

## **GREENCITIES & S-MOVING CELEBRATES A REVAMPED EDITION WITH THE PARTICIPATION OF OVER 75 CITIES AND MUNICIPALITIES**

**The 2024 edition of Greencities & S-Moving, Urban Intelligence and Smart Mobility, will take place on September 24th and 25th, positioning itself as the leading event for Spanish cities and regions. This year's event brings a renewed focus on revitalising spaces and content, fully aligned with the global urban agenda**

**More than 75 cities and local communities will participate, supported by a comprehensive agenda that connects public administrations and the innovative private sector, with representation from more than 200 companies and organisations. Valencia is the guest city, and around 30 mayors will attend to discuss innovation as a response to the significant challenges facing cities and territories**

**This year's edition will also feature increased international participation, with 16 countries represented, and over 140 experts in sustainability and innovation featuring in the programme**

**Greencities & S-Moving is co-organised by FYCMA (Trade Fairs and Congress Centre of Malaga), the Malaga City Council, and AMETIC, the employers' association for the digital industry in Spain**

*Malaga, September 15th, 2024* – The Mayor of Malaga, Francisco de la Torre; Delegate of the Andalusian Government in Malaga, Patricia Navarro, and the President of the Organising Committee and General Manager of Endesa in Andalusia, Rafael Sánchez, presented the 2024 edition of Greencities & S-Moving, which will be held at FYCMA (Trade Fairs and Congress Centre of Malaga) on September 24th and 25th.

Greencities & S-Moving is Spain's most important event that connects public and private actors to promote intelligent urban transformation and smart mobility, with a citizen-centred approach and sustainability at its core. This year marks the beginning of a new phase, as the event merges into one, strengthening its focus on the vision and analysis of sustainable cities and smart mobility. This evolution is also reflected in the exhibition area, which has been redesigned to foster synergies and opportunities for businesses, public entities, administrations, and professionals. A central square will serve as the focal point, mirroring the primary meeting place found in cities and towns.

In 2024, over 75 cities and municipalities from across Spain, and internationally, will convene in Malaga, participating in various activities from the content programme to the exhibition area and networking platform. Valencia, the guest city, will showcase its smart and sustainable urban management model. The smart city ecosystem of Valencia will have the opportunity to present its approach in different segments of the event. The forum benefits from the involvement of key city networks, such as Innpulso and RECI (the Spanish Network of Smart Cities), enhancing municipal representation and cementing its status as the top national event for cities and territories.

Aligned with previous years, this edition will also feature a dedicated meeting for mayors, co-organised with the Cotec Foundation, Innpulso, and RECI. Around 30 mayors will discuss innovation as a solution to the significant challenges faced by cities.

Additionally, the third edition of the 'City Technicians Meeting' will also take place, focusing on driving local innovation ecosystems. The first-ever 'Smart City Awards' will be presented, an initiative recognising the value of innovative projects developed by city and county councils in

the smart city ecosystems. Finalist cities will present their projects to a specialised audience as part of the content programme.

### **Over 200 companies represented and international missions**

Recognising the importance of business collaboration, Greencities & S-Moving will focus on generating networking possibilities and promoting business prospects among participants. More than 200 companies and organisations will be represented, with around 80 featuring in the exhibition area, showcasing innovative urban equipment, digitalisation solutions, and sustainable products.

The event will also highlight emerging talent, with the finalists of the third edition of the 'Open Call for Start-ups' participating in the content programme. This year's call has focused on national and international start-ups offering innovative solutions for smart cities. The winning start-up will be announced on September 25th during the event.

### **International participation**

On the international front, 16 countries will be represented across various content areas, with three major missions taking place. Andalucía TRADE, the Public Agency for Economic Transformation and Business Development, will lead an international mission involving public and private representatives from Germany, Brazil, the United Arab Emirates, the United States, Italy, Morocco, Mexico, Portugal, and the United Kingdom. Most of these delegates are buyers and experts who will participate both in the public agency's exhibition area and in B2B meetings with Andalusian companies, as well as in the content programme.

A delegation from Shenzhen Polytechnic University, organised by BIC Euronova China, will also attend. They are planning to set up an innovation hub for sustainable development and will use this opportunity to explore collaborations with BIC Euronova and the University of Malaga.

Additionally, a delegation from Colombia, aligned with the pre-COP16 strategy 'Peace with Nature', will attend to acquire innovative solutions for municipal management in areas such as water, waste, sustainability, and urban mobility. Their goal is to promote joint projects within European programmes like Horizon Europe, Erasmus, and AL-INVEST Verde.

The mission is backed by Finnova, which will also present the 'Startup Europe Awards' as part of Greencities & S-Moving, an initiative supported by Startup Europe and the European Commission.

### **More than 140 experts in the programme**

The Greencities & S-Moving 2024 content programme will feature more than 140 prominent speakers and experts in sustainability and innovation. These include Mario Picazo, meteorologist and presenter; Sherelle Fairweather, Head of Digital Strategy at Manchester City Council; Javier Goyeneche, founder of Ecoalf; Jonathan Salomons, Executive Director of Innovation and Emerging Markets at the Mayor's Office of New York City; and Valeria Mejía, Manager of Civil Works and Procurement for People with Reduced Mobility in Miami Beach, among others.

Through three main content spaces - Urban Arena, Mobility Arena, and Sustainability Arena-, they will explore the most up-to-date global urban agenda, covering key topics such as modernising public services, new mobility models, green ports, alternative fuels, and public lighting efficiency.



The event will also host the seventh edition of the 'Circular Economy Forum', co-organised by the Malaga City Council's Environmental Sustainability Department. This forum promotes the transition towards a circular economy in cities. Other parallel activities include the annual meeting of the Andalusian Network of Green and Sustainable Cities (REVERSA), organised by the Department for Environment of the Regional Government of Andalusia, which will focus on the citizen-centred green transition and share best practices and new initiatives from the Council.

Greencities & S-Moving is co-organised by FYCMA, Malaga City Council, and AMETIC. The event is supported by the Andalusian Ministry of Sustainability and Environment and Telefónica as *Premium Partners*. Valencia City Council and the Ministry of Development, Territorial Articulation, and Housing participate as Golden Partners. Agrojardín, Cotec, Endesa X, the University of Malaga, and municipal companies Emasa, Malaga Cleaning Service, and Malaga Cemetery Park are *Silver Partners*. *City Partners* include the Andalusian Federation of Municipalities and Provinces (FAMP), the Spanish Federation of Municipalities and Provinces (FEMP), the Spanish Network of Smart Cities (RECI), the Innpulso Network, and the Smart City Cluster.

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