

## URBAN ARENA

**WEDNESDAY 01/10/2025**

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09:10 - 09:30 h. **Opening Session of the Urban Arena**

Urban Arena

OPENING SESSION



Gema Igual Ortiz  
**Vicepresidenta 2ª de RECI** - Alcaldesa de Santander



Olga Morales Segura  
**Presidenta de la Red Innpulso** - Alcaldesa de Viladecans

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**09:35 - 10:20 h. Tourism innovation to drive the digital transformation of destinations.  
Collaboration as the backbone**

Urban Arena



## THEMATIC PANEL

Telefónica presents the latest developments from its Tourism Innovation Hub, a consortium comprising over 50 Spanish companies committed to providing support and specialised technical assistance to Tourist Destinations. Private-private and public-private collaboration are key to the success of this entity, which aims to improve Destination management.

During the panel, we will focus on the newly established partnership with the Andalusian Regional Government through its Andalucía Nexus platform. We will also hear from Simpleview, a company specialising in tourism sector solutions that has recently set up operations in Spain, and we will engage in a conversation with ESRI, a company with expertise in cartographic representation that contributes to the gathering of data enriching Smart Tourist Destinations (DTI).

**Daniel Caro**  
**Nexus** - Head of Nexus**José Pablo López Sánchez**  
**Óptima Cultura SL** - Director Comercial General**Daniel Ignacio Rojas-Marcos Sanguino**  
**ESRI España** - Responsable de las Áreas de Administración Local y de Turismo**Manuel Lara**  
**Simpleview** - Director España & Portugal**Diego López Román**  
**Telefónica de España** - Gerente Marketing de Producto**10:25 - 10:45 h. Smart Cities: getting ahead of the future**

Urban Arena

**Gema Igual Ortiz**  
**Vicepresidenta 2ª de RECI** - Alcaldesa de Santander**Jesús Herrero Poza**  
**Red.es** - Director General

11:00 - 12:30 h. **Opening Ceremony Greencities at the Urban Arena**

Urban Arena

PANEL TEMÁTICO

Acto institucional al que acuden las máximas autoridades presentes en el evento, junto con las entidades organizadoras, partners, expositores, ponentes, colaboradores y visitantes profesionales y que se dividirá en 3 bloques:

'LIDERAZGO EMPRESARIAL'

Rafael Sánchez

Joaquín Segovia

Adolfo Borrero

'CIUDADES QUE INSPIRAN'

Olga Morales

José de la Uz

José Luis Martínez-Almeida

'IMPULSO DESDE MÁLAGA Y ANDALUCÍA'

Representante de la Junta de Andalucía

Teodomiro López

Francisco Salado

Francisco de la Torre



Rafael Sánchez Durán

**Endesa** - Director en Andalucía, Extremadura, Ceuta y Melilla



Joaquín Segovia Alonso

**Telefónica de España** - Director Territorial Sur



Adolfo Borrero Villalón

**AMETIC** - Presidente de la Comisión de Smart Cities



Nacho Román

**FYCMA** - Director General



Olga Morales Segura

**Presidenta de la Red Innpulso** - Alcaldesa de Viladecans



Jose de la Uz

**Ayuntamiento de Las Rozas de Madrid** - Alcalde





**Mario Muñoz-Atanet Sánchez**  
**Junta de Andalucía Consejería Fomento, Articulación del Territorio y Vivienda**  
- Viceconsejero, Fomento, Articulación del Territorio y Vivienda



**Juan Teodomiro López Navarrete**  
**Universidad de Málaga (UMA). Gobierno: Equipo de Dirección** - Rector de la Universidad de Málaga



**Francisco Salado Escaño**  
**Diputación Provincial de Málaga. Área de Presidencia** - Presidente



**Francisco de la Torre Prados**  
**Ayuntamiento de Málaga** - Alcalde

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12:45 - 13:30 h. **Blue Cities and Territories: Innovation, Sustainability and the Ocean Economy**

Urban Arena



THEMATIC PANEL

The blue economy drives sustainable development in the Mediterranean and Europe. This panel will address marine sustainability, innovation, and municipal strategies for "blue towns", sharing success stories and opportunities for economic, social, and environmental growth.



