

URBAN ARENA

Tuesday 24th September 2024

from 08:30 h. **Accreditation**

Main Hall

09:10 – 09:30 h. **Urban Arena Opening Session**

Speakers:

- **Carles Ruiz.** President of the Network of Cities of Science and Innovation (**RED INNPULSO**)
- **José de la Uz.** President of the Spanish Network of Smart Cities (**RECI**)

09:35 – 10:10 h. **Fireside chat. Municipal innovation strategies in the smart environment**

Speakers:

- **Marifrán Carazo.** Mayoress of Granada *TBC*
- **María del Mar Vázquez.** Mayoress of Almería *TBC*

11:00 – 12:30 h. **Greencities & S-Moving 2024 Opening ceremony**

12:35 – 13:20 h. Booked slot



13:25 – 14:10 h. **How corporations embrace startup innovation**

Moderator: **José Ignacio Morales.** Innovation Consultant at **Telefónica Spain**



Speakers:

- **Carlos Marín.** Director of innovation in digital services at **Telefónica**
- **Solum**
- **Powerbim**

16:10 – 16:55 h. **Booked slot. Keynote lecture**

17:00 – 18:00 h. **Elevator pitch: Open Call for Start-ups**

URBAN ARENA

Wednesday 25th September 2024

from 08:30 h. **Accreditation**

Main Hall

09:30 – 10:15 h. **Smart cities and the remote management of public lighting**

Moderator: **Manuel Salazar**. General Director of Operational Services, Internal Regime, Beaches and Festivities of the **Malaga City Council**

10:20 – 11:05 h. **Cities as urban laboratories: SandBox**

Speakers:

- **Iñigo Bilbao**. Manager of the **Mobility Lab Foundation Vitoria-Gasteiz** *TBC*

11:10 – 11:55 h. **Knowledge Transfer for the Green Transition in Cities**

Speakers:

- Ministry of Science, Innovation and Universities (**MICIU**)

12:00 – 12:45 h. **Modernization of public services for citizens**

Speakers:

- **José de la Uz**. Mayor of La Rozas
- **Valeria Mejía**. ADA Manager City of Miami Beach

12:50 – 13:35 h. **Smart Tourism: new technologies to improve the citizen's experience**

Moderator: **Adolfo Borrero**. President of the Smart Cities Commission of **AMETIC**

Speakers:

- **Telefónica**
- **Begoña Carrasco**. Mayoress of Castellón de la Plana *TBC*
- **T-Systems**
- **SEGITTUR** *TBC*

13:45 – 14:30 h. **Awards Ceremony**

MOBILITY ARENA

Tuesday 24th September 2024

from 08:30 h. **Accreditation**

Main Hall

09:30 – 09:50 h. **Mobility Arena Opening Session**

- **Rafael Sánchez.** President of the **Greencities&S-Moving Organizing Committee**

09:55 – 10:40 h. **Infrastructure transformation and alternative fuels**

Speakers:

- **Susana Carillo.** Innovation Project Manager at **Endesa** *TBC*

12:30 – 13:15 h. **Democratisation and deployment of electric vehicles**

Moderator: Business Association for the Development and Promotion of Electric Mobility (**AEDIVE**) *TBC*

Speakers:

- **Carlos Vázquez.** General Director at **Join Venture Acciona – Qwello**

13:20 – 14:05 h. Booked slot



16:15 – 17:00 h. **New mobility models: their impact on small communities**

Speakers:

- **Maidor Etxebarria.** Mayoress of Vitoria-Gasteiz *TBC*
- **IOKI** *TBC*

17:05 – 17:50 h. Booked slot

MOBILITY ARENA

Wednesday 25th September 2024

from 08:30 h. **Accreditation**

Main Hall

10:10 – 10:55 h. Booked slot

**Andalucía
TRADE**

11:00 – 11:45 h. **Sustainable Infrastructures: Green Ports**

Speakers:

- **Jose María Reyes.** Head of Green Ports Business Development at **Endesa**

11:50 – 12:35 h. **Sustainable transport and mobility: the push for green hydrogen**

Speakers:

- **Finnova**

12:40 – 13:25 h. **Digital transformation, energy and territorial development**

Speakers:

- **Jonathan Salomons.** Executive Director of Innovation and Emerging Markets at the **New York City Mayor's Office**
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SUSTAINABILITY ARENA

CIRCULAR ECONOMY FORUM

Forum offered by:



Junta de Andalucía
Consejería de Sostenibilidad,
Medio Ambiente y Economía Azul

Co-organized by:



Ayuntamiento de Málaga
Área de Sostenibilidad Medioambiental

Tuesday 24th September 2024

from 08:30 h. **Accreditation**

Main Hall

09:15 – 09:35 h. **Sustainability Arena Opening Session**

Speakers:

- **Penélope Gómez.** Councilor for Environmental Sustainability, **Malaga City Council**
- **Department of Sustainability, Environment and Blue Economy of the Regional Government of Andalusia**

09:40 – 10:00 h. **Opening Conference of the Circular Economy Forum**

Keynote Speaker: **Julio Lumbreras.** Professor at the Polytechnic University of Madrid (**UPM**) and Director of **citiES 2030**

10:05 – 10:50 h. **Transformation towards environmental sustainability, resilience and climate neutrality**

12:40 – 13:25 h. Booked slot



13:30– 14:15 h. **Mayors' debate panel**

Intervienen:

- **Francisco de la Torre.** Mayor of Málaga
- **María José Catalá.** Mayoress of Valencia

16:10 – 16:55 h. **The commitment to R&D&I in waste management and clean energy production**

Speakers:

- **Alberto Tuñón**. CCO of **Econward**
- Cleaning of Málaga S.A.M. (**LIMASAM**)
- Municipal Water Company of Málaga (**EMASA**)

17:00 – 17:45 h. **Efficiency in public lighting. A challenge in efficiency, sustainability and reduction of light pollution.**

Moderator: **Manuel Salazar**. General Director of Operational Services, Internal Regime, Beaches and Festivities of the **Malaga City Council**

Speakers:

- **Ximenez Group**
- **Rafael Guzmán**. Professor at the University of Malaga (**UMA**) *TBC*
- **Estefanía Cañavate**. Environment and Water Agency of Andalusia of the **Regional Government of Andalusia**. *TBC*
- **Susana Malon**. CEO of **Luminica Ambiental** *TBC*

17:50 – 18:35 h. **Strategies and technologies for aquatic ecosystem regeneration: case studies and lessons learned.**

Speakers:

- **Damien Mittempergher**. Economist and program officer at the International Union for Conservation of Nature (**IUCN**)
- Environmental Sustainability Area of the **Malaga City Council**
- **Jordi Mazón**. Professor in the Physics Department of the **Universitat Politècnica de Catalunya** and European Green Award Viladecans *TBC*

SUSTAINABILITY ARENA

Forum offered by:



Wednesday 25th September 2024

from 08:30 h. **Accreditation**

Main Hall

09:15 – 10:00 h. **Greencities&S-Moving Startup Europe Awards**



10:05 – 11:35 h. **Elevator pitch: Smart City Awards**

11:40 – 12:25 h. Booked slot



12:30 – 13:30 h. Booked slot. Keynote lectura
