

20/09/2023 URBAN ARENA

9:15 - 9:35: Urban Arena Opening Conference

Projects, innovative initiatives, political and technological advances of companies and institutions in relation to the cities of the future will be discussed for a day and a half in the Urban Arena. The opening conference will be given by Red Innpulso, entity that chairs the Greencities Organising Committee, which is characterized by being the meeting point for innovative local policies.

Introduced by:

Adolfo Borrero

AMETIC

Sevilla Spain

Speakers

Carles Ruiz

Ayuntamiento de Viladecans

Mayor

Viladecans Spain

Juan Carlos Abascal

Ayuntamiento de Ermua | Red Innpulso

Mayor of Ermua and Co-chair of the Innpulso Network

Ermua Spain

9:40 - 10:25: Cities as a pull effect of Sustainability: water and decarbonization

Cities produce around 70% of global carbon emissions, and they are responsible for more than 60% of resource use and produce 50% of global waste. According to projections, by 2050 two thirds of the world's population will live in cities, which is why they will play a key role in tackling the effects of climate change.

Introduced by:

Adolfo Borrero

AMETIC
Sevilla Spain

Moderator

Sonia Chacón

CNLAJ
Journalist
Madrid Spain

Speakers

Marifrán Carazo

Ayuntamiento de Granada
Mayor
Granada Spain

Marcos Martín

Hidralia
Spain

Margarita Del Cid

Ayuntamiento de Torremolinos
Mayor
Torremolinos Spain

Agustín Torres

AQUATEC
Spain

Organized by:



10:30 - 10:50: Santander smart and sustainable city. A citizen centric approach

With a citizen centric approach and the integration of the Sustainable Development Goals on the city strategy, Santander will present its smart management model as well as its commitment to incorporate technological innovation to improve the urban sustainability as well as services offered to both citizens and visitors.

Moderator

Jaime García Cantero

RETINA

Content Director

Spain

Speakers

Gema Igual

Santander City Council

RECI

Madrid Spain

12:30 - 13:15: Technologies for promoting environmental quality and health in urban areas

There is a clear opportunity to integrate environmental quality management into the digital tools that are being developed to support the management of our cities. The available digital technology can also provide greater knowledge of the sources of pollution, its effects and possible actions to preserve environmental quality and take care of our health. We are in a position to apply the capacity in data capture, processing, and storage; the combination of observational and modeling results; and the use of artificial intelligence technologies. This table will analyze the interest of the possible functionalities of an environmental digital twin of the city for the management of air quality and noise. How digital systems can contribute to comply with current legislation and the one that is to come.

Introduced by:

Adolfo Borrero

AMETIC

Sevilla Spain

Moderator

Itziar Aspuru

Tecalia

Environmental Comfort and Quality

Derio Spain

Speakers

Mikel González Vara

Ayuntamiento de Bilbao

Head of the Environment Department

Bilbao Spain

Francisco José Vea Folch

Simetría grupo

Director of Innovation and New Technologies

Grao De Castellon Spain

Peio Ibáñez Ancizu

KUNAK

National Sales Director

Pamplona Spain

Ángeles Cristóbal

Ayuntamiento de Madrid

Madrid Spain

Organized by:



13:45 - 14:30: The irruption of AI in the management of smart cities: the use of the Digital Twin as a new ally for decision making

The conjunction of digital twin technology with Artificial Intelligence opens new and unknown possibilities for the analysis and prediction of the behavior of different aspects of cities such as mobility, energy, environment, ... The debate on the use of AI for city managers is open.

Introduced by:

Adolfo Borrero

AMETIC

Sevilla Spain

Moderator

Emilio Herrera

AMETIC

VP de la Comisión Smart Cities

Madrid Spain

Speakers

Michael Donaldson

City Hall of Barcelona

Comissioner for Urban Innovation

Barccelona Spain

Lucía Alcibar-Arechuluaga

INKOLAN a.i.e.

Responsible for Business Development

Bilbao Spain

Pablo García

T-Systems

Expert Sales Data

Llastres Spain

Sergio Vázquez

Ineco

President

Madrid Spain

Organized by:



16:15 - 16:50: Smart Tourism. The smart destination platform. Use cases: Blue Tourism as a driver of the Blue Economy in Andalusia

The Smart Destination Platform concept integrates both the interoperable support of smart tourism solutions with the verticalized use cases. Blue tourism is an integrator of the use cases that are developed in the tourism industry, which is the largest contributor, both economically and in employment, of the Blue Economy.