**Javier Noriega Hernández**  
**Clúster Marítimo Marino de Andalucía (CMMA)** - Presidente



**María Isabel Sáez Casado**  
**Universidad de Almería** - Coordinadora del Campus de Excelencia del Mar-UAL



**María del Mar Plaza Yélamos**  
**Almeria2030** - Gerente



**Adolfo Borrero Villalón**  
**AMETIC** - Presidente de la Comisión de Smart Cities

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13:35 - 14:20 h. **Madrid and Málaga: An Open Conversation on the Future of Cities**

Urban Arena





Francisco de la Torre Prados  
**Ayuntamiento de Málaga** - Alcalde



Cristina Garmendia Mendizábal  
**Fundación Cotec para la Innovación** - Presidenta

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14:30 - 16:00 h. **Lunch/Break**

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16:10 - 16:25 h. **Digital transformation in Madrid. Driving the triple green, digital and social transition**

Urban Arena



Fernando De Pablo Martín  
**Ayuntamiento de Madrid** - Director Oficina Digital

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16:30 - 17:15 h. **Semantic datalake: The new era of data governance**

Urban Arena



THEMATIC PANEL

MasOrange's Single Point of Enquiry, based on a semantic data lake, facilitates access to data regardless of its source, eliminates information silos, and offers natural language queries. Its modular stack adapts to the technological needs of each administration.



Arturo Malagón Ferreiro  
**MasOrange** - Business Development Manager



Chema Martínez-Priego  
**Enigmia** - CEO



José Luis Galar  
**Turismo de Aragón** - Jefe del Área de Análisis y Estrategia



17:20 - 18:05 h. **Connecting Urban Demand and Technological Innovation: Smart Solutions for Climate Neutrality in Spanish Cities**

Urban Arena



THEMATIC PANEL

**Urban Transition Mission** is one of the seven missions of Mission Innovation, a global initiative that catalyses action and investment in research, development and demonstration to support cities in adopting innovative solutions and help them reach tipping points in scaling up those solutions.

This roundtable aims to facilitate a strategic dialogue between the demand from Spanish cities, which have developed their City Climate Contract outlining commitments and needs to become climate neutral by 2030, and the supply represented by technological platforms grouped under the Inter-Platform Group for Smart Cities.



Antonio Sánchez  
**Planetic** - Vicepresidente



Jordi Mazón Bueso  
**Ayuntamiento de Viladecans** - Teniente alcaldesa - piloto misión climàtica



Rafael Sánchez Durán  
**Endesa** - Director en Andalucía, Extremadura, Ceuta y Melilla



Ramón Canal Oliveras  
**Ayuntamiento de Barcelona** - Director del Gabinete Técnico de Programación, Gerencia MISSUU



Jordi Peris Blanes  
**Universidad Politécnica de Valencia** - Profesor



**THURSDAY 02/10/2025**

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**09:45 - 10:30 h. Digitalisation in Urban, Territorial and Innovation Policy Strategies**

Urban Arena

THEMATIC PANEL



Francesc Gutiérrez Marchena  
**Ajuntament Sant Boi de Llobregat** - Coordinador General



Agustín Aretio Gómez  
**Diputación de Cáceres** - Jefe de Área de Innovación y Provincia Digital



Elisa Rivera  
**Ministerio de Ciencia, Innovación y Universidades (MICIU)** - DG Planificación, Coordinación y Transferencia de Conocimiento



Francisco José Morcillo Balboa  
**AMETIC** - Coordinador del Grupo de Trabajo EDIL

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**10:35 - 11:20 h. Thinking Cities: Technologies Transforming Urban Decision-Making**

Urban Arena

This panel will bring together consultancies, public administrations, and technology companies specialising in Smart City solutions to share real success stories in the digitalisation of urban services. From Smart Tourist Destination (STD) strategies to the practical application of artificial intelligence, data analytics, and sensor technology, we will explore how these technologies are helping local councils make more efficient, sustainable, and citizen-centred decisions.



Giampiero Biamino  
**Municipality of Genoa** - Director of Smart City Office



Alicia Izquierdo García  
**Á. Innovación, Digitalización Urbana, Promoción de Inversión Tecnológica y Empresarial y Captación de Inversiones. Ayto. Málaga** - Concejala Delegada



Juan Corro Beseler  
**Ayuntamiento de Madrid** - Gerente de Informática



Miguel Ángel García Muro  
**Ayuntamiento de Zaragoza** - Concejala de Transformación Digital



Pedro Garibi  
**T-Systems** - Responsable de smart cities y turismo

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11:25 - 12:10 h. **Management of energy and water resources in the province of Málaga**  
Urban Arena



