## Title: [Rethinking Urban Governance: Cities at the Service of Population´s Needs](http://www.smartcityexpo.com/en/the-event/media-center/sessions-2017/agenda/-/agenda-actividades/%250ARethinking-Urban-Governance%253A-Cities-at-the-Service-of-Population%25C2%25B4s-Needs%250A/993372)

Subject: Multilevel Governance

* Governance

Abstract:

Worldwide cities are progressively adopting diverse solutions to improve the efficiency of urban services, such as transport, waste management and water and energy supply. Yet, an urban governance based on city data and open models powered by the latest open source technologies has hardly been explored. How can city leaders develop citizen-centric governance to make better informed decision-making and be at the service of population’s needs?

Speakers:

#### [Mateu Hernández](http://www.smartcityexpo.com/en/the-event/media-center/sessions-2017/agenda/-/agenda-actividades/speakers/Mateu-Hern%25C3%25A1ndez-/13315)

#### [Aisha Bin Bishr](http://www.smartcityexpo.com/en/the-event/media-center/sessions-2017/agenda/-/agenda-actividades/speakers/Aisha-Bin-Bishr-/12171)

#### [Joan Ribó i Canut](http://www.smartcityexpo.com/en/the-event/media-center/sessions-2017/agenda/-/agenda-actividades/speakers/Joan-Rib%25C3%25B3-i-Canut/12008)

#### [Massimiliano (Max) Claps](http://www.smartcityexpo.com/en/the-event/media-center/sessions-2017/agenda/-/agenda-actividades/speakers/Massimiliano-%2528Max%2529-Claps-/12178)

#### [Candace Byrd](http://www.smartcityexpo.com/en/the-event/media-center/sessions-2017/agenda/-/agenda-actividades/speakers/Candace-Byrd-/13470)

#### [Pilar Torres](http://www.smartcityexpo.com/en/the-event/media-center/sessions-2017/agenda/-/agenda-actividades/speakers/Pilar-Torres-/13364)

Conference:

okay we're now going to move on to our

first plenary session of this Congress

now there's going to be lots of

different planning sessions throughout

the three days and they really are a

chance hello to debate different visions

in our almost round table setup up on

the stage

so for each time I'm going to introduce

a new chair who's going to lead the

discussions and we'll also be opening up

to the audience so if you have questions

and please do contribute towards that

so these plan recessions are really

about hearing real experiences and

practices too when it comes to

developing smart cities so let me hand

over to our chair of the first plenary

session which is called rethinking urban

governance cities at the service of

populations needs Mattie Mattie o

Hernandez is the managing director of

Barcelona global he's previously been

the CEO for economic development for the

city where he helped coordinate policies

on employment entrepreneurship and

attracting foreign investment so please

give a very warm welcome to mr.