Moderator

Mariano Torres

AMETIC

Member of the Smart Tourism Work Group

Alicante Spain

Speakers

Mannix Manglani

MNX Online

CEO

Fuerteventura - Canary Islands Spain

Antonio J. Guevara

Universidad de Málaga

Dean

Málaga Spain

Adolfo Borrero

AMETIC

Sevilla Spain

Organized by:



16:55 - 17:40: Connecting territories: Digitization as a means of development for municipalities

Round table where we will share the best experiences regarding the digital evolution of municipalities. In this panel, we will explore how digital transformation can boost the development of towns and how supra-municipal entities can play a key role in this process. We will analyse the challenges and opportunities of digitalisation in the field of small and medium-sized municipalities, as well as strategies and best practices to foster the adoption of innovative technologies and services.

Introduced by:

Adolfo Borrero

AMETIC
Sevilla Spain

Moderator

Frédéric Vieuxmaire

Telefónica España
Smart City Business Development
Valencia Spain

Speakers

Antonio García

EPICSA | Diputación de Cádiz
Manager
Cádiz Spain

Juan Antonio Bermejo Domínguez

Cabildo Insular de La Palma
Chief of Digital Transformation
Santa Cruz de La Palma Spain

Jaime Gragera Rodríguez

Diputación de Badajoz
Director of the Area of Technology and Digitalization
Badajoz Spain

Carmen Rodríguez

Sociedad Informática, INPRO | Diputación de Sevilla
Manager
Sevilla Spain

Organized by:



21/09/2023 URBAN ARENA

10:00 - 10:45: Data sovereignty in Europe. The most advanced data spaces. Semantic standardisation as a spearhead for interoperability

Data spaces arise in order to have a repository of tourism data with common semantics, so that systems from different manufacturers can make use of this information transparently. The sovereignty of the generators, and therefore owners of this data, must be preserved.

Moderator

Adolfo Borrero

AMETIC

Sevilla Spain

Speakers

Juanjo Hierro

Fundación FIWARE

Chief Technology Officer (CTO)

Spain

María Angulo

Diputación Foral de Álava

Digital Transformation Consultant

Vitoria-Gasteiz Spain

Daniel Serra

EIT Urban Mobility | Gaia-X España

Director Ecosystems & Stakeholders and Head of Mobility WG

Barcelona Spain

Organized by:



10:50 - 11:35: Laying the foundations for the creation of data spaces in Spain: challenges and opportunities

Moderator

Agustín Cárdenas

Telefónica

Business Transformation Director

Madrid Spain

Speakers

Francisca Rubio Berenguel

Gaia X Spain

General Manager

Talavera de la Reina Spain

Javier Esteve

.Oficina del Dato Secretaría de Estado de Digitalización e
Inteligencia Artificial Ministerio de Asuntos Económicos y
Transformación Digital Gobierno de España
Madrid Spain

Laura Flores

Segittur

Juanjo Hierro

Fundación FIWARE

Chief Technology Officer (CTO)

Spain

Daniel Vega Díaz

FEMP

Head of SmartCities

Madrid Spain

Organized by:



11:35 - 11:50: Laying the foundations for the creation of data spaces in Spain: integration of FIWARE and iSHARE technologies within the i4Trust collaboration programme, and alignment with Gaia-X principles.

Speakers

Juanjo Hierro

Fundación FIWARE

Chief Technology Officer (CTO)

Spain

Organized by:



11:55 - 12:40: The energy transition and the role of renewable fuels (industry, cities and ports): present and future

What are renewable fuels? What role do they play in the present and future of clean and sustainable energy? This thematic panel, sponsored by Repsol, will present the main advantages of the use of this type of fuels and the projects launched to contribute to the so-called 'energy transition'.

Moderator

Francisco Salvador

Ayuntamiento de Málaga
Málaga Spain

Speakers

Luis J. Alemany Arrebola

Professor Chemical Engineering at Faculty of Science at
Universidad de Málaga
Asociación Andaluza del Hidrógeno (Clúster Andaluz del
Hidrógeno)
Málaga Spain

Carlos De la Rocha

Acciona Energia
Business Development Manager
Sevilla Spain

Sara Martín

REPSOL
Madrid Spain

Organized by:



12:45 - 13:30: Urban leaders share their knowledge to contribute to the sustainable growth of territories to improve the quality of life for citizens

With the citizen as the main protagonist and the SDGs as a transversal axis, urban leaders will share their thoughts on the challenges to be solved to improve our cities. Connectivity, mobility, security, governance are just some of the points on which this thematic panel will focus on the path to becoming a benchmark smart city.

