



IDOM


INTERNATIONAL URBAN AND REGIONAL COOPERATION



Webinar
Smart strategies for equality and social inclusion
December 9th 2021

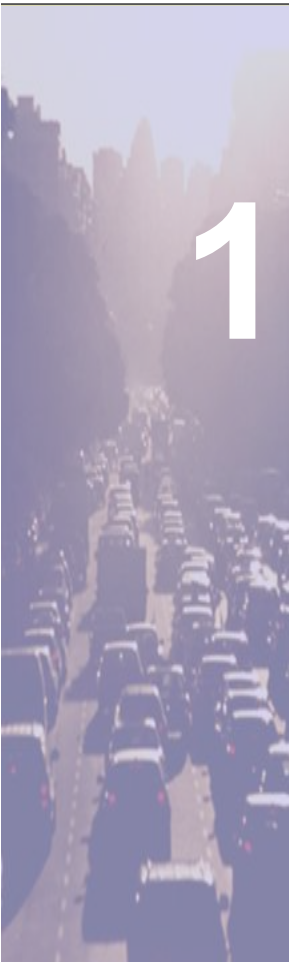
Introducing the Smart City approach and its challenges

Fernando Tomás, IDOM



Index

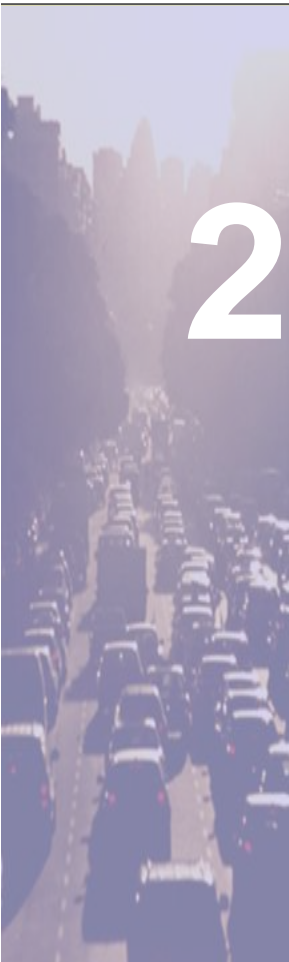
1. City needs
2. Smart City model
3. Inclusion challenges



1 City needs

1. City needs





2

Smart City model

2. Smart City

Our own definition of a Smart City

A Smart City is the one who can take advantage of the data generated daily in order to create new information which should allow the city to **improve his management** and be more **sustainable**, more **competitive** and offer a better overall **life quality**, thanks to the **cooperation** and **involvement** of the whole **citizenship**.



IDOM's Smart Cities Practice website:
www.smartcities.es

Source: BBVA Innovation Centre

2. Smart City. Types of cities

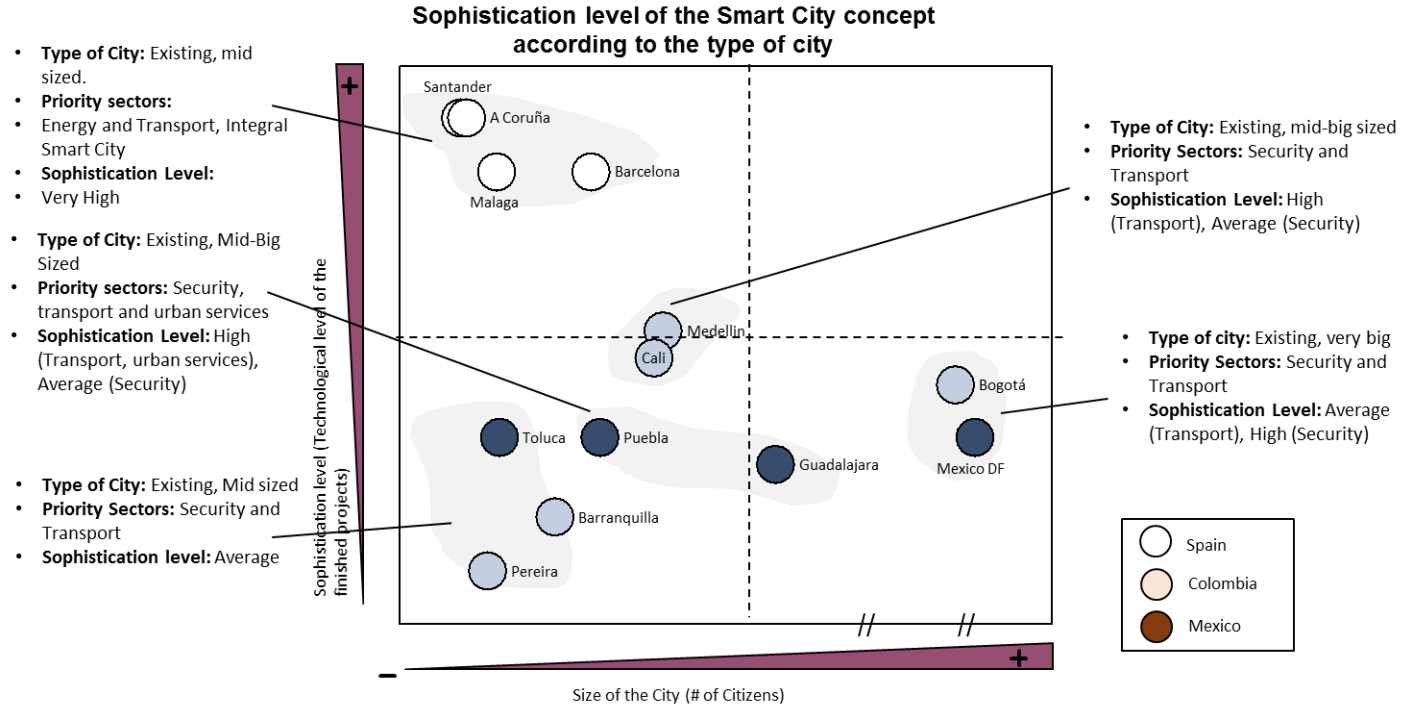
Cities show different typologies according to some parameters such as size, town planning development,... each city must design its own “Smart-Ness”.