Hernandez

let me introduce myself I will

be chairing this session I met Evan and

the CEO of Barcelona global which is a

private platform made up of about 700

members in Barcelona fully private that

once Barcelona not only to be a smart

city but especially to be one of the

best cities in the world for talent and

economic activity but my role today is

to moderate these fantastic speakers

that we have here on the stage on a

session that's the first plenary session

and and the topic of this session is the

relation of government think technology

and people when smart cities movement

began everything was related to

technology and we were talking about

technology technology and technology and

today six years after this Congress

began today we are talking about how

technology serves people helps people to

be happiest as she will explain us help

people health cities to be more equal as

people in in Atlanta will will take

we'll talk about help cities too

be more friendly like in Valencia and

then we will have also how technology is

helping those projects we have five

fantastic speakers from different parts

of the world

first we have I been dr. IVA bin bish

general director of the smart Dubai

office she will explain us many things

about what's going on there in the

Middle East in a fantastic strategy on

smart cities and she will surprise you

on the concept of what she thinks a

smart city is then we also have the

mayor of Balan Thea a jewelry wall he's

been in charge of about two years and

changing completely a city from a

different model to a new model much more

sustainable and smart then we have also

another the chief of staff of the mayor

of Atlanta of the condensed built that

coming from the States for coming from a

fully different City as the

Mediterranean cities are not a dense

city but a very sprawled City so and she

will talk a lot on how technology and

then we have two main companies helping

those cities to proceed we have

Massimiliano coming from Milano from sa

P and also Pilar Torres coming from

Madrid from Amazon services so they will

speak for about three to four minutes at

the beginning to introduce themselves

and to introduce their strategy and then

we will begin a dialogue I will raise

the first question and then you have

technology to be used through your

smartphones so supposedly there's

something here that I will receive your

questions so write your questions on

your smart phone on your tablet and

people will be able to vote for those

questions so I will know with which

questions you feel are important or

relevant or whatever and so we will ask

through that platform I will take notes

of those questions and we will race and

also if somebody is really willing to

show his face he or she will have the

opportunity to take a micro and to speak

to that today to the people so without

anything else let's let's begin with

with I see a dr. Asha from Hawaii so

please thank you

good morning ladies and gentlemen it is

a delight to be with you today and I

look forward to a great conversation and

thank you Matthew for hosting us at yet

another specular event this year cities

as we know have evolved over thousands

of years guided and built by human hands

and designs to serve the needs of the

people who live in these cities but to

help them to be more happier hundreds of

years of trial and trial and error

innovation and failure have created the

great cities of the world that we known

today beautiful cities like Barcelona

where you can stroll along a waterfront

or sample delicious foods or lose

yourself in the alleys and shops of an

old neighborhood over centuries cities

city governments have learned how to

regulate protect and govern the

resources and infrastructure that flow

through our cities and make them work in

many ways the history of cities is the

history of human innovation but with

each new wave of an innovation city

governments had to raise to K pace today

we are in the middle of another wave of

innovation digital innovation and that

wave is building and rolling much faster

than any change that has come before

just think about how much has changed

for cities between 2011 when this

conference was founded and today Airbnb

uber 4G and 5g cellular networks Siri

Cortana Alexa and blockchain the pace of

change has been dizzying and some some

cities sadly are falling behind it is

the more agile and often more daring

governments who are emerging as the

leaders and this race will the end goal

as always as people happiness

fifty years ago when man first walked on

the moon my city Dubai was building its

first generator today Dubai was one of

the most advanced power and water plants

in the world and we are quickly

transitioning to having 25 percent of

our energy come from clean energy

resources by 2030 from no paved roads

and my father's lifetime Dubai now has

the world's largest autonomous longest

autonomous metro and tram services and

we are well on our way to achieve our

goal of making 25% of all trips taking

in my city by train car bus or both

autonomous by 2030 in three years time

we will be launching a satellite a probe

designed and built in Dubai by Emiratis

to travel to Mars yes to travel to Mars

to conduct the most comprehensive study

of that planet atmosphere that has ever

been completed and in hundred years

we'll be sending manned mission to Mars

this is all happen in Dubai how does the

46 year old country do such we are

motivated by conviction that cities

exist to promote the well-being of our

residents and visitors and that as city

leaders we must use every tool available

to use to promote the happiness of our

people for the cities of the past those

tools were shovels cranes and steel but

today data is our tool and we are using

blockchain Internet of Things and

artificial intelligence to make Dubai

the happiest city on earth tools to

design a government blockchain that will

make paper work I think of the past and

access to world-class blockchain

enterpreneurs who can build it tools to

test and train artificial intelligence

solutions in an AI lab an AI services

and systems that will

shape our city for the future today it

is no longer enough for governments to

sit back and regulate the solutions that

others have invented for us we must take

an active role not only in creating the

right enabling environment for

innovation to keep place through policy

and legislation and industry development

but we we also become innovators

ourselves we have to roll up our sleeves

and get to work

at smart way we are experimenting

testing sometimes failing but contuine

Alize is striving to create the city of

the future today this is a - this is

what we are doing and Dubai and will be

my honor to share with you some of these

lessons and I encourage you to visit us

at our stand here and the conference