Moderator

Francisco Marín

Foro Empresas Innovadoras
Spain

Speakers

Javier López

Ayuntamiento de Sant Boi de Llobregat
Sant Boi de Llobregat Spain

Alicia Izquierdo

Ayuntamiento de Málaga
Deputy Mayor of Innovation, Urban Digitalization,
Technological and Business Promotion and Investment
Atracción
Málaga Spain

Carles Ruiz

Ayuntamiento de Viladecans
Mayor
Viladecans Spain

Juan Carlos Abascal

Ayuntamiento de Ermua | Red Innpulso
Mayor of Ermua and Co-chair of the Innpulso Network
Ermua Spain

20/09/2023 MOBILITY ARENA

9:30 - 9:50: Mobility Arena Opening Conference

Smart, sustainable, electric and autonomous mobility will be discussed for a day and a half in the Mobility Arena. The opening conference will be given by the presidency and vice-presidency of the S-Moving Organising Committee, Antonio Gómez-Guillamón, president of the Andalusia Aerospace Cluster, and the RECI Network, respectively.

Speakers

Antonio Gómez-Guillamón

AERTEC Solutions
CEO & Founder
Málaga Spain

Gema Igual

Santander City Council
RECI
Madrid Spain

9:55 - 10:35: At what stage of decarbonisation are we? Objectives and roadmap to follow

According to the European Union (EU), business, society and industry are working towards becoming climate neutral by 2050, with the aim of achieving a zero net greenhouse gas emission economy. At what stage are we in the so-called decarbonisation process? Energy professionals give an update and reflect on what still needs to be done.

Moderator

Eduardo Valencia

AMETIC

Electronics Industry Director, New Entrepreneurship and Development
Barcelona Spain

Speakers

José María Reyes Sarmiento

Endesa X

Business Developer Green Ports
Barcelona Spain

Fernando Moreno

Bosch España

Mobility Services Manager
Madrid Spain

José Antonio Ferrer Tévar

CIEMAT. Ministerio de Ciencia e Innovación

Head of Unit
Madrid Spain

José Manuel Torres

Agencia Andaluza Energía - Consejería Industria, Energía y Minas

Technical and Planning Director
Sevilla Spain

Ignacio Galindo

PTV Group

Senior Customer Success Manager
Barcelona Spain

Organized by:



12:40 - 13:25: Traffic Technology for Public Transport and Connected Vehicle

Traffic Technology to support Public Transportation. (Bus priority). Application of Connected and Autonomous Vehicle technology to Public Transport. Experiences, Benefits and Features

Moderator

Baldomero Ortega Pardal

Kapsch

Sevilla Spain

Speakers

Hugo Tinoco

Ayuntamiento de Santa Cruz de Tenerife

Andrés Piédrola

Empresa Malagueña de Transportes

José Javier Rodríguez

Ayuntamiento de Madrid

Madrid Spain

Iñigo Bilbao

Vitoria-Gasteiz Mobility Lab Foundation

Director

Vitoria-Gasteiz Spain

Organized by:



13:30 - 13:35: Elevator Pitch: Orderly, Safe and Sustainable Micromobility. A successful model

The integration of shared micromobility in cities is a challenge that cities are trying to address. In this presentation, Clara Vallve, general manager for Spain and Italy of the Swedish company Voi Technology, will present the main elements to be taken into account to ensure that scooters become part of the mobility of cities in an orderly manner, prioritizing the safety of both users and citizens and sustainability.

Speakers

Clara Vallve

VOI TECHNOLOGY

16:15 - 16:45: Innovation Ecosystem: Channeling talent to develop the territory, create jobs and be more competitive

Round table where we will share the experience of different public institutions that have launched high-value innovation ecosystems in different sectors such as digital content, ports or agriculture. During the session they will explain the main challenges they have faced and the main achievements obtained. They will share with the audience what motivates them to continue and what is their vision for the coming years.

Moderator

Juan Marcelo Gaitán

Telefónica
Spain

Speakers

Antonio Quirós

El Polo Nacional de Contenidos Digitales
Coordinator
Málaga Spain

Manuel Francisco Martínez

Puerto de Huelva
Spain

Jaime Gragera Rodríguez

Diputación de Badajoz
Director of the Area of Technology and Digitalization
Badajoz Spain

Inés Moreno

Ministerio de Agricultura, Pesca y Alimentación (MAPA)
Spain

Organized by:



16:45 - 17:30: Elevator pitch: Open Call for Start-ups

Greencities & S-Moving 2023 launched the second edition of this initiative where national and international start-ups, with projects in the field of Low Emission Zones, could increase their visibility in front of experts from the investment and municipal sphere.

