

Workshop - FACING THE CHALLENGE OF A NEW ERA: SMART CITY PROJECTS LA GRANJA – Segovia (Spain)

16 th July SMART CITY CONCEPT, CHALLENGES & PROJECTS		17 th July SMART CITY PROJECTS IMPLEMENTATION & ASSESSMENT	
10:00	ASCIMER PROJECT AND WORKSHOP OBJECTIVES Prof. Andrés Monzón. TRANSyT-UPM The City of the Future Initiative Prof. Javier Uceda. Electronic Technology-UPM	10:00	SMART CITY EXAMPLES Chair- Dr. Rosa Arce, Urban&Regional Planning Dept. - UPM City of Vienna Dr. Paul C. Pfaffenbichler, Vienna University of Technology City of Milan Dr. Angela Poletti, Politecnico de Milano
10:30	SMART CITIES: A MULTI-AGENT VISION Chair- Prof. Andrés Monzón. TRANSyT-UPM EIB Approach Gerry Muscat, Senior Specialist, Urban Development Division, EIB RECI-Smart City Network and Santander smart strategy Antonio Teixeira. Innovation Manager, Santander City Council IBM Strategy for a Smarter City Enrique Díaz, IBM	11:00	RELEVANT SMART CITY PROJECTS Chair- Dr. M ^a Eugenia López, Transport Dept.-UPM Smart Mobility & Smart Environment Filippo M. Contenti, European Office, Malaga City Council, Spain Smart People & Smart Living Carlos Alocen. Citizen Card, Zaragoza City Council, Spain
12:00	COFFEE BREAK	12:00	COFFEE BREAK
12:30	SMART CITY CONCEPT Chair- Dr. Manuel Alvarez, Telematic Systems Dept.- UPM Smart City concept and challenges Andrea Torregrosa, Mario Martin, TRANSyT-UPM The Role of ICT in the development of Smart Cities Prof. Claudio Feijoo, Applied ICT Center -UPM CIUDAD2020: A New Model of Smart and Sustainable Cities Rodrigo Castiñeira. R&D Project Coordinator, INDRA Valencia smart strategy Ramon Ferri. ICT services, Valencia City Council, Spain	12:30	MEDITERRANEAN SMART CITIES Chair- Prof. José María de Lapuerta Smart Cities initiatives in the Mediterranean Region Guy Fleuret, Union for the Mediterranean City of Tangier Dr. Abdellatif Brini, Urban Agency of Tanger, Morocco City of Amman Dr. Ali Maquosi, University of Petra-Amman, Jordan City of Lyon Dr. Lourdes Diaz-Olvera, Sustainable Land Use Planning School, France
14:30	LUNCH BREAK	14:30	LUNCH BREAK
16:30	1st Focus Group: KEY ELEMENTS OF SMART CITY PROJECTS Dr. José M. Fernández, Urban&Regional Planning - UPM Prof. Sergio Jara-Diaz, University of Chile	16:30	2nd Focus Group: KEY FACTORS FOR ASSESSING SMART CITY PROJECTS Prof. Sergio Jara-Diaz, University of Chile Dr. Mario Aymerich, EIB
18:15	Conclusions of the 1st Focus Group	18:15	Conclusions of the 2nd Focus Group

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