






GREENCITIES ARENA+

Wednesday 29th September 2021

from 08:30 h. Main Hall

Accreditation

09:00 -09:45 h. **Opening conference Greencities Arena**

-  **Juan Carlos Abascal.** Mayor of **Ermua** and co-president of the Network of Science and Innovation Cities (**Red Innpulso**)
-  **Carles Ruiz.** Mayor of **Viladecans** and co-president of the Network of Science and Innovation Cities (**Red Innpulso**)
-  **Pedro Mier.** President of **Ametic**

10:00 – 11:00 h. **AndalucíaSmart and the Intelligent Development of Andalusia. Regional Ministry of Economic Transformation, Industry, Knowledge and Universities**



Moderate: **María del Carmen Rodríguez.** Manager of INPRO of **Provincial Council of Seville**

-  **Loreto del Valle.** Director General for Digital **Economy and Innovation**
-  **Juan Bautista Alvarez.** Deputy-delegate for technological Development and European Resources of **Provincial Council of Málaga**
-  **Isabel Gallardo.** Delegate for Innovation, Smart Municipalities and Digital Transformation of **Provincial Council of Cádiz**
-  **José Leocadio Ortega.** Mayor of **Pilas**
-  **Manuel Hueso.** Mayor of **Rus**

11:00 -12:00 h. **Opening Ceremony.** Auditorium 1



Master lecture **Supercities. Smart Territory**

- **Alfonso Vegara.** President of **Fundación Metropoli**

**12:15 -13:15 h. Everything has changed. New cities for new citizens**Moderate: **Victor Troyano**. Concept Manager of **Urbania**

- 🔴 **Raúl López**. Councilor for Town Planning and Territorial Planning of **Malaga City Council**
- 🔴 **Flavio Tejada**. Director of **Arup** and Director Master in **Real Estate Development at IE**
- 🔴 **Jorge Alonso**. Design Architect & Planner and Business Development Manager of **Chapman Taylor**
- 🔴 **Jorge Ponce**. Main Board Director of **Broadway Malyan**

13:30 -14:30 h. DIGITAL TWIN: beyond a spatial, virtual and augmented realityModerate: **Germán del Real**. Deputy Managing Director of **Ayesa Group**

- 🔴 **Elena Sánchez**. Director of the transport division, digital transformation area of **Ayesa Group**
- 🔴 **Daniel Herrera**. Director of the architecture division of **Ayesa Group**
- 🔴 **Gianluca Racana**. Director of **Zaha Hadid Architects**
- 🔴 **Miguel Ángel Vilaplana**. Head of **Airbus UTM**
- 🔴 **Daniel Rojas-Marcos**. Territorial Director of the South Zone and responsible for the tourism sector of **ESRI**

14:30 h.

WORKING LUNCH


16:00 -17:00 h. Smart water. The management of the integral water cycle is one of the critical problems in many municipalities with a special complexity in those that have very scarce or non-existent sources, as is the case in some islands. We will see how they manage it in several municipalities and the solutions that have been created to make the most of this scarce resource.

Moderate: **Emilio Herrera**. SPEC Director at **Grupo Cibernos** and Vice-president of the Smart Cities Commission of **Ametic**

- 🔴 **Miguel Ángel Benito**. **Legal and Business Development Director of AGBAR**
- 🔴 **Antonio Pérez**. Mayor of **Benidorm**
- 🔴 **Gemma del Corral**. Councilor of the Environmental Sustainability Department of the **Málaga City Council**

**17:15 -18:30 h. Keys in the transformation to the cloud in the public sector**

Keynote speaker: **María Jesús Almazor**. CEO of Cyber&Cloud of **Telefónica Tech**

Moderate: **Mario Cortés**. Dean of the **College of Telecommunications Technical Engineers** 

-  **José Antonio Ondiviela**. Director of Government and Smart Cities Solutions of **Microsoft Europe**
-  **José Antonio González**. Head of Digital Transformation, Large Companies and Public Administrations South of **Telefónica**
-  **Adolfo García**. Head of Service of the Telecommunications Service of the Digital Strategy of the **Digital Agency of Andalusia**
-  **José Manuel Vargas**. Director General of Information and Communication Technologies **Regional Government of Extremadura**
-  **José Miguel Muñoz**. Director of Business Development of **Kalaman**

GREENCITIES ARENA

Thursday 30th September 2021

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Accreditation

09:00 -10:00 h. Smart tourism destinations

09:00 – 10:10 h. Challenges and new opportunities. Smart Tourism Destinations (ITD) have been consolidated in the Smartcities market as a vertical for the tourism industry. The Modernisation and Competitiveness Plan presented by the Secretary of State, especially the Tourism Sustainability Plans, offer a unique and historic opportunity to make a quantum leap in the competitiveness of destinations and the tourism industry.