thank you thank you thank you thank you

dr. Aisha so keep in mind what she said

to build a happier city using technology

and smart City which is a nice concept

making citizens happier and making

things easy is good for them to be

happier so from a 46 years old city now

we shift to much older City can be

emotionally that mucho mas Antigua mucho

mas muy Mediterranea tenemos el alcalde

de Valencia UN rêve okay no salary

espanol Pro tanto que los que no lo no

lo comp Rendon would listen at religion

simultaneous perfor in Senor vivo Bon

dia in pre-med over a garage faire la in

Vita Fiona participar and in esta

session del his mercy T Expo de

Barcelona es una nor poder compartir is

the yellow combos otros que de sel

embrace our activist male investigación

la formación hola gestion pública

trabajas para mejorar la ciudad es que

Atomos muchos lucano cerise pero me

gustaría present arrows matilda

valencia la tercera few dot Espanola en

términos de población enter menos de

PE vein

s capital del área metropolitana de

unos meses millionaires Evatt antes de

una comunidad autónoma de Cinco million

SAV tantas militia tiene una gran Boca

film technologically soon achieved a

Christian associate with yours

municipalities transversal mente de una

manera intelligent a a traversal a

strategy ax Valencia ciudad intelligent

the semi ponto de vista lo mas

importante is a loose of the los datos

kahan eran las tecnologías in all as

technology SNC las a smart city so known

ingrediente club' in la mejora de las

ciudades

in nuestro dia via por que la same a

sustainable inclusive a' prosperity

versa pero sólo cuando shown in the

leaders common media in oak Amalfi Nancy

mismo acident and emotion Valencia

communion focus general the politicus of

runners st. Radha's in las personas last

strategies a smart city balanced eeeh

Ciudad intelligent people - Avila

plataforma they feel that intelligent a

desarrollo de un TOA telefónica la

plata forma

elaborado mejor r la gestion de los

servicios de la ciudad de valencia

Assamese maha bodhi sido la atención de

financiación para desarrollar Nostra

iniciativa

in pull so well Valencia en en la

dirección de una ciudad más officiant

a Yas habitable para la propias intra

vania y para nuestros habitants

esta plataforma de spawn a de una serie

de Rami entus para Sircar la

información de la strategy los datos

que nerado's a toda la ciudad Aniyah

Itamar decisiones

deform efficacy intelligente in pre-med

over la valencia disponible NC a--

de-spawn una mobile de ciudad que NOS

permit a consult our todo lo recursos

que puede ver an austere dreaded or

transporte público centro sagittario's

a park am en toes etc a si como interact

o air con el ayuntamiento yo munich are

inside NCI comentarios sobre los

servicios municipal s portal de datos de

ciudad a's este en este portal se pueden

consult our los indica doors de Ciudad

de Valencia

nose con algunas de las principal

ciudades del mundo portal de datos

Javier des date of milk in face

el ayuntamiento pone a disposition

investigadores empresa so on trend or s

dato toda la información de la ciudad

para poder jenner are nuevos estudios

jenner are tambien nuevos maderos de

negocio Quadro de mando de la ciudad ser

conseguido otra vez desde Quadro de

mando monitory ser más de cuatro

cientos in cuenta indica doors deceive

daddy desert videos monitor ballets a

disposition de los restores de nuestras

you dad

Valencia Alma nude esta página web pony

exposición de la ciudad Ania

todos a Keo recurso sclab a de la ciudad

en los que de spondee formación n

tiempo real se como el pulso de la

ciudad otra vez de la Rey de sociales

geoportal

desde finales de dos mil veces el

ayuntamiento puso a disposition de toda

la ciudad Daniel a portal con le que

puede consult our cualquiera at ohio

referencia doe

exist Entei en la ciudad de valencia me

gustaría Darla's algunos ejemplos de

como esta información mejora el dia dia

de las personas de la lectura

en tiempo real del consumo de agua en

todos los lo o goddess in ago CIO's de

la ciudad

monito dies a she owned al minuto de la

calidad de ley de índice into's puntos

de la ciudad kono sistema de alerta

zabba Dabba nia

control del consume o y del estado de la

lune brado público en la ciudad

proyecto Piloto en el mercado municipal

de rue Safa in solando Trentham eddie

doors que permitting controller a foros

temperatura uma da para facility' el dia

dia de vendedores

ik lien days osa explicar a todos estos

casos y hace falta durante la sección

hora quiero hacer are esta intervention

desta condo Valencia tiene una strategy

a console e da de Posada na gestion en

los datos abierto x' y ella gestion

intelligent a de los servicios municipal

a's Damon e de vertical pero también

trois versa la plataforma Palencia

Ciudad intellagen no solo abre la

posibilidad agenor are mejoras dentro de

la

Tom bientôt seen ok permitted SRO yeah

doors investigadores yen presses Jenner

are in quezon un sentido Amplio con el

approach am en toda toda esta

información pública immediate lesson

veto KBC 10 Nastassja dad

una few that intelligent a they feel de

Bono's is Eva Anna's interest in this

muchas gracias muchas gracias john

travolta de valència un elemento

importante de su intervention que es

esencial para esta es la collaboration

public o privada que ella mention oddo

ADIZ ok para hacer todas estas

aplicaciones al servicio de los Medanos

say necesitas trabajar

Markovic odo con la cm presses naan unna

caliente probe a door cliente sino en un

Alianza como estan haciendo con con

telefónica en valencia este congreso

precisamente ba de esto para tanto que

se pan que lo que what's happening here

what she explained from dubai what he

just explained from valencia

his collaboration with companies and SI

p is present down up down there with the

stands so you can have the chance to

visit what telefónica what SI p who's

not gonna speak he's doing and for for

smart cities now with the tone from

Massimiliano

he comes from SI p he just landed from

Milano and s AP you know everybody knows

who si Pease but usually we realize si P

as a company devoted to big companies

big banks big factories trying to help

them to arrange whatever they do and now

he's gonna explain how s ap is helping

cities to develop smart cities

so my simile I know Thank You Matteo and

when I see us good morning ladies and

gentlemen it's a pleasure to be here

my name is Max no need to learn the full

name

I am the global lead for s AP future

cities team which means there's a group

of expert that know deeply about your

daily business your domain your

activities what you're trying to achieve

in terms of growing the economy of the

city

improving mobility and transport

managing the environment and resources

in a more effective way governing the

