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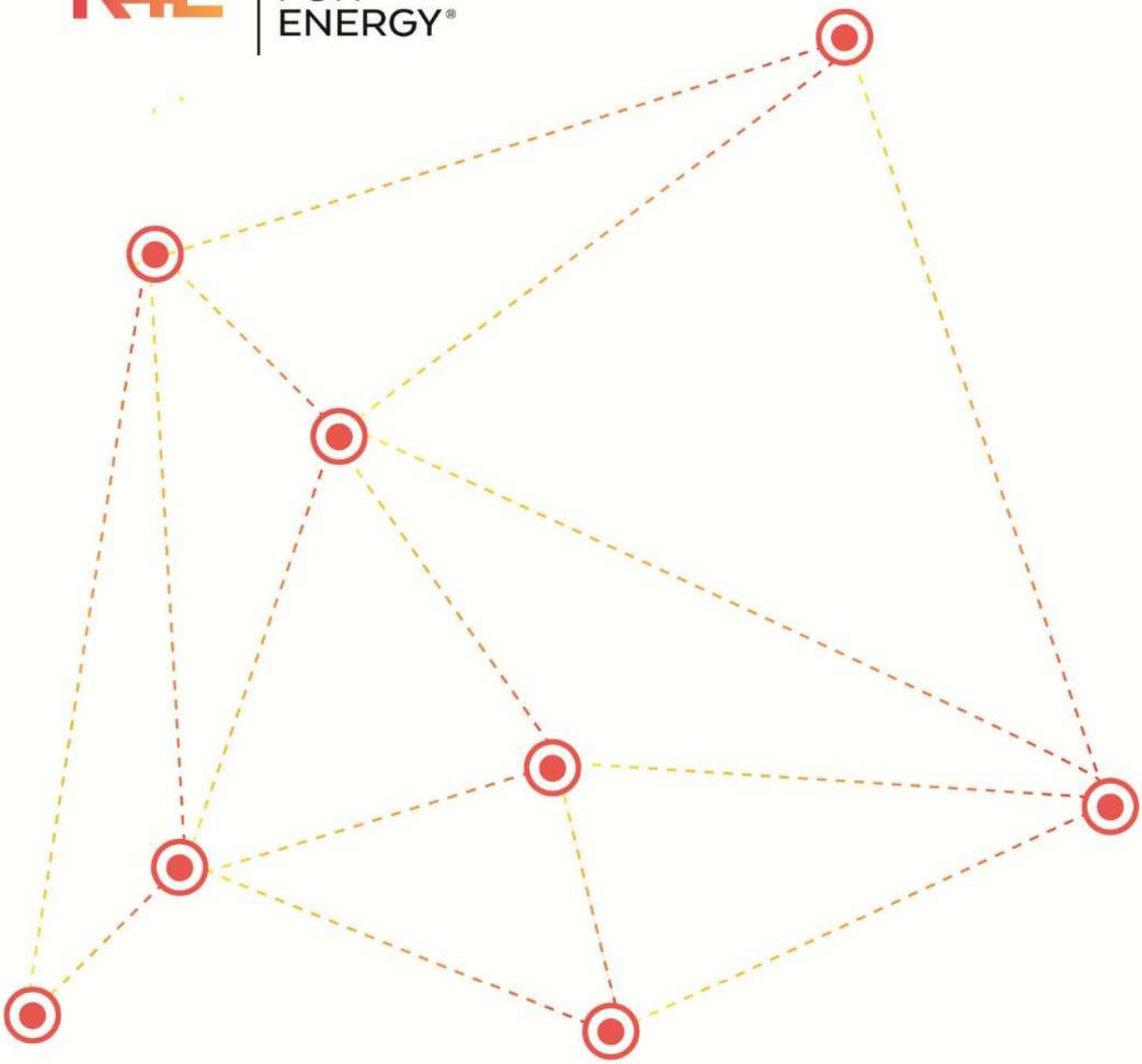

D. 8.5 Final Conference Report

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ROADMAPS FOR ENERGY

Deliverable 8.5

Final Conference Report

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Abstract

This report summarizes the main topics discussed and conclusions of the R4E Final Conference, including feedback and valuable information that resulted from the conference.

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1 INTRODUCTION

Murcia has been the partner in charge of organizing the R4E Final Conference. From the beginning the aim was use this ideal moment to cause final impact and reach further than before in terms of dissemination. To do so, the event was carefully prepared, aiming at providing an added value for the target audience and making it attractive for them to travel from different parts of Europe to Murcia.

The R4E Final Conference presented itself as a major opportunity to:

- Strengthen the relationships between the partners involved in the project and their stakeholders
- Be a showcase for the work done and main outcomes of the R4E project
- Establish new collaborative relationships with other actors who attended the conference
- Get a big impact on media and thereby reaching a wider audience
- Highlight partner cities' future plans within the R4E focus areas that resulted from the visioning and roadmapping process
- Discuss issues of interest and possible future initiatives with partners and stakeholders during breakout sessions and get some new ideas

In the next chapters, detailed information and outcomes of the R4E Final Conference are provided. As it was organized as part of a 2 day conference, some basic information of day 1 will also be provided. Nevertheless, this report will focus mainly on day 2, the actual R4E Final Conference.

2 FORMAT OF THE CONFERENCE

The final event of the project has been approached by Murcia as the opportunity to hold a big Smart City event consisting of a 2 day conference. The overall title of the conference was "URBAN INTELLIGENCE Global Conference". Day 1 was subtitled "Digital and sustainable transformation. A global forum for city changers", covering different topics related to Smart Cities, such as digital transformation, the future of urban mobility, climate change adaptation and social innovation.
Day 2 was the official R4E Final Conference, subtitled "Smart Cities rule the future! Roads for a joint green transformation towards 2050", focusing specifically on the "Roadmaps for Energy" project.

The main aim of linking the R4E Final Conference to another Smart Cities related conference of Murcia, was to create synergies between the content and participants of both days, resulting in a much more appealing programme, which has been crucial for attracting a big audience and the right target group.