		Government	Buildings	Mobility	Energy and Environment	Services
M A T U R I T Y	LEVEL 3 Connected	<ul style="list-style-type: none"> Inclusive government Conditional adapted information Stakeholders-Centric Colaboration 	<ul style="list-style-type: none"> Zero Energy Building (ZEB) acquisition 	<ul style="list-style-type: none"> Private and public mobility with low emissions 	<ul style="list-style-type: none"> Intelligent Networks Prosumers pervasive 	<ul style="list-style-type: none"> Predictive security Integral Emergency service management
	LEVEL 2 Integrated	<ul style="list-style-type: none"> Participative government Online value information sharing Cooperation among public entities 	<ul style="list-style-type: none"> Increasing penetration of intelligent buildings. 	<ul style="list-style-type: none"> Traffic optimization platform 	<ul style="list-style-type: none"> Sensors / smart meters Increasing use of renewable energy Client management programs 	<ul style="list-style-type: none"> Monitoring and control systems Rich E-Services platforms
	LEVEL 1 Dispersed	<ul style="list-style-type: none"> Transparent government Availability of data online Limited collaboration between public entities 	<ul style="list-style-type: none"> Energy class and construction standars compliancy 	<ul style="list-style-type: none"> Traffic congestion management Initiatives to lower the emissions (carpooling, electric vehicle charging stations, bicycle sharing, etc.) 	<ul style="list-style-type: none"> Partial development of Smart Metering / Grid Limited use of renewable energy Action plan to lower emissions Environment protection 	<ul style="list-style-type: none"> Partial citizenship security systems Segregated web portals for eCommerce, eTourism, eEducation.

Source: IDC. Ranking Smart Cities

2. Smart City. Tech level

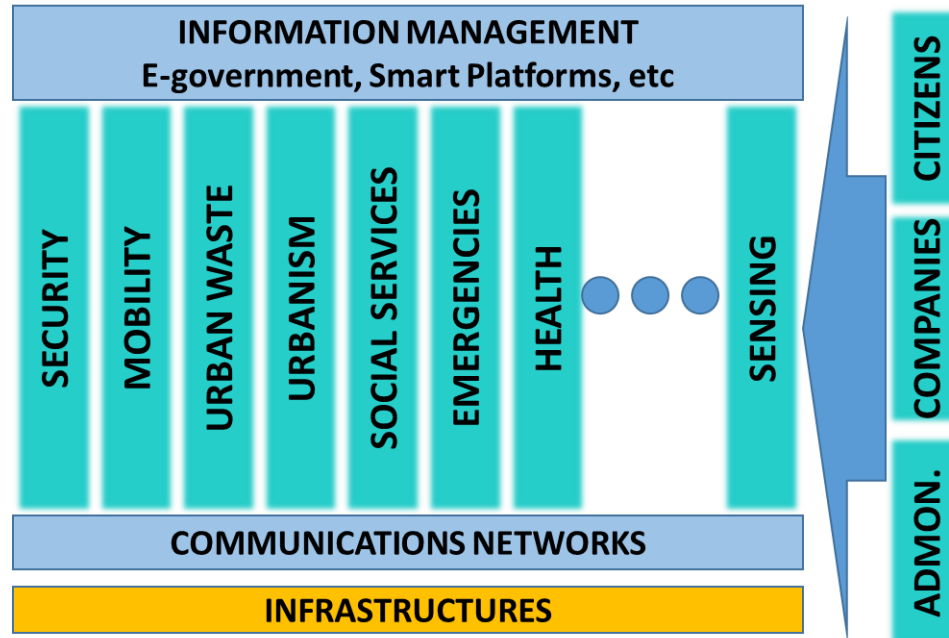
The tech level of the Smart operations in a city, must be associated to its current status and long-term strategy