internal administration more efficiently

and allocating resources and last but

not least so most importantly providing

services to the people in the city in a

different way that's what we do day in

and day out we apply our 40 years

history in terms of investing in

technology in applications and bring

that experience into innovative areas

like machine learning or artificial

intelligence blockchain the Internet of

Things what we call our Leonardo

capabilities and we work with cities to

really enable change

I was thinking yesterday I had a chance

to meet with some colleagues as well as

with some customers and I was asking

myself if we had talked about a future

of cities ten years ago we would have

probably been at a urban planning or

architecture conference but in the past

five or six years the word has been

meeting at a technology conference

whether it's information technology or

whether it's equipments and autonomous

driving and those kind of things we're

meeting at a technology conference

because technology is really enabling

and triggering change in the way cities

collaborate with the ecosystem in the

way they innovate processes like

measuring consumption of water or

measuring the happiness of citizens and

figuring out new business models to

provide better services I was talking to

a city in eastern europe that is

tracking the movement of tourists

throughout the city and maybe reusing

some of that data for economic

development to help the local businesses

and retailers understand the pattern

of our citizen and tourists the ABE

throughout the city and that's what we

do we commit to do and we're investing

as a.s.a.p

alt cities drive value out of technology

it's not technology for the technology's

sake it's driving value out of the

strategic element that is the data and

the information that the cities have and

so I'm really pleased to be here and

have the chance to share the stage with

such distinguished speakers and please

visit our booth to discuss these topics

thank you Thank You max just mentioning

we were talking some years ago when

series about city planners and now we

are talking about technology that's

that's that's a great shift on the

concept and now let's let's let's fly to

Atlanta one of cities very friend a

close friend from Barcelona also an

Olympic City plenty of big companies

there and now we have the honor to have

the chief of staff of the mayor of

Atlanta that he/she will will will

introduce what Atlanta is doing so miss

condense please the floor is yours thank

you and good morning

India I am pleased to represent our

mayor mayor Kasim Reed as well as the

city of Atlanta as Mac said as Matt said

the proud home of the Centennial Olympic

Games at this Smart City Expo in the

great city of Barcelona the heart and

host of the city of the 1992 Olympic

Games the city of Atlanta is the cradle

of the civil rights movement in America

home to the world's busiest airport and

one of the fastest growing technology

centers in North America thanks to our

financial stability are progressive

residents and our strategic business

community we are facing an exciting time

of unprecedented growth and change in

Atlanta metropolitan Atlanta will grow

by fifty percent to eight million people

over the next couple of decades that

means the time is now to shape the

future not with a wish list wish lists

are a waste of time but what the plan

built on sound data and cutting-edge

technology at the city of Atlanta we are

executing our vision for the future

around the five core values that define

us when we're at our best equity

progress ambition access and nature the

plan is inspired by our civil rights

legacy and steeped in dr. Martin Luther

King Junior's philosophy of the Beloved

Community a society based on justice

equal opportunity and love of one's

fellow human beings and Atlanta we know

that the most strategic scenario for

growth includes everyone equity and

affordability or our biggest challenges

but technology and data offer the

potential for endless solutions

technology has become a real-time

present-day asset for cities like

Atlanta and everything from

transportation to public safety to

sustainability

and beyond it complements our employees

on the front lines and it helps

streamline operations for greater

efficiency it fosters economic growth

and provides more opportunities for our

residents our businesses and their

employees it will make us a more

resilient city by giving us greater

insight into energy used in solutions

for emission reduction in the end it

will help us ensure and build equity in

the city of Atlanta and that's a vital

point equity is the most common goal

that influences all our public

initiatives what it's what makes Atlanta

a livable and viable city for anybody

who wants to come there and build their

dreams our city design studio is a place

where residents can walk in off the

street and talk about the future of

Atlanta what do they want our city to

look like how do they want it to work

what do we develop what do we protect

how does it all connect with the input

of residents in urban professionals we

are building a vision for what

Atlantians want the city of Atlanta to

be in the coming generations the city

studio will collect our most creative

ideas

back them with strong policy that will

help us develop a realistic process for

moving forward our next steps will

include a mobility plan zoning ordinance

changes conservation efforts and a

housing strategy among other tools and

plans a great design for the future will

help Atlanta remain a global center for

business it will allow us to continue to

attract the best and brightest talent

and secure our status as a center for

culture and innovation it will also

prioritize inclusive growth and address

the challenges of equity so we can

ensure that our prosperity remains

accessible to everyone we know that

Atlanta is at its best when it's a city

for everyone I look forward to the

dialogue and I'm delighted and honored

to be here with this esteemed panel

thank you thank you thank you very much

we will go deeper on those issues about

affordability about building prosperity

accessible for everyone in in Atlanta in

the panel discussion but the last

speaker we we have is is pilar torres

from amazon you all know amazon and most

of you I guess use Amazon to buy things

but Villar will tell us another side of

Amazon which is the site of helping

smart cities to grow web services

technology data use of data so Pilar

please the floor is yours

muchas gracias when ozs had all those

bienvenidos a day Smart City Expo

my name is Pilar Torres I work at Amazon

Web Services and as Mateo said many of

you know Amazon and in fact we are

approaching a very busy time of the year

for Amazon because most of the online

shopping will take place between now and

