

Joan Clos, Executive Director UN-Habitat

Rosa M<sup>a</sup> García, CEO Siemens España

José Luis Marín, CEO ENDESA Red

Moderator: **Alfons Cornella**, Infonomia

**Citizen Innovation**

Moderator: Ramon Sangüesa, UPC

16.50 h  
Room 3

**Esteve Almirall**, ESADE

**Ewan McIntosh**, Notosh

**Chiara Camponeschi**, Enabling City

**Susana Carillo**, ENDESA

**What's happening? A visualization**

Moderator: Joan Batlle, Barcelona City

11.30 h  
Room 2

**Fabien Girardin**, LiftLab

**Sarah Williams**, Spabial  
Information Design Lab

**Elena Alfaro**, BBVA

**Urban & Living Labs**

Moderator: Sascha Haselmayer, Living Labs Global

Wednesday, November 30<sup>th</sup>  
17.15 h  
Room CC1 - 1.4

**Josep M. Piqué**, Barcelona 22@

**Artur Serra**, CitiLab

**Jarmo Eskelinen**, City of  
Helsinki

**M. Schreurs**, Vice Mayor of  
Innovation, Eindhoven

**Smart Collaboration**

Moderator: Alfons Cornella, Infonomia

18.30 h  
Room 2

**Matthias Hollwich**, HWKN

**Mercè Conesa**, Mayor of Sant  
Cugat

**Mark Morrin**, Consulting  
inplace-London

**Trends in participation approaches**

Maria Jesús Salido, The Project

16.50 h  
Room 4

**Daniel Innerarity**, Inst. Democracy  
Governance

**Carlos Gadsen**, Fundación  
Internacional para el desarrollo  
de gobiernos confiables

**Alberto Ortiz de Zárate**, Gobierno  
Vasco

**Sustainable Tourism**

Moderator: Ángel Díaz, Advanced Leisure Services

18.30 h  
Room 3

**Erika Harms**, Global  
Sustainable Tourism Council

**Carla Salvadó**, Cruisses Port  
BCN

**Jayesh Ranjan**, Government of  
Andhra Pradesh - India

**Javier García Romero**, Melià Hotels  
International

Tuesday, November 29<sup>th</sup>  
Liveable cities for people

## Living & people



### Dr. Joan Clos

**Executive Director of the United Nations Human Settlements Programme UN-HABITAT.**

Medical doctor with a background both on Medicine and Public service and diplomacy. He was twice elected Mayor of Barcelona where he planned the Barcelona@22 programme which gave one of the city's dilapidated industrial zone a facelift and transformed it into a smart city lab. He also served as Minister of Industry, Tourism and Trade of Spain. And prior to joining the United Nations, he served as Spanish ambassador to Turkey and Azerbaijan).



### José Luis Marín López-Otero

**Managing Director of Endesa Distribution Business.**

Civil Engineer, he began his career in 1977 in the American company BECHTEL, world leader in the design and execution of energy and infrastructure projects. He joined Endesa in 1997 as General Manager of Diversification and member of the Executive Management Committee. During this period, he was appointed also President of RETEVISION, Spanish Telecom and TV communication system Network operator and member of the Board of Directors of AMENA (currently Orange Spain), AGUAS DE BARCELONA and AIRTEL (currently Vodafone Spain).



### Adam Greenfield

**Founder of Urbanscale.**

Writer and Technologist, former design manager at Nokia and expert in the development of friendly technological environments, he directs a centre for the development of systems based on deep integration of computing in urban environments. Author of the book, "Everyware: the dawn of ubiquitous computing", in which he analyses the characteristics and social and ethical consequences of ubiquitous computing.



### Anthony Townsend

**Manager of Technology at the Institute for the Future.**

Researcher specialized in town planning who has studied the impact of new technologies on cities and their institutions, as well as the role of technology in economic development. He has advised large companies, NGO's and is a member of the advisory council of the International Association of Scientific Parks (IASP).



### Rosa Ma. García

**CEO of Siemens Spain.**

A mathematician, she has more than 25 years' experience in the Information Technology industry. She has spent most of her career in Microsoft, where she has come to be president of Iberia and then Southeast Europe. She has always been concerned about facilitating access to technologies and finding applications that improve the everyday life of people.



### Anne Altman

**General Manager of IBM's Public Sector**

She has been responsible for the management and development of solutions for the public sector of the multinational technology company since 2009, a key sector in the "smarter planet" business strategy, and has supervised the projects implemented by IBM in cities such as Stockholm, London, Singapore and San Francisco to transform existing infrastructures and turn them into models of intelligent sustainability.



### Alfons Cornella

**Founder and President of Infonomia.**

Physicist, with an IT background and passionate about innovation, new ideas and emerging concepts he founded Infonomia, the innovators' reference network in Spanish. He has published seventeen books on science, technology and innovation, plus some thousand articles on how technology can transform a business, and is consultant to some of Spain's biggest companies.



### Mercè Conesa i Pagès

**Mayor of Sant Cugat.**

Lawyer with an academic background, she was Chief Lawyer of the Legal Service at the Catalan Association of Municipalities. She began her career in the public administration in Sant Cugat where he was Deputy Mayor from 1999 until 2010 when she became mayor. She is also currently Vice President of the Barcelona Provincial Council.



### Daniel Innerarity

**Catedrático de filosofía política y social en la Universidad del País Vasco.**

Doctor en Filosofía, es investigador del Instituto de Gobernanza Democrática en el que explora diversos aspectos de la idea de gobernanza en sus dimensiones global, europea, nacional y local con el objetivo de renovar el pensamiento político de nuestro tiempo. La revista francesa "Le Nouvel Observateur" le incluyó el año 2004 en una lista de los 25 grandes pensadores del mundo y es colaborador habitual de los diarios El País y El Correo.



### Erika Harms

**Manager of Sustainable Development, UN Foundation.**

Diplomat and lawyer, she has worked in the field of sustainability as a consultant in the environmental policies of the government of Costa Rica, the World Bank and various NGO's. She had previously held the post of executive manager of the Tourism Sustainability Council in the same UN Foundation, in which she worked to achieve the collaboration of the private and public sectors in the promotion of projects to achieve a more sustainable tourist industry.



Wednesday, November 30<sup>th</sup>  
Integrated Vision

# Urban Planning

**Keynote 9.00 h**  
**Vicente Guallart**  
Chief Architect, Barcelona  
"The City Protocol"  
**Neil Gershenfeld**  
Center of Bits and Atoms - MIT  
"City, Atoms, Bits"

**Plenary Session 9.45 h**  
**Challenges involved in designing and transforming the city**  
**Héctor Lostri**, Subsecretario de Planeamiento de la Ciudad Autónoma de Buenos Aires  
**Gunter Pauli**, Founder of Zero Foundation  
**Nader Tehrani**, Head of the Department of Architecture, MIT  
**Ismael Fernández Mejía**, President of ISOCARP  
**Partrick Adiba**, CEO ATOS IBERIA, Olympics @ mayor events  
Moderator: **Edwin Heathcote**, Architecture and Design Critic for the Financial Times

## Transforming cities 1

Moderator: Willy Müller, Barcelona Regional

**Carlos Leite**, Mackenzie Univ. Sao Paulo

**Alfonso Vegara**, Fundación Metrópoli

**Dr. Vijay Kumar**, Government of Andhra Pradesh

**Josep Fèlix Ballesteros**, Mayor of Tarragona

## Urbanization: rural to urban migration

Moderator: Sunil Dubey, Metropolis Advisor

**Narinder Nayar**, Mumbai First - India

**Robin Ried**, World Economic Forum

**DK Osseo-Asare**, Anam City - Nigeria

## Transforming cities 2

Moderator: Javier Serra Gallego, Idensity

**Diana Mendes**, Global Institute AECOM

**Rodney Berman**, Leader of Cardiff City Council

**Manuel Simas**, Living PlanIT  
**Francisco Rincón**, Siemens

## City transformation & urban space

Moderator: Andreu Esquiú, MCRIT

**Pablo Vaggione**, Design Convergence urbanism

**Joan Trullen**, Pla Estratègic Metropolità

**Salvador Rueda**, Agencia Ecología Urbana

**Shaney Peña**, Santo Domingo City Council

## Housing & Urban Planning

Moderator: Ignasi Cubiñà, EcolIntelligent Growth

**Douglas Mulhall**, Cradle to Cradle

**Steven Beckers**, Lateral Thinking Factory

**Vicente Castro Melo**, Copa Verde  
**Joan Sabatè**, Saas

Wednesday, November 30<sup>th</sup>  
Integrated Vision

# Urban Planning



## Neil Gershenfeld

**Manager of Center of Bits and Atoms of the MIT.**

This physicist, selected by the magazine, Scientific American, as one of the 50 most important names in the field of science and technology, directs an interdisciplinary laboratory in Boston which researches into the relationship between the contents of information and their physical representation, and how technology can enhance a community from its deepest level.



