Smart society for innovative and sustainable cities

29 November – 2 December
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 21st 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 21st 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!

Lluis Gomez  
Director Smart City Expo & World Congress

Pilar Conesa  
Director Smart City World Congress
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:**

<table>
<thead>
<tr>
<th>The Smart City World Congress</th>
<th>The Smart City Expo</th>
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<tbody>
<tr>
<td>Companies, public administration, entrepreneurs and research centers can learn and share knowledge to develop the cities of the future.</td>
<td>A space where innovative companies, cities and institutions can display their projects, solutions and products.</td>
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</tbody>
</table>
Innovation and technology are the bedrock of a smart society, which requires people, companies and governments prepared to face important 21st 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:

- **Energy:** Clean Energy, Smart Grid, Smart metering.
- **Urban Planning & ICT infrastructure:** Smart City platforms, Urban Planning, Internet of things, Smart buildings.
- **Governance & Funding:** Investment, Management model, Open Government, PPP (Public & Private Partnership).
- **Environment:** Waste management, Watersystems, Air & Pollution, Sustainable resources management.
- **People & Living:** Social & Public services, Talent, Creativity, Participation, Social Innovation.
- **Mobility & Transportation:** Electric transportation, ITS (Intelligent transport systems), Smart vehicles, Integrated Transportation.
- **City case studies:** Integrated vision, City references, Strategic Plans.
- **Smart Rural**
- **Smart Green**
- **Smart Spain**
- **Railway Forum**

The congress program will be complemented by four thematic areas that will discuss different areas of interest:

Business links will be established with guest countries.

All talks will have simultaneous interpretation services in English and Spanish.
# 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  
- **Tobias Martínez**, CEO Abertis Telecom

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
<th>Institution/Company</th>
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<tr>
<td>11:30</td>
<td>Smart City models</td>
<td>Volker Buscher</td>
<td>ARUP</td>
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<td>Ashwin Mahesh</td>
<td>Mapunity Bangalore</td>
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<td>Stellan Fryxell</td>
<td>Symbio City Sweden</td>
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<td>José Mª Cavanillas</td>
<td>Atos</td>
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<td>16:50</td>
<td>Cloud &amp; Connected city</td>
<td>Yuichi Kato</td>
<td>NTT DoCoMo</td>
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<td>Per Blixt</td>
<td>European Commission</td>
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<td>Miriam Blázquez</td>
<td>Indra</td>
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<td>Jorge Martín</td>
<td>Telefónica</td>
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<td>11:30</td>
<td>Internet of things</td>
<td>Akira Maeda</td>
<td>Hitachi</td>
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<td>Alessandro Bassi</td>
<td>European project IOT</td>
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<td>Irene Compte</td>
<td>Urbiotica</td>
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<td>Marc Fabregas</td>
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<td>Angelo Giannattasio</td>
<td>Ericsson</td>
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<td>16:50</td>
<td>Big Data &amp; Strategic Data</td>
<td>Gerard Mooney</td>
<td>General Manager IBM Global Smarter Cities</td>
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<td>Graham Colclough</td>
<td>Cap Gemini</td>
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<td>Prof. Chary Vedala</td>
<td>CEEUI, ASCI, Hyderabad India</td>
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<td>18:30</td>
<td>Active Citizen: sensor + action</td>
<td>Usman Haque</td>
<td>CEO Pachube</td>
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<td>Laura Forlano</td>
<td>Illinois Institute of Technology</td>
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<td>Oriol Pujol</td>
<td>Computer Vision center, UB</td>
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</table>
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.

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 management.  
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 Ecole 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.