2.1 Programme of the "URBAN INTELLIGENCE Global Conference"

DAY 1 (6 February 2018) - *Digital and sustainable transformation. A global forum for city changers*

Urban Intelligence Global Conference "Digital and Sustainable Transformation. A global forum for city changers" Location: Auditorio Victor Villegas	
9.00	**Registration & Welcome Coffee**
9.30	Welcome and Opening session - José Ballesta Germán - Mayor of Murcia - Antonio González - Managing Director, LA VERDAD MULTIMEDIA
10.00	S.1 KEYNOTE: Is technology dehumanizing society? Elsa Punset - Writer and Public speaker on Emotional Intelligence
11.00	S.2 KEYNOTE: Are our cities safe ? How to survive in the era of internet Chema Alonso - Cybersecurity expert
12.00	S.3 PANEL DISCUSSION: Smart Cities go further together. Getting inspiration from the smart cities protagonists **Moderator:** José Antonio Teixeira - Former General Manager of Innovation of the Santander City Council). **Speakers:** José Guillén Parra - Vice-Mayor and Councilman for Modernization & Urban Quality – Murcia City Council Juan Antonio Martínez - IT lecturer at UMU) Curro García Corrales - Councilman for Presidency & Institutional coordination, Rivas Vaciamadrid City Council Carlos Ventura - Head of IT& Telecommunications, Rivas Vaciamadrid City Council
13.00	S.4 PANEL DISCUSSION: Bitcoin, Blockchain, cloud solutions and internet of things. The disruptive technologies that are transforming the Smart City. The future is NOW! **Moderator:** José Martinez Márquez -Chief Technology officer, Murcia City Council **Speakers:** - Rafael Sánchez - Cloud computing, Google - Francisco Romero - Director of Smart Cities at IBM - Bruno Vilarasau - Digital Director Mediterraneo, Telefónica - Santiago Márquez - Bitcoin & blockchain expert, CLLUC - Pepe Lamas - Data & AI, Microsoft - Carlos Moreno - Key Account manager, HUAWEI - José Luis Maté Gómez - CTO , Public IT Services, NEC
14.15	**Networking Lunch** (at conference – offered by Murcia)
15.15	S.5 PANEL DISCUSSION: Economic growth, employment and business opportunities in the Smart city

	Moderator: Joaquín García Cruz - Deputy Managing Director, LA VERDAD **Speakers:** - Joaquín Gómez – Director, INFO - Jesús Pacheco - Councilman for Employment, Tourism and Culture, Murcia City Council - Juanjo Almela - Managing Director of IT & Telecommunications, Murcia Regional Government - Alfonso Hernández – President, FREMM - Marco Antonio Fernández – Gerente, Fundación Integra - Juan Celdrán – Vicepresident, TIMUR
16.15	S.6 PANEL DISCUSSION: Clean and smart mobility for smarter cities. Join the revolution of electric vehicles, sharing services and interconnected mobility **Moderator:** Jaime Ruiz Huéscar - E-mobility manager, Murcia City Council **Speakers:** - Ángel López - E-mobility manager, City of Barcelona - Lot Van der Giessen - Smart Mobility Adviser, Eindhoven Municipality - Esma Dilek - Deputy Traffic Manager, Istanbul Metropolitan Municipality
17.15	S.7 PANEL DISCUSSION: Climate change consequences and adaptation challenges for our cities. Can we still save the world? **Moderator:** Sofia Lorenz Fonfria - Head of Climate change department, ALEM **Speakers:** - Antonio Navarro - Councilman for Environment, Murcia City Council - Adrian Mcloughlin - Climate Change Officer, Newcastle City Council - José Luis Muñoz-Bonet – Director, Climate KIC Spain - Ramón López Pérez - Spanish Office for Climate Change
18.15	S.8 KEYNOTE- Smart living and Smart societies: The impact of social innovation & the circular economy in our cities 1st part: - Elke den Ouden - TU/e Fellow, Eindhoven University of Technology - Rianne Valkenburg - LightHouse / Expertise in Smart Lighting & Smart Cities, Eindhoven University of Technology 2nd part: - Soňa Jonášová – Founder, Institute of Circular Economy
19.00	Closing words Conference facilitator
21.00	Conference dinner Location: *"Restaurante Real Casino de Murcia"*

DAY 2 (7 February 2018) - Smart Cities rule the future! Roads for a joint green transformation towards

Urban Intelligence Global Conference "Smart Cities rule the future! *Roads for a joint green transformation towards 2050"* **Official R4E Final Conference** Location: Auditorio Victor Villegas	
9.00	**Registration & Welcome Coffee**
9.30	**Welcome address** Robert Stüssi – Smart Thinking! Vice-President, Portuguese Electric Vehicle Association (APVE) *Conference Facilitator*
9.40	**Opening Speech** José Guillén Parra - Councilor for Modernization of the Administration, City of Murcia
9.50	**R.1 Roadmapping the day** - Elke den Ouden - TU/e Fellow, Eindhoven University of Technology - Rianne Valkenburg - LightHouse / Expertise in Smart Lighting & Smart Cities, Eindhoven University of Technology - Bernadette Bergsma - EU Policy & Project Advisor & Coordinator R4E, City of Eindhoven
10.10	**R.2 KEYNOTE: Looking at the future of cities and role of municipalities** Pablo Sánchez Chillón - International Urban Advisor & Public Affairs Expert
10.40	**R.3 EU initiatives: Support to European Cities and Regions in their Energy Transition – Relevant initiatives and funding opportunities under Horizon 2020** - Giulia Pizzini – Project Adviser, Executive Agency for Small and Medium-sized Enterprises (EASME) - Marek Muiste – Representative - Panel 2050 Project - Gonzalo Esteban López - Optitrans Project representative, Granada Energy Agency
11.30	**Coffee break**
12.00	**R.4 A conversation with 8 European cities: How will their city look like in 2050? What will the future bring for these cities?** **Moderator:** Robert Stüssi - Vice-President, Portuguese Electric Vehicle Association **Speakers:** Representatives from R4E partner cities from Eindhoven, Forlì, Palermo, Murcia, Sant Cugat del Vallès, Istanbul, Tallinn and Newcastle
13.00	**R.4B Holistic Energy Transition: 6 Takeaways for city leaders** Dr. Torsten Masseck - Researcher and Lecturer, UPC BarcelonaTech University
13.10	**Introduction to the 4 breakout sessions** Robert Stüssi - Vice-President, Portuguese Electric Vehicle Association

<table>
<tr><td></td><td colspan="4"></td></tr>
<tr><td>13.15</td><td colspan="4">Networking Lunch</td></tr>
<tr><td>14.30</td><td colspan="4">Breakout sessions</td></tr>
<tr><td>14.30</td><td colspan="4">Start of 4 parallel breakout sessions</td></tr>
<tr><td colspan="2">R.5-1 Breakout session 1:
The ultimate experience of co-creating vision and roadmaps for energy
(Interactive workshop. Max. 15 participants)</td><td>R.5-2 Breakout session 2:
Young Talents: how can young talents / start-ups help cities to improve municipal services?
(Mix of discussions and brainstorming)</td><td>R.5-3 Breakout session 3:
New technologies, challenges and governance schemes that transform the future of urban mobility
(Mix of presentations and discussions)</td><td>R.5-4 Breakout session 4:
Citizen engagement and a human-centred approach when becoming a Smart City
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<tr><td>16.15</td><td colspan="4">Plenary Session</td></tr>
<tr><td>16.20</td><td colspan="4">R.6 Wrap up of breakout sessions and on-stage Feedback
- Rianne Valkenburg - LightHouse / Expertise in Smart Lighting & Smart Cities, Eindhoven University of Technology
- Jaime Ruiz Huéscar - E-mobility manager of Murcia City Council
- Esma Dilek - IMM Deputy Traffic Manager, Istanbul Metropolitan Municipality
- Víctor Martínez del Rey - Director of Urban Quality and Mobility Management, Sant Cugat del Vallès</td></tr>
<tr><td>16.35</td><td colspan="4">R.7 Get inspired by these short innovative pitches!
5-minute pitches about innovative and original ideas, business and projects related to Smart City topics
Moderator: Robert Stüssi - Vice-President, Portuguese Electric Vehicle Association
Pitchers: Experts and representatives from companies at the forefront of innovation will have the floor to share their insights and highlight projects on Smart Cities</td></tr>
<tr><td>17.25</td><td colspan="4">R.8 Closing words: Smart Thinkink! Perform Energy!
Robert Stüssi - Vice-President, Portuguese Electric Vehicle Association</td></tr>
<tr><td>17.40</td><td colspan="4">Networking cocktail</td></tr>
<tr><td>19.00</td><td colspan="4">END</td></tr>
</table>