Christmas this is our picnic time and I

hope you all are part of it somehow but

I'm part of a side of Amazon called Web

Services that was born almost 12 years

ago precisely for that fact that Amazon

NEADS were very very variable along the

year we had a very stable needs during

the year and then some peaks we're the

largest part of our demand and our

customer interactions took place and

from a technology perspective and from a

data management perspective this was a

huge challenge because you have to

dimension your infrastructure to the

peak and then you waste a lot of money

and resources during the year or if you

dimension your infrastructure for the

average then you're missing the key

moments they make or break of your of

your business so in that challenge

Amazon developed infrastructure as a

service so to be able to accommodate and

to scale automatically to the needs of

our business and once this service was

developed and working for Amazon we

decided was the time to offer it to the

world as a new business called Amazon

Web Services which is today used by

millions millions of companies of all

sizes across the world and the

advantages of using the cloud because

this is what we do we offer cloud

services on a paper use mode 0 from

commitment and pay-as-you-go fits very

well in the needs of cities because

cities are so so dynamic and they have

dynamic needs and we provide the

infrastructure to adapt to these dynamic

needs coming from different sources and

how we help cities all across the world

and many of the cities we work with our

present today and and I will be willing

to share what we do with them later on

in the session applying the most

cinematic technologies are in three

areas one to provide the core

technologies so you have data you have

to collect the data you have to compute

it you have to analyze it you have to

store it and you have to make smart

decisions based on it this is the basic

cloud infrastructure we provide but then

we develop advanced technologies that we

are also using in the Amazon world

and we have a lot of synergies there for

instance artificial intelligence Alexa

is used and offered as a service for

many customers and many cities are using

it now or IOT technologies which are

used to buy online we can also use them

in the cities machine learning deep

learning many many technologies and

thirdly the data because smart City is

all about the data at the service of

citizens to make smarter decisions to

make more informed decisions and to help

a having better lives thank you thank

you thank you Pilar and thank you all

five speakers we have about 29 minutes

for discussion and so keep using your

your smartphones to raise questions

someday I will receive the tablet to to

know those questions so please the

organization if they can they can bring

that tablet here if not send them a lot

of problem of imminence arena so just

taking what what what Bill has said that

we are in an economy of data and data

should be collect

should be distributed what John River

just told us open those data to to

citizens and should be used to the site

and since we have a mayor here I would

begin asking John River how in Valencia

he uses those data to the site and how

they use those data to help people so

how using data or como no Pallavas meant

Sahara's how you use data to take

decisions as as as mayor when a yo creo

que muchos respect those less commented

he a concrete Amenti dos tres el premio

her for example is la st on la st on del

agua nosotros tenemos todos los

fundadores digital atados en este caso

para nosotros el control de estos

Contador's es muy importante

maneuver por un tema que NOS interesa

todos en el momento de una profunda

Secchia

yes evitar las uvas que son fácilmente

detect a blaze cuando tenemos una

gestion de estos Contador's assassin

aplicación evidently he knows a

permitido por ejemplo Valencia reducir L

no menos de fuga 'he's important ahem

muy bajo el agua yo creo un paso

importante pero hay otro es aplicaciones

case Impossibles d que estamos en estos

momentos implement ando case concrete

Ament a Valencia muchas personas a

masked assassin tae Cinco años que

viven SOLAS y su control no es facil una

manera de controller que puede ver a un

problema es el detector en sus

Contador's del agua no Avedon ningún

consumo en una serie de horas y estamos

estamos concrete amend en estos momentos

plant a and o una serie de indica doors

que nos permiten exceed air como

sistemas de al ARMA a estas personas

mayor des des enticing go a knows

Segundo lamento en estos momentos

estamos en face de studio Valencia

estamos cami Ando las líneas de

autobús de la he met a concrete Ament a

yo Soto's tenemos

perfectamente identification las

entradas en cada una de las Paradas

pero no tenemos identificado Mo's logic

o las salinas de ESO se puede ver con

con grandes datos y estamos trabajando

concrete Ament a este tema para poder

Optimas r-las para las líneas de

autobús las parada de autobús hacen en

el Tercero que estamos poniendo marchan

estos momentos Yo no lo tengo me or Dana

door por que tiene que modernization

poquito es digamos una gestion concreted

a los datos de león tommy ento en el

cual se puede que determine hacer we do

question a problemas para invert ero say

PO detect arcade rose-red me co-tenant

Polhemus de TRO tipo yo se yo bro case

entrées ejemplos de como puedes pero I

sin duda mucho más ya me any petty

importante man tener la mayoría de los

datos null cm portion pero si la in

Mensa my area porque seguro que si por

mi cabeza pasado tres aplicaciones

Possible's por la cabeza días en dos

menos de valència pasaron muchas más y

mucho más importantes de las que yo

poda a máquina

fantastico muchisimas gracias so we do

so examples of technology being used to

help people as the water service hee hee

hee Joos mentioned and also he mentioned

on the use of data on transport humble

are I mentioned the other day when we

were talking that Amazon is taking care

of transport of London data and could

you share a little bit and that

experience yeah transfer for London is

the tool that most Londoners but also

BCT in London visitors used to plan

their trips so transfer from London is a

BBC website imagine they have 24 million

journey plans birthday & dicie's this is

a stable workload day-in day-out

but when for instance weather events

happen unexpectedly they use and the

access to the website is is gigantic

we detected Peaks up to 17,000

access per second in the case of

unexpected snowfalls so all citizens

trying to to reach out to the web to see

what's the best way to to get back home

so we provide the cloud infrastructure

for transfer from London to to run this

website so to accommodate these Peaks

off I would take beer chili unlimited

the workload instantaneously but also

