



09:00 h. Opening Session of the Green Point Forum

- 🕒 **Francisco de la Torre.** Mayor of **Málaga**
- 🕒 **David Cierco.** General Director of **RED.es**
- 🕒 **María Jesús Almazor.** CEO of **Telefónica**
- 🕒 **Francisco Hortigüela.** Managing Director of Association of Electronics, Information Technology, Telecommunications and Digital Content Companies (**AMETIC**)
- 🕒 **Fernando Casas.** Director of the Innovation and Development Agency of Andalusia (**AGENCIA IDEA**)

10:00 h. City Projects

The development of smart and sustainable cities, aligned with a strategy focused on the citizen as the key management element, is the main point of discussion at this roundtable. It intends to address the roadmap of Spanish cities in the future, at a time when city projects may be affected by the COVID19 crisis

Moderator: **Francisco de la Torre.** Mayor of **Málaga**

- 🕒 **Juan Mari Aburto.** Mayor of **Bilbao**
- 🕒 **Pablo Hermoso.** Mayor of **Logroño**
- 🕒 **Gema Igual.** Mayor of **Santander**
- 🕒 **Joan Ribó.** Mayor of **Valencia**
- 🕒 **Óscar Puente.** Mayor of **Valladolid**

11:30 h. Opening ceremony of Greencities and S-Moving in the auditorium

- 🕒 **Francisco David Lucas.** Secretary General for the Urban Agenda and Housing of the Ministry of Transport, Mobility and the Urban Agenda (**MITMA**)
- 🕒 **Rogelio Velasco.** Regional Minister of Economy, Knowledge, Business and Universities of the Regional **Government of Andalusia**
- 🕒 **Francisco Salado.** President of the **County Council of Málaga**
- 🕒 **Francisco de la Torre.** Mayor of **Málaga**
- 🕒 **Pedro Mier.** Chairman of the Association of Electronics, Information Technology, Telecommunications and Digital Content Companies (**AMETIC**)
- 🕒 **José Ángel Narváez.** President of the University of Malaga (**UMA**)
- 🕒 Spanish Federation of Municipalities and Provinces (**FEMP**)

12:30 h. Governance after the COVID19 crisis

The health crisis has forced municipalities and autonomous communities to face measures and develop solutions for an unprecedented critical situation. Addressing the requirements of this management during the crisis towards recovery are critical to this discussion. The economic recovery of cities may be tied to solutions for more efficient cities, as well as plans for digitization, entrepreneurship and internationalization

Moderator: **Susana Carillo.** First Deputy Mayor of the **City Council of Málaga**

- 🕒 **José Luis Martínez-Almeida.** Mayor of **Madrid**
- 🕒 **Jorge Azcón.** Mayor of **Zaragoza**
- 🕒 **José María García.** Mayor of **Estepona**

- 🕒 **Antonio Alcolea.** Deputy Director of the Secretary of State for Digitization and Artificial Intelligence (**SEDIA**)
- 🕒 **Manuel Ortigosa.** Secretary General of Company, Innovation and Entrepreneurship at the **Regional Government of Andalusia**

13:30 h. Digital Society: artificial intelligence and technology solutions for Smart Cities

The adoption of digital technologies in order to supply products and/or services to cities or for robotic production processes, IoT, Big Data and artificial intelligence is spreading rapidly, leading to a digital society

Moderator: **Francisco Mochón.** President of Corporación Tecnológica de Andalucía (**CTA**)

- 🕒 **Alicia Asín.** Co-founder and CEO of **Libelium**
- 🕒 **José Antonio Ondiviela.** Director SmartCities of Western Europe at **Microsoft**
- 🕒 **Javier Araujo.** Smart Cities Director at **T-systems**
- 🕒 **José María Bellido.** Mayor of **Córdoba**
- 🕒 **Alberto García.** Responsible for Smart Cities at **Iberdrola**

14:30 h. Networking Lunch

15:45 h. Keynote speaker conference. Senseables cities

Presented by: **Francisco Marín.** Vice-president of Research, Development and Innovation (R+D+i) Commission of the Spanish Confederation of Business Organizations (**CEOE**)

- 🕒 **Carlo Ratti.** Architect, engineer, inventor, teacher and director of the **MIT Senseable City Lab** at the Massachusetts Institute of Technology (**MIT**)

16:30 h. SDG: How do we now set out Route 2030? The 2030 Agenda after COVID19

The 2030 Agenda managed to give prominence to the 17 SDGs (Sustainable Development Goals) for social, economic and political advancement, by bringing companies and institutions together. The health crisis has caused a major economic crisis, which will not only affect this roadmap, but will change it completely, whilst developing social policies and attaining the goals, in an entirely different scenario from the one prior to the COVID19

Moderator: **Manuel Bellido.** President of the **2030 Agenda** of the Confederation of Entrepreneurs of Andalusia (**CEA**)