2.2 Aims and outcomes of each session

The second day of the Urban Intelligence Global Conference focused on the Roadmaps for Energy project and was designed, on one hand, to provide information about the main findings and outcomes of the project, and, on the other hand, to create interactions among the partners and the participants that attended the conference.

The following sub-chapters provide the main objectives and key information of each session of the Final Conference.

2.2.1 Opening speech

Speaker: José Guillén Parra, Vice-Mayor and Councilman for Modernization & Urban Quality – Murcia City Council

This local authority stated the sharp willingness of the city of Murcia to exchange knowledge and learn from other experiences at European level, and underlined the interesting environment that has been created around the R4E consortium to make it possible.

Picture. José Guillén Parra

2.2.2 R.1 Roadmapping the day: Results from the R4E project: How do we see the future of our cities?

Speakers: Elke den Ouden – TU/e Fellow, Eindhoven University of Technology; Rianne Valkenburg – LightHouse / Expertise in Smart Lighting & Smart Cities, Eindhoven University of Technology; Bernadette Bergsma – EU Policy & Project Advisor & Coordinator R4E, City of Eindhoven.

Picture. Speakers session R.1

This session aimed to provide the ground and context for the whole conference, and essential information about the basics of the project were presented, familiarising those who didn't know R4E and its methodology with it. This session also included video-testimonials of some of the R4E partners, which were very well received by the participants, as they reflect, in a way, the experience obtained by each partner during these three years of work and demonstrated how productive it was for the cities involved.

2.2.3 R.2 Keynote: Looking at the future of cities and role of municipalities

Speaker: Pablo Sánchez Chillón, International Urban Advisor & Public Affairs Expert

Picture. Pablo Sánchez Chillón,

Pablo Sánchez Chillón, a well-known keynote speaker on Smart city affairs, inspired the attendees with interesting insights of the challenges that cities are facing at present, and what kind of actions are required and expected from the public administration/authorities in order to succeed in providing the best quality of life possible to our citizens.

2.2.4 R.3 EU initiatives: Support to European Cities and Regions in their Energy Transition. Relevant initiatives and funding opportunities under Horizon 2020.

Moderator: Mercedes Hernández, Head of European Programs, Murcia City Council
Speakers: Giulia Pizzini, EASME Project Adviser; Gonzalo Esteban López, Granada Energy Agency and Representative of the Optitrans Project; Marek Muiste, Representative of the Panel 2050 Project

Picture. Speakers of session R.3,

This session offered the opportunity to get first-hand knowledge of the coming opportunities from the EU to support projects related energy transitions both in cities and regions. This initial talk was offered by Giulia Pizzini, the project officer of the "Roadmaps for energy" project. Next, Marel Muiste shared the highlights of PANEL 2050, an EU project funded under the same Call for Proposals as R4E, which focuses on the creation of a local energy visions, strategies and action plans for the transition towards low carbon communities in 2050. Finally, Gonzalo Esteban, a representative from the Interreg project OPTITRANS, showed the work that has been developed so far in the field of smart mobility and tries to create some synergies with R4E.

2.2.5 R.4A. conversation with 8 European cities: How will their city look like in 2050? What will the future bring for these cities?

Facilitator: Robert Stüssi, Smart thinking! Perform Energy
Speakers: City representatives of the 8 R4E cities: Lot Van der Giessen & Luuk Postmes from Eindhoven, Francesca Bacchiocchi from Forlì, Antonio Mazzon from Palermo, Adrian Mcloughling from Newcastle, Esma Dilek from Istanbul, Victor Martinez from Sant Cugat del Vallès, Pille Arjakas & Jaagup Ainsalu from Tallinn, Jaime Ruiz & Sofia Lorenz from Murcia.

This session can be considered as one of the most important ones of the final conference as it was used to give the floor to all the eight cities involved in the R4E project, and provided them the opportunity to share the visions of their focus areas which have been developed during the project. It was a very dynamic session where one or two experts per city underlined the key aspects regarding how they expect their city to be in 2050 and what kind of services they will provide to the citizens.

Picture. Smart building vision Forli

Picture. Smart building vision Murcia

2.2.6 R.4B. Holistic energy transition: 6 takeaways for city leaders

Speakers: Torsten Masseck, Researcher and Lecturer, Polytechnic University of Catalonia (UPC)

Torsten Masseck shared briefly six suggestions addressed to city leaders about how to successfully approach the challenges of facing the energy transition in modern cities. Based on his rich experience of interviews with 30 European experts on smart buildings and smart urban spaces he selected six quotations for exemplifying the current struggle between desired transition pathways and real-world problems to face, e.g. in the field of citizen participation, holistic sustainability approaches and value changes of society. After his short session he could provide further information to some attendees who showed interest in his presentation.

Picture. Torsten Masseck

2.2.7 R.5-1 Breakout session 1: The ultimate experience of co-creating vision and roadmaps for energy

Facilitators: Elke den Ouden, TU/e Fellow, Eindhoven University of Technology Rianne Valkenburg, LightHouse / Expertise in Smart Lighting & Smart Cities, Eindhoven University of Technology.

Description:
Interactive workshop. Interesting for (municipality) experts that actively want to experience the process and results of the R4E project

In this break out session participants would experience the four steps of creating a vision and roadmap for the city to reach the city goals:
1. Setting an ambition for your city on becoming a sustainable and smart city in 2050: what focus will you choose?
2. Inspired by visionary experts, creating a future vision that describes the desired quality of life in your city.
3. With the roadmaps that were created in the R4E project, we will see what opportunities and developments the coming years will bring to make your vision possible: what are interesting next steps to take?
4. In the last step, we will look into potential project proposals that are relevant to your context and that you can participate in.

In this workshop, participants would go fast forward through the entire approach of Roadmaps for Energy. In each step, the specific results and insights from the R4E project would be shared and discussed in a way that you can identify the wins for your city and your context.

This break out session was restricted to 15 participants, due to its participative character. It was open to (municipality) experts that actively want to experience the process and results of the R4E project.