## Gunther Pauli

**Founder of ZERI and Blue Economy.**

Economist and entrepreneur manager of Zero Emissions Research and Initiatives (ZERI), a research group whose task is to transfer the structure of the processes of nature to human productive activity, making it more sustainable and eliminating the production of waste. Pauli has promoted the Blue Economy movement, responsible for stimulating a model of entrepreneurship compatible with the theories of the ZERI.



## Héctor Lostri

**Vice Secretary of Planning of the Autonomous City of Buenos Aires.**

He is an Architect, Diploma of Honour (University of Buenos Aires). Postgraduate in Production and Technology of Architecture (UBA) and Postgraduate in Urban Economy at the Torcuato Di Tella University. He completed his Postgraduate in Land Market Specialization at the Lincoln Institute of the National University of General Sarmiento. Ex Board Member of the Environmental Urban Plan of the Government of the City of Buenos Aires. He was advisor in Urban Space and Planning of the Legislature of the Autonomous City of Buenos Aires. He has also been advisor to the Commissions of Public Space and Planning of the aforementioned legislative body.



## Patrick Adiba

**CEO of Iberia and Major Events Global Business Units, Atos Origin.**

Electronic and Telecommunications engineer, serves as Head of Spain & Major Events Global Business Units at Atos Origin SA and is also in charge of the Olympic Games and major events. He served as Vice President of Human Resources of SchlumbergerSema, and General Manager of its Latin America Branch. He holds an Executive MBA at Stanford University in 2001.



## Nader Tehrani

**Founder of NADAAA and Head of the Department of Architecture at MIT School of Architecture and Planning.**

Architect specialized in interdisciplinary platforms, his research has been focused on the transformation of the building industry, innovative material applications, and the development of new means and methods of construction as exemplified in his work with digital fabrication. His work has received many awards, among which the Cooper-Hewitt National Design Award in Architecture, the American Academy of Arts and Letters Architecture Award, and thirteen Progressive Architecture Awards.



## Vicente Guallart

**Vicente Guallart is chief architect of the City of Barcelona and manager of Habitat Urbano.**

Director of the Advanced Architecture Institute since its founding, and of Guallart Architects, he is one of the international benchmarks of the integration between architecture, ecology and information technologies in projects such as Hyperhabitat (at the Biennial of Venice), the Media House Project (Ciutat de Barcelona 2002 Award), the Fab Lab house (the first solar house built in Barcelona in 2010) or neighbourhoods such as Sociopolis in Valencia.



## Narinder Nayar

**Chairman of Mumbai First and Chairman and Managing Director of Concast.**

As Chairman of Bombay First has been instrumental in establishing a true public private partnership with the State Government for the regeneration of Mumbai. He has been responsible several initiatives taken by the Maharashtra Government including constituting a Citizen's Action Group and getting some of the international companies to help overcome the challenges of urbanization in the city like Mumbai with a population of 18 million.



## Steven Beckers

**Founding partner of "Lateral Thinking Factory".**

Architect with a global approach on sustainability in architecture and urban planning, he is responsible for the 250 million Euro restructuring of the European Commission headquarters in Brussels, recognized as EC benchmark in sustainability and awarded the PLEA Passive and Low Energy Architecture award in Cambridge 2000. He is now an independent registered Cradle to Cradle architect/consultant.



## Carlos Leite

**Professor on City Sustainability at Mackenzie Presbyterian University of Sao Paulo.**

Architect and Urban Planner, has been a visiting professor and lecturer at different schools in California, Canada, Barcelona and the Netherlands. He also works as a Sustainable Development and Design consultant. His professional focus is on Sustainable and Smart City challenges: He is the author of the book Cidades Sustentáveis, Cidades Inteligentes and director of Stuchi & Leite Projetos.



## Salvador Rueda

**Director of the Urban Ecology Agency of Barcelona (Spain).**

Biologist and Psychologist, he has also a Diploma in Environmental Engineering by the Spanish Ministry of Industry and Energy and a Diploma in Energy Management by Universitat Politècnica de Catalunya – BarcelonaTech (UPC). His work has focused in the areas of strategic plans and planning; urbanism, green urban mobility, public space, urban metabolism (energy, water, air pollution, noise and waste) and social cohesion. He has been member of the Urban Environment Expert of the European Union (DG XI).

Wednesday, November 30<sup>th</sup>  
Integrated Vision

# Governance & Funding

**Keynote** 14:45 h

**Greg Clark**

Senior Fellow Urban Land Institute

"How do Smart Cities Also  
become Successful Cities?"

**Plenary Session** 15:15 h

**Smart City Governance Models**

**Paul Tilsley**, Deputy Leader of Birmingham City Council

**Mildred Warner**, City and Regional Planning, Cornell University

**Abha Joshi-Ghani**, World Bank

**Manuel Ausaverri**, Director Smart Cities, Indra

Moderator: **Germà Bel**, University of Barcelona

**Framework of governance models**

Moderator: Sunil Dubey, Metropolis Advisor

**Gordon Falconer**, CISCO

**Jennifer Bélissent**, Forrester  
Research

**Prof. Chary Vedala**, CEEUI, ASCI,  
Hyderabad - India

**Kathrin Humboldt**, University of  
Bonn

**Public – Private Collaboration**

Moderator: Lluís Torrents, IESE Public-Private

**Roberta Bigliani**, IDC

**Mel Ewell**, CEO Amey

**Iñigo de la Serna**, Mayor of  
Santander

**Fernanda Mendoza**, Iscom  
Group - Bologna

**Funding the transformation**

Moderator: Josep Roig, UCGL

**Cristiana Fragola**, NY Housing  
Authority

**Camilla Sharp**, Invest in Spain

**Brian Field**, EIB JESSICA Task Force

**Andrea Tinagli**, JESSICA &  
Investment Funds - EIB

**Open Government: cultural changes**

Moderator: José María Alonso, Web Foundation

**Paul Natorp**, Univer. city

**Nigel Shadbolt**,  
Southampton University

**Lucía Gonzalez**, Edenway

**Martín Álvarez - Espinar**, CTIC

**Local Polices in times of crisis**

Moderator: Ignasi Clos, The Cities in Motion Initiative

**Alioune Badiane**, UN-Habitat

**Nicola Odatti**, Napoli City

**Dr. Eugenie L Birch**, Penn University

**Don Plusquellic**, Former President  
US Conference of Mayors

**Integrated management  
of urban space**

Moderator: Cristina Paraira, Sant Cugat City Council

**Todd Murphy**, Barangaroo  
Delivery Authority – Australia

**Jose María Miranda**, ACEFAT

**Alex Mestre**, Abertis

**Peter North**, The Greater London  
Authority

**Open Innovation developing  
Smart Cities**

Moderator: Esteve Almirall, ESADE

**Jake Barton**, Local Projects

**Juan Rada**, Oracle

**Francesca Bria**, Imperial College  
London

**Peter Corbett**, iStrategy Labs

11.45 h  
Room 2

17.15 h  
Room 1

17.15 h  
Room 2

18.15 h  
Room 2

18.15 h  
Room 4

18.15 h  
Room 3

17.15 h  
Room 3

Wednesday, November 30<sup>th</sup>  
Integrated Vision

# Governance & Funding



**Greg Clark**

**CEO of The Business of Cities Ltd.**

Expert on city building, investment, and strategies for globalization, working with city and business leaders on the challenges and opportunities of the global urban age, he is a trusted advisor, moderator and writer. He is Chairman of the OECD Forum on Development Agencies and investment Strategies and is currently researching and writing The Honor Chapman Report on London's Competitiveness 1992 to 2022.