Moderate: **John Mora**. Vice-president of the Smart Cities and Smart Tourism Commission of **AMETIC**



-  **Antonio Sánchez**. Innovation Director of **Hub Dinapsis Benidorm**
-  **Olivier Jager**. Ceo and co-founder of **ForwardKeys**
-  **Jaime Solano**. Founder at **GVAM Interactive Guides**
-  **Rosa Sánchez**. Deputy Mayor Area of Tourism, Promotion of the City and Local and Foreign Investments at **Malaga City Council**
-  **Carlos Becker**. Director of Corporate and Public Sector at **Vodafone**
-  **Enrique Martinez**. President of State Company for the Management of Innovation and Tourism Technologies (**SEGITTUR**)



10:20 -11:15 h. Sustainability, digitisation and competitiveness, keys to the smart destination model. The concepts of sustainability, digitalisation and competitiveness are key to understanding in detail the smart destinations model, which aims to promote a new model for improving competitiveness and tourism development based on tourism governance and co-responsibility. The smart destinations model has already been implemented in around fifty destinations and there is growing international interest in this methodology developed by the Secretary of State for Tourism, through the State Society for the Management of Innovation and Tourism Technologies (SEGITTUR).



Moderate: **Enrique Martínez.** President of State Company for the Management of Innovation and Tourism Technologies (**SEGITTUR**)

- 🕒 **Antonio Guevara.** Dean of the Faculty of Tourism of the University of Malaga (**UMA**)
- 🕒 **Enrique Navarro.** Director of the University Institute of Intelligence Research and Tourist Innovation of the University of Málaga (**i3t-UMA**)
- 🕒 **Lidia Andrades.** Lecturer in Business Organisation at the University of Extremadura (**UEX**)
- 🕒 **María Velasco.** Advisor to the Cabinet of the Secretary of State for Tourism of the Ministry of Industry, Commerce and Tourism (**MINCOTUR**)
- 🕒 **Antonio Francés.** Mayor of **Alcoy**

11:30 -12:30 h. Green transition, digital and decarbonization



Moderate: **Pilar González.** Head of the Institutional Promotion and Territorial Cooperation Department of the Center for the development of Industrial Technology (**CDTI**)

- 🕒 **Manuel Guirao.** Energy Transition General Director, **Castilla-La Mancha Government**
- 🕒 **Luis Miguel Hernando.** Head of Public Administration Sales of **Endesa X**
- 🕒 **Emilio Iglesias.** Head of Area in the Department of Institutional Promotion and Territorial Co-operation of the Center for the development of Industrial Technology (**CDTI**)
- 🕒 **Ana González.** Mayor of **Gijón**
- 🕒 **M^a Lourdes Martín.** Technical Director of Sustainability and Climate Change of **SGS**

**12:45 -13:15 h. Málaga, semifinalist for the European capital of innovation award (iCapital)**

Moderate: **Susana Carillo**. Councilor for the urban digitalization innovation area of **Málaga City Hall**

- 🕒 **Beatriz Becerra**. Director General for Citizen Participation, Migration, External Action, Development Cooperation, Transparency and Good Governance of **Malaga City Council**
- 🕒 **Antonio Quirós**. Coordinator at **National Pole of Digital Content**

13:30 - 14:30 h. Smart rural, technology and connectivity. The expansion of smart city technologies and solutions to the rural world has multiple barriers, including connectivity, a basic pillar for life in this environment to develop in a way that is equivalent to that of cities. The development of 5G promises to partially solve this problem. We will discuss the EU Small Villages model for rural areas.

Moderate: **Francisco Morcillo**. Consultant, Blogger and Ceo of **MB3 Gestión**



- 🕒 **Juan Alfaro**. Strategic Director of Economic and Social Innovation of **Provincial Council of Huelva**
- 🕒 **Jose Ramón Fernández**. Account Executive de **GALGUS**
- 🕒 **Agustín Aretio**. Innovation Area Manager and Digital Province of **Provincial Council of Cáceres**
- 🕒 **José Luis Jericó**. Managing director of **SOFOJEA**
- 🕒 **Sharam Yalda**. Founder of **HumanNation**, regenerative transformation and innovation

S-MOVING ARENA

Wednesday 29th September 2021

from 08:30 h. Main Hall

Accreditation

09:00 -09:45 h. S-Moving Arena Opening conference

- » **Pablo Hermoso de Mendoza**. Mayor of **Logroño** and co-president of the Spanish Network of Smart Cities (**RECI**)
- » **Antonio Gómez-Guillamón**. President of **Andalucía Aerospace Business Cluster** and **Málaga TechPark** Aerospace Systems Cluster