Summary of outcomes:
Although this session had many registered attendees (62), unfortunately too little participants showed up to proceed with the workshop. Reason for the limited participation could be:

- The timing of the workshops just after lunch, which is normally non-working time in Spain. This also had a big effect on the participation in the other sessions, which also had to deal with much lower participation than registered.
- Although the conference was positioned as an international conference, the participants were mostly Spanish. The facilitation of this session would have been by non-Spanish experts, and despite availability of an interpreter, this may have been a barrier for people.
- The session was positioned as an interactive session, and people might feel uncomfortable or shy about taking part in a session that is limited to 15 people and requires interactivity and involvement from the attendees. They may have preferred a more passive role as 'listener' in the parallel sessions.

2.2.8 R.5-2 Breakout session 2: Young Talents: how can young talents / start-ups help cities to improve their municipal services?

Facilitators: Jaime Ruiz Huescar, E-mobility manager at the city of Murcia); Torsten Massek, Researcher and Lecturer, Polytechnic University of Catalonia (UPC)

Description:
This session consisted of a mix of presentations and discussions with the aim to find out how start-ups, talented companies and experts can contribute to improve the quality of life in the cities. For instance, developing new technologies, business models or solutions aimed to improve municipal public services and/or making life in cities easier, more affordable and convenient. At the same time, this breakout session addressed the problem of the lack of support from public schemes that start-ups often have to face, and how to strengthen the collaborative relationships between start-ups/entrepreneurs and the public sector.

Summary of outcomes:
Number of participants: 30

After 2 presentations which set an initial ground for the debate, the group started to become very participative and with keen interest in expressing their insights and opinions about how to foster and strengthen the relationship between young talents and start-ups, and the municipalities.

The facilitators created an online survey to get a quick image of how the attendees perceived the current situation and the main barriers young talents deal with nowadays.
Below follow some of the results (25 people completed it):

Nationality		
Question	% of answers by participants	Number of answers by participants
Spanish	76%	19
Other	24%	6

Choose the barriers affect mostly on early entrepreneurship		
Question	% of answers by participants	Number of answers by participants
Lack of ambition among young people	4%	1
Inappropriate training or education	28%	7
Lack of financial support	68%	17
Lack of entrepreneurial culture	52%	13
Lack of institutional support	56%	14
Lack of attractiveness (insecurity, uncertainty)	16%	4

Assess this statement: Entrepreneurship has a great potential nowadays		
Question	% of answers by participants	Number of answers by participants
Strongly disagree	4%	1

Disagree	8%	2
I am not sure	20%	5
Agree	52%	13
Strongly agree	16%	4

Assess this statement: Technological start-ups represent a key asset to trigger the digital transformation in cities		
Question	% of answers by participants	Number of answers by participants
Lack of ambition among young people	4%	1
Inappropriate training/education	28%	7
Lack of financial aid	68%%	17
Lack of entrepreneurial culture	52%	13
Lack of institutional support	56%	14

Picture. Jaime Ruiz

Picture. General view

Main findings of this breakout session:

- Communication channels between local administration, start-ups and young entrepreneurs must be strengthened in order to avoid the brain drain to other countries.
- More financial support should be provided to start-ups as it has been identified as one of the most important barriers to develop and create new young businesses.
- Some initiatives, such as "business labs" to support and provide guidance to young entrepreneurs are highly beneficial.

2.2.9 R.5-3 Breakout session 3: New technologies, challenges and governance schemes that transform the future of urban mobility

Facilitators: Esma Dilek, Deputy Traffic Manager at Istanbul Metropolitan Municipality); Anja Hannema, Senior Advisor on Smart mobility at the city of Eindhoven; Professor Ioannis Minis, Professor at the Department of Financial and Management Engineering - University of the Aegean- Partner at MPrime Advisory Services; Wouter van Galen, PhD Candidate at the Eindhoven University of Technology

Description:
In this breakout session new technologies used for smart urban mobility were presented and discussed. The session not only covered the smart mobility technologies, but also focused on the challenges faced by cities while deploying those technologies and governance issues. More specifically, the following topics were discussed: Electrification, Shared Mobility, Autonomous Vehicles, Mobility as a Service (MaaS), Challenges and Governance.

Summary of outcomes:
Number of attendees: 23

This session had four inspiring presentations from the four experts that are mentioned above as the facilitators.

After their presentations a short debate took place around some questions from the public.

Picture. Speakers on breakout session R.5-3

2.2.10 R.5-4 Breakout session 4: Citizen engagement and a human-centred approach when becoming a Smart City

Facilitators: Victor Martinez, Director of the Urban Quality and Mobility Department, Municipality of Sant Cugatdel Vallès; Oriol Arechavala, Citizen engagement expert at the Municipality of Sant Cugat del Vallès; Gerard Riba, Expert on Urban Quality, Municipality of Sant Cugat del Vallès

Description and summary of outcomes:
Citizen engagement is one of the main problems that public administrations have to deal with. Their engagement is needed because of two reasons:

1. Knowing about what citizens really need for a better life is key to become a real Smart City. Most of the unsuccessful projects are consequence of a lack of previous assessment of

what citizens need or demand. Smart Cities must focus on how to provide solutions to improve the quality of life of their citizens.

2. Participatory processes, which are the basis for success of a project, are difficult to carry out. It's quite challenging to reach all citizens affected. We have to find out how to engage citizens to agree on what's better for the city and avoid future complaints. Citizens around the world have a lot of knowledge and experience in their professional or personnel fields that, if well addressed, can be very useful for the future development of cities.

An interactive discussion took place among the 21 participants, during which several manners of engaging citizens in the decision making processes of cities were discussed.

Number of attendees: 21

2.2.11 R.6 Wrap up of breakout sessions and on-stage feedback!

Speakers: Rianne Valkenburg, Jaime Ruiz Huéscar, Esma Dilek, Víctor Martinez del Rey

During this 15 minute session the results and conclusions of all the breakout sessions were shortly presented. Generally, the involvement of the participants at the breakout sessions was really good. It would have been good to have more time to keep on discussing and going further with the topics covered.

Picture. Short presentations about the breakout sessions

2.2.12 R.7 Get inspired by these short innovative pitches

This session was put in place to offer fresh and modern companies at the forefront of innovation the opportunity to explain their project, idea or service related with Smart Cities in 5 minutes.

In order to select the pitches a call for speakers was opened and as a result 5 companies/entities were chosen to present their ideas:

1. Neosistec: Javier Pita
2. Cluster Smart Cities Murcia: Miguel Miñano

3. HOPU: Antonio Jara
4. FCC: Pilar Sanchez
5. Universidad Politécnica de Madrid: Gregorio Sánchez

Picture. Gregorio Sñanchez from UPM

Picture. Javier Pita from Neosistec

2.2.13 R.8 Closing speech

Robert Stüssi gave a closing speech of this 2 day conference by telling a story focusing on the protagonists of the conference. As he spent some time with most of the R4E partners, he could pointed out some of the characteristics and particularities of each city, offering a light-hearted and confident tone that was welcomed both by the R4E partners and the general audience.