Speakers

Martina Colman

Climate Essentials
Head of Climate Science and Engineering
London United Kingdom

Francisco Marqués Aranda

NOVALITY
CEO
Sevilla Spain

Agustín Leal de Lama

Herko Trucks
CEO
Madrid Spain

Luis Muñoz Lombardo

Solum Photovoltaic Innovation
Founder and Sales Manager
Sevilla Spain

17:35 - 18:15: AAM: Advanced Air Mobility, challenges & opportunities

This round table is motivated by the evidence that, in recent years, a new type of passenger and cargo transport system oriented towards the city environment has been taking shape. It consists of the use of vertical takeoff and landing aerial vehicles, with electric propulsion and the ability to move automatically, autonomously or remotely controlled. Intermodality and interoperability will be two essential elements for the success of the MEA. The objective of this round table is to bring together the key actors in the development of the AAM to take stock of the current advances, the impact on the cities, as well as to identify the essential actions still necessary for its prompt implementation.

The round table will be moderated by Ana Pérez, Aviation Expert Director of Aertec, and will have Ehang to have the vision from the point of view of vehicle developers, with Enaire to talk about the distribution and organization of airspace, with a City Council to understand the problems that the AAM will solve and with AERTEC to talk about the necessary infrastructures and compatibility with current airports.

Moderator

Ana Pérez

AERTEC

Aviation Expert Director

Málaga Spain

Speakers

Miguel Ángel García

Ayuntamiento de Zaragoza

Councillor for Mobility and Digital Transformation

Zaragoza Spain

Marc Olmo Criado

ENAIRE

Engineer in Drone Business Development Department

Madrid Spain

José Ignacio Rexach

EHang

Commercial Director for Europe and LatAm

Madrid Spain

Carlos Berenguer

AERTEC

Aviation General Director

Benalmadena Spain

21/09/2023 MOBILITY ARENA

10:15 - 10:30: Mobility Arena second day welcome

Speakers

Trinidad Hernández

Ayuntamiento de Málaga

Málaga Spain

10:30 - 11:15: Electric mobility and new opportunities in the public sector: from on-demand transportation to electric vehicles

For some years now, we have been at a period in which a series of challenges have opened up in the field of electric mobility, which can give rise to great opportunities for both public administrations and companies that help to promote and consolidate this type of mobility. The possibility of digitizing the offer of public transport has allowed the creation of on-demand services, and the development of electric vehicles has also allowed greater use of them. In this thematic panel, sponsored by Atlante, industry experts will share their strategies and key factors to see electric mobility as the mobility of the future.

Moderator

Arturo Pérez de Lucía

Asociación Empresarial para el Desarrollo e Impulso del
Vehículo Eléctrico (AEDIVE)
General Manager
Madrid Spain

Speakers

Quim Ibern Bosch

Atlante Iberia
General manager
Barcelona Spain

Miguel Ruiz Montañez

EMT Málaga
Spain

Alicia Arce

Ayesa
Chief Strategic Innovation Officer
Sevilla Spain

Laura Gonçalves

Powerdot
General manager
Madrid Spain

Franco Rosso

IOKI Digital Public Transport
Senior Sales & Business Development Manager
Frankfurt am Main Germany

Organized by:



11:20 - 12:05: Connected, Shared and Independent Mobility: Present and Future

Currently, we have different mobility options and solutions, such as shared, connected and on demand mobility alternatives that share a common goal of contributing to the development of more sustainable cities, thus improving citizens' quality of life. Therefore, what is the role of cities in smart mobility?. In this thematic panel we have the opportunity to find out the answer.

Moderator

Juan Manuel Revuelta

Finnova

CEO

Brussels - Valencia Spain

Speakers

Jehan de The

Europcar Mobility Group

Group Public Affairs Director

Paris France

Óscar Mul

BusForFun

Country Manager

Barcelona Spain

José María Martínez

Ayuntamiento de Málaga

Málaga Spain

Juan Manuel Martínez

COITT

Vice-Secretary and Council Representative for Madrid

Madrid Spain

Emilio Iglesias

CDTI

Heea of area. Institucional Promotion Departmen

Madrid Spain

12:10 - 12:20: European Funding Opportunities for Green Energy and Sustainability Projects

Speakers

Juan Manuel Revuelta

Finnova

CEO

Brussels - Valencia Spain

12:35 - 12:55: Sustainable mobility projects in rural areas of the province of Badajoz

The Provincial Council of Badajoz, faithful to its commitment to facilitate mobility and promote economic growth and equal opportunities between rural and urban areas, has made sustainability a hallmark of the province, in order to attract investment and promote economic development.