**10:00 – 11:00 h. Urban Air Mobility (UAM)**

Moderate: **Antonio Gómez-Guillamón**. President of **Andalucía Aerospace Business Cluster** and **Málaga TechPark** Aerospace Systems Cluster

- » **José Ignacio Rodríguez**. Commercial Director of **E-Hang Spain & Latin America**
- » **Nikhil Goel**. Cofounder of **Uber Elevate**
- » **Gerardo Olivares**. Director of National Institute of Aviation Research (**NIAR**)
- » **Stephen P. Luxion**. Director of **ASSURE FAA Center of Excellence for UAS**

11:00 – 12:00 h. Opening Ceremony. Auditorium 1

Master lecture **Supercities. Smart Territory**

- » **Alfonso Vegara**. President of **Fundación Metropoli**

12:15 – 13:15 h. Transforming urban mobility through innovation. One of the challenges of EIT Urban Mobility is to help transform cities through innovation, and in this sense, European Recovery Funds can play a crucial role in these years to drive the change towards more sustainable cities focused on the citizen.



Moderate: **Daniel Serra**. Director of Innovation Hub South at **EIT Urban Mobility**

- » **Miquel Estrada**. Professor associated in the Universitat Politècnica de Catalunya (**UPC**)
- » **Josep Maria Salanova**. Associate researcher of the Hellenic Institute of Transport (**HIT**) of the Centre for Research & Technology Hellas (**CERTH**)
- » **Lucía González**. Founding Partner at **Edenway and Natives**
- » **Ángel López**. Director of Mobility Strategies of **Barcelona City Council** and President of **EIT Urban Mobility Cities Club**



13:30 – 14:30 h. We are moving into the future. We move forward with you. The sustainable mobility and transport planning promoted by the Directorate General for Mobility is aligned with the objectives set out in Agenda 2020 and the European Green Pact. With the aim of creating a new approach in public policies on mobility, with criteria of sustainability and resilience, which at the same time allows responding to the challenges of mitigation and adaptation to climate change, it is considered necessary to incorporate digitalisation and technological advances and innovation in the management and access to transport. For this reason, the Regional Ministry of Development, Infrastructures and Territorial Planning is working on different initiatives aimed at digitalising the Andalusian Public Transport System. These include the creation of the "Andalusian Public Transport Control and Management Centre", which is planned as the nerve centre of the autonomous region's network.



Keynote speaker: **The digitisation of public transport in Andalusia**

- » **Marifrán Carazo.** Regional Minister for Development, Infrastructures and Territorial Planning of the **Andalusian Regional Government**

Moderate: **Felipe Arias.** Director General of Mobility of the Department of Development, Infrastructures and Territorial Planning of the **Regional Government of Andalusia**

- » **José Manuel Mayo.** Head of Operations of the **Andalusian Transport Consortium Network.**
- » **Carlos Alocén.** Director of Citizenship and Digitalisation of the **Zaragoza Area Transport Consortium**
- » **María del Amor León.** Technician of the Systems Area of the **Regional Transport Consortium of Madrid**
- » **Ignasi Oliver.** Member of the Subway Committee at the **International Public Transport Union**

14:30 h.

WORKING LUNCH

16:00 – 17:00 h. New sustainable mobility technologies



Moderate: **María Trinidad Hernández.** Directorate General for Mobility of **Málaga City Council**



- » **Jose Carlos Riveira.** Director of Strategy and Product Management of **Kapsch TrafficCom**
- » **Noemí Moya.** Director of Institutional and Governmental Relations for Spain and France of **Voi technology**
- » **Andrea Giaretta.** Regional General Manager of **DOTT**



17:15 – 18:15 h. International trends in Smart Mobility investing. We will discuss trends in Europe in smart mobility. What technologies and business models are currently being invested in, at what stages (early vs. growth), and the differences and similarities between different countries in Europe and between Europe and other regions of the world



Moderate: **Tom Horsey**. Managing Partner of **Ionic.fund** and Investor Relations of **Connected Mobility Hub**

- » **Alexandre Grandremy**. Founder and Executive Coach at **Planet Impact Advisory** and Strategy & Business Advisor at **Orevon**
- » **Nadim Matuk**. Investment Principal of **Liil Ventures**