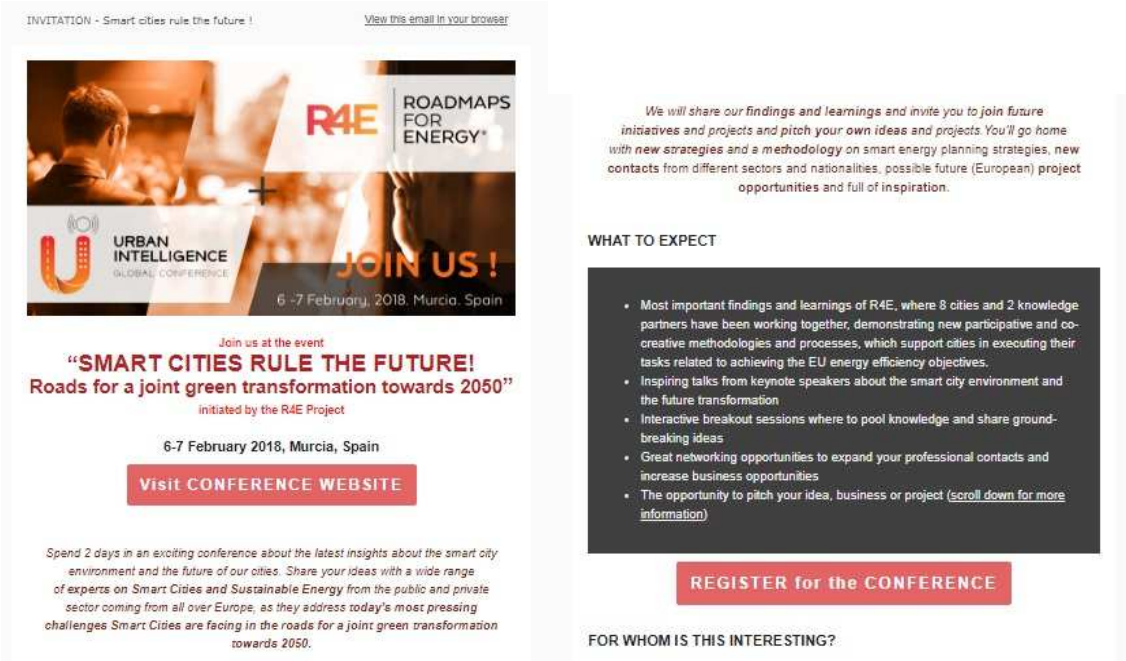
Picture. Robert Stüssi presenting the closing speech

3 EVENT COMMUNICATION & DISSEMINATION ACTIVITIES

3.1 Save- the-Date announcement

Murcia was in charge to announce the conference both at a national (Spain) and regional scale (Murcia). Besides, Murcia was supported by the project coordinator, Eindhoven, to disseminate the event at European level in several specialized channels, networks and among other European bodies.

The Save-the-Date was sent out, which had the same format as the R4E newsletter, and included the most relevant information of the event. In addition, a "call for pitches" was included, giving young and innovative persons and organisations the opportunity to give a short pitch.



3.2 Media coverage "ante" event

Once the event was officially announced, the information about the conference was shared through some digital media channels.

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Inicio » Ciudades Inteligentes » Murcia celebra la I Conferencia Global Urban Intelligence los días 6 y 7 de febrero

Murcia celebra la I Conferencia Global Urban Intelligence los días 6 y 7 de febrero

Publicado: 29/01/2018

La ciudad de Murcia acoge los días 6 y 7 de febrero la I Conferencia Global Urban Intelligence, concebida como un evento innovador en el que debatir acera de los últimos avances, soluciones tecnológicas y proyectos relacionados con las ciudades inteligentes.

R4E ROADMAPS FOR ENERGY®
URBAN INTELLIGENCE GLOBAL CONFERENCE
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6 -7 February, 2018. Murcia. Spain

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16/01/2018

La I edición de la conferencia global Urban Intelligence se celebrará en Murcia los días 6 y 7 de febrero

Fuente: Ayuntamiento de Murcia

El encuentro permitirá debatir acerca de los últimos avances, soluciones tecnológicas y proyectos relacionados con las ciudades inteligentes

Comentar

La Concejalía de Modernización de la Administración, Calidad Urbana y Participación, que dirige José Guillén, en colaboración con el diario La Verdad, ha organizado la I edición de la conferencia global Urban Intelligence, que se celebrará los próximos 6 y 7 de febrero en el Auditorio Víctor Villegas. Se trata de un evento innovador y abierto en donde debatir acerca de los últimos avances, soluciones tecnológicas y proyectos relacionados con las ciudades inteligentes.

Guillén ha explicado que "es un encuentro único donde se concentrarán, por un lado, empresas, organizaciones y expertos del panorama Smart City y, por otro, profesionales y público en general interesado en temas como la transformación digital de nuestras ciudades, la movilidad inteligente y tecnologías disruptivas como blockchain, internet de las cosas, cloud computing y las criptomonedas como el bitcoin".

Entre los ponentes destacan la escritora y filósofa Elsa Punset y el experto en ciber seguridad Chema Alonso.

Además, durante el segundo día del evento, 7 de febrero, se dedicarán diversas sesiones a compartir el trabajo realizado por el Ayuntamiento de Murcia y por otras siete ciudades Europeas (Newcastle, Eindhoven, Estambul, Palermo, Forli, Sant Cugat del Vallès y Tallin) en el proyecto Europeo 'Roadmaps for Energy', además de sesiones interactivas con talleres de trabajo orientados a temas como movilidad urbana, talento joven y emprendimiento o participación ciudadana y gobierno abierto.

Moreover, the event was advertised by the most important regional newspaper of Murcia, called "LA VERDAD". The image below shows a banner which was published in the written version of this newspaper with a printing of 50.000 copies per day.

3.3 Media coverage "post" event

The media coverage has been huge, more so compared to the standard of other final conferences of European projects. The images below show some posts in digital media:

Next to that, some short videos of the conference, recorded by Murcia's regional newspaper "LA VERDAD", were published on the newspaper's website.

The event was also covered by the printed version of regional newspaper "LA VERDAD", providing a good overview of the 2 day conference. The images below show these publications.

8 | REGIÓN | URBAN INTELLIGENCE | LOS RETOS DE LAS 'SMART CITIES' | Miércoles 07.02.18 LA VERDAD

Empresas e instituciones abrazan a las 'smart cities'

Las voces de los generadores de oportunidades

:: BENITO MAESTRE

MURCIA. De la mesa redonda 'Oportunidades de crecimiento económico, empleo y negocios en ciudades inteligentes', moderada por Joaquín García Cruz, subdirector de 'La Verdad', el director de Informática y Telecomunicaciones de la Comunidad, Juanjo Almela, puso de manifiesto el compromiso del Ejecutivo murciano por los oficios del futuro y el impulso a la economía digital, a través de la sinergia público-privada. Jesús Pacheco, concejal de Empleo del Ayuntamiento de Murcia, destacó la apuesta por el emprendimiento para mejorar la productividad y competitividad del municipio.