**Paul Tilsley**

Paul Tilsley has been the Leader of the Liberal Democrat Group in Birmingham since 2005 having begun his career as a councillor back in 1968. Paul also represents Birmingham City Council on the Core Cities Leader's Group. He is also involved in Eurocities and after 2 years as Vice Chairman he is now Chair of Eurocities Social Affairs Forum.

Councillor Tilsley has lead the city both on its ambitious approach to tackling climate change as well as in championing the use of digital technology across the city.



**Mildred Warner**

**Prof. of Urban and Regional Planning, Cornell University.**

Doctor in Development Sociology, her research is focused on the field of public service provision and addresses the impact of privatization on municipal governments and on the economic development of cities. She has studied the potential of market solutions in the provision of these services and the impact of their implementation in inner cities or rural areas.



**Srinivas Chary Vedala**

**Dean of Research and Management Studies at Administrative Staff College of India (ASCI).**

An engineer, urban planner and management professional, he has over 20 years of professional experience in the areas of urban infrastructure and service delivery and extensively worked on 24-7 Water Supply, urban sanitation and pro poor strategies. He assists the Ministry of Urban Development, Government of India by undertaking independent appraisal of city development plans and reforms implementation under the Jawaharlal National Urban Renewal Mission (JnNURM).



**Manuel Ausaverri Ferrer**

**Civil Engineer, MBA.**

**Director Smart Cities in Indra and ALG Europraxis Partner.**

He is Civil Engineer and holds a Master in Business Administration (IESE, 2000). He has 20 years of professional experience, of which 12 years have been in smart mobility, infrastructures and transportation consulting. He is leading and coordinating the Indra offering to Cities and Administrations in the field of Smart Cities. His professional activity has been developed the last years mainly in Spain, Portugal, Mexico, Brazil and other Latin American countries.

For the past years, he has contributed as a Partner and Senior Consultant in ALG Europraxis (an Indra company).



**Abha Joshi-Ghani**

**Manager of the Urban Development Unit of the World Bank**

He supervises the projects of the World Bank in the field of urban policies and advises the branches of the Bank in Africa, Asia and Middle East on key issues for development such as town planning, housing, municipal finance management, urban ecosystem, cities and climate change and development of sustainable tourism. In 2009, he also designed the new Urban Strategies Programme of the World Bank.



**Íñigo de la Serna Hernáiz**

**Mayor of Santander.**

Civil Engineer specialized in hydraulics, oceanography and environment, he was Chief of Staff of the Minister of Environment of the Government of Cantabria from 1999 to 2003 and Alderman of the City of Santander for environment, water and beaches during the 2003-2007 session. He is Vice President of the Spanish network of cities for climate and is a member of the Commission for Sustainable Development of the Council of Local and Regional Authorities of Europe.



**Cristiana Fragola**

**Deputy Director of Strategic Initiatives at the New York City Housing Authority (NYCHA).**

Lawyer currently managing sustainability strategies for the largest public housing authority in the United States. She was previously the Director of MillionTreesNYC, the ambitious initiative of Mayor Bloomberg's PlaNYC. A recipient of the Zuckerman Fellowship for Young Leaders of the Public and Private Sectors she also co-teaches a class at NYU Wagner School of Public Policy on Building Green Housing and Sustainable Neighbourhoods and collaborates with consulting firms.



**Nigel Shadbolt**

**Professor of Artificial Intelligence, University of Southampton.**

Doctor in Artificial Intelligence and Advisor of the British Government, he has worked in diverse field such as robotics, human memory and the understanding of language. Along with Tim Berners-Lee, he has promoted the data.gov.uk project, a repository of public information launched by the British Government which allows for consultation and reuse of public sector information and has become a benchmark in 'open data'.



**Brian Field**

**Urban Planning and Development Adviser, European Investment Bank (EIB).**

Economist, his current research focuses on the built environment and the promotion of more sustainable development at all spatial scales, spanning low energy planning and transport policies, and the social implications of settlement patterns that embrace a more explicit pursuit of the "green" agenda. He has published extensively on planning and related matters in books and scholarly papers, and is on the editorial board of several international refereed journals.

Thursday, December 1<sup>st</sup>  
Sustainable cities

# Environment

**Keynote** 9.00 h

**Jeremy Rifkin**

President, Foundation on Economic Trends, USA  
"Third Industrial Revolution"

**Plenary Session** 9.45 h

**Achieving sustainable cities**

**Michael Braungart**, Professor at Erasmus University Rotterdam, and Uni Twente

**Tetsuya Nakajima**, Deputy Executive Director – City of Yokohama

**Jordi Payet**, Director General Area Mediterráneo y Norte África - FCC Group

**Santiago Olivares**, CEO Ferrovial Servicios

**Enric Ruíz-Geli**, Director Cloud 9

**Juan Antonio Guijarro**, General Director - AGBAR Group

Moderator: **María Teresa Lara**, Diputada del Congreso

**Smart water management**

Moderator: Fernando Rayón, AGBAR

**Guillermo Pickering**, Asociación Empresas Agua Chile

**Ricardo Klatosky**, IBM

**Dr. A Ravindra**, Karnataka State Government

**Albert Molina**, General Director Adasa - COMSA EMTE

**Smart waste management**

Moderator: Carlos Abilio Pérez, URBASER

**Anis Ismail**, Sweep-net, Tunisia

**Fernando Soares Bretas**, BID

**Mike Molesworth**, Dennis Eagle Ltd

**Carles Conill**, Environment Director Barcelona Metropolitan, AMB

**Climate Change Management**

Moderator: Marta Subirà, Generalitat de Catalunya

**Krishna Shrestha**, The University of Sydney

**José Andreu**, World Bank

**Ademar Bueno**, SINAPSE

**Juan Luis Castillo**, FCC

**What do people demand?**

Moderator: Salvador Rueda, Agencia Urbana

**Peter Lacy**, Accenture Partner

**Richard Miller**, KTN-UK

**Jordi Zubelzu**, Agbar

**Marco Peres**, Externado University - Bogotá

**Sylvain Cortés**, FCC

12.15 h  
Room 2

12.15 h  
Room 3

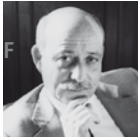
17.15 h  
Room 4

12.15 h  
Room 4



Thursday, December 1<sup>st</sup>  
Sustainable cities

# Environment



## Jeremy Rifkin

**Founder and Chairman of the Foundation on Economic Trends.**

Economist and sociologist, he researches into the impact of technological advances on society, economy and environment. Rifkin's theories include that of the Third Industrial Revolution, according to which, in the 21st century, hundreds of millions of people will turn their homes into renewable energy sources, transforming the current paradigm of energy production.



## Juan Antonio Guijarro

**General Manager of Agbar in Central-North America, Europe, the Middle East and Africa.**

Economist, he joined the Agbar Group in 1989 and in 1996 he took over the management of different Agbar subsidiaries in Central America. In 2002 he returned to Spain as Agbar Water's General Manager for South-eastern Spain and in 2005 was appointed General Manager of the water and wastewater treatment sector of the Agbar Group. He is also General Director of Aqualogy (Agbar Solutions and Technologies Division).



## Tetsuya Nakajima

**Manager of Climate Change office, City of Yokohama.**

Engineer specialized in town planning and leader of the Yokohama Smart Project, the programme to turn the Japanese city into a smart city. He has worked in the development of the modern district of Minato Mirai 21, as well as in the planning of its street network and the railway line connecting it to the central station of Yokohama. He has also worked in the environmental protection office and in the field of disaster prevention.