Under this premise, it develops sustainable mobility projects in rural areas, such as the MOVEM Plan, which has provided the territory with a provincial network of electric vehicle charging points, or the MOBIRURAL Project, included in the European Union's ERASMUS+ program, in which, together with partners from Germany, Spain, Italy and Romania, it develops actions to improve sustainable mobility in rural areas.

Speakers

Luis Soriano

Diputación de Badajoz
Badajoz Spain

13:00 - 13:15: Which is the road to an Electric, Connected, Cooperative and Autonomous Vehicle?

We are currently on a journey towards Connected, Cooperative and Autonomous Mobility (CCAM), where technology plays a decisive role in meeting current and future mobility challenges. Acquiring and interpreting data, understanding information and predicting future situations, and assisting people to make quick decisions are the three steps where Artificial Intelligence offers solutions to bring us closer to the Zero Emissions and Zero Accidents targets set globally. This presentation will describe the status of current CCAM systems and the challenges we face in the coming years.

Speakers

María Teresa Linaza

Vicomtech
Director of Institutional Development and Promotion
Donostia-San Sebastian Spain

13:45 - 14:15: Open Call for Start-ups Awards

Among these selected European start-ups with Low Emission Zone projects is the only winner of this call. With the award ceremony, we close the content programme of Greencities & S-Moving 2023.

Introduced by:

Alicia Izquierdo

Ayuntamiento de Málaga

Deputy Mayor of Innovation, Urban Digitalization,

Technological and Business Promotion and Investment

Atracción

Málaga Spain

Speakers

Martina Colman

Climate Essentials

Head of Climate Science and Engineering

London United Kingdom

20/09/2023 SUSTAINABILITY ROOM

9:15 - 9:25: Sustainability Room: Opening Conference

The Sustainability Room will focus on projects and initiatives that promote the Sustainable Development Goals (SDGs). The first day, this area will host the sixth edition of the consolidated Circular Economy Forum. The opening conference will be given by the Environmental Sustainability Department of Malaga City Council, co-organiser of the Circular Economy Forum.

Introduced by:

Luis Medina-Montoya Hellgren

Ayuntamiento de Málaga | Medioambiente y Sostenibilidad

General Director Environmental & Sustainability Dept.

Malaga Spain

Speakers

Penélope Gómez

Ayuntamiento de Málaga

Concejala de Sostenibilidad Medioambiental

Málaga Spain

9:35 - 9:55: Ecoactive Museum Boat: knowing to love, loving to conserve

MATER is a pioneering and innovative project in the enhancement of maritime heritage that seeks to bring and involve society in the care and conservation of the environment. The last Basque bonitera built in wood salvaged from the scrapyard and converted into a unique instrument of union and transformation is a reference in awareness and marine environmental education in the Basque Country.

Introduced by:

Luis Medina-Montoya Hellgren

Ayuntamiento de Málaga | Medioambiente y Sostenibilidad

General Director Environmental & Sustainability Dept.

Malaga Spain

Speakers

Izaskun Suberbiola

MATER

Director

Pasaia Spain

10:00 - 10:45: The hardest step: scaling up circular solutions to urban early adopters

The objective of this session is to share the vision of the Cotec Foundation on how technological and organizational solutions in different areas of circular economy can be brought to the urban scale, sharing also best practices on circular economy.

Moderator

Luis Medina-Montoya Hellgren

Ayuntamiento de Málaga | Medioambiente y Sostenibilidad
General Director Environmental & Sustainability Dept.
Malaga Spain

Speakers

Juan Ramón Nieblas

Agroecological Association
Coordinator
Cuevas del Becerro Spain

Laura Stone

ECONWARD
Business Development Manager
Madrid Spain

Jorge Barrero

Fundación Cotec para la Innovación Tecnológica
General Manager
Madrid Spain

Organized by:



12:00 - 12:45: CARBON FOOTPRINT - 'The 3Rs': an update on reduce, reuse and recycle

The '3Rs rule': reduce, recycle and reuse is well known to everyone. In this thematic panel we will go a step further and extend this concept to other fields, we will know in detail the meaning and tips on how to implement it in public and private sector.

Moderator

Luis Medina-Montoya Hellgren

Ayuntamiento de Málaga | Medioambiente y Sostenibilidad
General Director Environmental & Sustainability Dept.
Malaga Spain

Speakers

Antonio López

Ecoembes
Manager
Sevilla Spain

Valentín Alegría

RENFE
Network Strategy and Innovation Director
Madrid Spain

José García

ANOVO España
President
Málaga | Madrid Spain

Organized by:



12:50 - 13:40: CARBON FOOTPRINT - Carbon footprint: measure it, reduce it, compensate it... ¿what do experts think?

