



11:00 h. Greencities & S-Moving 2022 Opening ceremony

Auditorium 2

Speakers:

- Francisco de la Torre. Mayor of Malaga
- Marifrán Carazo. Regional Minister for Development, Territorial Planning and Housing of the Regional Government of Andalusia
- José Ángel Narváez. Rector of the University of Malaga (UMA)
- Antonio Gómez-Guillamón. President of the S-Moving Organising Committee
- Juan Carlos Abascal. Mayor of Ermua and co-president of the Network of Science and Innovation Cities (Red Innpulso). President of the Greencities Organising Committee
- **Francisco Hortigüela**. General Manager of the Multisectorial Association of Spanish Electronics and Communications Companies (AMETIC)

12:00 – 13:50 h. Time block a bet from Europe "The PERTE of the Circular Economy"

12:00 – 12:30 h. Boosting circularity: a commitment from Spain. PERTE on Circular Economy

Keynote speaker: **Marta Gómez.** Director General for Environmental Quality and Assessment of the Ministry of Ecological Transition and Demographic Challenge (**MITECO**)

12:30 - 13:10 h. Boosting circularity, a commitment from Europe: "Circular Economy's PERTE"

Moderator: **Luis Medina-Montoya.** General Director of the Environmental Sustainability Area of **Malaga City Council**

- Antonio López. Southern Area Manager of Ecoembes
- **Teresa Muela**. Secretary General of the Andalusian Federation of Municipalities and Provinces **(FAMP)**
- Raúl E. García. General Manager of Limpieza de Málaga, S.A.M. (LIMASAM)







13:10 –13:50 h. Distribution, consumption, and reuse

Moderator: **Luis Medina-Montoya.** General Director of the Environmental Sustainability Area of **Malaga City Council**

Speakers:

- Félix Reneses. Management and Key Accounts Director of Ecovidrio
- Lluïsa Moret. Mayor of Sant Boi de Llobregat
- Óscar Periañez. AAPP technology advisor, delegate for Western Andalusia and Badajoz of Movisat
- Carmen Ladrón de Guevara. Principal Researcher of the MAREA Plastic project at the University of Malaga (UMA)

13:50 – 14:30 h. The agreement and commitment of cities to improve the environment and the quality of life of their citizens

13:50 – 14:05 h. Santander Natural Capital

Keynote speaker: Gema Igual. Mayor of Santander

14:05 – 14:20 h. Valencia, Finalist for European Green Capital 2024

Keynote speaker: **Sergi Campillo**. Deputy Mayor of **Valencia City Council** and Councillor for **Urban Ecology**

14:20 - 14:30 h. Helsingborg H22 - the making of a smarter, sustainable and thoughtful city

Keynote speaker: **Åsa Bjering**. Possition International Affairs and Public Relations of **Helsingborg City**

14:30 h. WORK LUNCH







16:00 – 16:45 h. Time block a bet from Europe "The PERTE of the Circular Economy"

16:00 – 16:45 h. **Eco-design. Right to repair**

Moderator: **Paco Salvador.** Mayor's Advisor for Corporate Strategy, Entrepreneurship and Urban Transformation at **Malaga City Council**

Speakers:

- Daniel de la Torre. Circularity Director of Exxita be circular
- Fernando Calero. Operations Director at Contenur
- Juan Manuel Revuelta. CEO of Finnova and CirCoAX Startup Europe Awards

16:45 – 17:30 h. Local projects to answer the decarbonisation challenge in the coming decades

Moderator: **Juan Carlos de la Torre.** Advisor of European Funds of the Area of Innovation and Urban Digitalization of **Malaga City Council**

- Josep Signes. Mayor of Gata de Gorgos
- Andy Wynn. CEO of TTIP Global
- Marlene Guerreiro. Vice president of Municipio de São Brás de Alportel







SUSTAINABILITY ROOM

Co-organizer:

Thursday 22nd September 2022

from 08:30 h. Accreditation



09:15 – 10:00 h. Low emission zones: present and future

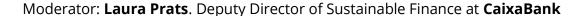


Moderator: **Irene Carrasco**. Head of the Sustainable Mobility Area of the Subdirectorate General for Clean Air and Industrial Sustainability of the Ministry of Ecological Transition and the Demographic Challenge **(MITECO)**

Speakers:

- Fernando Moreno. Urban Mobility Sales Manager of Bosch
- Manuel Villar. Councillor for Cleaning and Waste, Environment, Transport, Contracting and Legal Services of Alicante City Council
- Pedro Garibi. Smart & Sustainable Solutions Business Development Manager of T-Systems
- Sebastiano Meneghello. Vicepresident Business Development of Bettair
- Jaime Linaza. CFO and COO of Clear Channel

10:00 - 10:45 h. Cities 2030





- Javier Martínez. Mobility Director of the EDP
- Eduardo Medina. CEO of Activacar Mobility
- Fernando Marín. Business Development Director of Lynka Group
- Juan Manuel Rosauro. Director of Institutional Relations at Endesa and Head of the E-City Malaga Project







10:45 – 12:15 h. Green energy and infrastructure conference

10:45 - 11:30 h. Renewables energies



Moderator: **María Cobo**. Coordinator of the Area for the management and monitoring of the Recovery Plan at the Ministry for Ecological Transition and the Demographic Challenge **(MITECO)**

Speakers:

- Miguel Rodrigo. Head of Regulatory Framework and Corporate Strategy of the Institute for Energy Diversification and Saving (IDAE)
- Marta Sebastián de Erice. Head of the Support Unit of the General Directorate for Environmental Quality and Assessment of the Ministry for Ecological Transition and the Demographic Challenge (MITECO)
- Juan Martínez. Product Manager, IoT & Smart building of Telefónica

11:30 - 12:15 h. Urban renaturation and green infrastructures

Moderator: **Verónica Gonzalo**. Area Coordinator in the Unit for the Implementation of the Recovery Plan of the Ministry for Ecological Transition and the Demographic Challenge **(MITECO)**

Speakers:

- **Elena Pita.** Director of the Biodiversity Foundation of the Ministry for Ecological Transition and the Demographic Challenge **(MITECO)**
- **Javier Sánchez.** Deputy Director General for Water Protection and Risk Management of the Ministry for Ecological Transition and the Demographic Challenge (MITECO)
- **Francisca Rubio.** General Director of Ricardo Valle Institute of Innovation Foundation (INNOVA IRV)

12:30 - 13:15 h. The Maghreb and the challenges of Agenda 2030

Moderator: **Francisca Pedrós.** Ambassador for the Expo Malaga 2027 Candidature of the **Ministry of Foreign Affairs, European Union and Cooperation**

- Fatimetou Abdel Malick. President of the Nouakchott Region
- **Mériem Chabou.** Specialist in urban planning and sustainable development at the École Polytechnique d'architecture et d'urbanisme **(EPAU)**
- Inchirah Hababou-Allagui. Urban architect specialising in heritage