## Santiago Olivares

**Chief Executive Officer of Ferrovial Servicios.**

Industrial engineer, involved in projects related to the privatization of the Electric Utilities and Oil and Gas sectors in Spain. He joined Ferrovial Servicios in 2002 as Business Development Director later becoming Director of its International Division. In May 2007, he was appointed CEO of Ferrovial Servicios and member of the Executive Committee of Ferrovial Group.



## Enric Ruiz-Geli

**Director of Cloud 9 Studio.**

Architect, he has materialized in his projects the possibilities of sustainable design and construction. A good example is the recently awarded Media-TIC building in the 22@ district of Barcelona. Director of the Cloud 9 Studio since 1997 and Co-Director of Metapolis, he was Commissioner of the Spain Pavilion at the V Biennial of Architecture in Sao Paulo, founder of Energy Attack and Co-Chairman of The 3rd Industrial Revolution Architects.



## Michael Braungart

**Father of the Cradle to Cradle concept.**

Scientific Manager of the EPEA (Environmental Protection Encouragement Agency), this German chemist, former member of Greenpeace, promotes the redesigning of production systems by imitating nature, in whose systems all components are reused completely eliminating the production of waste.



## A. Ravindra

**Advisor on Urban Affairs to Chief Minister of Karnataka state (India).**

Administrator by Profession; Served in Indian Administrative Service for over 37 years and retired as Chief Secretary to Govt of Karnataka, India. Specialized in urban sector and served in various capacities including that of the City Commissioner of Bangalore, a leading metropolitan city and famously known as IT capital of India.



## Fernando Soares Bretas

**Water and Sanitation Principal Specialist at the Inter-American Development Bank (IDB).**

Agricultural and Civil engineer, he is the Water and Sanitation Division focus person in the Emergent and Sustainable Cities Platform at IDB and is also working in water resources, urban drainage and water and sanitation projects in Brazil and Peru. He has previously developed other tasks as Environmental Specialist. From 1989 to 1995 he was a private Consultant in the areas of environmental, industrial pollution control, groundwater contamination and water quality monitoring and assessment.



## Anis Ismail

**General Secretary of GIZ and Secretariat's lead manager of the SWEEP-Net (Tunis).**

Environmental engineer with a 14-year experience in the fields of environment and solid waste management. He is working since for GIZ and for the Solid Waste Exchange of Information and Expertise Network (SWEEP-Net) in MENA Region, a regional network supported by GIZ and ANGED for the benefit of ten Arab countries. Mr Ismail is leading the secretariat's activities and providing day to day management and supervision of the SWEEP-Net's activities. Formerly, he joined the World Bank missions and has actively participated in the preparation of technical papers and evaluation reports for the decision makers and key partners.



## Peter Lacy

**Managing Director, Sustainability Services, Accenture EALA.**

He leads Accenture's Sustainability Services business in Europe, Africa, Middle East and Latin America where he has worked for over a decade with the CEOs and top management of a range of Fortune 500 companies, the United Nations, European Union and public sector organizations on sustainability and climate change strategy and execution. In 2010 he was voted an outstanding 'Young Global Leader' by the World Economic Forum, and Chair's the Taskforce on Sustainable Business Models and Cradle to Cradle.

Thursday, December 1<sup>st</sup>  
Sustainable cities

# Energy

**Keynote** 11.45 h

## Tudor Constantinescu

Directorate-General for Energy, European Commission

"Smart Cities and Communities"

**Plenary Session** 15.15 h

## Sustainable energy

**Lew Fulton**, International Energy Agency

**Livio Gallo**, CEO - Enel Distribuzione

**Enrique Valer**, Country President Iberia & South America - Schneider Electric

**Daniel López Jordà**, Director General - Gas Natural Fenosa

Moderator: **Pedro Nuevo**, IESE

### Energy generation / Renewable energies

Moderator: Juanjo Escobar, ICAEN

**Bertrand Martin**,  
COFELY - Suez

**Verónica Bermúdez**,  
R&D NEXCIS-BPV  
**Belvis Martínez**, FCM

### Smart Grids

Moderator: Rafael Herrero, ANESE

**Maikel van Verseveld**, Accenture  
Amsterdam  
**Samuele Furfari**, European  
Commission

**Yoichi Ida**, NEDO  
**Ignasi Cairó**, IREC

### EV - City in the energy management

Moderator: Antoni Martínez, IREC

**Dario Gil**, IBM  
**David Beeton**, IEAH & EVIA  
**Ramon Pruneda**, Live Initiative

**Ding Xiaohua**, Shanghai  
International Automobile  
City Group  
**Xiong Liangping**, ANHUI ANKAI  
Automobile CO.

### Zero energy buildings & communities

Moderator: Jaume Salom, IREC

**David Bartlett**, IBM – VP Industry  
Solutions  
**Oscar Aceves**, TFM – COMSA EMTE

**Jose Maria Campos**, Tecnalia

### Infrastructure for the electric vehicle

Moderator: Juan Luis Pla, IDAE

**Manuel Moliner**, Schneider  
Electric  
**Angel Arcos**, Endesa  
Distribución Eléctrica

**Fernando García Martínez**, Gas  
Natural  
**Santiago Blanco**, Indra

### What is coming?

Moderator: Ramon Folch, ERF

**Cécile Tuil**, Schneider Electric  
**Antoni Sudrià**,  
CITCEA-UPC/ IREC

**Maria Rosa Mora Marin**, Siemens

### Best practices and new challenges

Moderator: Assumpta Farrán,  
Generalitat de Catalunya

**Francisco de la Torre**, Mayor  
of Málaga City  
**Gabriele Riedmann**, SVP  
Estrategic Area Energy, T-Systems

**Gilles Simon**, Schneider - ISO50001  
**Javier Llansó**, CEO Cespa

17.15 h  
Room 3

17.15 h  
Room 1

17.15 h  
Room 2

12.15 h  
Room 5

18.15 h  
Room 2

18.15 h  
Room 3

18.15 h  
Room 1

Thursday, December 1<sup>st</sup>  
Sustainable cities

## Energy



**Livio Gallo**

**Manager of Nets and Infrastructures at Enel.**

Engineer. He directs the projects for the improvement of gas and electricity distribution services, and efficient management of resources in the Italian company. He is manager of the transformation projects in the intelligent networks of the existing electricity distribution infrastructures. He is also chairman and founder of the EDSO Smart Grids Association promoted by the European Distribution Network Operators Association.



**Enrique Valer**

**Country President for Spain, Portugal and South America, Schneider Electric.**

Industrial Engineer, he has been the Country President of Schneider Electric for Spain, Portugal and South America since 2010. His more than 25 years' experience in the electricity sector have given him a global and detailed view of the workings of the market and of the industry. From his position, he promotes the design and conceptualization of solutions which help achieve more efficient, green, reliable and productive energy.



**Pedro Nueno**

**Professor of IESE, Bertran Foundation Chair on Entrepreneurship.**

A Business Administration doctor from Harvard University, this Industrial Engineer and Technical Architect is currently professor and President of China Europe International Business School (CEIBS) in Shanghai and Beijing. He is also the Chengwei Ventures Chair on Entrepreneurship, founder of FINAVES, venture capital corporation and member of the board of several listed and privately held companies in USA and Europe.



**Verónica Bermúdez**

**Senior scientist of NEXCIS.**

An expert in material physics and technologies for fabrication of high efficiency low photovoltaic devices. Passionate about photovoltaics and how it can be integrated in an optimized urban ecosystem with high levels of PV share, she has a strong formation in energetic efficiency, renewable energy, solar power, energy storage, secondary batteries, fuel cells, smart grids, energy independence, green data centers.



**Samuele Furfari**

**Professor at the Free University of Brussels.**

Chemical Engineer. He joined the European Commission in 1982 where he has spent its entire career on energy matters. Back in 1994 he initiated and pushed the concept of local and regional energy agencies inviting local authorities to become actors of sustainable development that emerged now in the Covenant of Mayors. He has developed many energy efficiency and renewable energy policies, particularly heating and cooling and wastes, including cogeneration and district heating policy.