#### THEMATIC PANEL

It will address the promotion of local energy communities, the thermal use of biomass, and technological applications for water management in the province of Málaga through initiatives for sustainable and resilient development, such as Málaga Viva strategy and Málaga Aqua Rural 5.0 project



**Aitor Hernández Antúnez**  
Diputación de Málaga - Ingeniero Técnico Industrial



**Eduardo Peral Jiménez**  
Diputación Provincial de Málaga - Director General de Modernización y Administración Pública



**Rosa María Morillas Nuñez**  
Diputación de Málaga - Ingeniera Técnica Industrial



**Silvestre Barroso Jarillo**  
Ayuntamiento Benarrabá - Alcalde



**Manuel Álvarez González**  
Diputación de Málaga - Técnico de Comunicación en el Servicio de Cambio Climático



**12:15 - 13:00 h. TwIN Project: Digital Twins at the service of the territories**

Urban Arena



## THEMATIC PANEL

The **TwIN** project promotes innovation and digitalization through the development of digital twins. This technology allows companies, public administrations, and innovations centers to simulate and optimize processes before implementation, improving efficiency and sustainability. Through collaboration between SMEs, universities, and technology centers, TwIN facilitates access to advanced tools for business and administrative management. Its application in city councils and public agencies will enable more accurate decision-making based on data and predictive models. The project is funded by the Next Generation funds and seeks to strengthen competitiveness, sustainability, and digitalization in the five Spanish regions that launched this project, promoting a technological innovation model that can be replicated throughout the country.



David Rodríguez

**Agencia de Transformación Digital** - Jefe de Servicio de Inteligencia Artificial Aplicada

Anthony Farroñan Carranza

**Computaex** - Tecnico de proyecto

Itziar Berrospe García

**Gobierno de Navarra** - Directora de Servicio de Avance Digital

María José García Sexto

**Agencia para la Modernización Tecnológica de Galicia (Amtega)** - Directora del Área de Administración Digital

Alfonso Pérez Álvaro

**Ayuntamiento de Logroño** - Director General de Tecnología e Innovación**13:30 - 14:30 h. Greencities 2025 Closing Ceremony**

Urban Arena

CLOSING

**S-MOVING ARENA****WEDNESDAY 01/10/2025****09:30 - 09:50 h. Opening Session of the S-Moving Arena**

S-Moving Arena

OPENING SESSION





Noelia Arroyo Hernández  
**Ayuntamiento de Cartagena** - Alcaldesa



Rafael Sánchez Durán  
**Endesa** - Director en Andalucía, Extremadura, Ceuta y Melilla

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09:55 - 10:40 h. **Electric Mobility: Driving Sustainable Cities**

S-Moving Arena

THEMATIC PANEL

A forum for dialogue between municipal representatives and the private sector to analyse how electric mobility is transforming cities and opening up new opportunities for a more sustainable and innovative urban model



Cristina Laborda Albolea  
**Ayuntamiento de Irun** - Alcaldesa



Darío Moreno Lerga  
**Ayuntamiento de Sagunto** - Alcalde



María Trinidad Hernández Méndez  
**Ayuntamiento de Málaga. Área de Gobierno de Urbanismo, Movilidad y Seguridad**  
- Concejala de Movilidad (EMT y Smassa)



Jon Guinea Hernández  
**Amazon** - Responsable de políticas públicas



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Urban Arena

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José de la Uz

José Luis Martínez-Almeida

'IMPULSO DESDE MÁLAGA Y ANDALUCÍA'

Representante de la Junta de Andalucía

Teodomiro López

Francisco Salado

Francisco de la Torre



Rafael Sánchez Durán

**Endesa** - Director en Andalucía, Extremadura, Ceuta y Melilla



Joaquín Segovia Alonso

**Telefónica de España** - Director Territorial Sur



Adolfo Borrero Villalón

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Nacho Román

**FYCMA** - Director General



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**Presidenta de la Red Innpulso** - Alcaldesa de Viladecans



Jose de la Uz

**Ayuntamiento de Las Rozas de Madrid** - Alcalde





**Mario Muñoz-Atanet Sánchez**  
**Junta de Andalucía Consejería Fomento, Articulación del Territorio y Vivienda**  
- Viceconsejero, Fomento, Articulación del Territorio y Vivienda



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**Universidad de Málaga (UMA). Gobierno: Equipo de Dirección** - Rector de la Universidad de Málaga



**Francisco Salado Escaño**  
**Diputación Provincial de Málaga. Área de Presidencia** - Presidente



**Francisco de la Torre Prados**  
**Ayuntamiento de Málaga** - Alcalde

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12:35 - 13:20 h. **Urban infrastructure management for safer and more efficient mobility**  
S-Moving Arena



#### THEMATIC PANEL

Exploring how smart urban infrastructure management, supported by technology and data analysis, can improve road safety, optimize traffic, and promote more sustainable and efficient mobility in cities.