collect and analyze these data and that

one one drinks resting thing I want to

highlight of transfer for London that

also Chicago is doing who also runs the

open air grid Chicago on AWS is they are

packaged in their services as

infrastructure and offering it to the

public as part of the Amazon Web

Services marketplace so developers as

much people in the city or in the world

can develop solutions that can

compliment and reach what the city is

doing and I think parts of the beauties

not only providing the infrastructure

service to the cloud it with a website

providing the cloud

enabling the ecosystem where all the

talent in the city and across the world

can bring more value to this city

solutions perfect thank you very much -

there's a question here for dr. Asha

about blockchain how do you is you how

are you using blockchain in this smart

city strategy you are hearing in in

Dubai yeah actually we just launched our

blockchain strategy end of 2016 we're in

the strategy is built in three pillars

government efficiency industry creation

and international leadership our target

is to have our government fully powered

by blockchain by 2020 where and all the

sufficient services government services

will be on top of blockchain so what we

believe is that today with the

blockchain we can reorganize our

operation and cities providing a much

secure a platform and that's what we are

doing it in Dubai alhamdulillah today we

we launched our platform where in all

our strategic partners government

entities start to pilot several use

cases such as Land Department who

launched their real estate blockchain

network just a few weeks ago and now all

their land registries happen on top of

blockchain also another example for

implementing blockchain is implementing

settlement a reconciliation between

backs a bank accounts on top of

blockchain and today all the government

entities the reconciliation of their

bank accounts has happened on top of

blockchain through our also accelerator

programs and Dubai blockchain challenge

we have made you buy into the testing

bed of blockchain technologies startups

across the world sorta for more than 30

countries are flying every day to Dubai

every week we have an event around

blockchain which made you buy the half

of this

new nascent technology we believe that

blockchain will be the new internet of

transactions that they call it that

government can utilize to improve their

services and become more efficient thank

you thank you very much max there are

some questions for for you around here

and also we've been told that you have

good examples to share with with with us

on things that you've done in Buenos

ideas things that you've done on smart

lighting traffic management could you

share a little bit on that yeah things

that people will be able to see in your

stand as well yeah absolutely

so first of all a lot of the things that

we do and I think Phil are mentioned as

well is we work with partners we work

with the local city ecosystem and the

startups we enable that ecosystem

because that is one of the objectives of

the city leaders that that we work with

to enable and grow the knowledge locally

in Buenos Aires for instance we work

with Philips on the smart lighting thing

we work with local partners on storm

drain management and that was actually a

big impact life-saving impact they

implemented sensors on over 30,000 storm

drains and if you've been to Buenos

Aires it's close to Rio de la Plata so

when it rains there's many areas that

are at risk of flooding by monitoring

the risk of certain storm drain being

clogged by waste and debris the city

could make practical decision like

ending waste collection for a couple of

days to avoid that waste would go into

the storm drains alert certain neighbors

of the city to avoid damage

and it was pretty dramatic from one year

to the next it was a couple of dozen

lives that were saved because they could

prevent the flooding in terms of traffic

we've worked with cities like Nanjing we

have examples that are both in terms of

what we call our city digital boardroom

cities and city leaders are able to see

traffic patterns but most importantly

use the insights from all of that data

to make decisions like applying or

thinking applying dynamic fares for

taxis in certain areas of the cities

based on a traffic or dynamic fares to

public transport while keeping equality

and inclusion in mind

so those are some of the examples you

know the EPI to share more if there are

more questions thank you thank you max I

think this these illustrates the beauty

of the collaboration and the and the

richness of the ecosystem because the

solution that you're mentioning they

Philips City touch the infrastructure is

AWS it runs on AWS cloud and it's

implemented in more than 600 cities

worldwide you mentioned we know site is

Los Angeles the world so this is a

perfect example were bringing different

components you haven't ready to deploy a

solution which is already proved you'll

are following on since you take you took

the world there's always a question and

it's somewhere also in this tablet but

but also always and those underst desert

city has to build his own infrastructure

on smart cities or there's an

opportunity to build global

infrastructure which is I know your

answer but could you share why it's

important to share those platforms

instead of building your own platform

yeah

well as I as I mentioned earlier there

is a factor of speed and agility that it

is very important because speed and

agility

allow you to

minimize the risk minimize the cost and

innovation the successful innovation

needs to be cheap if you have to be the

huge infrastructure upfront to prove or

to implement a new project that you

don't know how it will work if it fails

then you have a big burden that it is

very very difficult to overcome so we

believe that having zero cost upfront

the agility and ability to deploy

infrastructure as you need and pay for

only what you're using is a huge help

and a huge enabler of innovation so this

is this is number one secondly we see

the scale because what we're talking is

about data we're talking data coming

from sensors huge amount of data we are

talking data coming from our internal

systems we are talking data coming from

from us people are more and more

becoming human sensors in ourselves

providing data to the city's open data

social so this is such a scale that you

also have to look at the efficiencies

and the economies and the security as

well so all these factors combined are

present on cloud and this is the

infrastructure we believe sells best the

needs of agility speed pace of

innovation scalability cost of ownership

all also being greener there are studies

that say that a cloud infrastructure is

88% more efficient from an energy