**Lewis Fulton**

**Senior Transport Energy Analyst and Acting Head of the Energy Technology Policy Division of the International Energy Agency (IEA).**

Energy Management and Environmental Policy specialist, he has worked internationally in the field of transport/energy/environment analysis and policy development for over 20 years. He returned to the IEA in 2007 after working there originally from 1999-2005 and after working in Kenya with the UN Environment Program (UNEP) and developing and implementing sustainable transport projects around the world.

Thursday, December 1<sup>st</sup>  
Sustainable cities

## Round Table by Electric Vehicle Initiative

12.15 h  
Room 1

**Sergio Fernandez Balaguer**, Head of the Sustainable Mobility Office, Madrid City Council  
**Alfonso Beltrán García-Echaniz**, General Director IDAE  
**Santiago Cascante**, Endesa  
**Maria Rosa Mora**, Smart Grid Innovation Manager, SIEMENS  
EVI-Amsterdam

Moderator: Ben Holland (RMI)

13.15 h  
Room 1

**Tino Fuhrmann**, Electromobility & Innovation Manager SEAT  
**Ernesto Salas Hernandes**, Public Relation Director Spain, RENAULT  
**Pablo Fernandez de la Torre**, President and CEO, N2S  
**Josep Bartres**, CEO Mobecpoint CHAdeMO

Moderator: David Beeton (IA-HEV, UK)

Friday, December 2<sup>nd</sup>  
Urban Mobility

# Mobility

**Keynote** 9.00 h - Room 1

**Eric Britton**

Founder & CEO - EcoPlan Internacional

"The new Mobility Agenda:  
Come argue with me"

**Plenary Session** 9.30 h - Room 1

**Urban mobility: achieving social efficiency**

**Pan Haixiao**, Researcher in transport planning - Tongji University, Shanghai

**Robert Cervero**, Institute Director Urban and Regional Development at the Transportation Center, Berkeley

**Robin Chase**, Founder & CEO Buzzcar

**Timothy Papandreou**, San Francisco Municipal Transformation Agency

**Peter Chamley**, ARUP - Global Infrastructure Practice Chair

**Ger Baron**, Amsterdam - Innovative

Moderator: **Robert Stussi**, APVE and Former AVERE/WEVA President, Mobility Consultant

**Integrated mobility**

Moderator: Francesc Robusté, CENIT

11.30 h  
Room 3

**Luigi Telesca**, CREATE-NET, SuperHub

**Julio García Ramón**, ERTRAC

**Arturo Corbi**, Telvent

**Sebastien Renouard**, Altran

**Antonio Marqués**, ETRA

**Driving in a smart city**

Moderator: Marc Torrent, BDigital

11.30 h  
Room 1

**Kazys Varnelis**, Network Architecture Lab at Columbia University

**Federico Casalegno**, MIT

**Richard Varos Jr**, IBM

**Ashwin Mahesh**, Mapunity - Bangalore

**Services for sharing resources**

Moderator: Pilar Tur, Urbaser

11.30 h  
Room 4

**Angel López**, Barcelona City

**Leif Thorson**, CENIT

**Eduardo Bonet**, Indra

**Guillem Ricarte**, Creafutur

**The electric vehicle**

Moderator: Tomás Megía, ACC10

11.30 h  
Room 2

**Christopher Benardis**, Nissan

**Paola Petroni**, Enel Distribuzione

**Leonor Berriochoa**, European Investment Bank

**Eric Delgove**, Deloitte

**Moving around**

Moderator: Lluís Gómez, Smart City Expo

11.30 h  
Room 6

**Benoît Kandel**, First Deputy Mayor, Nice

**José M<sup>a</sup> Tejera**, Siemens

**Mischa Dohler**, WolrdIdesing

**Laurence Bannerman**, Saba

Friday, December 2<sup>nd</sup>  
Urban Mobility

# Mobility



**Eric Britton**

**Manager of EcoPlan International.**

Economist and political scientist who has focused his activity on the development of initiatives and strategies to make transport and mobility in general sustainable. He has written or co-authored more than 200 studies and has worked for governments, administrations and companies on all the continents, as well as the UNO, the EU and the OECD.



**Robert Cervero**

**Professor of urban planning at the University of California, Berkeley.**

Civil Engineer and urban planner, he works in the area of sustainable transportation policy and planning, focusing on the nexus between urban transportation and land-use systems and is currently researching on the intersection of infrastructure, place-making, and economic development as well as urban transformations and their impacts on travel behavior. In 2004, Phe became the first-ever recipient of the Dale Prize for Excellence in Urban Planning Research.



**Robin C. Ried**

**Global Leadership Fellow and Head of the Real Estate & Urban Development Industry at the World Economic Forum.**

Urban planner, she engages leaders in business, government and civil service in projects relating to urban development, infrastructure, building sustainability, and affordable housing. Her interests and expertise lie in the areas of land use and infrastructure planning, urban design, informal settlement upgrading, and urban sustainability.



**Ger Baron**

**Program and Cluster Manager at Amsterdamse Innovatie Motor.**

He has initiated and is responsible for several projects around Living Labs and Smart City, most notably the Amsterdam Smart City project. His interest is on innovation, product and services, and the role of the users in this perspective. Ger considers technology as an important enabling technology, but tends to focus the adaptation of technologies. Before working for the Amsterdamse Innovatie Motor he worked for the Dutch Social Democratic party and Accenture Consulting.



**Peter Chamley**

**Director and Chair of Global Infrastructure Practice of ARUP.**

He has over 30 years experience working on major infrastructure projects on cities throughout the world. His most recent projects have included New York's Second Avenue Subway and No.7 Line Extension and currently, the £14billion Crossrail project in London.



**Timothy N. Papandreou**

**Deputy Director of Transportation Planning & Development at SFMTA|Municipal Transportation Agency.**

Urban Planner focused on Sustainable Mobility, he has worked in the public and private sector as an urban transportation and landuse planner over the last 16 years both in the US and Australia. His current responsibilities include overseeing the agency's ambitious sustainable mobility and climate action goals through innovative multi-modal transportation planning projects, policies and programs.



**Robert Stüssi**

**APVE (Portuguese Electric Vehicle Association) and former AVERE/WEVA President, Mobility Consultant.**

Urban and regional planner, specialized in transport policy and planning and sustainable mobility with a 40 year career. He advises governments and regional and local authorities; as team or consortium leader and as project director, on new mobility concerns and the introduction of soft and complementary modes: walking, bicycling, traffic calming, car sharing and pooling, flexible transport and on the introduction of alternative vehicle and fuel technologies.



**Kazys Varnelis**

**Director of the Network Architecture Lab at Columbia University.**

Historian and theorist of architecture, specialising in network culture, he also cofounded AUDC, a conceptual architecture. He edited the Infrastructural City, Networked Publics and The Philip Johnson Tapes. He has worked with the Center for Land Use Interpretation. His present book project is Life After Networks: A Critical History of Network Culture.



**Federico Casalegno, Ph.D.**

**Director of the MIT Mobile Experience Lab at the Massachusetts Institute of Technology.**

Her research is on the role of information technology in supporting open innovation networks in urban environments with a specific emphasis on the use of mobile, wireless and ubiquitous computing technologies to support collaboration. Forlano is co-editor of From Social Butterfly to Engaged Citizen: Urban Informatics, Social Media, Ubiquitous Computing, and Mobile Technology to Support Citizen Engagement, which is to be published by MIT Press in 2011.



**Pan Haixiao**

**Director of Land Use-Transport Studies in the Department of Urban Planning, Tongji University (Shanghai).**

Engineer. He is one of China's leading researchers in urban land use and transport planning. He has published three books and numerous articles in this area. He has involved in implementation studies on land use plan and urban transport plan in more than dozen cities in China, including Transport and Town Development in the Shanghai Region. His research focuses on the impact of metro systems within the urban spatial structure, mobility and sustainability.