Source: benchmarking performed by IDOM in Spain, México and Colombia

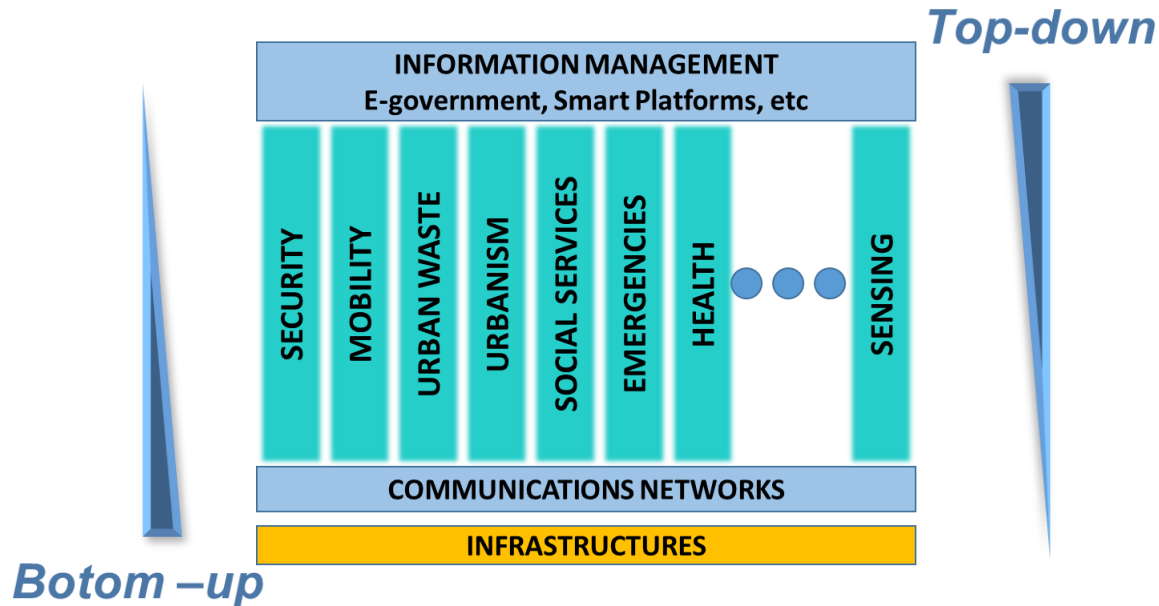
2. Smart City. Model

The implementation model of a Smart City comprises several **vertical services** which must be supported by the intensive use of Information and Communication Technologies, providing value to the **Administration**, the **Citizenship** and the **Companies**.