The carbon footprint is defined as "an environmental indicator that aims to reflect the total greenhouse gases emitted directly or indirectly by an individual, organisation, event or product". In this thematic panel, experts in this matter share their opinion and propose solutions to reduce the carbon footprint and reach carbon neutrality.

Introduced by:

Luis Medina-Montoya Hellgren

Ayuntamiento de Málaga | Medioambiente y Sostenibilidad
General Director Environmental & Sustainability Dept.
Malaga Spain

Moderator

Luis Cueto

Ministerio de Asuntos Económicos
Advisory member in the Cabinet of the Secretary of State
Madrid Spain

Speakers

Jorge Torres

Repsol
Energy Services Manager
Madrid Spain

Teresa Azcona

Spain Film Commission
General AVS HUB Director
Madrid Spain

Luis González

Allied Telesis
Spain and Portugal Director
Madrid Spain

Manuel Barrera Viera

Edison Next Spain
South Area Manager. Solar PV National Manager
Sevilla Spain

Organized by:



13:40 - 14:25: The blue economy sectors and their relevance to local authorities

Several experts from relevant sectors of the blue economy will discuss the importance of the blue economy in cities.

Introduced by:

Luis Medina-Montoya Hellgren

Ayuntamiento de Málaga | Medioambiente y Sostenibilidad
General Director Environmental & Sustainability Dept.
Malaga Spain

Moderator

Mar Recuna Mata

Clúster Marítimo Marino de Andalucía
Manager
Málaga Spain

Speakers

Pilar Fernández-Fígares

Fundación MalagaPort
Málaga Spain

Jerónimo de Burgos

Universidad de Almería
Lecturer in Tourism
Almeria Spain

Manuel Acosta Seró

Universidad de Cádiz
Professor
Cádiz Spain

Inmaculada Carrasco

Asociación Organización de Productores Pesqueros de Motril
OPP 85
Manager
Motril Spain

Organized by:



16:30 - 17:15: Administration, business and citizenship: a step beyond waste management

Awareness, advice and good practices to manage waste management correctly. What actions are implemented by the administration, the company and the citizen?

Introduced by:

Luis Medina-Montoya Hellgren

Ayuntamiento de Málaga | Medioambiente y Sostenibilidad

General Director Environmental & Sustainability Dept.

Málaga Spain

Moderator

Teresa Muela

Federación Andaluza de Municipios y Provincias

General Secretary

Sevilla Spain

Speakers

Raúl Evaristo García

LIMASAM

Managing Director

Málaga Spain

Alberto Tuñón Villafañe

ECONWARD

CCO

Madrid Spain

Ana Llopis

Grupo Llopis Servicios Ambientales

Sevilla Spain

Juan José Denis

EMASA

Managing Director

Málaga Spain

Antonio Urdiales

Ayuntamiento de Almería

Councilor Delegate for Environmental and Energy

Sustainability

Almería Spain

Organized by:



17:20 - 18:05: How to make your low emission zone successful

Effective Low Emission Zones (LEZs) require suitable preparation to avoid inefficiency, high costs, and unpopularity. Ricardo and Aimsun believe that LEZ must be designed and operated with the community in mind, aligning with social and economic aspirations of municipalities to bring cost-effective air quality improvements and reduce negative health impacts. This roundtable will highlight successful approaches from European cities, emphasising the need for a robust evidence base, accurate transport models, air dispersion modelling, and economic viability.

Introduced by:

Luis Medina-Montoya Hellgren

Ayuntamiento de Málaga | Medioambiente y Sostenibilidad
General Director Environmental & Sustainability Dept.
Malaga Spain

Moderator

Noel Howell

Ricardo PLC
Consultant - Waste Management and Climate Action Planning
Bristol United Kingdom

Speakers

Martha Preater

Ricardo PLC
Senior Air Quality Consultant

Josep M. Aymamí

Aimsun
Head of Marketing Expansion
Barcelona Spain

Elena Recio

Ricardo PLC
Senior Air Quality Consultant
Madrid Spain

Organized by:



21/09/2023 SUSTAINABILITY ROOM

9:15 - 9:20: Andalucía Agrotech DIH Presentation

Andalucía Agrotech DIH is a center of activity where the needs of a diverse and dynamic agri-food sector, the technological services of technology, information and communication (ICT) companies, the innovation capacity of knowledge agents and the public support programs of the administration coexist, with the aim of providing the best conditions for the long-term success of companies in the sector.

