



A NEW WORLD OF SMART CITIES

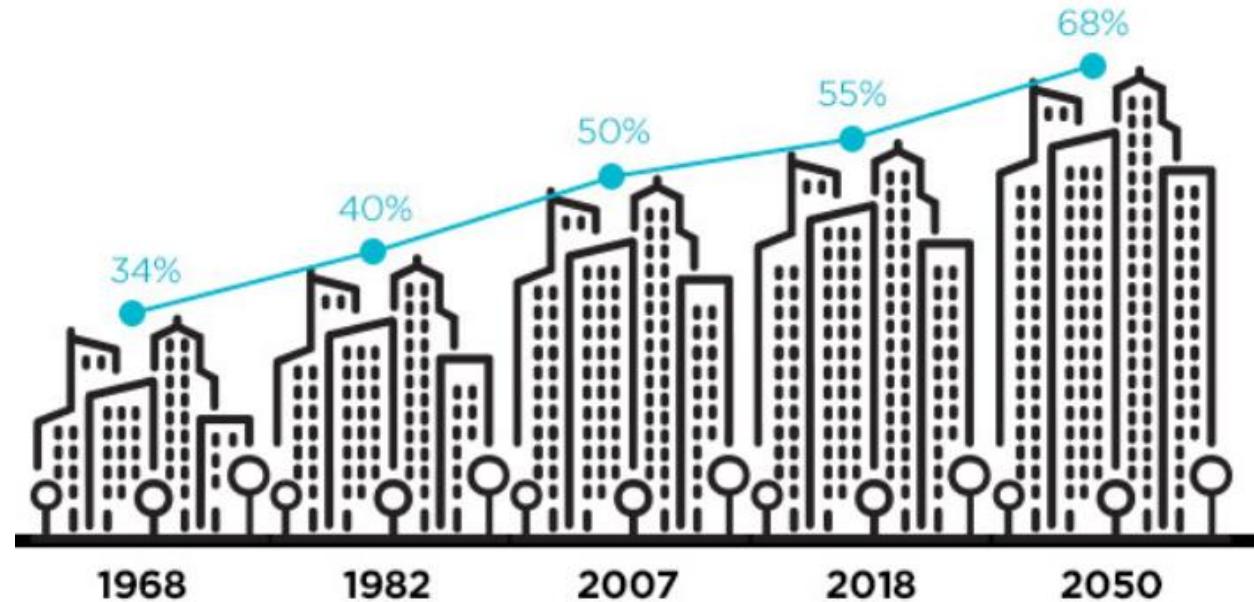


**WHY DO WE
NEED SMART
CITIES?**

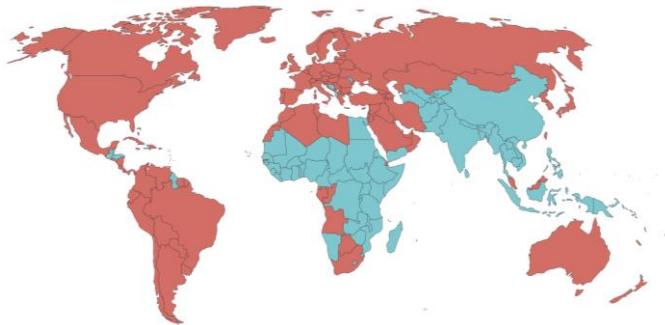
**FROM THE
COUNTRYSIDE TO
THE CITY**



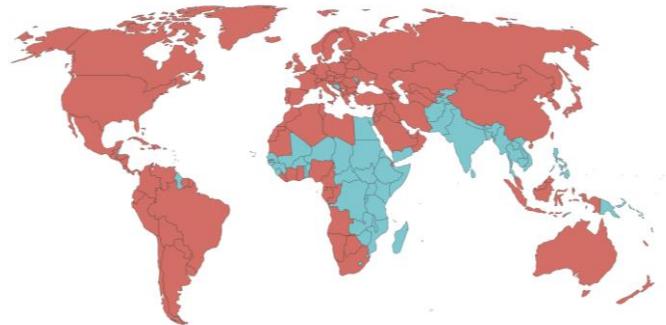
URBAN POPULATION



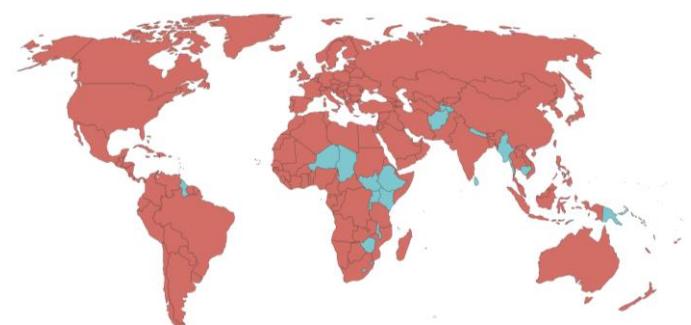
2007



2018



2050



Majority rural

Majority urban



FROM CITIES TO MEGALOPOLIS





MEGACITIES
(+10m)



2019 = 33
2029 = 43





72%
OF CITIES had more economic growth than their
respective countries (2005-2012)

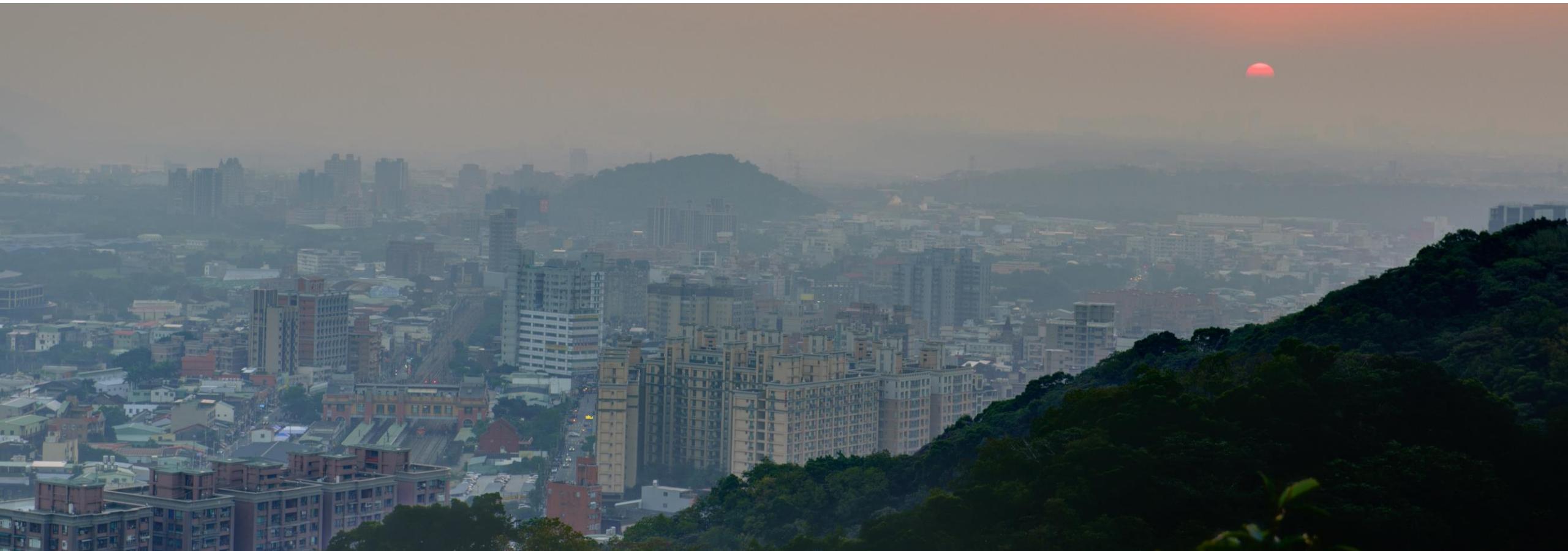
600
TOP CITIES represent 60% of worldwide GDP



**IN 40 YEARS WE WILL
BUILD AS MANY NEW
CITIES AS IN ALL
HUMAN HISTORY**



**BIG CHALLENGES
ARISE...**



**POPULATION
GROWTH**

**CLIMATE CHANGE
RESOURCES
INFRASTRUCTURE
INEQUALITY
MASSIFICATION**



**...BUT WE CAN TURN THEM
INTO OPPORTUNITIES**





**HOW CAN WE
MAKE SMARTER
CITIES?**

**CITY ≠ bunch of technical
and logistical
problems to solve**



**CITY ≠ monolithic and
homogeneous
group**



**CITY ≠ one-size-fits-all
formula**



A SMART CITY MUST ...