**Arturo Castelló**  
**Valencia Innovation Capital** - Subdirector



**Antonio Quirós Estepa**  
**Ayuntamiento de Málaga** - Director General de Innovación



**Daniel González Bootello**  
**Smart City Cluster** - Director General



**Pablo Curiel Bermejo**  
**Dahua Iberia** - Mánager de Desarrollo de Negocio de Tráfico y Transporte

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13:25 - 14:10 h. **MaaS and Public Transport: Connecting People, Cities and the Future**  
S-Moving Arena

#### THEMATIC PANEL





Alfonso Sánchez Vicente  
**Empresa Municipal de Transportes de Madrid** - Director Gerente



Ezequiel Canle Santamaría  
**Parque de Innovación de Buenos Aires** - Director Operativo



Juan Martínez Díaz-Guerra  
**Telefónica Empresas** - Product Manager



Julián Sastre  
**Instituto de Movilidad** - Presidente



Miguel Ruiz Montañez  
**Presidente ATUC** - Gerencia de la Empresa Malagueña de Transportes (EMT)

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16:00 - 16:10 h. **The Challenge of Sustainability**

S-Moving Arena



Borja Carabante Muntada  
**Ayuntamiento de Madrid** - 2º Teniente Alcalde. D. de Urbanismo, Medio Ambiente y Movilidad

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16:10 - 16:20 h. **Success story: III Open Call for Start-ups 2024**

S-Moving Arena



Sergio González Morales  
**Mothium** - CEO



16:25 - 17:10 h. **Elevator Pitch: Open Call for Startups**

S-Moving Arena

CALL

Greencities 2025 has announced the fourth edition of this initiative, in which national and international start-ups have the opportunity to increase their visibility among experts in the investment and municipal fields. The start-ups selected for this edition are:

- Acustrain
- Cocircular
- Standtrack
- Turicleta
- Zoometrics



Javier Métrida Pérez  
**Acustrain** - CEO



Paula Sánchez  
**CoCircular** - CEO & Cofounder



Enrique Sánchez Hernández  
**Standtrack** - Director General



Mariana Boadella Caminal  
**Turicleta** - Cofundadora



Juan Manuel Taboada Álvarez  
**Zoometrics** - CEO



17:15 - 18:00 h. **Green Transition Award**

S-Moving Arena



#### THEMATIC PANEL

The Green Transition Awards recognize outstanding contributions to sustainability, innovation, and commitment to climate neutrality. These awards honor local governments and companies that lead the green transition through high-impact project, investments, and collaborations. By showcasing these achievements, the awards promote international cooperation and highlight exemplary initiatives that inspire the path toward a more sustainable, resilient, and low-carbon future.



Patricia Navarro Pérez

**Legislatura XII Delegación de Gobierno de la Junta de Andalucía en Málaga** - Delegada del Gobierno de la Junta de Andalucía en Málaga



Alicia Izquierdo García

**Á. Innovación, Digitalización Urbana, Promoción de Inversión Tecnológica y Empresarial y Captación de Inversiones. Ayto. Málaga** - Concejala Delegada



Lucy Gan

**NSGC | Next Sustainable Generation Council** - Presidenta



Laura Calderón Relinque

**BIC Euronova, Centro Europeo de Empresas e Innovación de Málaga** - Responsable de Comunicación



**THURSDAY 02/10/2025**

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**09:30 - 10:15 h. Cities on alert: Prevention, Technology and Coordination in Response to Urban Emergencies**[S-Moving Arena](#)

Emergency prevention and management in urban environments requires a combination of planning, technological innovation, and a coordinated response between public authorities and service providers. This panel will explore how cities are preparing to face extreme events — whether climatic, social or technological — through real-life examples of solutions based on sensors, artificial intelligence, predictive platforms, and rapid response protocols. A dialogue between experts, municipal technicians, and industry professionals on how to anticipate challenges, minimise risks, and protect citizens