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 29th**

### Liveable cities for 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 Mª García**, CEO Siemens España  
- **José Luis Marín**, CEO ENDESA Red

**Moderator: Alfons Cornella**, Infonomia

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<tr>
<th>Citizen Innovation</th>
<th>What’s happening? A visualization</th>
<th>Urban &amp; Living Labs</th>
<th>Smart Collaboration</th>
<th>Trends in participation approaches</th>
<th>Sustainable Tourism</th>
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| 16.50 h Room 3     | 11.30 h Room 2                   | Wednesday, November 30th  
17.15 h Room CC1 - 1.4 | 18.30 h Room 2                  | 16.50 h Room 4                  | 18.30 h Room 3                  |
| Esteve Almirall, ESADE  
Ewan McIntosh, Notoch | Fabien Girardin, LiftLab  
Sarah Williams, Spabial Information Design Lab | Josep M. Piqué, Barcelona 22@  
Artur Serra, Citilab  
Jarmo Eskelinen, City of Helsinki | Matthias Hollwich, HWKN  
Mercè Conesa, Mayor of Sant Cugat | Daniel Innerarity, Inst. Democracy Governance  
Carlos Gadsen, Fundación Internacional para el desarrollo de gobiernos confiables | Erika Harms, Global Sustainable Tourism Council  
Carla Salvadó, Cruisses Port BCN |
| Chiara Camoneschi, Enabling City  
Susana Carillo, ENDESA | Elena Alfaro, BBVA | M. Schreurs, Vice Mayor of Innovation, Eindhoven | Mark Morrín, Consulting inplace-London | Alberto Ortiz de Zárate, Gobierno Vasco | Jayesh Ranjan, Government of Andhra Pradesh - India  
Javier García Romero, Melià Hotels International |

### Wednesday, November 30th

- **Erika Harms**, Global Sustainable Tourism Council  
- **Carla Salvadó**, Cruisses Port BCN

**Moderator: Ángel Díaz, Advanced Leisure Services**

- **Jayesh Ranjan**, Government of Andhra Pradesh - India  
- **Javier García Romero**, Melià Hotels International

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http://www.smartcityexpo.com

Programme
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 Telecommunication 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).

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 Altmann
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 2005, 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.

Josep Maria Folguera
Director of Strategy and Design, DHL.
He has a degree in Architecture and a diploma in Urbanism, and since 1997 has been a partner at ArquiDHL. He has also been a member of several EU committees and a member of the International Board of Directors of the American Institute of Architects. He is a member of the Board of Directors of the European Postgraduate School of Urban Design (EPUSD) and the European Academy of Urbanism (EAU). He is also a professor at the Polytechnic University of Catalonia (UPC) and the University of Navarra (UNavarra).

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).

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.

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.

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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.

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.

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# 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
- **Patrick Adiba**, CEO ATOS IBERIA, Olympics @ mayor events

Moderator: **Edwin Heathcote**, Architecture and Design Critic for the Financial Times

## Programme

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<td><strong>Transforming cities 1</strong>&lt;br&gt;Moderator: Willy Müller, Barcelona Regional</td>
<td>Room 5</td>
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<td></td>
<td>Carlos Leite, Mackenzie Univ. Sao Paulo</td>
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<td>Alfonso Vegara, Fundación Metrópoli</td>
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<td>Dr. Vijay Kumar, Government of Andhra Pradesh</td>
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<td>Josep Fèlix Ballesteros, Mayor of Tarragona</td>
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<td>17.15 h</td>
<td><strong>Urbanization: rural to urban migration</strong>&lt;br&gt;Moderator: Sunil Dubey, Metropolis Advisor</td>
<td>Room 4</td>
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<td>Narinder Nayar, Mumbai First - India</td>
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<td>Robin Ried, World Economic Forum</td>
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<td>DK Osseo-Asare, Anam City - Nigeria</td>
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<td>11.45 h</td>
<td><strong>Transforming cities 2</strong>&lt;br&gt;Moderator: Javier Serra Gallego, Idencity</td>
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<td>Diana Mendes, Global Institute AECOM</td>
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<td>Rodney Berman, Leader of Cardiff City Council</td>
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<td>Manuel Simas, Living PlanIT</td>
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<td>Francisco Rincón, Siemens</td>
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<td>18.15 h</td>
<td><strong>City transformation &amp; urban space</strong>&lt;br&gt;Moderator: Andreu Esquius, MCRIT</td>
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<td>Pablo Vaggione, Design Convergence urbanism</td>
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<td>Joan Trullen, Pla Estratègic Metropolità</td>
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<td>Salvador Rueda, Agencia Ecología Urbana</td>
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<td>Shaney Peña, Santo Domingo City Council</td>
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<td>18.15 h</td>
<td><strong>Housing &amp; Urban Planning</strong>&lt;br&gt;Moderator: Ignasi Cubíñà, EcoIntelligent Growth</td>
<td>Room 1</td>
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<td>Douglas Mulhall, Cradle to Cradle Factory</td>
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<td>Steven Beckers, Lateral Thinking Factory</td>
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<td>Vicente Castro Melo, Copa Verde</td>
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<td>Joan Sabatè, Saas</td>
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**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 Sustentaveis, 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 30th**