Juan Celdrán, vicepresidente de Timur, aseguró que se avecina una época de luces: «Vamos a implantar la tecnología que hemos ido desarrollando, incluidos varios proyectos regionales». Desde la patronal del metal Fremm, Alfonso Hernández, su presidente, recordó que los 45 sectores de la federación dan servicio diario a los murcianos, «desde que se levantan hasta que se acuestan», una confianza que les obliga a cerrar filas: «Tenemos la responsabilidad de estar a la vanguardia».

Soluciones para el problema del tráfico en grandes urbes

La movilidad, vista desde Murcia, Barcelona y el extranjero

:: B. M.

MURCIA. Más de 150 puntos de recarga de vehículos eléctricos o una treintena de autobuses eléctricos del transporte público son solo dos soluciones puestas en marcha en Eindhoven (Países Bajos), tal y como contó Lot Van der Giessen, asesora de Smart Mobility en ese municipio. Estas actuaciones tienen la finalidad de «ser activistas» a las empresas y los propios vecinos». La gerente de Tráfico del área metropolitana de Estambul, Esma Dilek, explicó el funcionamiento de su sistema de transporte. «Es inteligente», definió. Asimismo, se puede comprobar el estado de las carreteras en tiempo real para actuar ante posibles accidentes, controlar el tráfico en los túneles o conocer la información meteorológica. En una zona donde se registran 32 millones de desplazamientos diarios, barajan ya la implantación de un sistema de alquiler de vehículos eléctricos y un minibús eléctrico.

Ángel López, del Ayuntamiento de Barcelona, adelantó que su siguiente misión es aportar la información detallada del tráfico, teniendo en cuenta los tramos cortados por obras o fiestas populares.

Marco Antonio Fernández, Juan Celdrán, Joaquín García Cruz, Alfonso Hernández, Jesús Pacheco, Juanjo Almela y Rafael Sánchez. :: V. VICÉNS / AGM

Jaime Ruiz Huéscar moderó la mesa redonda en la que participaron Lot Van der Giessen, Esma Dilek y Ángel López. :: V. VICÉNS / AGM

El cambio climático pide que se le tenga en cuenta

Las ciudades se adaptan al medio ambiente

:: B. M.

MURCIA. Antonio Navarro, concejal de Urbanismo y Medio Ambiente del Ayuntamiento de Murcia, insistió en que el Plan de Acción de la Huerta «es uno de los grandes objetivos de esta legislatura», que persigue revalorizar los productos hortofrutícolas y recuperar las acequias, entre otras actuaciones. Pero sin hay más, «porque son muchas las medidas del Consistorio para luchar contra el cambio climático. Otro programa de peso es 'Escuelas Verdes', una oportunidad didáctica para tratar la educación ambiental: consumo responsable, residuos, energías alternativas, etc.

Adrián McLoughlin, responsable de Cambio Climático de Newcastle, indicó el principal reto de su ciudad: evitar las inundaciones de aguas superficiales a través de los datos, y también adelantó que la urbe utilizará solo energía limpia en 2050.

«Hay muchas oportunidades de hacer cosas y bien», dijo José Luis Muñoz-Bonet, director de Climate KIC España, y la fórmula es el triángulo de la innovación: empresas, universidades y entidades públicas. «Potenciamos el trabajo conjunto para sacar lo mejor».

El alumbrado y el reciclaje cierran la primera jornada

La economía circular y la innovación impactan en la sociedad

:: B. M.

MURCIA. La última sesión del día en el congreso Urban Intelligence, denominada 'Vida y sociedades inteligentes: el impacto de la innovación social y la economía circular en nuestras ciudades', reunió a Elke den Ouden y Rianne Valkenburg, especialistas en ciudades inteligentes de la Universidad Politécnica de Eindhoven. Las expertas explicaron la historia del alumbrado inteligente y su evolución. Los orígenes se remontan a 2002, cuando Eindoven empezó a trabajar en una hoja de ruta hacia una iluminación inteligente que se materializará en 2030: «No queremos farolas, sino superficies capaces de iluminarse y soluciones innovadoras». Para ello, contó Valkenburg, se hicieron fotos por toda la ciudad y preguntaron a los vecinos si les parecía un lugar agradable o no, para comprobar si debían cambiarse.

Sofía Jonášová, fundadora y directora del Instituto de Economía Circular de Praga, centró su ponencia en las actuaciones para el reciclaje y la sostenibilidad en dos poblaciones de la República Checa: un pueblo de 1.700 habitantes y la ciudad de Brno.

Antonio Navarro, Sofía Lorenz, José Luis Muñoz-Bonet, Adrián McLoughlin y Ramón López. :: V. VICÉNS / AGM

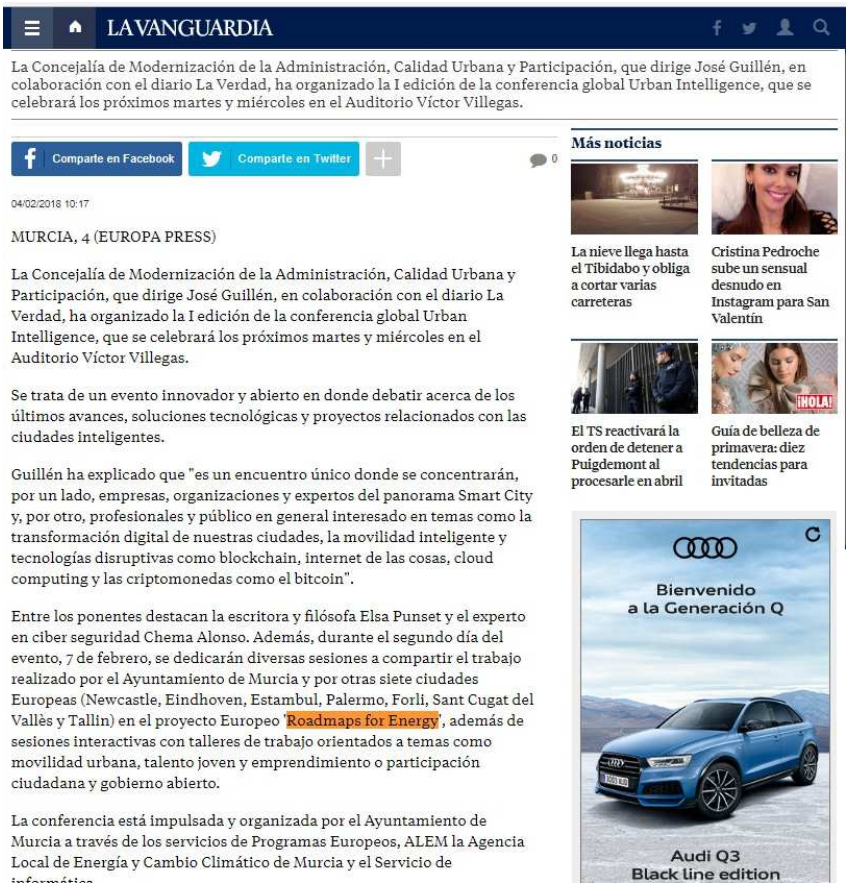
Elke den Ouden y Rianne Valkenburg, expertas de la Universidad Politécnica de Eindhoven. :: V. VICÉNS / AGM

La praguense Jonášová. :: V. VICÉNS / AGM

«Los alcaldes no son 'Teletubbies'»

Los ponentes desvelan las iniciativas que se implantarán en Murcia y otras siete ciudades europeas

The conference was even covered by the Spanish national newspaper "LA VANGUARDIA" (see images below).