This multi-stakeholder nature of the IHL is combined with its public-private vocation for technological integration, where young people will play a leading role given their digital capabilities.

Introduced by:

Carmen González

Polo de Contenidos Digitales

Málaga Spain

Organized by:



Entidad asociada a:



9:20 - 10:05: SMART WATER: Innovation and Digitalization of Agriculture to face the Climate Change | Present and Future

Meeting point for professionals in the Agrotech sector to generate debate, synergies, and business opportunities around the intelligent, efficient and sustainable use of water in the Andalusian countryside. The objective of this meeting is to give more prominence and facilities to the Andalusian professionals of the field in the digital transformation of agriculture in the efficient use of irrigation.

Moderator

Marta Raspall

EUMEDIA

Madrid Spain

Speakers

Rafael Baeza

IFAPA | La Mojonera

La Mojonera Spain

Gerardo Jiménez

TECNALIA Andalucía

Director

Spain

Organized by:



Entidad asociada a:



10:15 - 11:00: SMART WATER: Innovation and Digitalization of Agriculture to face the Climate Change | Success Stories

Meeting point for professionals in the Agrotech sector to generate debate, synergies and business opportunities around the intelligent, efficient and sustainable use of water in the Andalusian countryside. In the session, five startups will make brief presentations of success stories, both in Andalusian farms and in the use of new technologies related to the efficient use of water.

Moderator

Carmen González

Polo de Contenidos Digitales

Málaga Spain

Speakers

Gabriel Gimenez

Agualytics

El Ejido. Almería Spain

Joaquín Soriano

IKOS TECH

CEO & Co funder

Adra Spain

Rafael Casielles

BIOAZUL

Málaga Spain

Irene García

Métrica6

Spain

Organized by:



Entidad asociada a:



11:05 - 11:15: Green and Sustainable Cities in Andalusia Network

The presentation of the REVERSA Network will be made by the Minister of Sustainability, Environment and Blue Economy.

Speakers

Ramón Fernández-Pacheco

Consejería de Sostenibilidad, Medio Ambiente y Economía

Azul

Sevilla Spain

Organized by:



11:15 - 11:50: Circular economy, climate change and biodiversity conservation in REVERSA

Round table on circular economy, climate change and biodiversity in the new REVERSA network.

Moderator

María del Mar Plaza Yélamos

Junta de Andalucía

General Secretary for Sustainability, Environment and Blue Economy

Sevilla Spain

Speakers

Inmaculada Tola

Junta de Andalucía

Sevilla Spain

Juan Martínez

Junta de Andalucía

Sevilla Spain

David Fernández Guerra

Junta de Andalucía

Elena Ortega

Junta de Andalucía

Sevilla Spain

Organized by:



12:10 - 12:35: Presentation of the Málaga 2030 Strategic Plan

Speakers

M^a del Carmen García Peña

Fundación CIEDES

Managing Director

Málaga Spain

Organized by:



12:40 - 13:25: Start-up Europe Awards: Awards ceremony | LIFE ECODIGESTION 2.0 SEUA | GREENCITIES SEUA | S-MOVING SEUA

The European entity Finnova chooses once again Greencities & S-Moving as the ideal scenario to carry out the "Start-up Europe Awards". On this occasion, the finalists and winners of the following calls are announced:

12:40-13:00h "Life Ecodigestion 2.0 Start-up Europe Awards"

13:00-13:10h "Greencities Start-up Europe Awards"

13:10-13:25h "S-Moving Start-up Europe Awards"

Speakers

Juan Manuel Revuelta

Finnova

CEO

Brussels - Valencia Spain

Organized by:



20/09/2023 CITY SPEAKERS

10:00 - 10:30: Smart Cities as talent generators

Moderator

Daniel González-Bootello

Smart City Clúster

Spain

Speakers

Francisco de la Torre

Ayuntamiento de Málaga

Mayor

Málaga Spain

Miguel Ángel Romero

Smart City Clúster

Spain

Organized by:



12:45 - 13:15: How to be relevant to MCCs?

Moderator

Gustavo Ballesteros

Smart City Clúster

Spain

Speakers

José Vicente Rodríguez

La Opinión de Málaga

Economy and Business Editor

Málaga Spain

Ángel Recio

El Español de Málaga

Delegate

Málaga Spain

Jorge Pedrosa

Diario: Málaga Hoy

Journalist

Málaga Spain

Organized by:



13:20 - 13:35: Elevator Pitch 'City Speakers' | Projects focused on the municipalities digitalization

Presentation of success stories of projects implemented by municipalities, ways of working, synergies, possible grants, or subsidies, etc.