- 🕒 **Javier Benayas.** Professor at the Autonomous University of Madrid (**UAM**) and author of **Guide for Sustainable Tourism**
- 🕒 **Iñigo Bilbao.** Director of sustainable cities at **Fundación Finnova**
- 🕒 **Javier Cortés.** International Private Sector and SDG Location Expert
- 🕒 **Julio Andrade.** Director of the UN-UNITAR International Training Centre for Agency Leaders (**CIFAL Malaga**)

17:30 h. Green & Smart Environment

The discussion on the future of cities is based on two foundations: smart and sustainable. Projecting cities that encompass technology projects focused on their sustainability is the common thread of this roundtable. Energy efficiency, the adoption of digital projects and the application of technology solutions must serve to plan a green and smart urban environment

Moderator: **Red Innpulso**

- 🕒 **José Ballesta.** Mayor of **Murcia**
- 🕒 **María Luisa Castaño.** General Director of Research and Technological Innovation of the Ministry of Science, Universities and Innovation at the **Community of Madrid**

- 🕒 **Joan Groizard.** General Director of the Institute for Diversification and Saving of Energy (**IDAE**)
- 🕒 **Jorge Juan Jiménez.** General Director of the Andalusia Energy Agency (**AAE**)
- 🕒 **Pedro Marín.** Director of the Observatory of Urban Environment (**OMAU Malaga**)
- 🕒 **Ana Bernal.** General Sales and Business Development Director at **Libelium**

GREEN POINT FORUM

1 October 2020

09:00 h. Future cities: a new way of understanding the high-tech city

Designing cities of the future requires addressing technological advance. Companies and institutions must commit to integrating technological solutions in their projects and policies that put citizens at the center and serve their well-being. Technology by and for people as the central axis of the city of the future. New technological solutions, how we understand and project the future of the city will be addressed in this debate panel

Moderator: **Juan Antonio Tébar.** Director of EU Programmes and Territorial Cooperation at Centre for Industrial Technology Development (**CDTI**)

- 🕒 **María José de Concepción.** Deputy general director. Director of the Department of Patents and Technological Innovation of the Spanish Patent and Trademark Office (**OEPM**)
- 🕒 **César Yllera.** New Business Director at **Wellness Tech Group**
- 🕒 **EPTISA**
- 🕒 **Juan José Álvarez.** Deputy of the delegation of Technological Development and European Resources at the **County Council of Málaga**
- 🕒 **Pole of Digital Content**

10:00 h. Internationalization: FIWARE Foundation

Fiware will address the latest international trends for the development of technology solutions and IoT protocols, data management, security and interoperability



11:00 h. Modernization of territories: transformation projects for municipalities

Public administration for the modernization of territories is based on digitization, energy efficiency, cloud and IoT projects that radically transform municipalities. The modernization of territories starts with the transformation of municipalities

Moderator: Spanish Network of Smart Cities (**RECI**)

- 🕒 **Luis Cueto.** Advisor Member of the Secretary of State for Telecommunications and Digital Infrastructures (**SETELECO**)
- 🕒 **Loreto del Valle.** General Director of the **Ministry of Economy, Knowledge, Business and Universities** at the **Regional Government of Andalusia**
- 🕒 **Francisco Salado.** President of the **County Council of Málaga**
- 🕒 **Miguel Ángel Gallardo.** President of the **County Council of Badajoz**
- 🕒 **Antoni Gaspar.** President of the **County Council of Valencia**
- 🕒 **Carles Ruiz.** Mayor of **Viladecans**

12:00 h. Digital Twin: much more than a spatial, virtual and augmented reality



Moderator: **Juan de Dios Hermosin.** CTO of **AYESA**

- 🕒 **ENEL**



- 🕒 **BENTLEY**
 - 🕒 **AUTODESK**
 - 🕒 **AYESA**
 - 🕒 **Bjarke Ingels Group (BIG)**
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13:00 h. Smart Tourist Destinations: how to address it after COVID19

For many municipalities, economic recovery has been accompanied by the revival of tourism after the global health crisis. Addressing the current situation and planning measures for the future of national tourism requires the planning of projects that will make these cities sustainable, smart and safe tourist destinations, given the current situation

Moderator: **Antonio López de Ávila**. CEO at Tourism Data Driven Solutions (**TDDS**)

- 🕒 **Enrique Martínez**. President of the State Mercantile Society for the Management of Tourism Innovation and Technologies **Segittur**
 - 🕒 **Katarina Torstensson**. Sustainability Strategist at **Göteborg - European Capital of Smart Tourism 2020**
 - 🕒 **Antonio Pérez**. Mayor of **Benidorm** and representative of the Network of Smart Tourist Destinations (**Red DTI**)
 - 🕒 **Rosa Sánchez**. Councillor for Tourism of the **City Council of Málaga**
 - 🕒 **Antonio Bernabé**. Managing Director of **Fundación Turismo Valencia**
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14:30 h. Closing session of Greencities and S-Moving

- 🕒 **Francisco de la Torre**. Mayor of **Málaga**