LA VANGUARDIA

La Concejalía de Modernización de la Administración, Calidad Urbana y Participación, que dirige José Guillén, en colaboración con el diario La Verdad, ha organizado la I edición de la conferencia global Urban Intelligence, que se celebrará los próximos martes y miércoles en el Auditorio Víctor Villegas.

Comparte en Facebook | Comparte en Twitter | 0

04/02/2018 10:17

MURCIA, 4 (EUROPA PRESS)

La Concejalía de Modernización de la Administración, Calidad Urbana y Participación, que dirige José Guillén, en colaboración con el diario La Verdad, ha organizado la I edición de la conferencia global Urban Intelligence, que se celebrará los próximos martes y miércoles en el Auditorio Víctor Villegas.

Se trata de un evento innovador y abierto en donde debatir acerca de los últimos avances, soluciones tecnológicas y proyectos relacionados con las ciudades inteligentes.

Guillén ha explicado que "es un encuentro único donde se concentrarán, por un lado, empresas, organizaciones y expertos del panorama Smart City y, por otro, profesionales y público en general interesado en temas como la transformación digital de nuestras ciudades, la movilidad inteligente y tecnologías disruptivas como blockchain, internet de las cosas, cloud computing y las criptomonedas como el bitcoin".

Entre los ponentes destacan la escritora y filósofa Elsa Punset y el experto en ciber seguridad Chema Alonso. Además, durante el segundo día del evento, 7 de febrero, se dedicarán diversas sesiones a compartir el trabajo realizado por el Ayuntamiento de Murcia y por otras siete ciudades Europeas (Newcastle, Eindhoven, Estambul, Palermo, Forli, Sant Cugat del Vallès y Tallin) en el proyecto Europeo 'Roadmaps for Energy', además de sesiones interactivas con talleres de trabajo orientados a temas como movilidad urbana, talento joven y emprendimiento o participación ciudadana y gobierno abierto.

La conferencia está impulsada y organizada por el Ayuntamiento de Murcia a través de los servicios de Programas Europeos, ALEM la Agencia Local de Energía y Cambio Climático de Murcia y el Servicio de

Más noticias

La nieve llega hasta el Tibidabo y obliga a cortar varias carreteras

Cristina Pedroche sube un sensual desnudo en Instagram para San Valentín

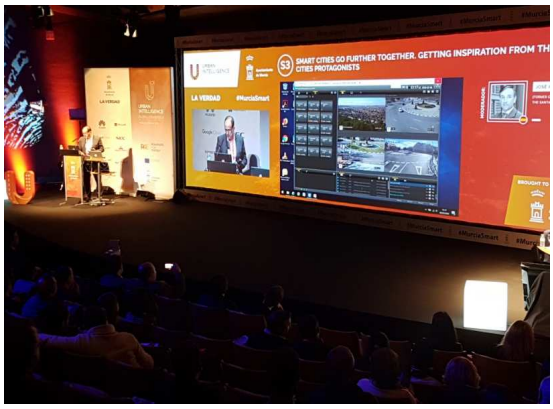
El TS reactivará la orden de detener a Puigdemont al procesarle en abril

Guía de belleza de primavera: diez tendencias para invitadas

Bienvenido a la Generación Q
Audi Q3
Black line edition

3.4 Photos made at the conference

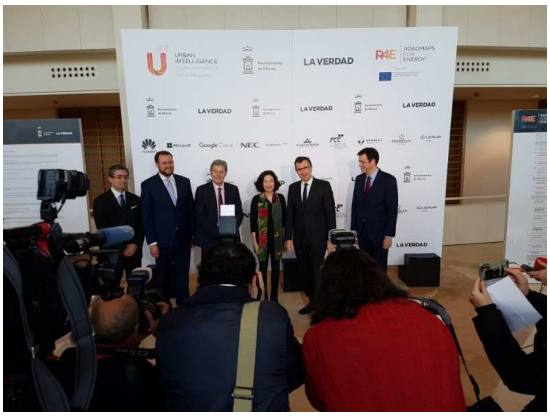
The photos below provide a good impression of the R4E Final Conference and the 2 days in general.



Picture. Session S3 DAY 1

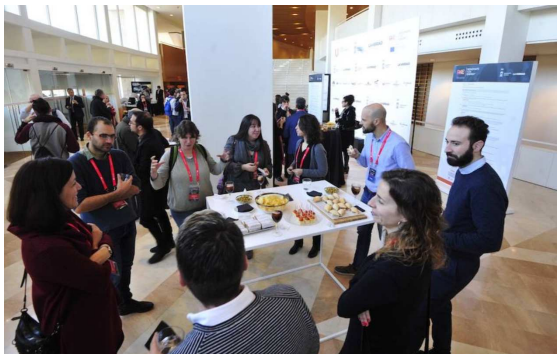
Picture. Session S4 DAY 1

Picture. Session S3 DAY 1



Picture. Local authorities

Picture. General overview of Attendees DAY 2



Picture. Lunch networking

Picture. Video corner for interviews

Picture on the left: The councilor for modernization of Murcia and the conference facilitator, Robert Stüssi
Picture on the right: Elke Ouden, Rianne Valkenburg and Bernadette Bergsma (R4E project partners)