S-MOVING ARENA

Thursday 30th September 2021

from 08:30 h. Main Hall

Accreditation

09:00 – 10:00 h. Mobility as a Service, multimodality and micro-mobility

Moderate: **Pablo Oliete**. Founding partner of **FOM**

- » **Sergio Diez**. CEO and co-founder of **Mobility HUB**
- » **Ramón Fernández**. Head of eBus Business Development of **Endesa X**
- » **Jorge Rodríguez**. Mayor of **Ontinyent**
- » **Manuel Ortiz**. Director of Institutional Relations of **Superpedestrian**
- » **Filippo Brunelleschi**. Country manager of **Spin Iberia**

10:15 – 11:15 h. Mobility governance

Moderate: **Antonio Rojas**. President of the Connected Vehicle and Sustainable Mobility Committee at **AMETIC**



- » **José de la Uz**. Mayor of **Las Rozas** and President of **Las Rozas Innova**
- » **Ignacio Galindo**. Director of Professional Services of **PTV Group Iberia**

**11:30 – 12:30 h. Electric and sustainable mobility**

Moderate: **Gema Cantero**. Engineer in the Department for the Promotion of Energy Actions of the Andalusian Energy Agency (**AAE**)



- » **Alejandro Peña**. Director of the Rural Development and Sustainability Area of **Provincial Council of Badajoz**
- » **Mónica Castilla**. Head of Communication, Dissemination and Business Relations at the Spanish Patent and Trademark Office (**OEPM**)
- » **Fermín Alonso**. Delegate Councilor for Strategic Projects and Sustainable Mobility at **Pamplona City Council**
- » **Valentín Alegría**. Director of innovation and network strategy of **Renfe**

14:00 – 15:00 h. The future of connected automated and self-driving mobility

Moderate: **Antonio López de Ávila**. President and CEO at TDDS



- » **Nicolás Gómez**. Business Development Manager of **SISTEM**
 - » **Amparo Marco**. Mayor of **Castellón de la Plana**
 - » **Pablo Escapa**. Director of information technology CTO of **EUROCYBCAR** and Technical Engineer of Telecommunications in systems of **VECA group COITT**
 - » **Lourdes Sánchez**. Connectivity manager of **DEKRA**
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CIRCULAR ECONOMY FORUM SUSTAINABILITY ROOM



Ayuntamiento de Málaga
Área de Sostenibilidad Medioambiental



Junta de Andalucía
Consejería de Agricultura,
Ganadería, Pesca y Desarrollo Sostenible

Wednesday 29th September 2021

from 08:30 h. Main Hall

Accreditation

09:00 -09:45 h. **Sustainability Room Opening conference**

Keynote speaker: Miguel González Suela. Deputy Secretary for Ecological Transition and the Demographic Challenge of the Ministry of Ecological Transition and the Demographic Challenge (MITECO)

- **Gemma del Corral.** Councilor of the Environmental Sustainability Department of the **Málaga City Council**

10:00 - 10:45 h. **The role of the administration**

Moderate and speaker: **Teresa Muela.** Secretary General of the Andalusian Federation of Municipalities and Provinces (**FAMP**)

- **Marta Gómez.** General director of Circular Economy of **Castilla-La Mancha government**
 - **María López.** Director of Environmental Quality and Climate Change of the Ministry of Agriculture, Livestock, Fisheries and Sustainable Development of the **Regional Government of Andalusia**
 - **Cristina Aparicio.** Director of the Circular Economy of the **Madrid Regional Government**
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10:45 – 11:00 h. Conference: Demonstration and information activities for the management of solid waste derived from protected horticulture: Recicland Project

Conducted by: **Ignacio Lorite**. R+D+F Coordinator of **IFAPA**

- **M^a Rosa Granados**. Project technique **Recicland of IFAPA La Majonera Almería**
- **Encarnación Samblas**. Project technique **Recicland of IFAPA La Majonera Almería**

11:00 – 12:00 h. Opening Ceremony. Auditorium 1



Master lecture **Supercities. Smart Territory**

- **Alfonso Vegara**. President of **Fundación Metropoli**

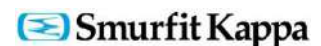
12:15 – 14:30 h. The plastics problem at the sea: implications and mitigating actions from different areas



Moderate: **Luis Medina-Montoya**. Director General for the Environment and Sustainability of **Málaga City Council**

- **M^a Antonia Cobacho**. Coordinator of the **REINWATE** project. Chief of International Relationship at Agricultural and Fisheries Management Agency (AGAPA) of the **Andalusian Regional Government**
- **Manuel Manchado**. Coordinator in Andalusia of the **BLUE BIO MED** project of the Institute for Agricultural and Fisheries Research and Training (IFAPA) of the **Andalusian Regional Government**

13:30 – 14:30 h. Business and the Circular Economy. Beyond the recycling economy. There is a risk that citizens associate and confuse the circular economy exclusively with waste management and the recycling or green economy. What are the steps or policies that need to be put in place so that the average citizen knows what the circular economy is and what their role is in it? How can businesses contribute?