**Integrated Vision**

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**Keynote 14:45 h**

**Greg Clark**
Senior Fellow, Urban Land Institute

"How do Smart Cities Also become Successful Cities?"

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**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

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**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
- Lucia Gonzalez, Edenway
- Martin Álvarez - Espinar, CTIC

**Local Policies 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 Maria 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
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.

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.

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).
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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>9.00 h</td>
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<td><strong>Keynote</strong></td>
<td>Jeremy Rifkin, President, Foundation on Economic Trends, USA</td>
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<td><strong>Achieving sustainable cities</strong></td>
<td>Michael Braungart, Professor at Erasmus University Rotterdam, and Uni Twente</td>
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<td>Tetsuya Nakajima, Deputy Executive Director – City of Yokohama</td>
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<td>Jordi Payet, Director General Area Mediterráneo y Norte África - FCC Group</td>
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<td>Santiago Olivares, CEO Ferrovial Servicios</td>
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<td>Enric Ruíz-Geli, Director Cloud 9</td>
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<td>Juan Antonio Guijarro, General Director - AGBAR Group</td>
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<td>Moderator: María Teresa Lara, Diputada del Congreso</td>
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<td>12.15 h</td>
<td>Room 2</td>
<td><strong>Smart water management</strong></td>
<td>Guillermo Pickering, Asociación Empresas Agua Chile</td>
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<td>Ricardo Klatosky, IBM</td>
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<td>Dr. A Ravindra, Karnataka State Government</td>
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<td>Juan Luis Castillo, FCC</td>
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<td>12.15 h</td>
<td>Room 3</td>
<td><strong>Smart waste management</strong></td>
<td>Anis Ismail, Sweep-net, Tunisia</td>
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<td>Fernando Soares Bretas, BID</td>
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<td>Mike Molesworth, Dennis Eagle Ltd</td>
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<td>Carles Conill, Environment Director Barcelona Metropolitan, AMB</td>
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<td>17.15 h</td>
<td>Room 4</td>
<td><strong>Climate Change Management</strong></td>
<td>Krishna Shrestha, The University of Sydney</td>
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<td>José Andreu, World Bank</td>
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<td>12.15 h</td>
<td>Room 4</td>
<td><strong>What do people demand?</strong></td>
<td>Peter Lacy, Accenture Partner</td>
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<td>Richard Miller, KTN-UK</td>
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<td>Jordi Zuelzu, Agbar</td>
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<td>Marco Peres, Externado University - Bogotá</td>
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<td>Sylvain Cortés, FCC</td>
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Thursday, December 1st

