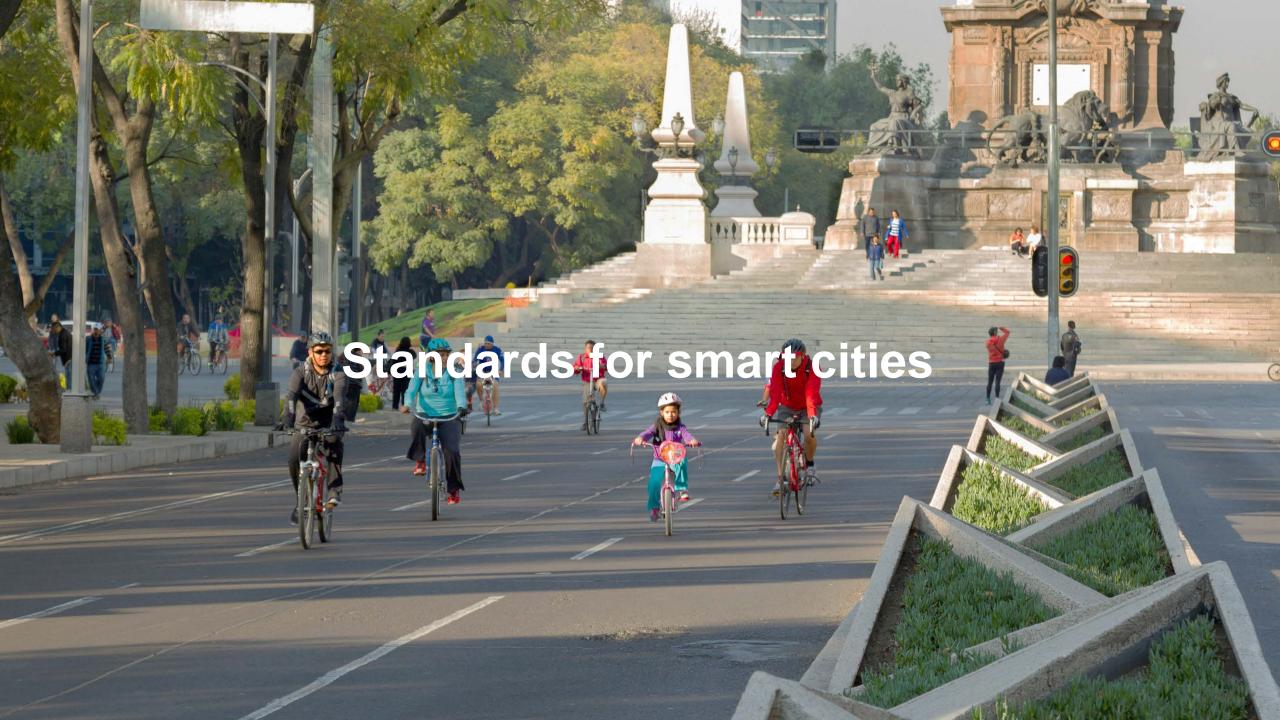


Sergio Mujica, Secretary-General





The challenges ahead of us are important:

- Public transport and facilities
- Water supply
- Sanitation
- Energy
- Food
- Security
- Governance





 Help cities to share knowledge, learn from what others have already tried

 Ensure that technologies used in cities are safe, efficient and integrated

 Stimulate innovation – a foundation on which to build

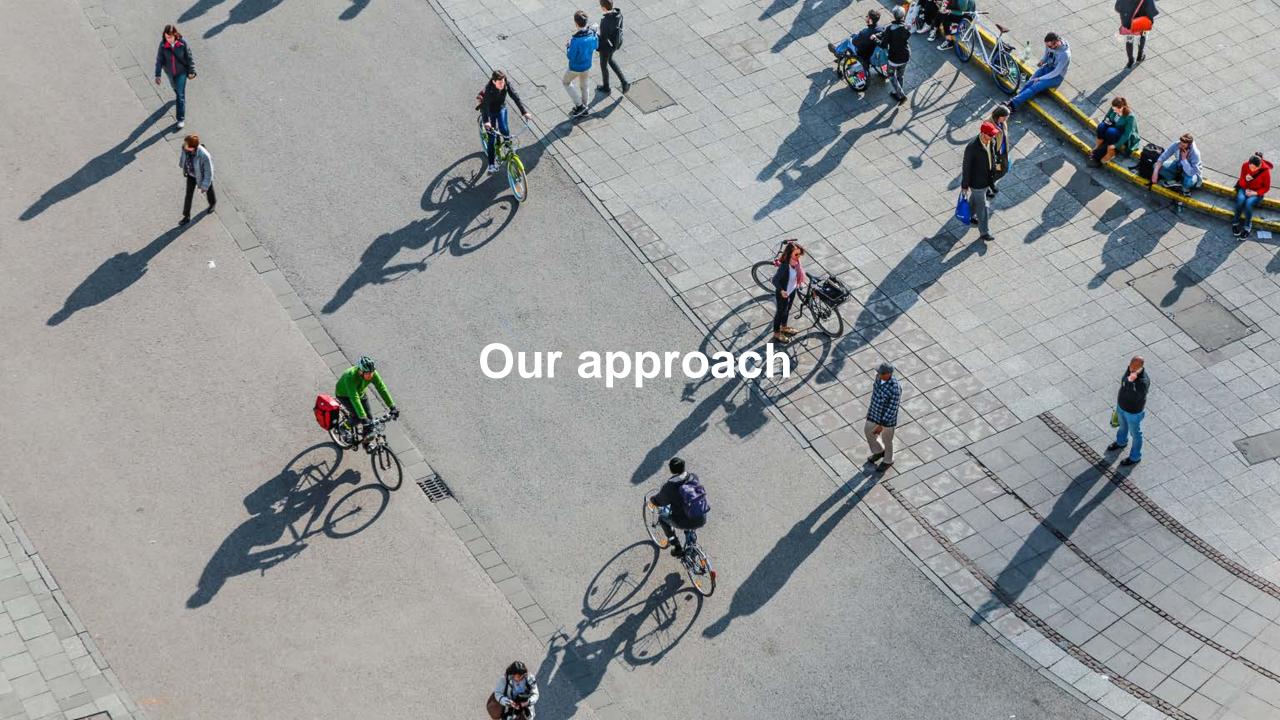


ISO standards provide cities with an overall framework for defining what "being smart" means **for them** and how they can get there, **while** respecting their individual identity and diversity.



Standards focusing on specific areas:

- Energy management
- Road safety
- Intelligent transport
- Responsible water consumption
- Health and well-being
- Cyber security, connectivity and more





- Diversity of stakeholders
- Consensus-based approach

In order to make cities "smarter"...

...we are striving to get cities and other organizations around the standards table







Working together with our counterparts at IEC and ITU

Being bold in our thinking



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