## ***An opportunity to discuss the important aspects of development and the most advanced solutions in specific fields: rural development, management of green areas, Spain and railway sector***

### **Smart Spain**

The conference aims to discuss specific aspects of the development of smart cities in the Spanish context, bearing in mind the map of municipalities and the current economic situation, with its opportunities and challenges.

Sessions will address issues such as economic efficiency, urban service management, Energy and Sustainability, and the challenges of implementing the electric car.

### **Smart Rural**

The term 'smart' is usually associated with large cities and the development of technological solutions.

But what about its application in less dense and less technified environments? The Smart Rural conference will define and discuss the smart concept in the rural setting and in small towns. In these areas, it is essential that the aims of investment in social and human capital and communication infrastructures should be economic development and quality of life, without compromising either existing resources or the environment.

The conference will address the development of rural areas on the basis of four main areas: smarttechnology, smartliving, smartfood and smartenergy with different success stories, new challenges posed and the ever present need for entrepreneurship.

### **Smart Green**

An essential element of cities is the development of green areas in the urban fabric as a paradigm of open space and area of interaction, and producer of environmental benefits basic to the quality of life of citizens. Whether it be green roofs, vertical gardens or traditional parks, SmartCity Expo & World Congress offers the chance to see innovative materials and techniques in the management and maintenance of this vital infrastructure of a city.

## International Railway Forum

Fira de Barcelona will be the setting for the third edition of BcnRail, the Rail Industry Fair, on the same dates as the summit on smart cities, in order to create synergies with SmartCity Expo World Congress. BcnRail will host the 1st International Railway Forum, which for four days will address the most relevant issues affecting the rail industry today, with the help of renowned national and foreign experts.

Freight transport by rail and its connection with the European network will be two of the main issues discussed at the Forum, whereas the international workshops will focus on the new business avenues opened in emerging countries committed to the railway as a tool for socio-economic development, including Algeria, Russia, Turkey and India.

## City Case Studies

The projects promoted by different cities will be presented in detail.

## EVI

The international group EVI (Electric Vehicle Initiative) is composed of ministries from different countries and led by USA and China, with the International Energy Agency being responsible for the technical secretariat.

The EVI will be holding its internal meeting in the framework of the Science Centre World Congress (SCWC) where, taking advantage of the attendance of this group of experts, two round tables focused on electric mobility will be organized.

Both round tables will cover current issues in the Electric Vehicle sector and will have the participation of experts from both the private and public sector, with plenty of time being reserved for the public attending the congress to ask questions.

The first paper, entitled **EV Deployment: what have we learned so far?**, will mainly analyse the status of the deployment of the Electric Vehicle with experts from the public and private sector and the lessons learned so far, both from successful cases and cases with room for improvement.

The second paper, entitled **EV market introduction and ramp up – can we achieve the targets?**, will analyse the situation of the Electric Vehicle market, the forecasts of manufacturers and the measures needed to meet expected market objectives. It will also analyse the example of successful business models surrounding the Electric Vehicle.

## Smart Green

**Keynote** 11.45 h - Room 3

Wednesday, November 30th

**Ken Worpole, CABE**

Presenter: **Antoni Falcon**, Materia Verda

"From neighbourhood parks  
to urban green networks"

### **Social Innovation**

**Case study:** "'Permeable Program landscape  
as neighbourhood treasure'" **Jane Martin**

Moderator: Enric Pol, Barcelona University

**Jane Martin**, San Francisco

**Jake Barton**, Changes by us.  
Local Projects

**Frédéric Serrano**, Le Ports  
aux Cerises

Tuesday, November 29<sup>th</sup>

### **Green Projects**

**Case study:** "The High Line" **Peter Mullan**

Moderator: Lluís Domènech, Barcelona Sagrera

**Peter Mullan**, The High Line NY

**Gary Grant**, Living roofs

**Michel Péna**,  
Paisatgistes França

Wednesday, November 30<sup>th</sup>

### **Green Management**

**Case study:** "Trends in Singapore"  
**Tan Puay Yok**

Moderator: Ignacio Pujol Xicoy, Consultor

**Tan Puay Yok**, CUGE  
(Singapore)

**Wayne Dubin**, Bartlett Trees  
(11-S memorial NY)

**Sten Gillner**, University of  
Dresden - Germany

Thursday, December 1<sup>st</sup>

## Smart Green



### Ken Worpole

#### Senior Professor at The Cities Institute, London Metropolitan University

Environmentalism focused on the relation between social policy, landscape and architecture, he has been involved in two major London urban green space initiatives in the past five years: the East London Green Grid and the Bankside Urban Forest. Member of the UK government's Urban Green Spaces Task Force, and an Adviser to the Commission for Architecture and the Built Environment (CABE). His is author of *Here Comes the Sun: architecture and public space in 20th century European culture*.



### Jane Martin

#### Founding Director of PlantSF and Principal of Shift Design Studio.

Architect, artist and landscape designer who pioneered public space greening in San Francisco. Since 2003, her work has expanded opportunities for the reintroduction of natural hydrology within the city's overloaded and aging combined sewer infrastructure - while adding benefits of neighborhood gardens. She has served as a San Francisco Commissioner of the Environment and was named by SFMOMA as one of the Bay Area's leading experimental designers.



### Jake Barton

#### Founder of Local Projects.

Widely recognized as a leader in the field of interaction design for physical spaces, and in the creation of collaborative storytelling projects where participants generate content. Local Projects is a three-time National Design Award finalist and was named the second most innovative design firm by Fast Company for its redefinition of emotional storytelling. Local Projects is creating the media design for the 9/11 Memorial Museum and the Frank Gehry designed Eisenhower Presidential Memorial.



### Peter Mullan

#### Vice President for Planning and Design for Friends of the High Line.

Architect and environmental advocate, he has lead the High Line park project, a new urban park created from deserted railroad track which now serves as a home to hotels and restaurants, and is also an educational venue. He is responsible for all aspects of the physical development of the structure, including planning and advocacy, design and construction, and policy of a benchmark project in the recycling of urban infrastructures.



### Gary Grant

#### Director of the Green Roof Consultancy.

Biologist and chartered environmentalist and ecologist with three decades of experience involving several hundred projects of ecological survey and assessment, biodiversity action planning, habitat creation, wetland restoration, regional planning, green infrastructure planning and site design and management. He is a specialist in green roofs and living walls and also serves as independent consultant.



### Wayne S. Dubin

#### Vice President & Metropolitan West Division Manager of Bartlett Tree Experts.

Plant science specialist in charge of the urban forest at the 11-S memorial in NY. He brings quality tree cares to customers and under his leadership, the company division has received seven safety awards. He serves as President-Elect of the International Society of Arboriculture and is also a council member on Cook College Forestry Advisory Council. He lends his expertise and guidance to a number of arboricultural organizations.