**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 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.**  
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 we 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.
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<td>11.45 h</td>
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<td>Keynote</td>
<td>Tudor Constantinescu, Directorate-General for Energy, European Commission</td>
<td>Pedro Nueno, IESE</td>
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<td>12.15 h</td>
<td>5</td>
<td>Zero energy buildings &amp; communities</td>
<td>David Bartlett, IBM – VP Industry Solutions</td>
<td>Jaume Salom, IREC</td>
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<td>12.15 h</td>
<td>5</td>
<td>Energy generation / Renewable energies</td>
<td>Bertrand Martin, COFELY - Suez</td>
<td>Juanjo Escobar, ICAEN</td>
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<td>12.15 h</td>
<td>5</td>
<td>Smart Grids</td>
<td>Maikel van Verseveld, Accenture Amsterdam</td>
<td>Rafael Herrero, ANESE</td>
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<tr>
<td>15.15 h</td>
<td>1</td>
<td>Plenary Session</td>
<td>Lew Fulton, International Energy Agency</td>
<td>Enrique Valer, Schneider Electric</td>
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<td>2</td>
<td>EV - City in the energy management</td>
<td>Dario Gil, IBM</td>
<td>Ramon Pruneda, Live Initiative</td>
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<td>1</td>
<td>Sustainable energy</td>
<td>Livio Gallo, CEO - Enel Distribuzione</td>
<td>Jose Maria Campos, Tecnalia</td>
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<td>2</td>
<td>Sustainable energy</td>
<td>Enrique Valer, Country President Iberia &amp; South America - Schneider Electric</td>
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<td>Sustainable energy</td>
<td>Daniel López Jordà, Director General - Gas Natural Fenosa</td>
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<td>17.15 h</td>
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<td>Infrastructure for the electric vehicle</td>
<td>Manuel Moliner, Schneider Electric</td>
<td>Fernando García Martínez, Gas Natural</td>
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<td>Maria Rosa Mora Marin, Siemens</td>
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<td>3</td>
<td>Best practices and new challenges</td>
<td>Francisco de la Torre, Mayor of Málaga City</td>
<td>Assumpta Farrán, ERF</td>
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<td>1</td>
<td>Best practices and new challenges</td>
<td>Gabriele Riedmann, SVP Estrategic Area Energy, T-Systems</td>
<td>Generalitat de Catalunya</td>
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<td>What is coming?</td>
<td>Cécile Tuil, Schneider Electric</td>
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<td>Ignasi Cairó, IREC</td>
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<td>Samuele Furfari, European Commission</td>
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<td>Verónica Bermúdez, R&amp;D NEXCIS-BPV</td>
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<td>Belvis Martínez, FCM</td>
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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.

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.

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.

Samuele Furfari  
Professor at the Free University of Brussels.  
Chemical Engineer. He joined the European Commission in 1982 where he has spent its entire carrier 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.

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Thursday, December 1st
Sustainable cities

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)

Tino Fuhrmann, Electromobility & Innovation Manager SEAT  
Ernesto Salas Hernandez, 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)
# 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, Shangai

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

Robin Chase, Funder & 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

<table>
<thead>
<tr>
<th>Luigi Telesca, CREATE-NET, SuperHub</th>
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<tr>
<td>Julio García Ramón, ERTRAC</td>
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<th>Arturo Corbi, Telvent</th>
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<td>Sebastien Renouard, Altran</td>
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<td>Antonio Marqués, ETRA</td>
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**Driving in a smart city**
Moderator: Marc Torrent, BDigital

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

Angel López, Barcelona City

Leif Thorson, CENIT

Eduardo Bonet, Indra

Guillem Ricarte, Creafutur

**The electric vehicle**
Moderator: Tomás Megía, ACC1Ó

Christopher Benardis, Nissan

Paola Petroni, Enel Distribuzione

Leonor Berriochoa, European Investment Bank

Eric Delgove, Deloitte

**Moving around**
Moderator: Lluis Gómez, Smart City Expo

Benoît Kandel, First Deputy Mayor, Nice

José Mª Tejera, Siemens

Mischa Dohler, Worldsesing

Laurence Bannerman, Saba
Friday, December 2nd
Urban Mobility

Programme

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.

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.

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 £14 billion Crossrail project in London.

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.

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, he became the first-ever recipient of the Dale Prize for Excellence in Urban Planning Research.

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.

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.