Speakers

Patricia Paulsen

Ayuntamiento de Adeje
Adeje Spain

Carlos Julián

Ayuntamiento de Algemesí
Responsible for the IT service
Algemesí Spain

Jordi Tort

Ayuntamiento de Gavà
1st Deputy Major
Gavà Spain

13:40 - 14:10: Success stories in the fight against depopulation

Speakers

Santiago Galván

Zahara de la Sierra City Hall
Mayor
Zahara Spain

Andrés Morón

Ayuntamiento de Cañete La Real
Spain

Organized by:



14:15 - 14:35: Elevator Pitch 'City Speakers' | Projects based on areas such as infrastructure, energy, water...

Presentation of success stories of projects implemented by municipalities, ways of working, synergies, possible grants, or subsidies, etc.

Speakers

Vicente Seguí

Parque Industrial Atalayas
Manager
Alicante Spain

Ignacio Alday

Ayuntamiento de Bilbao
Bilbao

Tomás Llorente

Ayuntamiento de Collado Villalba
Collado Villalba Spain

Carlos Ventura

Ayuntamiento de Rivas-Vaciamadrid
Economics and Organization Area Coordinator
Rivas-Vaciamadrid Spain

16:30 - 16:55: Elevator Pitch 'City Speakers' | Projects committed to improving the quality of life of citizens

Presentation of success stories of projects implemented by municipalities, ways of working, synergies, possible grants, or subsidies, etc.

Speakers

María Ángeles Galván

Ayuntamiento de Almería
Jefa de Servicios TIC
Almería

Josu Ansola

Ayuntamiento de Ermua
Ermua Spain

Beatriz Garcinuño

Ayuntamiento de Gotarrendura
Development Agent
Gotarrendura Spain

Aurelia González

Ayuntamiento de Málaga
Vicepresidenta 2ª de la Asociación Internacional del Teléfono de la Esperanza
Málaga Spain

Juan Antonio Bermúdez

Ayuntamiento de Málaga
Project Manager
Málaga Spain

17:00 - 17:20: Sustainability as a tool for territorial development

Dialogue and presentation of success stories that adopt sustainability as a means for territorial development.

Speakers

Consuelo Ochoa

Ayuntamiento de Lerín

Mayor

Spain

Organized by:



17:25 - 17:45: Tourist renovation: The difference is the star

Organized by:



21/09/2023 CITY SPEAKERS

10:15 - 10:50: Elevator Pitch 'Start-ups'

Presentation of success stories of start-ups launched to respond to the current needs of municipalities.

Speakers

Josele Bernabé

BlueSouth
Founder & Partner
Málaga Spain

Daniel García i Tarrazona

Bus4.me
Product Manager
Olesa de Montserrat Spain

Gigi Pieri

Cartológica
Sales Manager
Madrid Spain

Isabel Benedí

Cybercrin
Spain

Sandra Asensio

Impacte
Marketing Director
Valencia Spain

10:55 - 11:25: Success story: Repsol as a sustainable partner for cities

Speakers

Alfonso Flores Rubio

Repsol
Business Development [Multi-energy and Sustainability]
Madrid Spain

Organized by:



11:30 - 12:00: How to communicate in audiovisual formats?

Moderator

Gustavo Ballesteros

Smart City Clúster

Spain

Speakers

Montserrat Naharro

RTVA | Agencia Pública Empresarial de la Radio y Televisión
de Andalucía

Spain

Fernando Del Valle

Canal Málaga RTV

Spain

Ángeles Maza

Junta de Andalucía | Consejería de Educación y Deporte

Social Media Manager

Seville Spain

Organized by:



12:05 - 12:25: Elevator Pitch 'City Speakers' - Projects based on areas such as infrastructure, energy, water...

Speakers

Santiago Costa

Ayuntamiento de Cerdanyola del Vallès

Coordinador General

Cerdanyola del Vallés Spain

Manuel Salazar

Ayuntamiento de Málaga

Director General Servicios Operativos

Málaga

Jordi Mazon

Ayuntamiento de Viladecans

Teniente de Alcalde

Viladecans Spain

12:30 - 13:00: Elevator Pitch 'Start-ups'

Presentation of success stories of start-ups launched to respond to the current needs of municipalities.

Speakers

Constance Cordier

Lixo
Global Expansion Manager
Paris France

Víctor Zamora

Agencia OMNIA

Jordi Carbonell

Nemi Mobility Solutions
Chief Commercial Officer
Sant Cugat del Valles, Barcelona Spain

Antonio Tornero Jimenez

SolarTDI (SolarTechnology & Integrations SL)
CEO
Albacete Spain