Juan Andrés Olaya  
**Junta de Andalucía** - Jefe de Servicio de Protección Civil



Jose Francisco Espinosa  
**CONSORCIO PROVINCIAL BOMBEROS MÁLAGA** - OFICIAL - JEFE DE ZONA



María José Carretero Jiménez  
**Ayuntamiento de Catarroja** - Area de servicios a las personas



Juan Ramón Adsuara Monlleó  
**Ayuntamiento de Alfafar y Diputación de Valencia** - Alcalde y diputado provincial



Silvia Ferrer  
**Meteored** - Científica ambiental, Climatóloga y Meteoróloga

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**10:20 - 11:05 h. Elevator Pitch: Smart City Awards**[S-Moving Arena](#)

THEMATIC PANEL





Álvaro Paricio Carreño  
**Ayuntamiento de Sagunto** - AEDL



Silvestre Barroso Jarillo  
**Ayuntamiento Benarrabá** - Alcalde



Daniel Rubio Angosto  
**Ayuntamiento de Reus** - Concejal de Medio Ambiente, Sostenibilidad y Vía Pública



Francisco Farrona Navas  
**Ayuntamiento de La Zarza** - Alcalde



Antonio Jesús Muñoz Quirós  
**Ayuntamiento de Estepa** - Alcalde



Manuel Ángel Castellano Trujillo  
**Ayuntamiento de las Palmas de Gran Canaria** - Director General de Innovación Tecnológica

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11:10 - 11:55 h. **Designing the Future: The New Bauhaus and Smart Cities**

S-MOVING ARENA



Vincenzo Cardarelli  
**Comisión Europea - Joint Research Centre** - Consejero



José Félix Pérez-Peña Garrido  
**Savills España** - Executive Director. Head of Andalucía



Pedro García del Barrio  
**Fundación Arquitectura Contemporánea** - Presidente



Rafael Sánchez Durán  
**Endesa** - Director en Andalucía, Extremadura, Ceuta y Melilla

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12:00 - 12:10 h. **La Línea de la Concepción: challenges and opportunities for a border town**

S-Moving Arena



Sebastián Hidalgo Hidalgo  
**Ayuntamiento de La Línea de la Concepción** - Teniente de Alcalde



12:15 - 12:30 h. **The impact of innovation at the local level**

[S-Moving Arena](#)

Brief information will be shared on a series of projects promoted by the Cotec Foundation for Innovation, which provide insight into the impact of innovation at the municipal level from different perspectives.



Aleix Pons Vigués  
**Fundación Cotec** - Director de Economía y Finanzas

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12:35 - 12:50 h. **Google & Malaga: Data and AI for Cities**

[S-Moving Arena](#)



Cristóbal Ortega  
**Diputacion de Málaga. Área de Infraestructuras y Territorio Sostenible.** - Vicepresidente primero



Younès Ifrani  
**Google** - Partner Manager



Javier Gutiérrez del Álamo Cabello  
**Ayuntamiento de Málaga** - Director general de medio ambiente y sostenibilidad

## SUSTAINABILITY ARENA

**WEDNESDAY 01/10/2025**

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09:15 - 09:25 h. **Opening Session of the Sustainability Arena**

[Sustainability Arena](#)

OPENING SESSION



María López Sanchís  
**Junta de Andalucía** - Secretaria General de Medio Ambiente y Cambio Climático



09:25 - 10:10 h. **Towards Zero Waste: Innovation, Efficiency, and Digitalization in Urban Waste Management**

Sustainability Arena

THEMATIC PANEL

Reduce, Reuse, and REcover are now the pillars of a new generation of strategies aimed at more efficient and sustainable urban waste management. Technological innovation, digitalization and circular models are transforming public cleaning and waste collection services—from fleet electrification to sensorization, waste traceability, and route optimization through artificial intelligence. With contributions from public, private, and technical sectors, this session will explore applied solutions that help advance toward a more resilient, efficient system aligned with sustainability and climate neutrality goals.