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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: smartech-nology, 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

**Ken Worpole**, CABE

Presenter: **Antoni Falcon**, Materia Verda

"From neighbourhood parks to urban green networks"

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**Social Innovation**

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

Moderator: Enric Pol, Barcelona University

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**Green Projects**

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

Moderator: Lluís Domènech, Barcelona Sagrera

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**Green Management**

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

Moderator: Ignacio Pujol Xicoy, Consultor

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**Side Events**

http://www.smartcityexpo.com
Side Events

Smart Green

Ken Worpole
Senior Professor at The Cities Institute, London Metropolitan University
Environmentalist 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 divisionhas 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

**Tuesday, November 29th**

11.30 h  
**Room 6**  
**DK Osseo-Assare**, Anam-Nigeria  
**Francesc Santacana**, Pla Estratègic Metropolità de Barcelona  
**Santi Vila i Vicente**, Mayor of Figueres  
Moderator: Javier Gil, IBM

16.50 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

18.30 h  
**Room 6**  
**Carolina Natividad Blasco**, Concejala de Burgos  
**Jayesh Ranjan**, Hyderabad  
**Inigo de la Serna**, Mayor of Santander  
**Shaney Peña Gómez**, Strategic Plan Directo, Santo Domingo - Dominican Republic  
Moderator: Mª José Sobrini, CISCO

**18.30 h**  
**Room 1**  
**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**, Secretaría de Medio Ambiente Brasilia  
**Silvia Anette Kneip**, Asesora del Gobierno del Estado de Sao Paulo, Brasil  
Moderator: Mateu Hernández, Barcelona Global

**Wednesday, November 30th**

11.45 h  
**Room 6**  
**Hector Lostri**, Subsecretario de Planeamiento, Buenos Aires  
**Birmingham**  
**Markku Raitio**, Helsinki  
Moderator: Iñigo Jordra Director de Estrategia y desarrollo en Ferrovial servicios

**Thursday, December 1st**

12.15 h  
**Room 6**  
**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

18.15 h  
**Room 6**  
**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
Tuesday, November 29th

**Smart Rural**

**Keynote 9.00 h - Room 4**

Francisco José Estevez
Cremades & Calvo Sotelo

"Conceptualizing Smart Rural"
Moderator: Eloi Montcada, Lavola

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**"Smart Food": The challenges of the new Agroindustry**
Moderator: Eloi Montcada, Lavola

Mireia Molins i Folch, IRTA
Raimon Roda, Barcelona Provincial Council

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**"Smart Energy": El nuevo modelo energético como oportunidad del desarrollo rural**
Moderator: Antonio López-Nava, Spanish Association of Companies for Energy Efficiency

Miguel Manrique, IDAE
Lluis Sanchez, Origenergia

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**"Smart Technology": Technology as the basis for a sustainable rural economy**
Moderator: Ana Fernández, Mendinet

Ramon Sentmartí, Experto Independiente
Oriol Miralbell, UOC

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**"Smart Living": Cómo vivir mejor en un entorno rural**
Moderator: Meritxell Serret, Món Rural Foundation

Luis Matias, Municipality of Penela
Marta Torras, Obra Social Caixa Catalunya

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**Closing speech**

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, Diputación de Barcelona
Moderator: Gildo Seisdedos, IE Business School

Economic efficiency and macro-municipal management
17:15 h Room 5
Moderator: Enrique Sanchez, Ferrovial

Management of public city services
18:15 h Room 5

Renewable energies
17:15 h Room 5
Moderator: Francesc Vidal, ICAEN

Sustainable buildings
18:15 h Room 5
Moderator: Antoni Sudria, Citcea

Intelligent Transformation: Towards a new governance model
18:15 h Room 4
Moderator: Manuel Torres, Senior Executive Sostenibilidad Accenture

Challenges to the introduction of electric cars
11:30 h Room 5
Moderator: Juan Luis Pla, IDAE

Economic efficiency and macro-municipal management

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

Management of public city services

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

Renewable energies

Mauro Villanueva, Gamesa

Sustainable buildings

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

Intelligent Transformation: Towards a new governance model

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

Challenges to the introduction of electric cars

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

11.00 h

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)

