

COMMON STANDARDS BOOSTING THE DIGITAL TRANSFORMATION OF CITIES

Barcelona, Spain | 14th November 2017

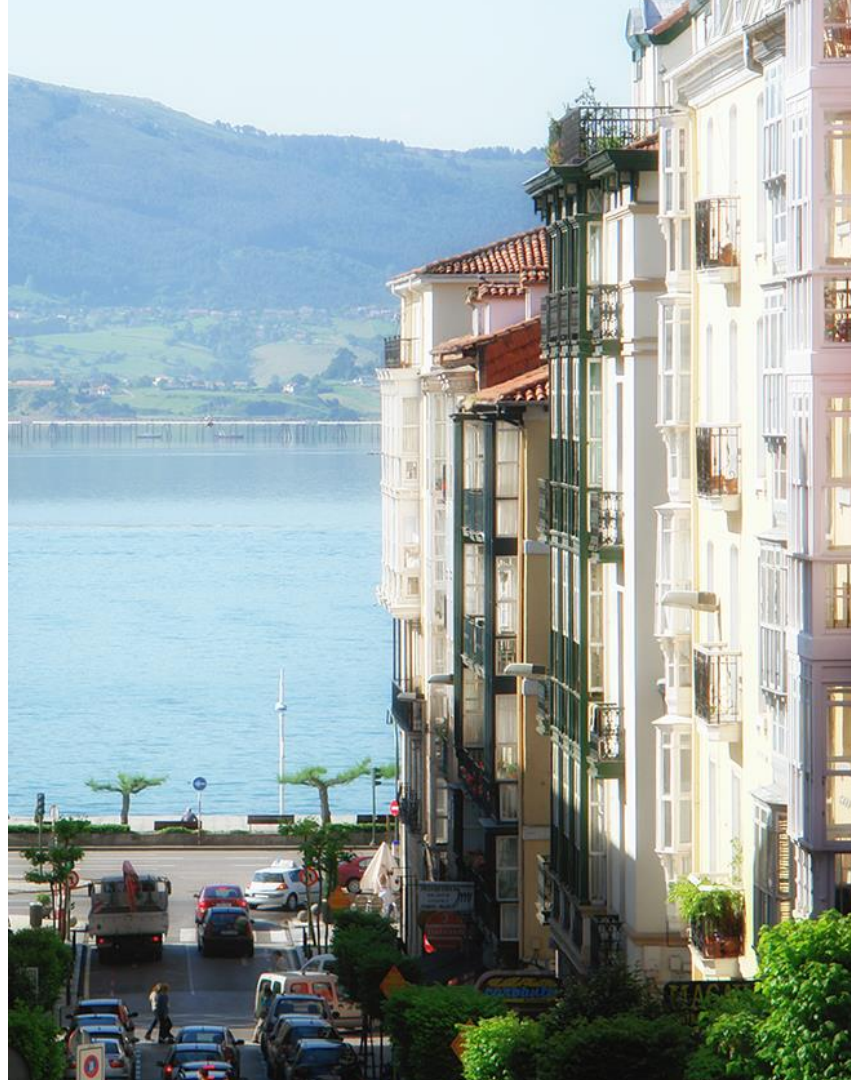


Gema Igual Ortiz
Mayor of Santander



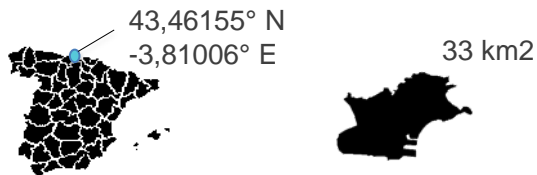
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CITY OF SANTANDER

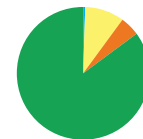
Medium size city situated in the North coast of Spain, capital of the Cantabria region.



Population of the city is around 173.000 inhabitants, being the services the main activity sector