Alberto Tuñón Villafañe  
**Econward Tech** - CCO



Indíbil Batlle Serrano  
**Anthesis** - Director de Consultoría de Residuos Municipales



Juan José Denis Corrales  
**Empresa Municipal de Aguas de Málaga, S.A.** - Director-Gerente



María José Delgado Alfaro  
**Ayuntamiento de Madrid** - Directora General del Parque Tecnológico de Valdemingomez



Ruth Bozal Callejo  
**Oficina Española de Patentes y Marcas (OEPM)** - Examinadora de patentes. Área de mecánica general y construcción

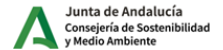


Raúl Evaristo García Paine  
**Limpieza de Málaga S.A.M** - Director-Gerente



10:15 - 11:00 h. **REVERSA Network: A transition to sustainability through local climate action, circular economy and environmental education**

Sustainability Arena



THEMATIC PANEL

Within the framework of the REVERSA Network, the aim is to inform and discuss the latest initiatives aimed at local governments, launched by the Ministry of Sustainability and Environment in relation to climate change, the circular economy, and sustainability education.



Margarita del Cid Muñoz  
**Ayuntamiento de Torremolinos** - Alcaldesa



Antonio Mancilla Mancilla  
**Diputación Provincial de Granada** - Diputado delegado de Agua, Promoción Agraria y Medio Ambiente



José Juan Franco Rodríguez  
**Ayuntamiento de La Línea de la Concepción** - Alcalde



María López Sanchís  
**Junta de Andalucía** - Secretaria General de Medio Ambiente y Cambio Climático



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Teodomiro López

Francisco Salado

Francisco de la Torre



Rafael Sánchez Durán

**Endesa** - Director en Andalucía, Extremadura, Ceuta y Melilla



Joaquín Segovia Alonso

**Telefónica de España** - Director Territorial Sur



Adolfo Borrero Villalón

**AMETIC** - Presidente de la Comisión de Smart Cities



Nacho Román

**FYCMA** - Director General



Olga Morales Segura

**Presidenta de la Red Innpulso** - Alcaldesa de Viladecans



Jose de la Uz

**Ayuntamiento de Las Rozas de Madrid** - Alcalde





Mario Muñoz-Atanet Sánchez  
**Junta de Andalucía Consejería Fomento, Articulación del Territorio y Vivienda**  
- Viceconsejero, Fomento, Articulación del Territorio y Vivienda



Juan Teodomiro López Navarrete  
**Universidad de Málaga (UMA). Gobierno: Equipo de Dirección** - Rector de la Universidad de Málaga



Francisco Salado Escaño  
**Diputación Provincial de Málaga. Área de Presidencia** - Presidente



Francisco de la Torre Prados  
**Ayuntamiento de Málaga** - Alcalde

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## 12:40 - 13:25 h. **Balanced light: Planning, Technology, and Regulations to Address Light Pollution**

Sustainability Arena

THEMATIC PANEL

Light pollution represents a growing challenge for urban sustainability, with direct impacts on biodiversity, human health, energy efficiency, and the quality of the night sky. Urban planning, smart lighting design, and the integration of new technologies can help mitigate its effects. From the implementation of specific regulations to the use of efficient luminaires, adaptive sensors, and remote management systems, this session will explore solutions that balance safety, livability, and efficiency with environmental protection. A discussion among professionals from the technical, urban planning, and environmental fields to advance toward responsible lighting models aligned with sustainability goals and urban quality of life.



Albert De Ramos Pons  
**Benito Urban** - Lighting Department Director



Alejandro Sánchez de Miguel  
**Instituto de Astrofísica de Andalucía-CSIC** - Postdoc



Francisco Javier Ortigosa Corrales  
**Prilux Lighting** - Director Desarrollo de Negocios



Francisco Manuel Jaén Cubero  
**Ximenez Group** - Director Corporativo Operaciones



Jorge Muñoz Estrada  
**Gerencial municipal de Urbanismo Ayuntamiento de Málaga** - Ingeniero Industrial



13:30 - 14:15 h. **Green Zones 4.0: Efficiency Without Noise, Emissions, or Waste**  
Sustainability Arena



#### THEMATIC PANEL

The management of urban parks and gardens is evolving toward a new 4.0 model, driven by the electrification of powerful, quiet tools and the use of long-lasting batteries that reduce waste and operational costs, along with the sustainable management of water resources. Technological innovation is transforming green space maintenance through an integrated perspective of sustainability, efficiency, and quality of life. This approach combines technical solutions, environmental impact, and citizen well-being, and is aimed at companies, municipalities, and professionals involved in the sustainable management of urban green spaces.