perspective than on-prem data centers

90% more reliable there are many many

statistics and data after all the

millions of customers that are running

on cloud nowadays so glad to share with

you more details as we present later on

the booth thank you thank you pillar

tendons from

and you you come from a city which you

mentioned is a successful city yes big

Airport and Olympic city big

multinationals based there and but

success in cities as John also knows and

Barcelona knows creates externalities on

affordability on inequality our on those

kind of things and you mentioned that

you as a strategy are focused on

equality and as are focused on

affordability could you tell us how data

helped on this strategy how building an

affordable city on housing contracts

port on how to build a more equal City

how are you facing those those

challenges in Atlanta well we find that

when you have a lot of success it's it's

wonderful on one side but it can also be

detrimental on the other side especially

with the residents who've lived there

for many years and who have basically

paved the way for the success that

Atlanta has been experiencing since the

Olympics we have found and we have

attracted lots of headquarters Atlanta

has one of the highest number of fortune

500 companies in our country and while

we are very excited about that as well

as the success of our airport we do find

that those residents are having a

challenge keeping up with the pace

financially economically as well as with

transportation we have a commission

called the Atlanta Regional Commission

which provides data to the city of

Atlanta in terms of where those pockets

of people are and traditionally we know

where where those people lie in terms of

those people who are able to afford as

well as those people who are unable to

afford the successes and what's

happening with the city of Atlanta

they generally lie below our interstate

which pretty much dissects the top

portion of the city versus the bottom

portion of our city and the bottom

portion of our city typically has less

of an opportunity than the top portion

of our city so we look at the data

the Atlanta Regional Commission presents

to us and see where we can supplement

those resources for those economic

neighborhoods that are being challenged

but we also look at it not just in terms

of the financial component but also

transportation and how we can plan

smartly with connecting people with

transportation with jobs we also find

that there's a disconnect between jobs

in between those people who are in those

areas below what we call intersect and

enter interstate 20 which again dissects

the city of Atlanta from the north north

portion to the southern portion just

last year the city of Atlanta voters

voted to expand our transit system it's

a two point six billion dollar

transportation expansion of our Martyr

service which will allow and connect so

our issue is also about equity but it's

also about transportation connectivity

and this will allow us to connect people

with the jobs so that the disparity

economically can be bridged between

those two sectors okay thank you thank

you very much so we have many many

questions here I'm trying to mix them up

the most voted question with 20 votes I

think that should be answered by one

River that's saying with so many

competing priorities that a city may

have what should be city's first

priority towards being a smart city

college lab principal contentious period

a days cholesteral to and to measure the

alcalde

college la la principal in el sentido

the smart cities buena vista previa and

sealer in 10 Torino in

vamos a ver yo creo que su muchas la

primera still low fundamental son las

personas yo creo que que los elementos

que define a las personas por ESO

nosotros estamos preston Doel máximo de

attention a todos aquí los elementos

que de alguna manera pueden mejorar la

calidad de vida la calidad de los

servicios que effect on directamente a

las personas y los servicios sociales el

segundo lamento yo Rakim especial

Segundo lamento para nosotros el tema de

la Movida NOS parece muy importante por

star por una Moneda sustainable even in

Girona see de donde el único do say de

el coche bravados pasado un nuevo en el

cual en la ciudad a post ahmo's una

Moneda Austin is late amanada mythically

de el transporte público como Elemento

no Chico en este momento todas las

aplicaciones que estamos de sorondo

cualquier persona en su teléfono móvil

puede saber que que busca hair quanto

quanto tarde el autobús que bicicleta

poder donde la bodega

etc tetra cuáles son tambien Cindy's

Okocha privado en la situación in k

momento estar a son a satyr Odyssey

Terra Nostra des elementos fundamentals

por lo tanto insist en dough el tema de

todas las aplicaciones Annabelle de

servicio sociales altima de la Movida

para nosotros ariane dos de los

alimentos priori terrorism brado masked

a mysterious muchas gracias

des a question I guess for for erisa

also got 20 votes and was promoted by

Jorge and they say how to involve people

in smart Serie A citizens users or

creators of a smart Siri can you deliver

happiness to series to series answer yes

smart cities and focused on people it's

become very successfully stories today

what we should the promised as smart

city leaders is to provide those

efficient seamless safe and impactful

and happy experience for every resident

or visitor to our cities for example in

Dubai we have a city experience lamp

where people are invited to do

sign with us all these experiences

whether be an entrepreneur or a mother

or even a city a planner to give them

these tools whether we again sound box

around sand books around the block chain

or to give them some sensors implemented

around their areas and start collecting

data and teach them how to value the

data and what to do with these data's to

give them tools around analyzing this

data and populated populating them in

dashboards so when it's come to

happiness again also an Dubai we have we

launched what we call the happiness

agenda which sit on top of our small

city strategy we need to discover our

people happiness and once we discover

their needs because today my happiness

is different than your happiness Mathieu

on from the happiness of the people in

Atlanta so once we discover our people

needs and then we go back and sit and

change all our all our policies and

systems and we don't talk about

technology but it's about how how can we

really change our behavior toward

fulfilling these needs of our people and

then educate people that happiness is

attainable once they understand their

needs and then at that asked or to

finish this ecosystem to measure the

happiness today in Dubai we have more

than 1,000 touch point in our city to

imagine people happiness where and