Moderate: **Ignacio Sánchez**. General Manager Spain & France at **SmurfitKappa Recycling**

- **Antonio López Peña**. South Zone Manager **Ecoembalajes España S.A.**
- **Miguel Giribet**. Ceo of **Cash Converters Spain and Portugal**
- **Albert Grau**. Public Affairs Officer in Spain of **Rockwool**
- **Ainhoa Mendivil**. Director of environment of the northern area of **SGS**
- **Gonzalo Jiménez**. Sustainability and Transformation Director of **Hidralia**

14:30 h.

WORKING LUNCH



16:00 – 17:00 h. Enabling and constraining factors for the success of circular bioeconomy initiatives in Andalusia



Moderate: **Anastasio J. Villanueva**. Researcher at the Institute for Agricultural and Fisheries Research and Training (IFAPA) of the **Andalusian Regional Government**.

- **José Manuel de la Torre**. Head of the Department of Chemistry and Natural Products at **DOCMA**
- **Beatriz Molina**. R+D+i Director of **Grupo La Caña**
- **Juan Espuny**. Research and development specialist at **OLEICFAT**

17:15 – 18:15 h. **The role of public and private companies. Innovation and intelligent systems in waste management.** How can innovation contribute to the implementation of the circular economy? How should the precepts of the circular economy influence the behaviour and habits of citizens in the management of their waste, both household waste and waste from economic activities?

Moderate: **Luis Medina-Montoya**. Director General for the Environment and Sustainability of **Málaga City Council**

- **Jorge Gutiérrez**. Sales Director for Spain and Italy of **Contenur**
 - **Javier Pazos**. Technical-director of the environmental center of Málaga, Limpieza de Málaga S.A.M. (**LIMASAM**)
 - **Juan José Almela**. Director of Operations and Strategy of **MOVISAT**
 - **Jordi Tort**. 1st deputy mayor and president of governance, internal management, economic-sustainable development and projection of the city of **Gavà City Council**
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SUSTAINABILITY ROOM

Thursday 30th September 2021

from 08:30 h. Hall principal

Accreditation

09:00 -10:15 h. **Talent Woman. The role of women in the development of the urban agenda, social entrepreneurship and circular economy.**

Moderate: **Soledad Diaz.** Managing director of Association of Science and Technology Parks of Spain (**APTE**)

- **Emma Buj.** Mayor of **Teruel**
- **Maite Rodríguez.** General director of **Clear Channel**
- **M^a Ángeles González.** Director of the Area of Sustainable Economic Development and Projection of the City **Gavà City Hall**

10:30 -13:05 h. **Sustainable Development Goals (SDG) and 2030 Agenda**



Keynote speaker: **The role of the financial sector in the development of sustainable projects**

- **José María López.** Head of Sustainability and Corporate Social Responsibility (CSR) of **Unicaja Banco**

10:45 – 11:45 h. **SDG and citizens**



Moderate: **Julio Andrade.** Director of **Cifal Málaga**-United Nations Institute for Training and Research (**UNITAR**)

- **Beatriz Becerra.** Director General for Citizen Participation, Migration, External Action, Development Cooperation, Transparency and Good Governance of **Malaga City Council**
- **Miquel Rodríguez.** Commissioner for the 2030 Agenda of **Barcelona City Council**
- **Lucas Y. Magna.** Investment Professional of **Gef Capital Partners**
- **Daniel González-Bootello.** Managing Director of **Smart City Cluster**
- **Javier Araujo.** Head of Smart Cities of **T-system Iberia**





11:45 – 13:05 h. SDG and success stories based on the application of sustainable solutions

Moderate: **María del Carmen García**. Manager of the **CIEDES foundation**

- **Joaquín Vilanova**. Mayor of **Alhaurín de la Torre City Council**
- **Marisol Garmendia**. Councillor for Economic and Ecological Impulse of **San Sebastian City Council**
- **Miguel Zarzuela**. Strategy Director of **Zaragoza 2030**
- **Diego Leone**. Secretary of Environment and Public Space of **Municipalidad de Rosario, Argentina**
- **Manuel José Menéndez**. Manager of **EMAYA**

13:15 -13:30 h. Conference: Presentation of the *Biodistricts* project. A biodistrict is a geographic area in which proximity markets are articulated and dynamized, food networks are created between producers and consumers, as well as other agroecological dynamization activities, increasing production and consumption in a coordinated way, adjusting local supply and demand. , scheduling crops based on internal demand and improving operators' margins. These actions constitute an ecological production strategy to build an ecoregion in a specific territory, placing local communities at the center of decision-making. All these actions can go hand in hand with others related to energy efficiency and improvement of the circular economy that promote the sustainability of the territories.