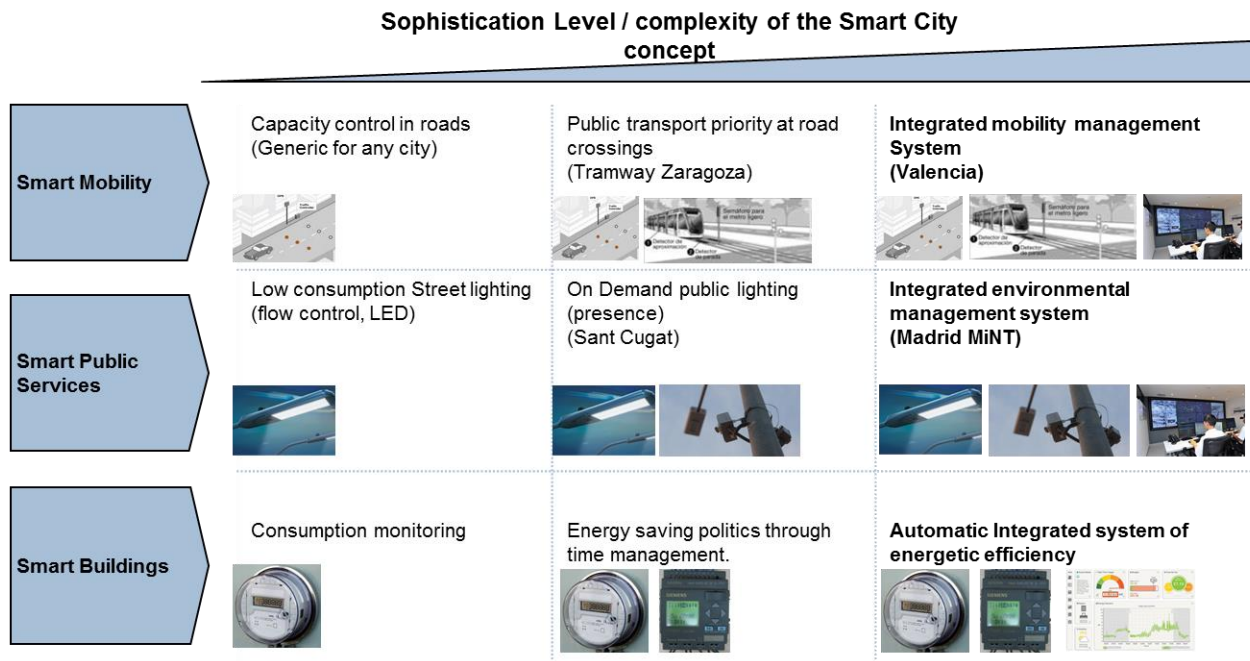
2. Smart City. Implementation

The different approaches to the model implementation can be tackled from the top-down where there is an investment in the information management, or from the bottom-up where the vertical services are developed with the use of the technology.



2. Smart City. Different solutions

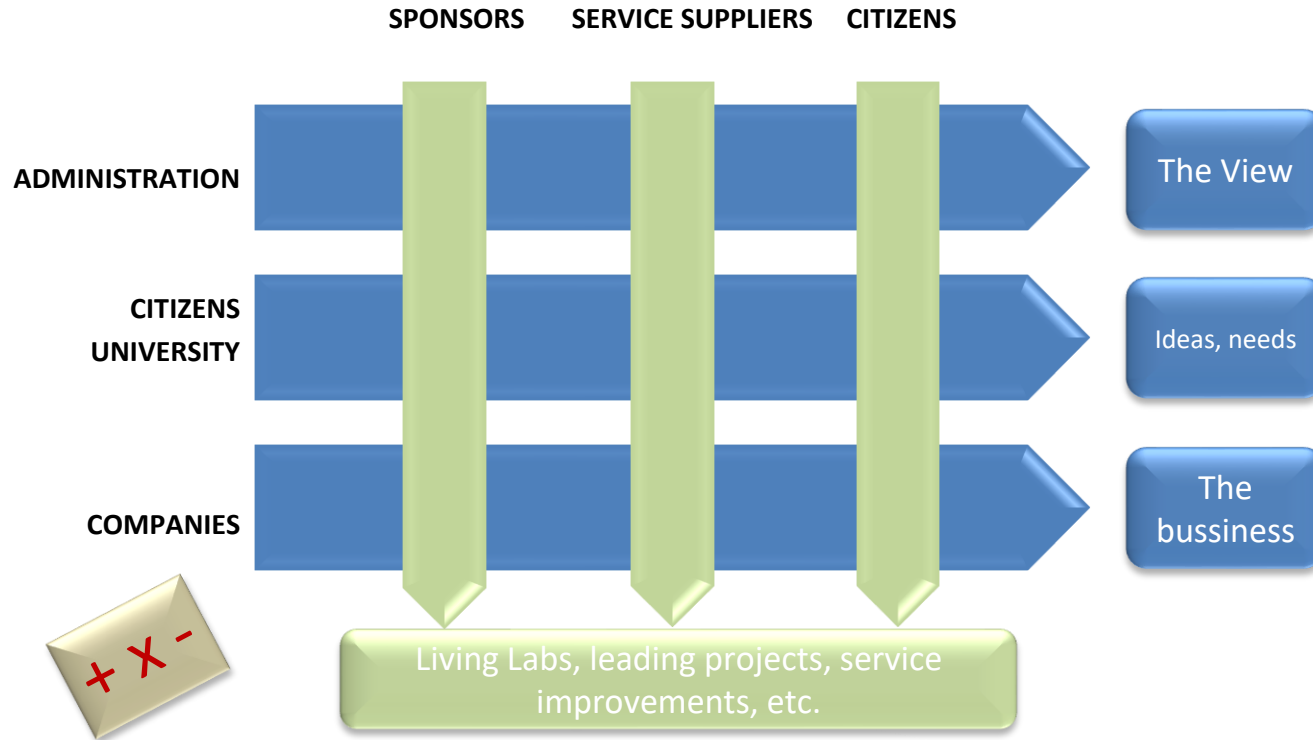
“Smart City” can be considered any project ranging from simple or partial components of a whole higher-level Project, to a holistic, more complex and sophisticated one...