- Save resources**
- Be sustainable**
- Ensure a better life
for its citizens**



**Smart solutions
could improve
quality-of-life
indicators by
30%**

HOW?



1. WELCOME THE NEW DIGITAL WORLD



**HYPERLINKED
IMMERSIVE
DECENTRALIZED
MACHINE READABLE**

**REAL TIME
ALL DEVICES**



DISRUPTIVE TECHNOLOGIES

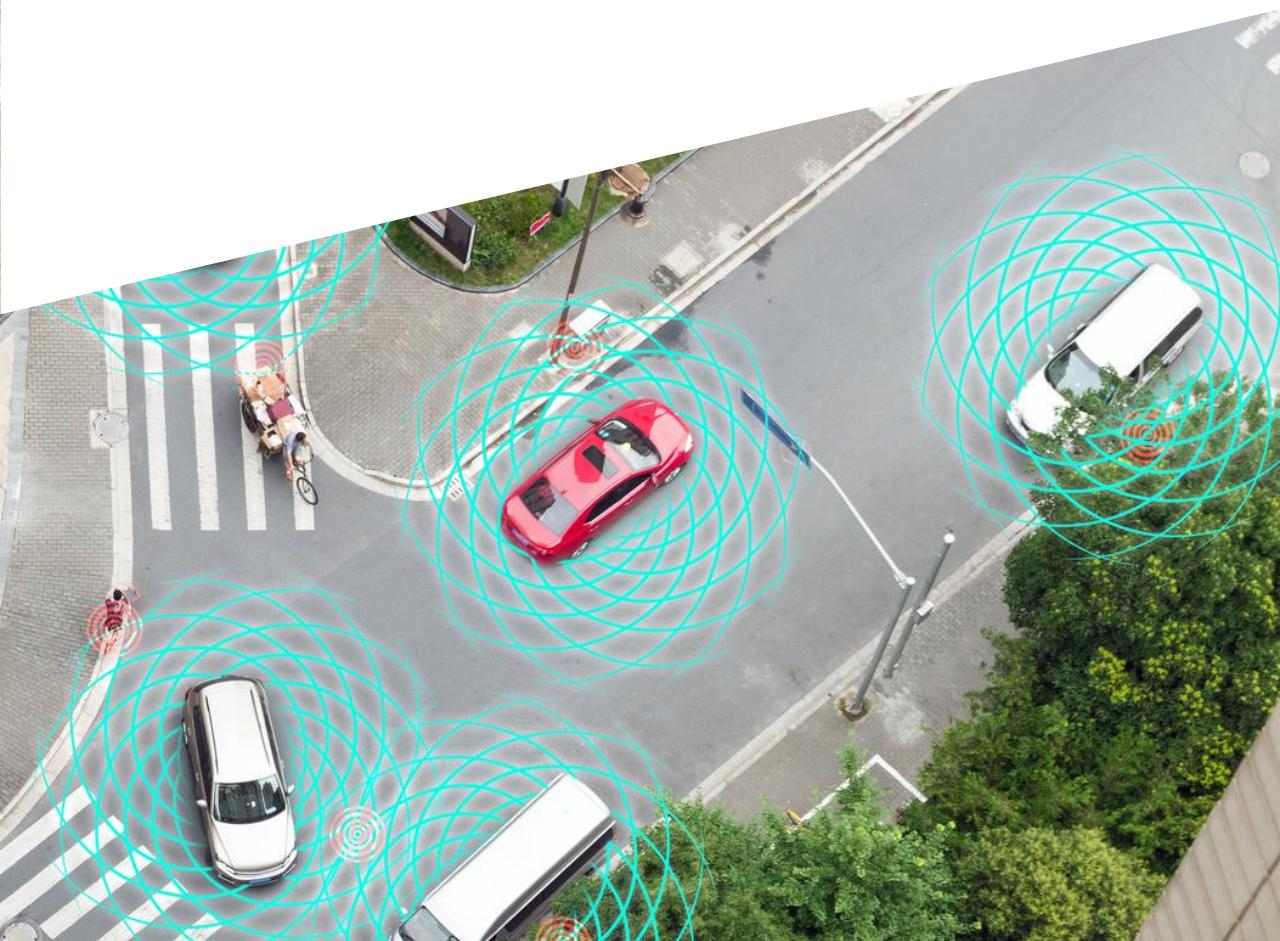
5G | IoT | AI | Blockchain | Cloud | Edge