- **Juan Manuel Arcos**. Ecology department technician at Agricultural and Fisheries Management Agency (AGAPA) of the **Andalusian Regional Government**

13:40 – 14:00 h. Conference: “Cultural change and new demands of society in the era of the circular economy”

- **Luis Lehmann**. Author of the book “How to click towards a new economy. A circular revolution with the human being at the center”
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URBAN INTELLIGENCE ROOM

Pavilion 1

Wednesday 29th September 2021

from 08:30 h. Main Hall

Accreditation

09:00 – 09:15 h. **Urban Intelligence Room Opening conference**

Introduced by: **Miguel Piá**. Development Manager at **ETRA I+D**

Keynote speaker: **Alicia Asín**. Ceo of **Libelium**

09:15 – 09:55 h. **Energy transition: redefining the energy model**. Energy is becoming one of the great problems of our time with its unstoppable rise. The impact of renewable energy sources seems to be contributing to this rise in prices. How can we get out of this loop? What are the most effective mitigation mechanisms?

Moderate: **Miguel Piá**. Development Manager at **ETRA I+D**

- **Lluïsa Moret**. Mayor of **Sant Boi de Llobregat City Council**
- **Juan Antonio Imbernon**. Urban Solutions Manager of **AGBAR**
- **Antonio Moreno**. Energy Efficiency and Smartbuilding Product Manager of **Telefónica Tech**



10:05 - 11:00 h. **Venture capital funds: supporting startups and promoting business expansion**

Moderate: **Fernando Ferrero**. Head of strategic investments at the Innovation and Development Agency of Andalusia (**IDEA**)

- **Macarena González**. Investment Manager at **Axon Partners Group**
- **Antonio Romero-Haupold**. President of **AEMAB**
- **Ángel González**. Investment Director at **Alter Capital**
- **Carlos Rodríguez**. CEO & Cofounder of **Solum**
- **Donald Hopper**. CEO **Empresa EvaGlobal**



Junta de Andalucía
Consejería de Transformación Económica,
Industria, Conocimiento y Universidades
AGENCIA DE INNOVACIÓN Y DESARROLLO
DE ANDALUCÍA IDEA

11:00 -12:00 h. **Opening Ceremony**. Auditorium 1



Master lecture **Supercities. Smart Territory**

- **Alfonso Vegara**. President of **Fundación Metropoli**



12:30 – 13:15 h. Initiatives and projects of Spanish cities focused on attracting talent to cities

Moderate: **Ugo Valenti**. Director of **Smart City Expo World Congress** and **Tomorrow.Mobility**

SMARTCITY
EXPO WORLD CONGRESS
TOMORROW.
MOBILITY
WORLD CONGRESS

- **Francisco de la Torre**. Mayor of **Málaga City Council**
- **Luis José Barcala**. Mayor of **Alicante City Council**
- **Ana González**. Mayor of **Gijón**

13:30 – 14:30 h. Digital transformation and sustainability in administrations

Moderate: **Francisco Salvador**. Advisor to the Mayor's Office for Corporate Strategy, Entrepreneurship and Urban Transformation of **Malaga City Council**

- **Fernando de Pablo**. Director General of the Digital Office of **Madrid City Council**
- **Victor Solla**. Director General for Innovation and Urban Digitalisation of **Malaga City Council**
- **Santiago Graña**. Deputy Director General for Planning and Governance of the Digital Administration of the General Secretariat for Digital Administration of the Ministry of Economic Affairs and Digital Transformation (**MINECO**)
- **Juan Luis Cruz**. **General Director of the Fernando de los Ríos Consortium**

14:30 h.**ALMUERZO DE TRABAJO**

15:30 – 15:50 h. Conference: "Art in the City - the right choice of artworks in urban space"

- **Carlos García-García**. Academic Master's Degree in Territorial Planning in the **Ecole des Hautes Etudes en Sciences Sociales of Paris**

16:00 – 17:20 h. The future of smart and sustainable city

Keynote speaker: **Ana Ariño**. Corporate Strategy Director at **ACCIONA**



Moderate: **Alfonso Vegara**. President of **Fundación Metropoli**

- **Ana Ariño**. Corporate Strategy Director at **ACCIONA**
- **David García**. President of Madrid World Capital of Construction, Engineering and Architecture (**MWCC**)
- **Carlos Borja Castello**. Director General of strategic consultancy of **CBRE Spain**



