

## **GREENCITIES & S-MOVING 2024 RECOGNISES VALENCIA, ERMUA AND THE INNOVATIVE MOTHIMUM PROJECT FOR ADVANCING SMART CITY SOLUTIONS**

The 2024 edition of Greencities & S-Moving, Urban Intelligence and Smart Mobility, concluded at FYCMA (Trade Fairs and Congress Center of Malaga) with the awarding of prizes for the inaugural 'Smart City Awards' and the third edition of the 'Open Call for Start-ups'. These honours recognized the cities of Valencia and Ermua and highlighted the innovative contributions of the startup Mothium

The event attracted 2,500 professionals eager to learn firsthand about the latest in urban equipment, connect with public administrations, and encourage partnerships. Over 200 companies and organisations showcased their innovations in the fields of mobility, energy efficiency, and waste management. Additionally, more than 75 cities and 140 experts were represented, including Javier Goyeneche, founder of Ecoalf, who led the program with an inspiring vision for a more responsible, sustainable fashion industry, reflecting the event's overarching goals

Greencities & S-Moving was co-organized by FYCMA, Malaga City Council, and AMETIC, with key support from major city networks Innpulso and RECI (Spanish Network of Smart Cities), enhancing municipal involvement and affirming its role as the leading national event for cities and their representatives

*Malaga, 25th September 2024.* - Greencities & S-Moving, Urban Intelligence and Smart Mobility, ended at FYCMA (Trade Fairs and Congress Center of Malaga) with the announcement of the first edition's winners of the 'Smart City Awards' and the winning project of the 'III Open Call for Start-ups'. Both initiatives celebrate talent and innovation in the smart cities area, aim to truly value entrepreneurship and creativity in addressing urban agenda challenges.

The 'Smart City Awards' featured two categories based on the size of the local communities, with 15 cities participating. Its main objective was to ensure visibility for initiatives implemented by city councils and local governments across the country. In the category of territories with a population between 5,000 and 50,000 inhabitants, Ermua (the Basque Country) took the top spot with the 'drOp project', aimed at transforming social housing areas into smart and inclusive neighbourhoods. For municipalities with over 50,000 inhabitants, Valencia was awarded for its impressive digital transformation and consolidation efforts. Furthermore, Madrid was a finalist for its 'Madrid, Digital Capital' strategy, and Murcia for its Traffic Digital Twin and integration into the 'MiMurcia Smart City Platform'.

In the 'Open Call for Start-ups,' now in its third edition, the award went to Mothium, a startup focused on urban mobility through light, next-generation electric vehicles, which received a cash prize of €1,000. Alongside it, the finalist startups were Arais.io, a knowledge platform accelerating the transition to sustainable cities; ImpactE, which specializes in IT services, AI programming, and data analysis for energy efficiency; Track Mobility, focusing on mobility improvements via digitalisation and data analytics; and Umibots, offering cutting-edge robotic solutions. These startups had the opportunity to present their innovative approaches to urban mobility and sustainability to investors and municipal authorities at the event.

### **2,500 Professionals and a Specialised Network of Providers**

For a day and a half, Greencities & S-Moving served as a meeting point for cities across Spain, public representatives, technology companies, and experts. A total of 2,500 professionals connected to advance urban transformation and smart mobility. This new phase, in which both events merged into one, reinforced a 360° vision of cities and mobility, resulting in a greener, more sustainable gathering that embraced the major global urban challenges.

The event showcased technological advancements, products, services, new solutions, and standout initiatives in innovative urban equipment, aimed at creating synergies, launching new projects, and sharing experiences to build smart, sustainable, and connected urban



ecosystems. More than 200 companies and organisations participated, with over 100 exhibiting their solutions.

Mayors from across the country discussed public administration challenges, explored disruptive projects, and reflected on pressing issues related to territory management, smart technology, and sustainable mobility. Over 75 cities and 30 mayors participated.

More than 140 experts delivered over 40 thematic panels in the three main areas - Urban Arena, Mobility Arena, and Sustainability Arena - covering climate change, urban innovation, sustainability, and the green transition, among other topics. The program concluded with Javier Goyeneche, founder of Ecoalf, who discussed the fashion industry's real commitment to sustainability and resource conservation.

The forum's international focus was highlighted by the participation of delegations from 19 countries, and the organisation of three business missions, facilitating networking and creating business opportunities for participants.

Greencities & S-Moving was co-organized by FYCMA (Trade Fairs and Congress Center of Malaga), Malaga City Council, and AMETIC. It was supported by the Ministry of Sustainability and Environment of the Regional Government of Andalusia and Telefonica Empresas as Premium Partners. Valencia City Council and the Ministry of Development, Territorial Articulation, and Housing participated as Golden Partners. Agrojardín, Cotec, Endesa X, the University of Malaga, and municipal companies such as Emasa, Malaga Cleaning Service, and the Malaga Cemetery Park were Silver Partners. City Partners included 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.

For further information, visit [www.greencitiesmalaga.com](http://www.greencitiesmalaga.com) or follow us on [Facebook](#), [X](#), and [LinkedIn](#).