Source: Sectorial Analysis performed by IDOM in Spain

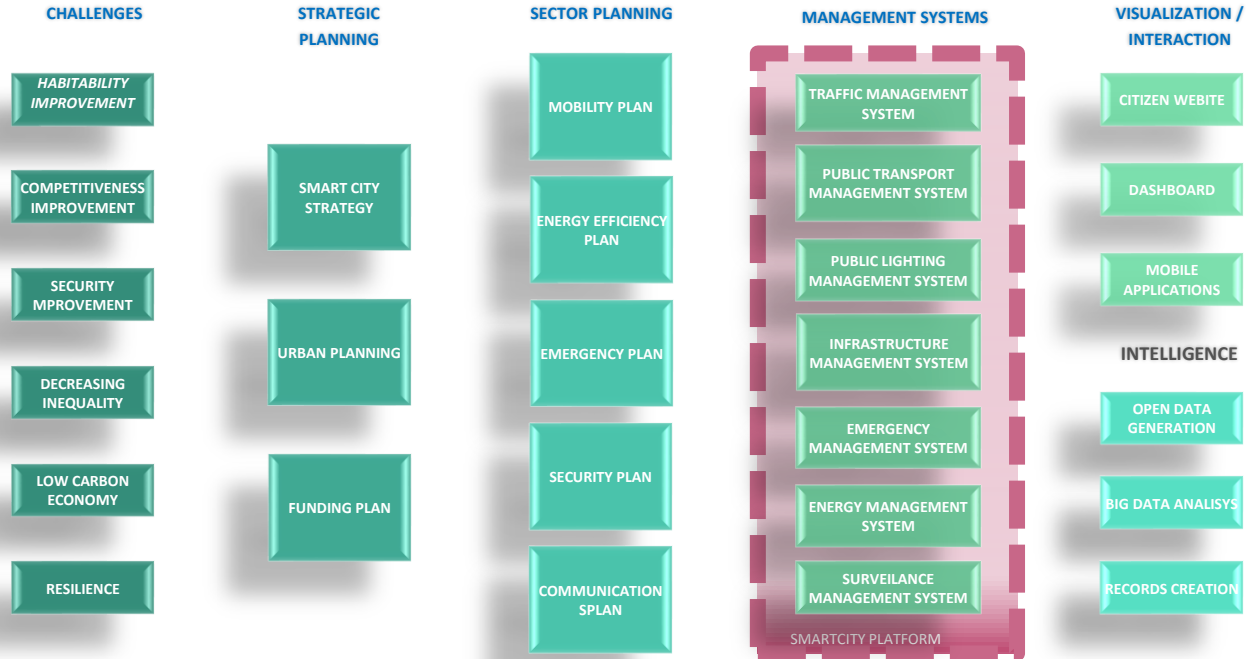
2. Smart City. Ecosystem

A Smart City Integral Project requires a certain Ecosystems which allows to search for and find coordinated impulses: Sponsors, city service suppliers, the citizen...