17:30 – 18:30 h. The “soludable” perspective at smart cities of the future

Junta de Andalucía
Consejería de Salud y Familias

Moderate: **Gonzalo Aranda**. Planning and evaluation of health services of **Project “Soludable”**

- **Magdalena de Troya**. Dermatologist and director of **Project “Soludable”**.
- **Antonio Guevara**. Dean of the Faculty of Tourism of the University of Malaga (**UMA**)
- **Paola Jiménez**. Local sustainability and health impact
- **Antonio Manuel Gómez**. Sales and Marketing Manager of **Ingenia**

START-UP POINT

URBAN INTELLIGENCE ROOM

Conference Room 2.1

Wednesday 29th September 2021

from 08:30 h. Main Hall

Accreditation

09:00 – 10:30 h. Elevator Pitch Presentations. **EXTENDA Mission**



10:30 – 11:00 h. **Entrepreneurship as a key factor in the advancement of smart cities and smart and sustainable mobility**

eLead: european project presentation

- **Sonia Palomo**. Deputy Director of Technology Transfer and Institutional Relations of **Málaga Tech Park**

Conducted by: **Juan Manuel Revuelta**. CEO **Finnova** and **CirCoAX Startup Europa Awards**

- **Anna Tórz**. International Cooperation Officer at **Poznan Science and Technology Park**
- **Marcos Martínez**. Finalist at **EU Datathon** with the app **cleanSpot**
- **John David Babyack**. Project Manager of **Hopu**

11:00 -12:00 h. **Opening Ceremony**. Auditorium 1



Master lecture **Supercities. Smart Territory**

- **Alfonso Vegara**. President of **Fundación Metropoli**



12:00 – 13:00 h. Opportunities for Collaboration in Public Procurement of Innovation for the smart cities sector and smart and sustainable mobility.

The Public Procurement of Innovation projects underway in the smart cities and smart and sustainable mobility sector represent an opportunity and a greater incentive to innovate for companies, centers and research groups, since the Administration constitutes a first demand that makes investment in innovation more attractive by reducing uncertainty.



Junta de Andalucía
Consejería de Transformación Económica,
Industria, Conocimiento y Universidades
AGENCIA ANDALUZA DE INNOVACIÓN

- Moderate: **Daniel Escacena**. Project Director at the Andalusian Knowledge Agency (**AAC**) of the Ministry of Economic Transformation, Industry, Knowledge and University of the **Andalusian Regional Government**
- **Arturo Fernández-Palacios**. Technical Advisor of the General Secretariat for the Environment Water and Climate Change of the Ministry of Agriculture, Livestock, Fisheries and Sustainable Development of the **Andalusian Regional Government**
- **Jorge Delgado**. Head of the Projects and Technology Service. General Directorate of Water Infrastructure of the Ministry of Agriculture, Livestock, Fisheries and Sustainable Development of the **Andalusian Regional Government**
- **Manuel Marquez**. Head of the Planning and Operation Service of the General Directorate of Mobility of Development, Infrastructures and Spatial Planning of the **Andalusian Regional Government**
- **Elena Morón**. Head of the Building Rehabilitation Section in the Directorate of Operations of the Andalusian Housing and Rehabilitation Agency of the Ministry of Development, Infrastructures and Spatial Planning of the **Andalusian Regional Government**
- **María Dolores Jiménez**. Head of the Civil Protection Service in the General Directorate of Emergencies and Civil Protection of the Ministry of the Presidency, Public Administration and Interior of the **Andalusian Regional Government**

13:15 -14:30 h. Ecosystem startup: presentation of new developments and initiatives of entrepreneurs in the Smart environment

Moderate: **Juan Jesús Velasco**. Director of El Cubo, Andalucía Open Future.

Andalucía Regional Government

- **Carlos Rodríguez**. Ceo and co-founder of **Solum**.
- **Iván Pestaña**. Director of institutional relations of **Tales**
- **José María Gómez**. CEO **Scoobic**
- **Andrea Gómez**. CMO of **Hopu**



14:30 h.