people can say how was how how were

their experiences in our city thank you

thank you and there's a question direct

to max from Murray that got three votes

she asks if future cities are discussed

at technology conferences how can people

outside technology be part of the

discussion that is a it is a very

important question

and the answer is smart cities are

enabled by technology but they're not

about technology right smart cities

about using the technology in a smart

way to make life easier for the season

to access services to enable the mayor

or the city manager to make better

decisions you have a limited budget in

many cases where do you put your

priorities and by looking at the data

you can do a better job and by

leveraging the capabilities of

technology companies of local academic

institutions of a lot of smart people in

the government it is possible to

leverage technology that way then if we

talk about inclusion in borrow broader

terms technology has made a lot of

progress I work for a technology company

that's been there 40 years and we add a

reputation for not being super user

friendly to begin with but we have

invested a lot to make that interface

much better and we have applied that to

mobile apps to websites and and so forth

and so on

okay thank you we still have about five

minutes if anyone instead of using this

tool wants to raise a question please

stand up meanwhile I will be keeping and

them answering some of the questions you

have is there anyone willing to show his

face her face not just that someone

there please say your name and where you

come from and be brief doesn't work yes

yes okay I'm Luis Rodriguez I'm coming

from France and the question was for the

mayor for John Sequoia Thielen is

pioneer a join is to Avenal aplicación

up valencia mientras Alamos es lo bueno

de la tecnología case interact Eva a me

del cuenta de que es una forma de pasar

Ella

Afiya multiple application sk detrás de

diferentes componentes provisos muchos

de ellos la pregunta es usted tiene una

visión clara de qual tiene que ser el

servicio capital a municipal de trenton

antes de pasar actors alternate Evo's

mess especially Stas SS la primera

pregunta a la segunda equality

presupuesto global de la aplicación

valencia con telefónica mpa Gunda no me

acuerdo por lo tanto no se lo puedo

decir en este momento yo tengo aquí

concrete Ament en el sistema para poder

sell o decir la primera ce que lo

tenemos Claro nosotros queremos facility

r el máximo de datos

in abierto a toda la ciudad Aniyah come

on say abre visto en aplicación

hypericin nagging cantidad de datos y

okay son los datos más importantes a

los que se pueden friend our cualquiera

que viven Valencia que estén Valencia

Shakira displace our say por la ciudad y

broke a son datos de interaction de

multiples de multiples end amen dos y

comentar luna preoccupation no say no

sabemos que in Valencia muchas personas

con en una prisa digital de esto no

successively caso no spray Guba que

tenemos que llegar a a veces a Travis de

Contador ace de agua travis otro system

s totalmente en directors pero para

nosotros es muy importante que la amends

Amaya ria de los datos sein effects

accessible estaba tilted vania y una

manera evident Amenti tambien arrow son

pero la empresa y permit a

Jana Moses / en algunas pennies en este

sentido muy creativa permit a que muchas

personas piensa en la parte de Sol datos

en de cerrar aplicaciones mess mess

maternal moreno vadas matt intelligente

z-- y que indefinite even podemos a

banter any last question there yes my

name is Rodrigo I'm coming from Brazil

we are from guardo's where lose is the

largest non capital city in South

America with 1.5 million people we're

starting all our projects for a smart

city with the illumination PPP what we

call which is a public and

private partnership it's an investment

around 500 million hey ice which is

something about 150 million euros and

this is the way we understood it would

be good for us to start all the project

for a smart city so and then from there

we're going for mobility we're going for

security and so on

so my question go for all of you even

from the public sector and also the

private what's the best way to to

empower citizens through a smart city

project without having money

so let me since we don't have much time

I will ask this question to be answered

by Pilar well definitely each city is is

an unique case and each city has

different needs and different

circumstances different environment but

what we see across the world is the most

successful smart city initiatives start

by what we mentioned already which is

the people and having a very clear

understanding on what are the most

important priorities for that specific

city and then and this helps me also

build the my wrap-up message here is to

start with proven best practices so it's

much cheaper to start with solutions

that are already off the shelf and are

already working and there are multiple

references and have already been proved

a start trying them in a zero upfront

investment and that then starts growing

from there then building a big big

project with an uncertain outcome so

that would be my recommendation start

with your day unique key priorities for

your city and start with proven

solutions and very very specific areas

thank you thank you very much and I'm

gonna fight in our city thank you thank

you thank you

the question was was was great to finish

this session I don't know if everyone

agrees with what tiller said one CEO

Cadia CEO Korea commenter respecto

concrete cement alt Madara un grado

Valencia es una capital K assume no

Sonia Sara precinct Amenti de las

Grande's campiones del mundo en kendama

nación lo minica yeh Mo's anisia un

proceso muy Serio de reducción de esta

kendama nación you know de los

alimentos en donde tenemos la plata

forma valencia intelligente s

precisamente esto en este momento para

empezar porque no Mo's terminado estamos

ya monetary Sandow en tiempo real el

estado de los padres electric owes el

estado de las líneas alimentation no

sear mentor otras cosas para prevenir

possible robos name material de cobre

metal semi precioso estos momentos el

estado de ferrol a luminary azita me n

el consume you de Activa reactive ax en

todas son elementos que yo creo que NOS

Astana you don dough yo Oh stammers no

Tondo en Elder sin so significative o de

los Costas delegate one ting here matee

o without a leadership and without a

proper collaboration between all the

city

stakeholder there wouldn't be any smart

city so these are the main fundamental

elements for any smart cities fantastic

closing for this session we are monitor

eyes a second-by-second we are one

minute and a half out of the of the time

so let's let's close the session here

let's give a big applause to the

speakers

[Applause]