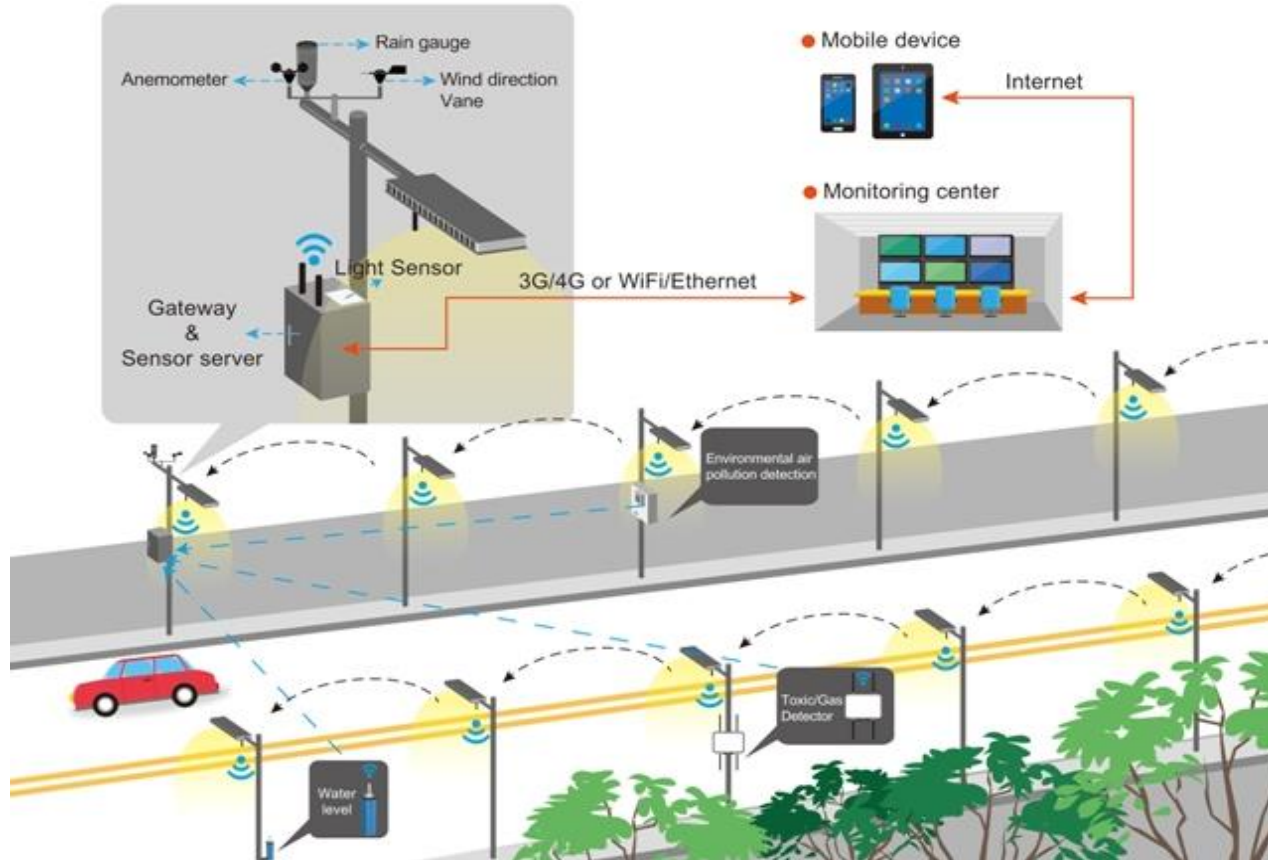
2. Smart City. Functional Scheme

Integrated and global point of view of Smart Cities. From the planning stage up to the implementation.