12.00 h

Break - coffee

12.30 h

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)
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)
### General Program

#### Tuesday, November 29th

**Liveable cities for people**

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<th>Time</th>
<th>Session</th>
<th>Speaker</th>
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<tr>
<td>09:00</td>
<td><strong>Plenary Session: An innovative and integrated vision</strong></td>
<td>Carlo Ratti</td>
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<td>11:00</td>
<td>Coffee Break</td>
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<td>11:30</td>
<td>Smart City models, Internet of things, What’s happening? A Visualization, City Case</td>
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<td>12:30</td>
<td>Exhibitors Talks at Expo</td>
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<td>13:00</td>
<td>Lunch &amp; Expo Visit</td>
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<td>14:30</td>
<td><strong>Plenary Session: Smart Cities: An opportunity for liveable cities</strong></td>
<td>Anthony Townsend</td>
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<td>15:00</td>
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<td>16:30</td>
<td>Coffee Break</td>
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<td>16:50</td>
<td>Citizen Innovation, Trends in participatory approaches, Cloud &amp; connected city, Big Data &amp; Strategic Data, City Case, Smart Greens Social Innovation</td>
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<td>17:45</td>
<td>Opening Ceremony</td>
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<td>18:30</td>
<td>Smart Collaboration, Sustainable Tourism, Active Citizen Sensor + action, City Case, Brazil</td>
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#### Wednesday, November 30th

**Integrated vision**

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<tr>
<td>09:00</td>
<td><strong>Plenary Session: Challenges involved in designing and transforming the city</strong></td>
<td>Vicente Guallart, Neil Gershenfeld</td>
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<td>11:45</td>
<td>Transforming cities 1, Smart Spain, Keynote &amp; Mayor Panel Table: Eduardo Martinez</td>
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<tr>
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<td><strong>Plenary Session: Smart City Governance Models</strong></td>
<td>Greg Clark</td>
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<td>17:15</td>
<td>Urban &amp; Living Labs, Public-Private Collaboration, Funding the transformation, Open Innovation developing Smart Cities, Urbanization rural to urban migration, Smart Green projects, Smart Spain: Economic efficiency and macro-municipal management</td>
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<td>18:15</td>
<td>Open Government Cultural changes, Integrated management of urban space, Local Policies in times of crisis, Housing &amp; Urban Planning, City transformation &amp; urban space, Smart Spain: Management of public city services</td>
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**Plenary Sessions, Room 1**
### Thursday, December 1st

**Sustainable Cities**

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<tr>
<td>09:00</td>
<td>Keynote: Jeremy Rifkin</td>
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<tr>
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<td>Plenary Session: Achieving sustainable cities</td>
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<td>11:15</td>
<td>Coffee Break</td>
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<tr>
<td>11:45</td>
<td>Keynote: Tudor Constantinescu</td>
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<tr>
<td>12:15</td>
<td>Smart Water Management, Smart Waste Management, Zero Energy Buildings &amp; Communities, City Case, EVI</td>
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<tr>
<td>17:15</td>
<td>Energy Generation/Renewable energies, EV-The City in the energy management, Smart Grid, Climate Change Management, Smart Green Management, Smart Spain: Renewable energies</td>
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<tr>
<td>18:15</td>
<td>What is coming?, Infrastructure for the electric vehicle, Best practices and new challenges, Smart Spain: Intelligent Transformation, City Case, Smart Spain: Sustainable buildings</td>
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### Friday, December 2nd

**Urban mobility**

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<td>11:30</td>
<td>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</td>
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<td>12:30</td>
<td>Congress Closure</td>
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### Other Sessions

**CC1**

**Tuesday, November 29th**

- 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 1st**

- 17.15 h Cogeneration, generation and smart grids

**Friday, December 2nd**

- AEGFA – Electric fleet day

**Room 3**

**Wednesday, November 30th**

- 13.30 h 9th Sustainable City Awards