**José López Colete**  
Kress - Director



**María Penélope Gómez**  
Ayuntamiento de Málaga - Concejala Delegada de Sostenibilidad Medioambiental



**Jose Ramón Martínez**  
Agrojardín Obras y Proyectos - Director Técnico de Mantenimiento



**Francisco Guzmán Navarro**  
Instituto de Domótica y Eficiencia Energética - Director



16:05 - 16:50 h. **CDTI and Sustainability: funding opportunities for your entity**  
Sustainability Arena



#### THEMATIC PANEL

This round table will address the different ways to finance innovation in the field of sustainability that the CDTI can provide to entities such as companies, technological centers, or public entities



**Belén Blanco Espeso**  
**CARTIF** - Directora Área Alimentación



**Fabián Varas Sánchez**  
**Corporación Tecnológica de Andalucía (CTA)** - Director Técnico



**Rocío Muñoz Maestre**  
**Andalucía TRADE** - Directora de Desarrollo de Negocio y Soporte de Valor



**Víctor Serrano Conesa**  
**Gobierno Región de Murcia** - Director General Mar Menor



**María Pilar González Gotor**  
**CDTI** - Jefa de departamento



16:55 - 17:40 h. **Industrial Energy Communities: Response to the challenge of sustainability**  
Sustainability Arena

**SISTEM**

## THEMATIC PANEL

The fluctuations in energy costs have put the entire industrial fabric of Europe on alert. Industrial energy communities are already a buffer to prepare companies for future impacts, they contribute efficiency energy, competitiveness, and industrial security. Sustainable Industries.

**Elisabeth Melo Suarez****Ayuntamiento de Getafe** - Concejala de Comercio , Desarrollo Económico e Igualdad**Fernando del Valle Madrigal****Ayuntamiento de Madrid** - Jefe de Servicio de Tecnologías Limpias**José Guillén Parra****Ayuntamiento de Murcia** - Teniente Concejal de Desarrollo Urbano y Ciudad Inteligente**María Luisa Castaño Marín****CIEMAT** - Asesora**Francisco Baeza Barrera****SISTEM** - Director de Desarrollo de Negocio

17:45 - 18:30 h. **DIH Agrotech Forum: Smart Territories**  
Sustainability Arena



THEMATIC PANEL

In order to understand how the agri-food sector is influencing our daily lives, we are organising this expert panel to shed light on the inner workings of the industry and the new challenges it faces, such as:

- Precision agriculture. sensors, drones, big data.
- New consumer trends: plant-based, organic and functional products.
- Agri-food marketing and product storytelling.
- Generational renewal in farming.
- European regulations and standards in the agri-food sector.



Ana Molina Olmo  
**Groditech**



Carlos Manuel Bernard Cuevas  
**ARZAGOT SL** - Director Administrativo & Financiero



Guillermo de Santiago de la Bárcena  
**Agforest** - Deputy CEO



Olga Beltrán Domínguez  
**Brokaw España** - Directora de Operaciones



Juan Manuel Revuelta  
**Finnova** - CEO



**THURSDAY 02/10/2025**

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**09:05 - 11:25 h. Inspiring experiences in urban management: presentations and success stories from cities (Block I)****Sustainability Arena**

This space will host presentations of projects and success stories from national municipalities. The municipalities are:

-La Rinconada City Council: **From Earth to Sky**

-Zaragoza City Council: **Synthetic Vulnerability Indicator under the principles of Geographic Intelligence**

-Ermua City Council: **Ermua, a city to live in. Design and development of the Urban Agenda.**

-Molina de Segura City Council: **Municipal Energy Community of Molina de Segura: A Strategic Approach to Combating Energy Poverty.**

-Ontinyent City Council: **Regeneration of the Clariano River surroundings**

-Barcelona City Council: **Urban Challenges as Drivers of Innovation: From Problem to Solution**

-Barcelona City Council: **Experimenting to Transform: Regulatory Framework for Urban Experimentation in the City of Barcelona**

-Mataró City Council: **Transformation of Schoolyards to Combat Climate Change Effects**

-Seville City Council: **Administrative Simplification, Transparency, and Citizen Participation in the Renewal of Outdoor Terrace Licenses in the City of Seville**

-Collado Villalba City Council: **Dynamic Urbanism**

-Gavà City Council: **RECAIGUA: Reclaimed Water for a Circular and Sustainable City**

-San Sebastián City Council: **Public innovation as a lever for transformation**

-Irun City Council: **Via Irun - Hiria gara: Innovative Urban District**

-Santomera City Council: **Santomera, a green city: from an agricultural enclave to a sustainable model**