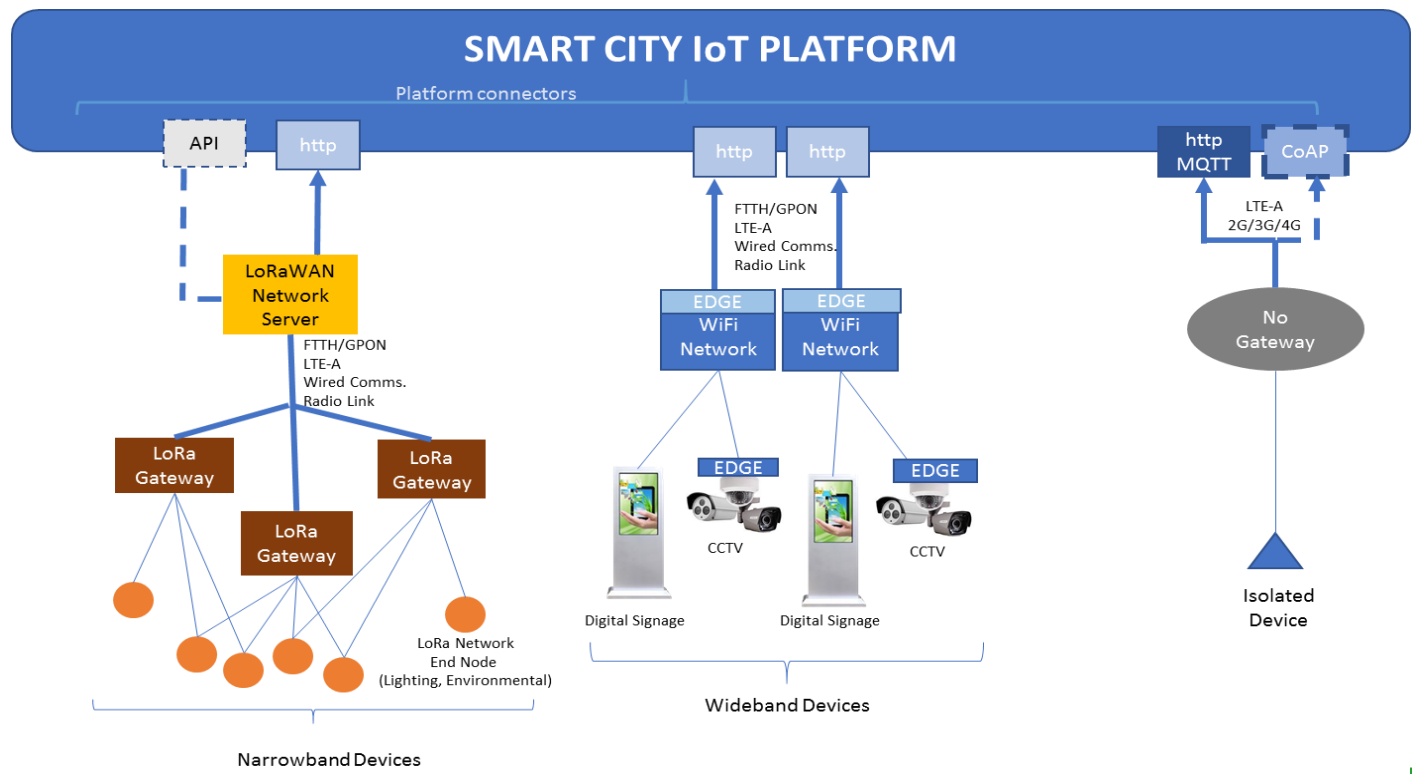
Smart Cities IDOM. Fernando Tomás

2. Smart City. Technology



Smart Cities IDOM. Fernando Tomás

2. Smart City. Platform Integration





3

Inclusion Challenges (and some mitigation strategies)

- Digital gap

- Availability of the connectivity
- Capacity of the devices



- Capacitation gap



CIBER VOLUNTARIOS.org 20 years of CIDE

Join us Ask for Digital Training The foundation v Cibernews

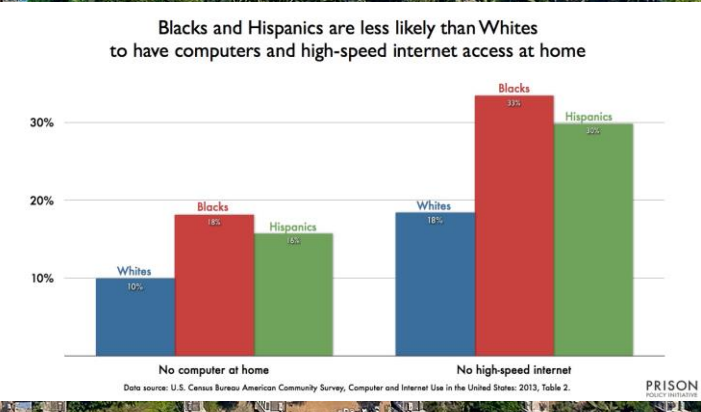
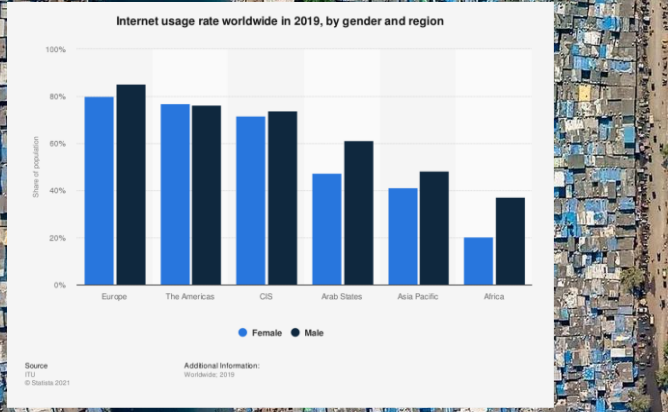
CAN WE HELP YOU?