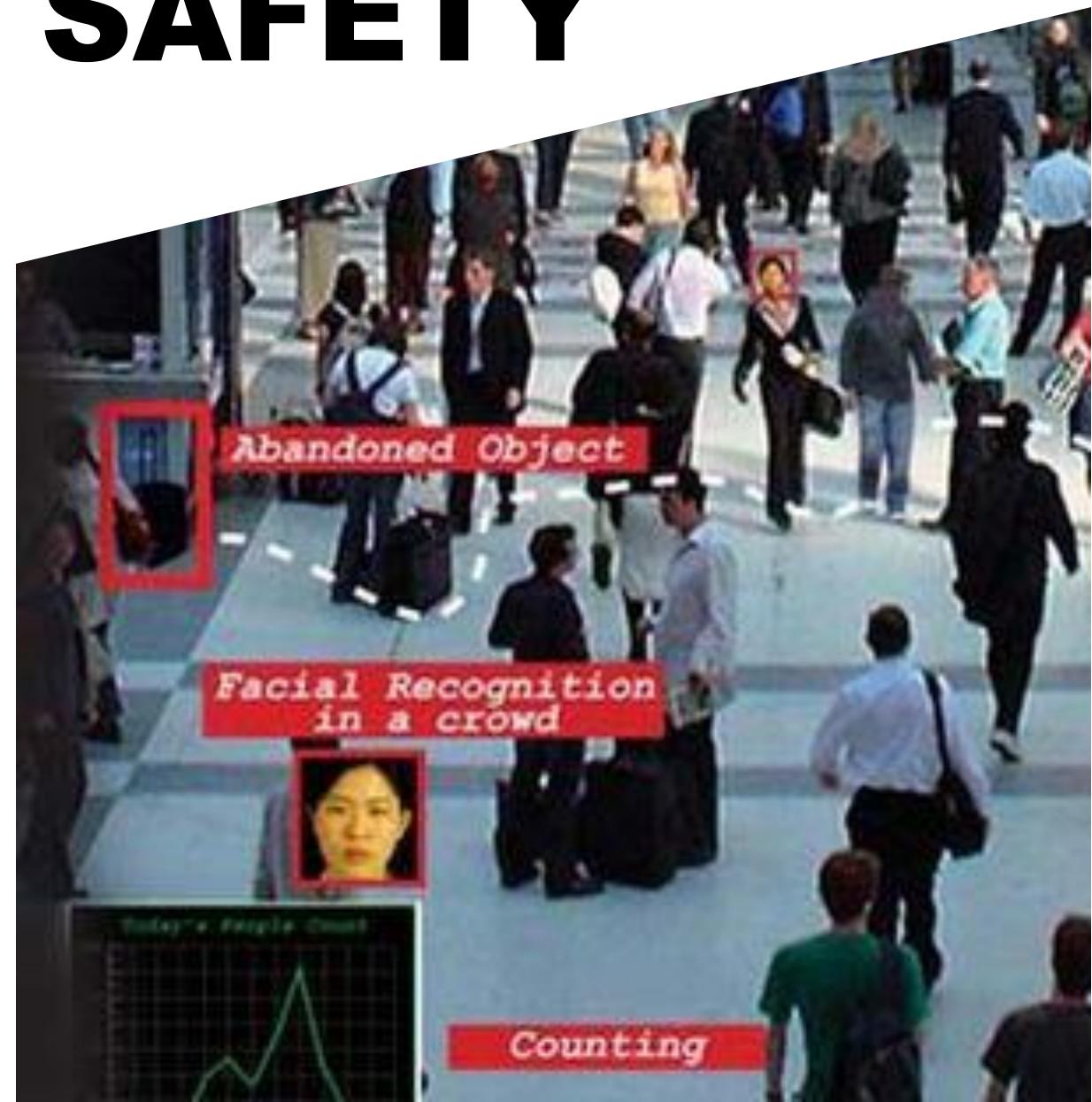
MEANS TO SOLVE PROBLEMS



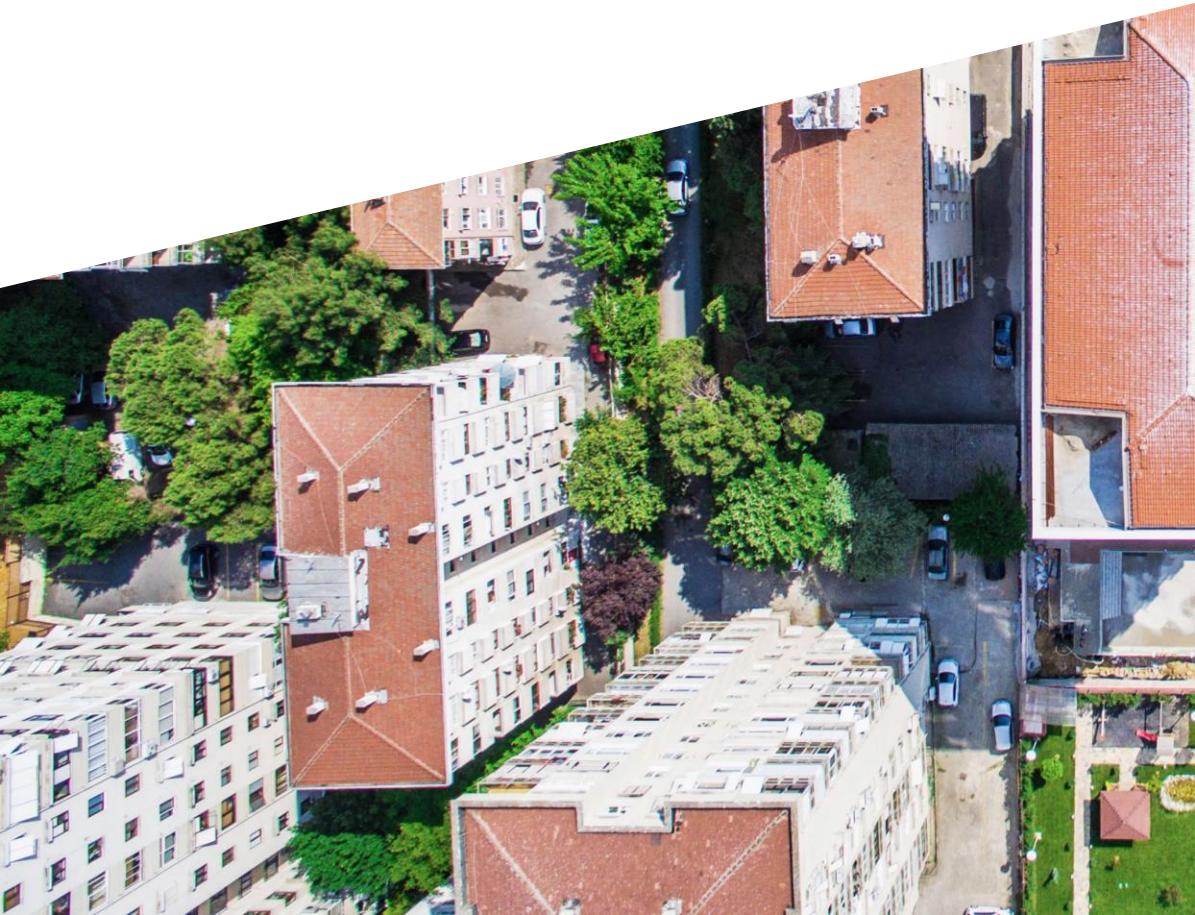
MOBILITY



SAFETY



PLANNING & BUILDING



HEALTH



“DATA IS THE NEW OIL”

**From BIG DATA
to FAST DATA**

**Make sense
of data**

Build trust on data

Data ethics



2. COMMIT TO SUSTAINABILITY



CITIES...