♀ Female
53,86%

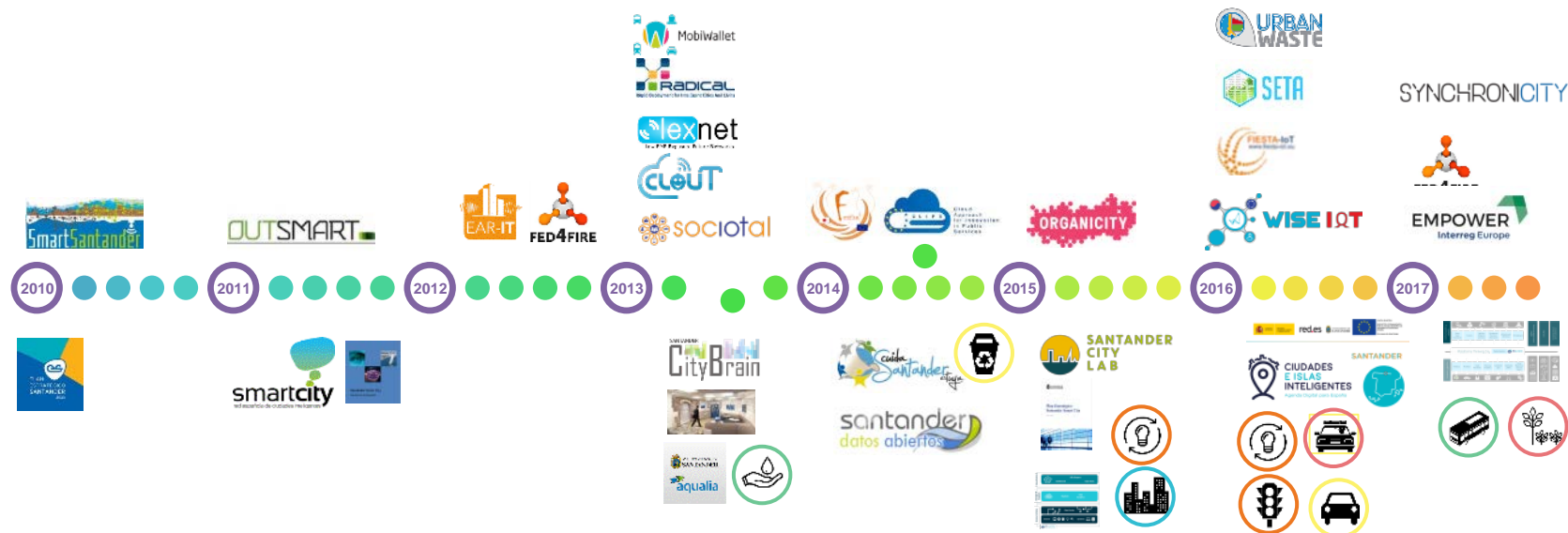
♂ Male
46,14%



- Farming and fishing
- Industry/Manufacturing
- Building
- Services



SMART CITY ITINERARY





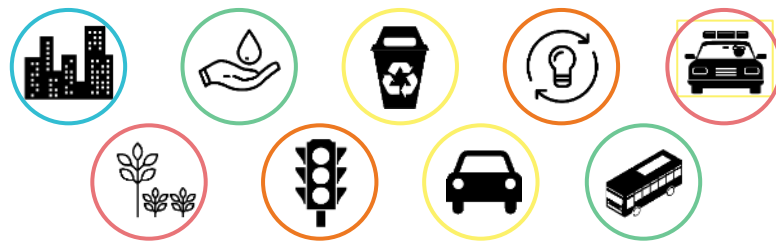
URBAN LABORATORY

- Experimental IoT facility to test and validate protocols, services and applications
- Massive city scale deployment with a plethora of devices and technologies installed in the urban context
- Co-creating solutions with our citizens and visitors



CITY DIGITAL TRANSFORMATION

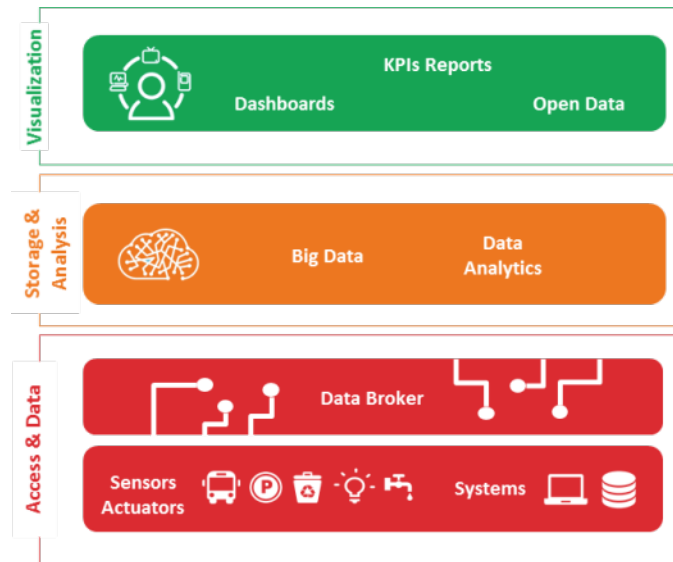
- In 2013, the city adopted the decision to **include technology requirements** as part of all the **public tenders**.
- **Open standards adoption** facilitates the cooperation and interoperability between the different city services.
- As a result, we are getting more efficient services and improving the quality of life for our citizens





HOLISTIC MANAGEMENT

- **Smart City platform based on pre-standards**
 - ETSI ISG CIM, ITU-T Focus Group on Data Processing and Management to support IoT and Smart Cities)
- **Data** from sensors, actuators and municipality systems is **integrated** within the Smart City Platform using **common data models**.
- Data storage and analytics permit to implement the intelligence of the city, **optimizing city services**
- Integral management of the city based on dashboards and KPI reports





DATA ECONOMY

- Common strategies ease the implementation of co-creative models and consequently the dinamization of different urban stakeholders.
- Cities managers and decision makers should think about how to make available the data that is produced in the city and produce an added-value through economy






CONCLUSIONS

- **Cities** are the major **enablers** for the **digital transformation** presenting enormous growth potential.
- The adoption of **common standards** ensures compatibility between solutions and guarantee the competitiveness of the industry and openness of the market.
- The **large volumes of data** generated in the **cities** provide new opportunities to develop **new business models** and conceive innovative **smart solutions**.
- Cities should promote the **Data monetization** should be promoted in a **Digital Single Market**, maximizing the potential of the digital economy.



SMARTCITY
EXPO WORLD CONGRESS
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BARCELONA


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EMPOWER **CITIES.** EMPOWER **PEOPLE.**

 AYUNTAMIENTO DE
SANTANDER