Raquel Vega Coca

**Ayuntamiento de La Rinconada** - Primera teniente de alcalde



Rosalía Herrera Yuste

**Ayuntamiento de Ermua** - Directora General



Nora Mendoza

**Fomento de San Sebastián - Ayuntamiento de San Sebastián** - Responsable de Innovación Pública





Cristina Laborda Albolea  
**Ayuntamiento de Irun** - Alcaldesa



Marisol Carrillo Muñoz  
**Ayuntamiento de Mataró** - Directora de Equipamientos y Espacio Público



Francisco José Ramírez Asencio  
**Gerencia de Urbanismo y Medio Ambiente. Ayuntamiento de Sevilla** - Jefe Servicio Transformación Digital



Rocío Cózar Sánchez  
**Ayuntamiento de Molina de Segura** - Concejala de vivienda.



Víctor Manuel Martínez Muñoz  
**Ayuntamiento de Santomera** - Alcalde



Tomás Llorente Aguado  
**Ayuntamiento Collado Villalba** - Arquitecto



Jordi Tort Reina  
**Ayuntamiento de Gavà** - Teniente de Alcaldesa



Miguel Ángel García Muro  
**Ayuntamiento de Zaragoza** - Concejal de Transformación Digital



Jorge Rodríguez Gramage  
**Ayuntamiento de Ontinyent** - Alcalde



Natalia Sánchez Castro  
**Fundación BIT Habitat** - Responsable de Proyectos Estratégicos



Ara Muñío Martínez  
**BIT Habitat -Ayuntamiento de Barcelona** - Técnica superior de proyectos



**11:15 - 11:55 h. Presentations of projects and success stories from Malaga City Council (Block II)****Sustainability Arena**

In this space, project presentations and success stories from Málaga City Council will take place:

- Roadmap of municipal photovoltaic installations of the City of Málaga
- Municipal Photovoltaic information Office (OTC-Málaga)
- Centesimal



Joaquín Quiñones Madrona  
**Ayuntamiento de Málaga** - Jefe de Sección



Francisco Cerezuela Gallego  
**Ayuntamiento de Málaga** - Técnico



Eduardo Poyato Ramos  
**Ayuntamiento de Málaga** - Asesor Área Innovación

**11:55 - 12:05 h. Psychological Prevention in Grief in a Funeral Home Context: A Sustainability Model****Sustainability Arena**

Early psychological care during the grieving process could reduce healthcare and drug costs and contribute to personal wellbeing, which contributes to social sustainability.



Juana Romero Mesa  
**Parcemasa** - Psicóloga

**12:05 - 12:15 h. Climate emergency adaptation strategies in tourist destinations****Sustainability Arena**

Various strategies will be presented that tourist municipalities, in coordination with other tourist administrations and companies, must formulate in order to adapt to the effects of the climate emergency.



Enrique Navarro Jurado  
**UMA-Instituto Andaluz de Investigación e Innovación en Turismo** - Director de IATUR



**12:15 - 13:27 h. Inspiring experiences in urban management: presentations and success stories from cities (Block III)****Sustainability Arena**

This space will host presentations of projects and success stories from municipalities across Spain. The municipalities are:

- Las Rozas de Madrid Town Council: **Las Rozas, a model in sustainable energy and innovation**
- Sagunto Town Council: **Sagunto. A smart and sustainable tourist destination.**
- Viladecans Town Council: **How much does it cost to depave the city?**
- Onda Town Council
- La Zarza Town Council: **Transportation on demand**
- Valencia Town Council
- Estepa Town Council: **Project underway to end flooding in Estepa**
- Sant Boi de Llobregat Town Council: **Sant Boi Respira Verd: renaturalization and resilience as a city model**



Rubén Lopez Resina  
**Las Rozas Innova** - Responsable Energía



Álvaro Paricio Carreño  
**Ayuntamiento de Sagunto** - AEDL



Arturo Castelló  
**Valencia Innovation Capital** - Subdirector



Antonio Jesús Muñoz Quirós  
**Ayuntamiento de Estepa** - Alcalde



Javier López Herranz  
**Ayuntamiento de Sant Boi** - 4º Teniente Alcalde



Jordi Mazón Bueso  
**Ayuntamiento de Viladecans** - Teniente alcaldesa - piloto misión climàtica



Francisco Farrona Navas  
**Ayuntamiento de La Zarza** - Alcalde