**CONSUME 2/3 WORLD'S
ENERGY**

**GENERATE +70% OF
CO² EMISSIONS**

**DISPOSE 6.3bn
METRIC TONS OF
PLASTIC AS WASTE**



Forbes

“Buildings = 70% of energy consumption in major cities”

SCIENTIFIC
AMERICAN

“Residents of just 100 cities account for 20% of humanity’s overall carbon footprint”



“There will be more plastic in the oceans than fish by 2050 if nothing is done”



**RE-NATURALIZE CITIES:
GREEN PUBLIC SPACE**

**BET ON RENEWABLES,
CLEANTECH & SMART
BUILDING**

**MOVE TO A CIRCULAR
ECONOMY**



3. CHANGE MOBILITY PATTERNS



TRANSPORT...

**INCREASE
POLLUTION**

**CAUSE
CONGESTION**

IS CAR-CENTRIC





“93% of the world’s children breathe toxic air every day”

BUSINESS
INSIDER

“The average commuter in Los Angeles spends over 100 hours a year in traffic jams”



“In Los Angeles, land dedicated to parking is larger than Manhattan”



GO FROM OWNED TO SHARED

MaaS & End of private vehicle

SWITCH TO EV

+ Ultra low emission zones

INVEST IN PUBLIC TRANSPORT & MICRO-MOBILITY

Last mile



4. OPEN DECISION-MAKING PROCESSES



FROM TOP-DOWN TO BOTTOM-UP

MASSIVE COLLABORATION

**PUBLIC-PRIVATE-PEOPLE
PARTNERSHIPS**



PPPP

CORPS

GOVS

PEOPLE

Agile
Innovative
Holistic

Open
Collaborative
Transparent

Engaged
Empowered
Committed

CO-CREATION



5. PUT PEOPLE ALWAYS AT THE CORE



**SMART
CITY** = **CITIZEN-CENTRIC**
DATA-DRIVEN
PEOPLE-POWERED



**SMART
CITY** = **INCLUSIVE**

CITIES FOR ALL
BRIDGE THE DIVIDE
EDUCATION



**SMART
CITY** = **LIVABLE**
WELL-BEING
RIGHT TO THE CITY



**INTELLIGENT
TARGET, SURVEY, MONITOR, MAP**



IQ



SMART
UNDERSTAND, IMAGINE, DECIDE, CARE



**HUMAN
ELEMENT**



SMARTCITY EXPO WORLD CONGRESS



MORE THAN AN EVENT

GLOBAL PLATFORM CONNECTING THE
WHOLE ECOSYSTEM

BIGGEST MEETING POINT OF
CITY & CORPORATE LEADERS

SOLUTIONS FOR REAL,
CONCRETE PROBLEMS



SET AN EXAMPLE

SUSTAINABILITY

INCLUSIVITY

OPEN KNOWLEDGE

EMPOWERMENT



CHANGE THE WORLD

MORE THAN GADGETS

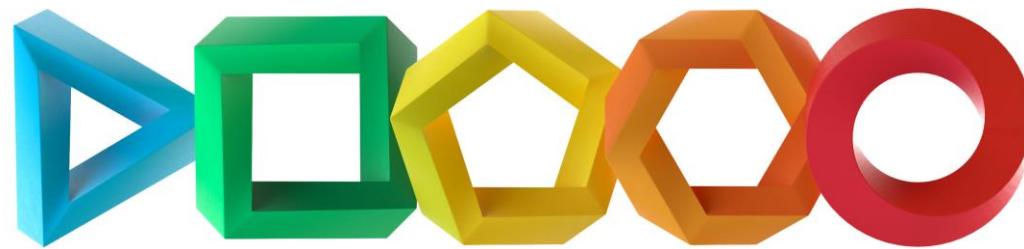
THE SMART REVOLUTION IS ON

WORLDWIDE COLLABORATION



SMARTCITY
EXPO WORLD CONGRESS

19-21 NOVEMBER 2019
BARCELONA



**CITIES MADE
OF DREAMS**

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