There are many people who do not know how to connect with technology. In **Cibervoluntarios** we help you for free to achieve it.

- Ask for free training
- Video tutorials on digital skills
- Any doubts about tech? just ask



Biases





Thank you!

Contact:

Fernando Tomás
Manager
Smart Cities Practice
F: +34 976561536
ftomas@idom.com

IDOM.
Eduardo Ibarra 6
50009 Zaragoza – Spain
www.idom.com



UMEÅ
KOMMUN

UMEÅ, Sweden

- towards a gender equal and smart sustainable city

**UMEÅ
KOMMUN**

Annika Dalén, strategic development and gender equality officer
Municipality of Umeå, Sweden
annika.dalen@umea.se



A group of diverse children and an adult woman are shown from the chest up, with their arms raised in a gesture of joy or celebration. They are positioned in front of a red wooden building. The woman is in the background, and several children of different ethnicities are in the foreground. The image is overlaid with a semi-transparent dark grey banner at the bottom containing text, and four green circular callouts with white text are scattered around the scene.

**Social
sustainability**

**Environmental
sustainability**

**Economic
sustainability**

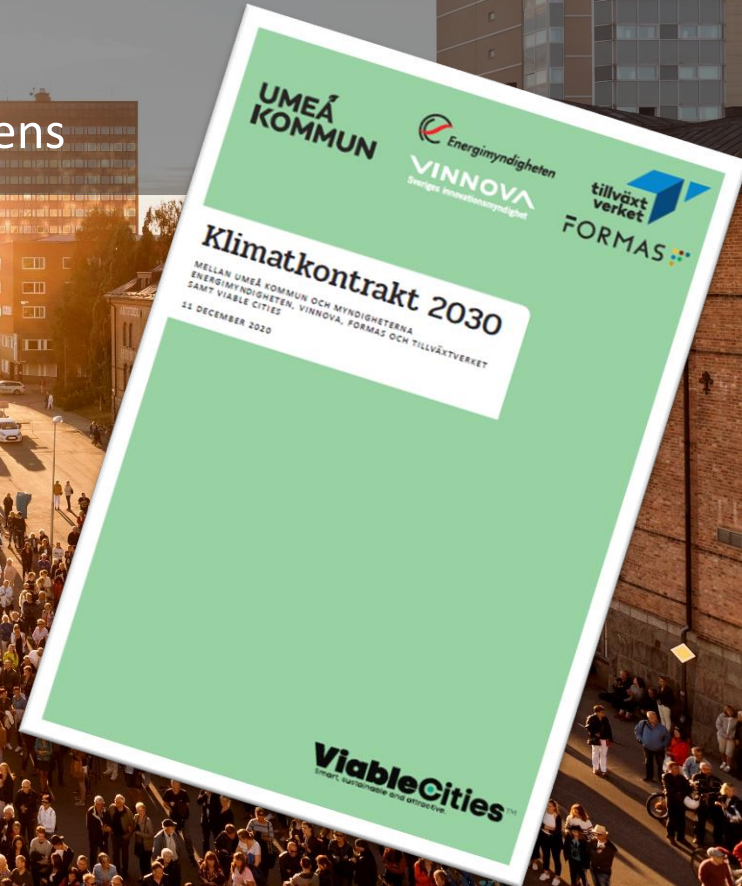
Vision for Umeå

200,000 residents in 2050

**Cultural
sustainability**

Climate city contract 2030

Co-creating climate neutrality by and for the citizens





The gendered landscape

Challenging power



Open data

What data is relevant for what decisions?

A photograph of a modern bus stop at dusk. The bus stop has a wide, flat concrete roof supported by several thick, curved concrete pillars. The interior of the roof is lit with warm, glowing lights. A group of people, including a woman in a red jacket and a man in a black jacket, are standing under the shelter. To the right, a bright green bus is stopped at the curb. The bus has a digital display on its front showing the number '9' and the route 'Röbäck via Vasaplan'. The license plate is 'KEM 520'. The background shows trees and a dark sky, suggesting twilight.

Travel habit survey

What if men travelled like women?



Consumer habit survey

Responsibility for unpaid housework




Solar panels

Who do we target?



Electric cars

Who is the user we visualize?



Autonomous vehicles

Who feels safe in a shared environment with nobody in charge?



Challenging power, identity and norms is just as important as introducing new technology to reach climate neutrality