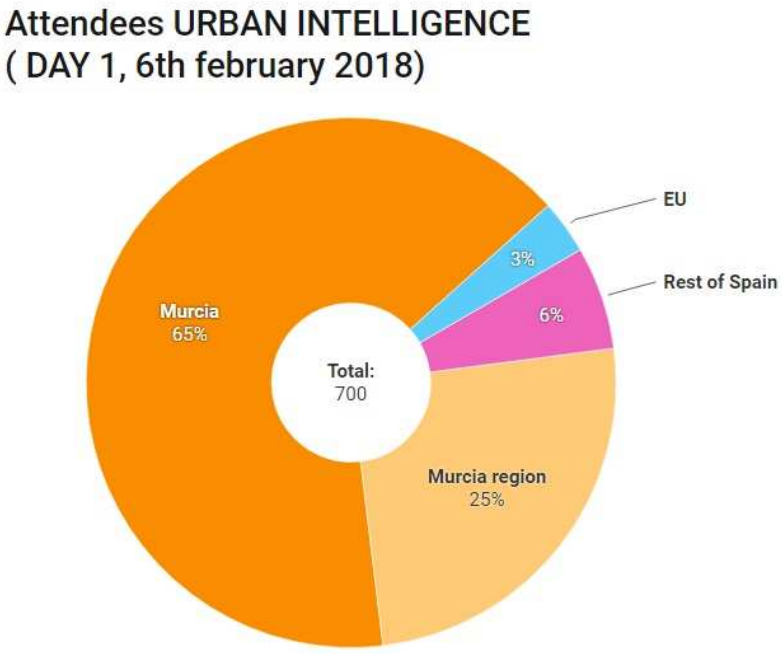
Picture: The R4E partners

Picture: Panoramic view of the plenary room

4 ANALYSIS OF THE ATTENDANCE

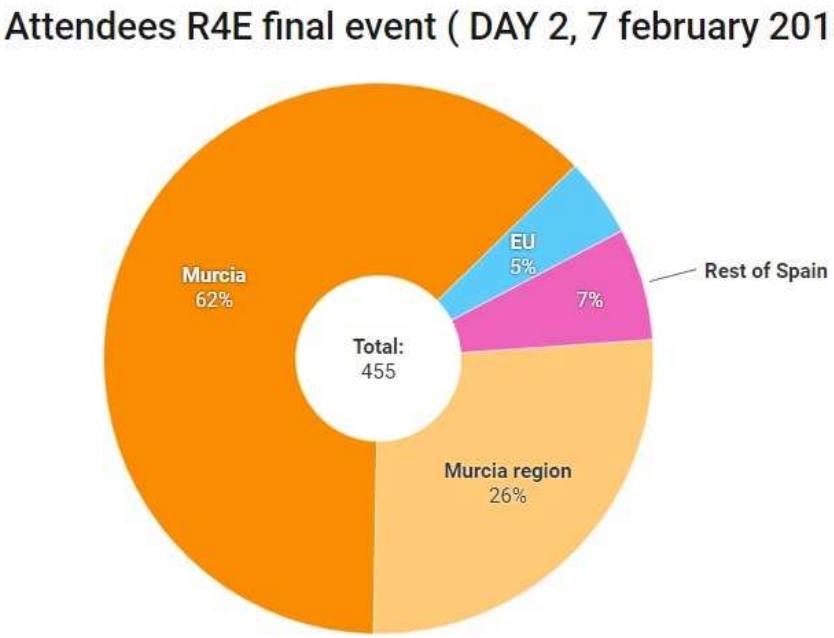
The attendance at the 'URBAN INTELLIGENCE Global Conference' was very high. In this chapter a clear overview of the amount of participants and types of participants is provided in diagrams.

The following diagram shows the distribution of attendance during the first day of the event. There were 700 tickets issued through the official website of the event (www.urbanintelligence.es). In practice a little more than the maximum capacity of the plenary room was reached, which amounts to 457 people.

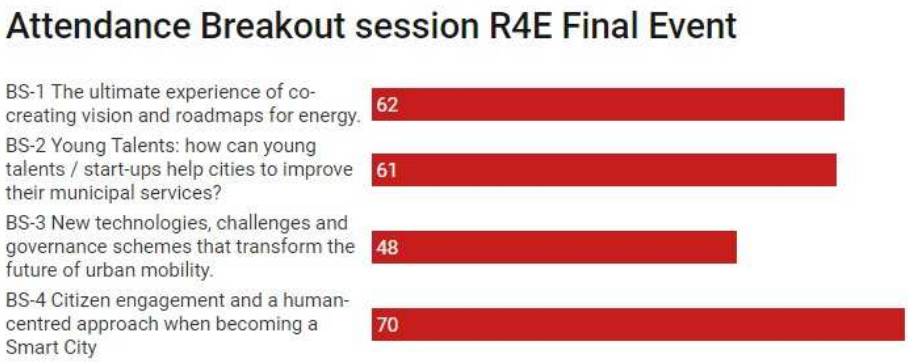


A quick analysis of this data yields that little participation from other EU countries was achieved and that most of the attendees came from the city of Murcia and the region.

As for day 2, the actual R4E Final Conference, the number of tickets issued through the website was 455. However, there was a lower attendance, approximately 130 participants in the morning, and approximately 75 participants in the afternoon. The diagram below shows the type of attendees in more detail.

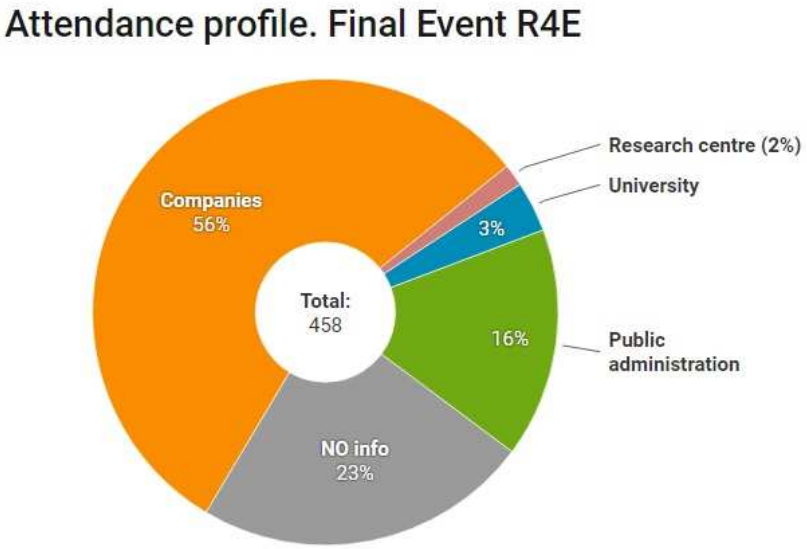


The image below shows the registered participants for the different breakout sessions:



The final figures were quite different from the registered numbers of participants, counting 0 participants for breakout session 1, 30 participants for breakout session 2, 23 participants for breakout session 3, and 21 participants for breakout session 4.

The diagram below shows the profiles of the attendees.



5 CONCLUSION

The R4E Final Conference has offered a big stage to all the R4E partners, both during plenary sessions as through the breakout sessions.
The high number of participants in general and the participation of the people at the different breakout sessions has really proved that there is an interest in the R4E project and related topics and that there is a lot to learn from each other.

Through the impressive media coverage, the R4E project has reached a large audience and possible future stakeholders. R4E partners have been able to share their impressive plans for the future with other experts and professionals.

Next to that, there were sufficient networking moments during the R4E Final Conference, which was a good opportunity for conference participants and R4E partners to get to know each other and have more in-depth discussions about specific R4E outcomes.

All in all, the R4E Final Conference has reached, if not, exceeded our expectations.