WORKING LUNCH



16:00 – 16:30 h. Conference: How to create a unified tourism experience: connecting city, business and person

- **Sergio López.** Founder and CEO **unBlock the city**

16:35 – 17:20 h. Disruptive mobility solutions for smart tourist destinations. With the combine impulse of **Fira de Barcelona**, organizers of **Smart City Expo World Congress and Tomorrow, Mobility World Congress, FYCMA – Trade Fairs and Congress Center of Málaga**, organizers of **Greencities & S-Moving** and the collaboration of **Andalucía Emprende**

TOMORROW. SMARTCITY
MOBILITY EXPO WORLD CONGRESS
WORLD CONGRESS

Keynote speaker: **Ugo Valenti.** Director of **Smart City Expo World Congress** and **Tomorrow.Mobility**



Conducted by: **Rosa Siles.** Director of **Andalucía Emprende**

- **Iván Luarca.** CEO of **ECCOCAR**
- **Juan Bueno.** CEO of **MYRENTGO MOBILITY**
- **Aviv Frenkel.** Cofounder and CEO **Enroute**
- **Jean-Edern Rougagnou.** CEO of **Taxy Match**
- **José María Campos.** CEO **Celering**

17:30 – 18:30 h. Success stories in research, innovation and local entrepreneurship

Conducted by: **Juan Manuel Revuelta.** CEO **Finnova** and **CirCoAX Startup Europe Awards**

- **Francisco Jesús Mora.** Delegate of the urban planning and finance area of **Alcalá de Guadaíra City Council** *TBC*
 - **David Sancho.** Head of the energy, environment and engineering department of the wastewater department of Málaga Municipal Water Company (**EMASA**)
 - **Juan Mullerat.** Architect, founder and CEO of **Plus Urbia**
 - **Xavier García.** Mayor of **Badalona City Council**
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INTERNATIONAL GREENCITIES CONGRESS FORUM

URBAN INTELLIGENCE ROOM

Pavilion 1



Thursday 30th September 2021

from 08:30 h. Main Hall

Accreditation

09:15 – 09:30 h. International Greencities Congress Opening

- **Javier López.** Vice Chancellor of Company, Territory and Digital Transformation of the University of Málaga (**UMA**) and president of the Scientific Committee of the International Greencities Congress (**IGC**)

09:30 – 10:30 h. Block I Presentation of scientific communications **SUSTAINABLE INFRASTRUCTURES AND TECHNOLOGICAL SOLUTIONS**

Moderate: **Javier López.** Vice Chancellor of Company, Territory and Digital Transformation of the University of Málaga (**UMA**) and president of the Scientific Committee of the International Greencities Congress (**IGC**)

- *Contabilidad experimental de los servicios ecosistémicos de la provincia de Málaga mediante k.LAB1.* **Pedro Miguel Guerrero**
- *Monitorización Segura en Infraestructuras de Carga de Vehículos Eléctricos Frente a Ciber-Ataques.* **Jesús Cumplido.** Researcher of the **NICS Lab group**
- *OCCUS´21: Observatorio sobre captación, uso y almacenamiento de CO2 en la provincia de Málaga.* **Ángel Enrique Salvo.** Professor of Botany and Director of the FYM-UMA Chair in Climate Change at the University of Malaga (**UMA**)

10:45 – 11:15 h. Block II Presentation of scientific communications **SMART & SUSTAINABLE MOBILITY**

Moderate: **José Ramón de Andrés.** Member of the Board, Professional Association of Industrial Engineers of East Andalusia (**COIIAOR**)

- *El teletrabajo como aliado inesperado de la movilidad sostenible.* **Alberto España**
 - *Factors influencing the intention to use a sustainable autonomous driving bus.* **Lidia Caballero**
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11:30 – 12:00 h. Block III Presentation of scientific communications **TERRITORIAL INTELLIGENCE & URBAN GOVERNANCE + SUSTAINABLE URBAN ECOSYSTEM**

Moderate: **Luis Octavio Frade**. Member of the Board, Professional Association of Architects of Málaga (**COAMALAGA**)

- *Evaluación y certificación de la seguridad en Smart cities.* **Rodrigo Román**. Assistant professor doctor at University of Málaga (**UMA**)
- *Kunak Green Move: analysis of the relationship between mobility and air quality.* **Miguel Escribano**. Business Development Director, **Kunak Technologies**

12:15 – 12:45 h. Block IV Presentation of scientific communications **SUSTAINABLE ACTIONS IN CONSTRUCTION**

Moderate: **José Antonio Conde**. Secretary of the Professional Association of Quantity Surveyor of Málaga (**COAAT**)

- *Rehabilitación integral de la Colonia Pablo Iglesias con criterios de eficiencia energética.* **María José Gutiérrez**. Senior consultant architect- building delegate and cities at **Vicus Reset**
- *Un Buen Hogar: Respuesta replicable para nutrir el residuo en el sector de la construcción.* **José María Mateo**. Partner at **Martin Lejarraga Architecture Office**

13:30 – 14:00 h. **IGC Closing** and best scientific communication award ceremony **Carlos Hernández Pezzi**