## City Cases

**DK Osseo-Assare**, Anam-Nigeria  
**Francesc Santacana**, Pla Estratègic Metropolità de Barcelona  
**Santi Vila i Vicente**, Mayor of Figueres

Moderator: Javier Gil, IBM

Tuesday, November 29th

11.30 h  
Room 6

**Ashwin Mahesh**, Mapunity, Bangalore  
**Francisco Javier Leon**, Mayor of Valladolid  
**Josep Félix Ballesteros**, Mayor of Tarragona  
**Jordi Puignero**, Deputy Mayor of Sant Cugat

Moderator: Jordi Marin, Indra

16.50 h  
Room 6

**Carolina Natividad Blasco**, Concejala de Burgos  
**Jayesh Ranjan**, Hyderabad  
**Iñigo de la Serna**, Mayor of Santander  
**Shaney Peña Gómez**, Strategic Plan Directo, Santo Domingo – Dominican Republic

Moderator: M<sup>a</sup> José Sobrini, CISCO

18.30 h  
Room 6

**Brasil**  
**Marcio Antonio Rodriguez de Lara**, Ayuntamiento de Santos, Brasil  
**Denize Coelho Cavalcanti**, Gobierno del Estado de Sao Paulo  
**Alba Simon**, Gobierno del Estado de Rio de Janeiro  
**Gobierno de Brasil**, Secretaria de Medio Ambiente Brasilia  
**Silvia Anette Kneip**, Asesora del Gobierno del Estado de Sao Paulo, Brasil

Moderator: Mateu Hernández, Barcelona Global

18.30 h  
Room 1

**Hector Lostri**, Subsecretario de Planeamiento, Buenos Aires  
**Birmingham**  
**Markku Raitio**, Helsinki

Moderator: Iñigo Jordra Director de Estrategia y desarrollo en Ferrovial servicios

11.45 h  
Room 6

Wednesday, November 30th

**Tetsuya Nakajima**, Deputy Executive Director, Yokohama City  
**Carles Ruiz**, Mayor of Viladecans  
**Francisco de la Torre**, Mayor of Málaga  
**Rodney Berman**, Leader of Cardiff City Council

Moderator: Xavier Blanch, Siemens

12.15 h  
Room 6

Thursday, December 1st

**Benôit Kandel**, First Deputy Mayor, Nice  
**Ger Baron**, Director Innovatie Motor, Amsterdam  
**Todd Murphy**, Barangaroo Delivery Authority - Australia  
**Martin Powell**, Managing Director of Cambridge Management & Research  
**James Close**, Erns & Young, London

Moderator: Victor Cardador, Urbaser

18.15 h  
Room 6



Tuesday, November 29<sup>th</sup>

## Smart Rural

**Keynote** 9.00 h - Room 4

**Francisco José Estevez**

Cremades&calvosotelo

**"Conceptualizing Smart Rural"**

Moderator: **Eloi Montcada**, Lavola

**"Smart Food": The challenges of the new Agroindustry**

Moderator: Eloi Montcada, Lavola

9.30 h  
Room 4

**Mireia Molins i Folch**, IRTA

**Raimon Roda**, Barcelona  
Provincial Council

**"Smart Energy": El nuevo modelo energético como oportunidad del desarrollo rural**

Moderator: Antonio López-Nava, Spanish Association  
of Companies for Energy Efficiency

9.30 h  
Room 5

**Miguel Manrique**, IDAE

**Lluís Sanchez**, Origenergia

**"Smart Technology": Technology as the basis for a sustainable rural economy**

Moderator: Ana Fernández, Mendinet

11.30 h  
Room 5

**Ramon Sentmartí**, Experto  
Independiente

**Oriol Miralbell**, UOC

**"Smart Living": Cómo vivir mejor en un entorno rural**

Moderator: Meritxell Serret, Món Rural Foundation

11.30 h  
Room 4

**Luis Matias**, Municipality of  
Penela

**Marta Torras**, Obra Social Caixa  
Catalunya

**Closing speech**

12.30 h  
Room 4

**Jordi Sala**, General Director  
of Rural Development for the  
Generalitat de Catalunya

**Paloma López-Izquierdo**,  
General Deputy Director of  
Equality and Modernization  
of MARM



## Smart Spain

### *Panel discussion* 12.05 h - Room 1

**Iñigo de la Serna**, Mayor of Santander  
**Jordi Puigneró**, Teniente de Alcalde Sant Cugat  
**Francisco Javier León**, Alcalde de Valladolid  
**Josep Llobet**, Diputació de Barcelona  
Moderator: **Gildo Seisdedos**,  
IE Business School

### *Conference* 11.45 h - Room 1 **Eduardo Martínez Abascal**, IESE

Wednesday, November 30<sup>th</sup>

### *Economic efficiency and macro-municipal management* 17:15 h Room 5

Moderator: Enrique Sanchez, Ferrovial

**Miguel Ángel Cámara**, Alcalde de Murcia  
**Gerard Marata**, Cuatrecasas  
**Gregorio Cascante**, DALEPH  
ICAEN

Wednesday, November 30<sup>th</sup>

### *Management of public city services* 18:15 h Room 5

**Carles Ruiz**, Mayor of Viladecans  
**Ignasi Fontanals**, Diapolis  
**Pilar García**, FENEM (Fundación Energía  
Com.Madrid)  
**Jose Manuel Haro**, Mayor of Chiva and  
Nee Technologies Deputy

Wednesday, November 30<sup>th</sup>

### *Renewable energies* 17:15 h Room 5

Moderator: Francesc Vidal, ICAEN

**Mauro Villanueva**, Gamesa

Thursday, December 1<sup>st</sup>

### *Sustainable buildings* 18:15 h Room 5

Moderator: Antoni Sudria, Citcea

**Joaquín Villar**, AAE (Agencia Energía  
Andalucía)  
**Jorge Serrano Lea**, Valdebebas  
**Ángel Ortega**, COMSA-EMTE  
**Ivan Capdevila**, ERF  
**José Fresneda**, ANESE

Thursday, December 1<sup>st</sup>

### *Intelligent Transformation: Towards a new governance model* 18:15 h Room 4

Moderator: Manuel Torres, Senior Executive  
Sostenibilidad Accenture

**Andoni Aldekoa de la Torre**, Consejero  
Delegado Adjunto del Alcalde del  
Ayuntamiento de Bilbao  
**Javier Rubio de Urquía**, Director General  
de Sostenibilidad y Movilidad del  
Ayuntamiento de Madrid  
**Institut Català d'Energia**  
**Alícia Andúgar**, ICAEN

Thursday, December 1<sup>st</sup>

### *Challenges to the introduction of electric cars* 11:30 h Room 5

Moderator: Juan Luis Pla, IDAE

**Juan Manuel Fernández**, EVE (Agencia  
Energía País Vasco)  
**Jose Manuel Barrios**, IDIADA  
**Alfonso Polanco**, Mayor of Palencia  
**Santiago González Herraiz**, IDAE  
**Víctor Cardador**, URBASER

Friday, December 2<sup>nd</sup>

# International Railway Forum

## URBAN AND LONG DISTANCE TRANSPORT ROOM A

Wednesday, Novembre 30th

### ***The Transport linked to cities***

Moderator: Mr. Joan Carsi, Associate General Manager, TRAM

#### **The trams of Europe. An overview from the Atlantic to the Ural Mountains**

Mr. Carles Salmeron, Director, Terminus, Centre of Transport Studies

#### **Tram-Train in Pays de la Loire : An innovative solution of peripheral regional service**

Mr. Gilles Bontemps, Vice President on Duty for Transportation, Conseil Régional des Pays de la Loire (FRANCE)

### ***Break - coffee***

#### **The five keys of the Zaragoza Tram**

Mr. Alejandro Moreno, Manager of the Joint Venture "Los Tranvías de Zaragoza, S.A." and General Manager of TRAZA

#### **Development of Light Rail in Dublin**

Mr. Patrick O'Donoghue, Director Design & Construction, Railway Procurement Agency (DUBLIN)

#### **Transforming urban agglomerations into metropolis with railway networks**

Mr. Etienne Jacques Lhomet, Consultant, "Cities and people" (BORDEAUX-FRANCE)

