



## URBAN INTELLIGENCE ROOM

Pavilion 1

### Wednesday 29<sup>th</sup> September 2021

from 08:30 h. Main Hall

Accreditation

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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**

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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**



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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

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



Master lecture **Supercities. Smart Territory**

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



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**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**

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**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**

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

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**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**

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**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

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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 DEL GOBIERNO

- 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**

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**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**



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14:30 h.

**WORKING LUNCH**

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**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**

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**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**

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**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

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#### 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**)

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#### 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**)

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#### 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**

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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**

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

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