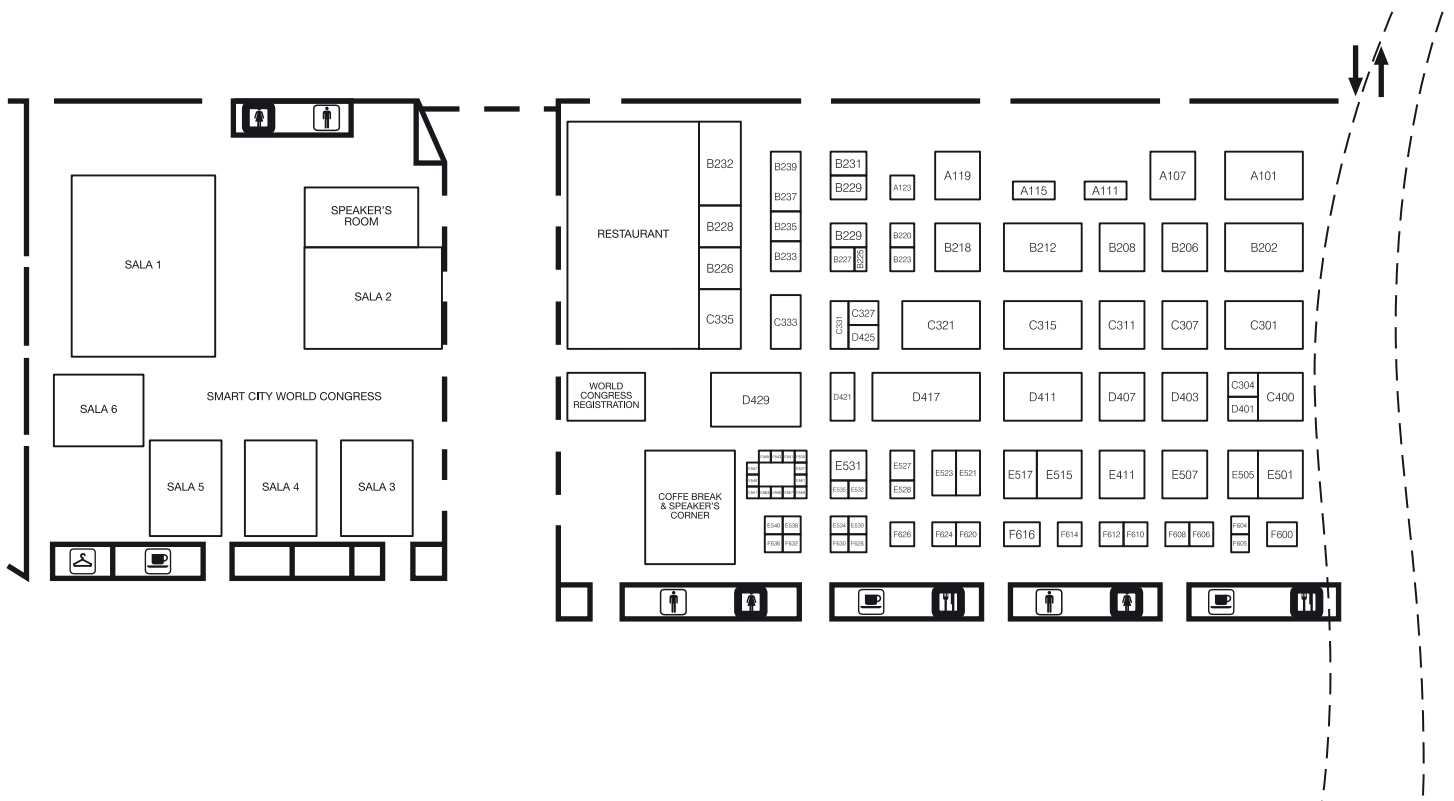
# European Commission Smart Cities Projects Portfolio

Under the Competitiveness and Innovation Program (CIP) the European Commission is launching a group of projects with the intention to advance and support the transition of European cities to Smart Cities. Totalling fifteen projects, they cover aspects ranging from the implementation of Open Innovation in the Public Sector to the use of Living Labs in Smart Cities or specific supporting technological aspects in areas like Open Data or Sensor Networks. This session will offer the opportunity not only of providing summary descriptions of the different projects being supported by the Commission but also the rationale and objectives behind the program

Per Blixt -European Commission - New Infrastructure Paradigms & Experimental Facilities - Head of Unit  
Manel Sanromà – CIO at Barcelona City Council

Presentation of several European Smart Cities Projects funded under the Competitiveness and Innovation Program (CIP)

## Map



## General program

Tuesday, November 29<sup>th</sup>

## Liveable cities for people

## ICT basis

## Living &amp; people

09:00	Keynote: Carlo Ratti					Smart Rural
09:30	Plenary Session: An innovative and integrated vision					
11:00	Coffee Break					
11:30	Smart City models	Internet of things	What's happening? A visualization	City Case		Smart Rural
12:30	Exhibitors Talks at Expo					
13:00	Lunch & Expo Visit					
14:30	Keynote: Anthony Townsend					
15:00	Plenary Session: Smart Cities: An opportunity for liveable cities					
16:30	Coffee Break					
16:50	Citizen Innovation	Trends in participation approaches	Cloud & connected city	Big Data & Strategic Data	City Case	Smart Green: Social Innovation
17:45	Opening Ceremony					
18:30	Smart Collaboration	Sustainable Tourism	Active Citizen: Sensor + action	City Case		Brasil
19:30						

Wednesday, November 30<sup>th</sup>

## Integrated vision

## Urban Planning

## Governance &amp; Funding

09:00	Keynote: <b>Vicente Guallart</b> <b>Neil Gershenfeld</b>						
09:45	Plenary Session: <b>Challenges involved in designing and transforming the city</b>						
11:15							
11:45	Transforming cities 1	Smart Spain Keynote & Mayor Panel Table: Eduardo Martínez	Smart Green Urban Space Keynote: Ken Worpole	Transforming cities 2	Framework of governance models	City Case	
12:45	Exhibitors Talks at Expo						
13:15	Lunch & Expo Visit						
14:45	Keynote: <b>Greg Clark</b>						
15:15	Plenary Session: <b>Smart City Governance Models</b>						
16:45	Coffee Break						
17:15	Urban & Living Labs	Public-Private Collaboration	Funding the transformation	Open Innovation developing Smart Cities	Urbanization: rural to urban migration	Smart Green: Green projects	Smart Spain: Economic efficiency and macro-municipal management
18:15	Open Government - Cultural changes	Integrated management of urban space	Local Policies in times of crisis	Housing & Urban Planning	City transformation & urban space	Smart Spain: Management of public city services	
21.00	Gala Dinner & Awards Ceremony						



## Thursday, December 1<sup>st</sup>

### Sustainable Cities

#### Environment

#### Energy

09:00	Keynote: <b>Jeremy Rifkin</b>					
09:45	Plenary Session: <b>Achieving sustainable cities</b>					
11:15	Coffee Break					
11:45	Keynote: <b>Tudor Constantinescu</b>					
12:15	Smart Water Management	Smart Waste Management	What do people demand?	Zero Energy Buildings & Communities	City Case	EVI
13:15	Exhibitors Talks at Expo					
13:30	Lunch & Expo Visit					
15:15	Plenary Session: <b>Sustainable Energy</b>					
16:45	Coffee Break					
17:15	Energy Generation /Renewable energies	EV-The City in the energy management	Smart Grid	Climate Change Management	Smart Green: Green Management	Smart Spain: Renewable energies
18:15	What is coming?	Infrastructure for the electric vehicle	Best practices and new challenges	Smart Spain: Intelligent Transformation	City Case	Smart Spain: Sustainable buildings
19:15						

Plenary Sessions, Room 1

## Friday, December 2<sup>nd</sup>

### Urban mobility

#### Mobility

09:00	Keynote: <b>Eric Britton</b>					
09:30	Plenary Session: <b>Urban mobility: Achieving social efficiency</b>					
11:00	Coffee Break					
11:30	Integrated mobility	Driving in a smart city	Services for sharing resources	The electric vehicle	Moving around	Smart Spain: Challenges to the introduction of electric cars
12:30	Congress Closure					

## Other Sessions

### CC1

#### Tuesday, November 29<sup>th</sup>

10.00 h WORKSHOP – Design Thinking: redesigning services from user perspective - Ewa MacInstosh - Notosh

11.30 h EUROPEAN COMMISSION Smart Cities Project Portfolio

#### Thursday, December 1<sup>st</sup>

17.15 h Cogeneration, generation and smart grids

#### Friday, December 2<sup>nd</sup>

AEGFA – Electric fleet day

### Room 3

#### Wednesday, November 30<sup>th</sup>

13.30 h 9<sup>th</sup> Sustainable City Awards

## Global Event Partners:



## Supporting institutions:



## Event Partners:



## Hosted by:



## Organized by:

