Business for Smart Cities Expocongress

idencity transforming cities

Transformation of Cities into Smart & Sustainable as a Project: experience of Barcelona

Business for Smart Cities Expocongress

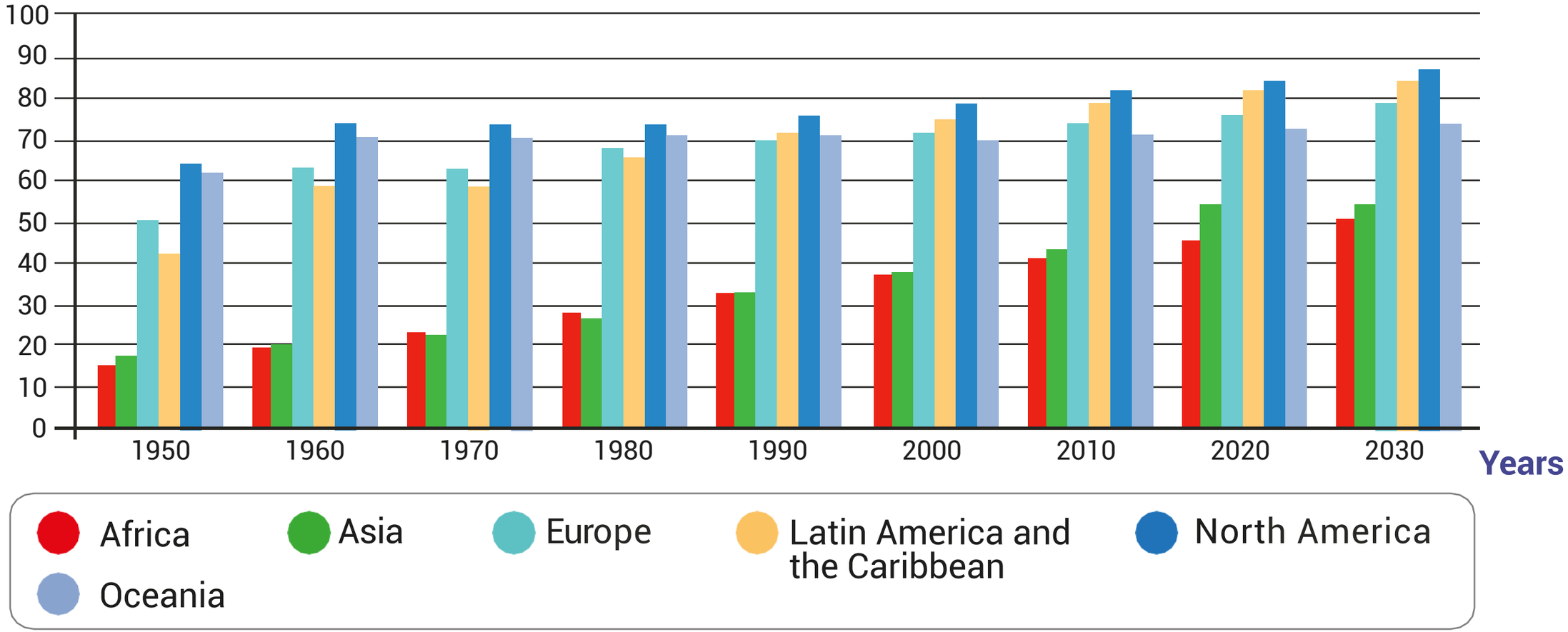
Jordi Hereu

Mayor of Barcelona (2006-2011)

President of Idencity Consulting

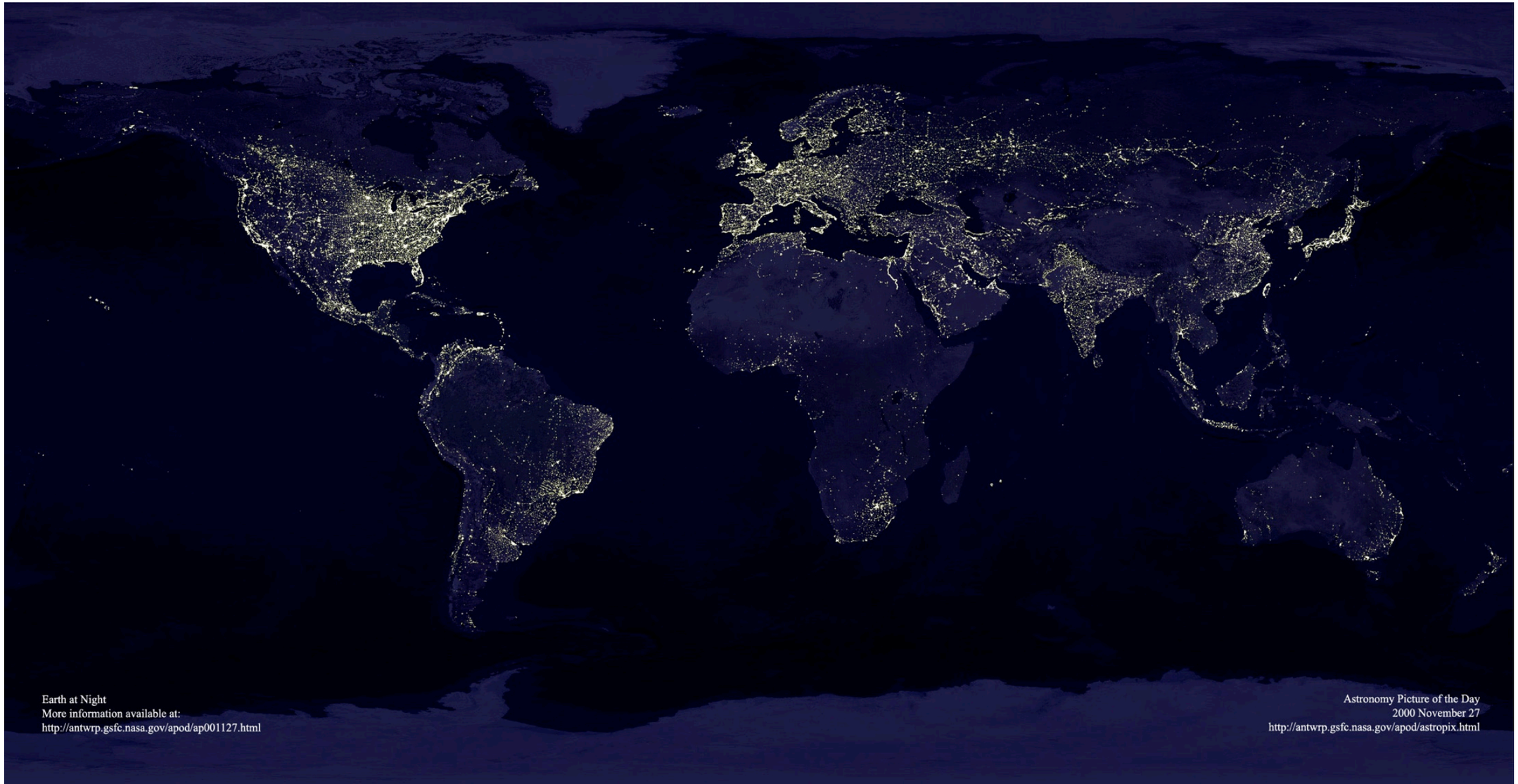
One revolution: the world is becoming more urban

Level of urbanization



Fuente fotográfica: La Vanguardia - Economía

the cities are the nodes of the global economy



The other revolution is the technology

= self-managed employees who need to use 'their discretion and expertise to make adjustments to respond to changing situations' (Kuvaas, 2006:367).

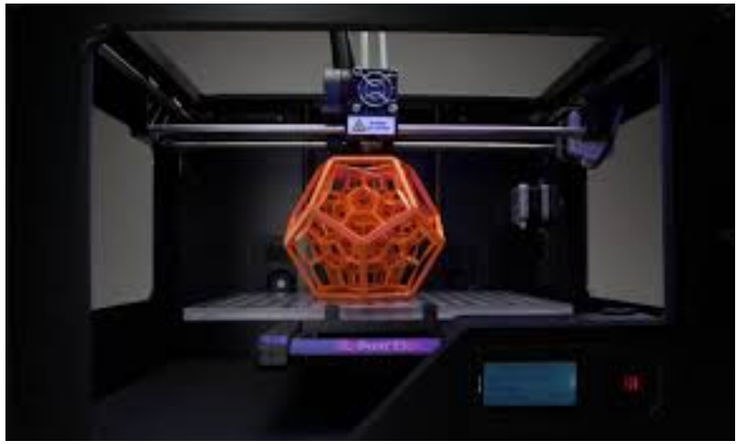
KNOWLEDGE WORKERS

Knowledge professionals have different information needs during their working day. And thus needs different platforms.

Davenport, Thomas H. 2011. "Rethinking knowledge work: A strategic approach." *McKinsey Quarterly* 1 (11).

Kuvaas, B. (2006). Work performance, affective commitment, and work motivation: The roles of pay administration and pay level. *Journal of Organizational Behavior* no. 27 (3):365-385.

…which is changing our cities and our lives

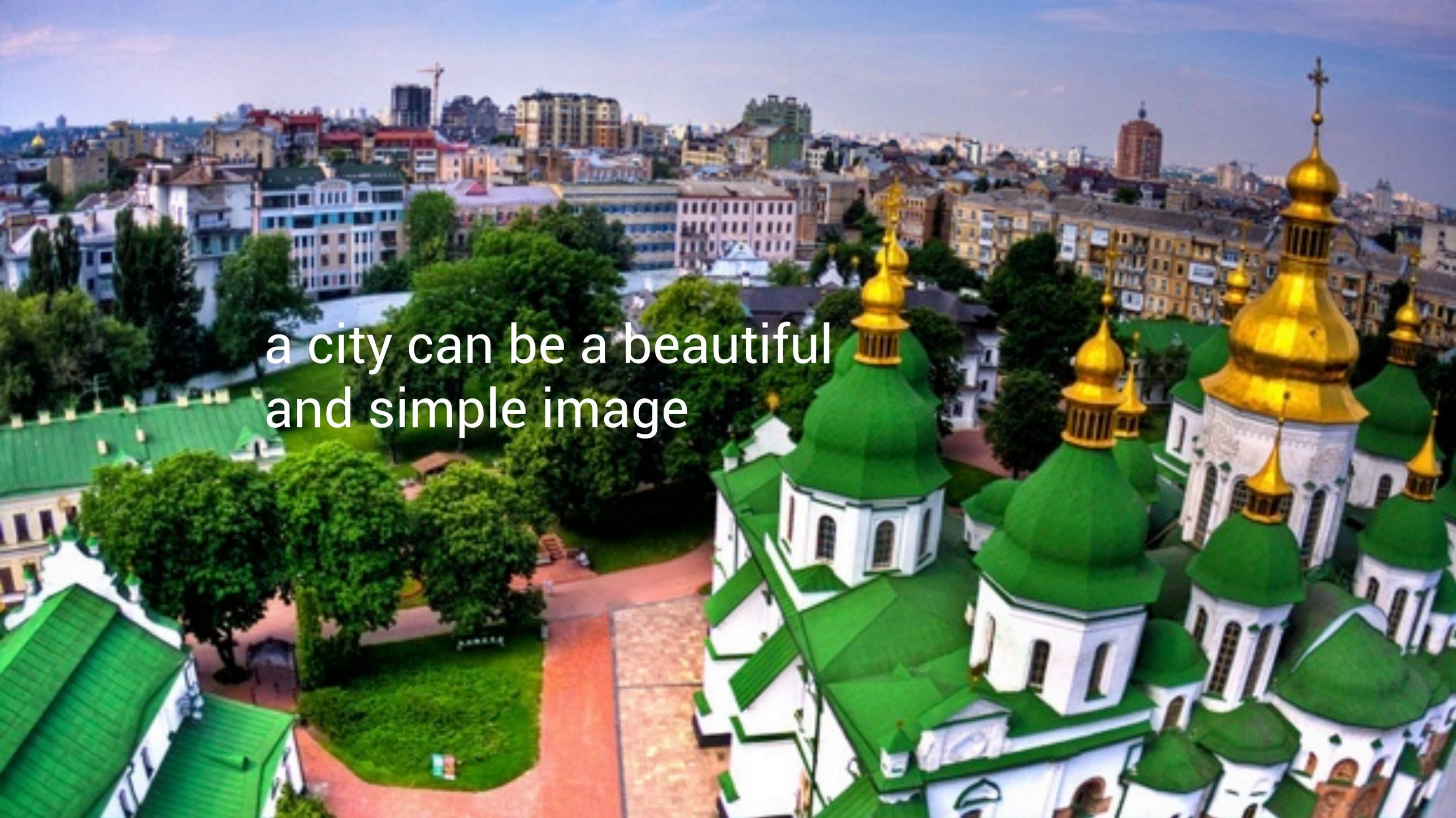


the city as a “container" of the global challenges

city as an opportunity

“The more mobile everything turns, the more important location is"

Michael Porter
August 2006


a city can be a beautiful
and simple image

but the city is a complex system

Economy
Sociology
Law
Policy
Engineering
Architecture
Literature
Physical
Psychology
History
Environmental
Sciences...

Global City

Resilient City

Liveable City

Smart City

Sustainable City…..

the center of this complex system are the PEOPLE

"sicinius: **what is the city but the people?**
citizens: **true. the people are the city**"
Coriolanus- Shakespeare

And people need city PROJECT to buid their future as citizens

Citizens

Environment

Infrastructure

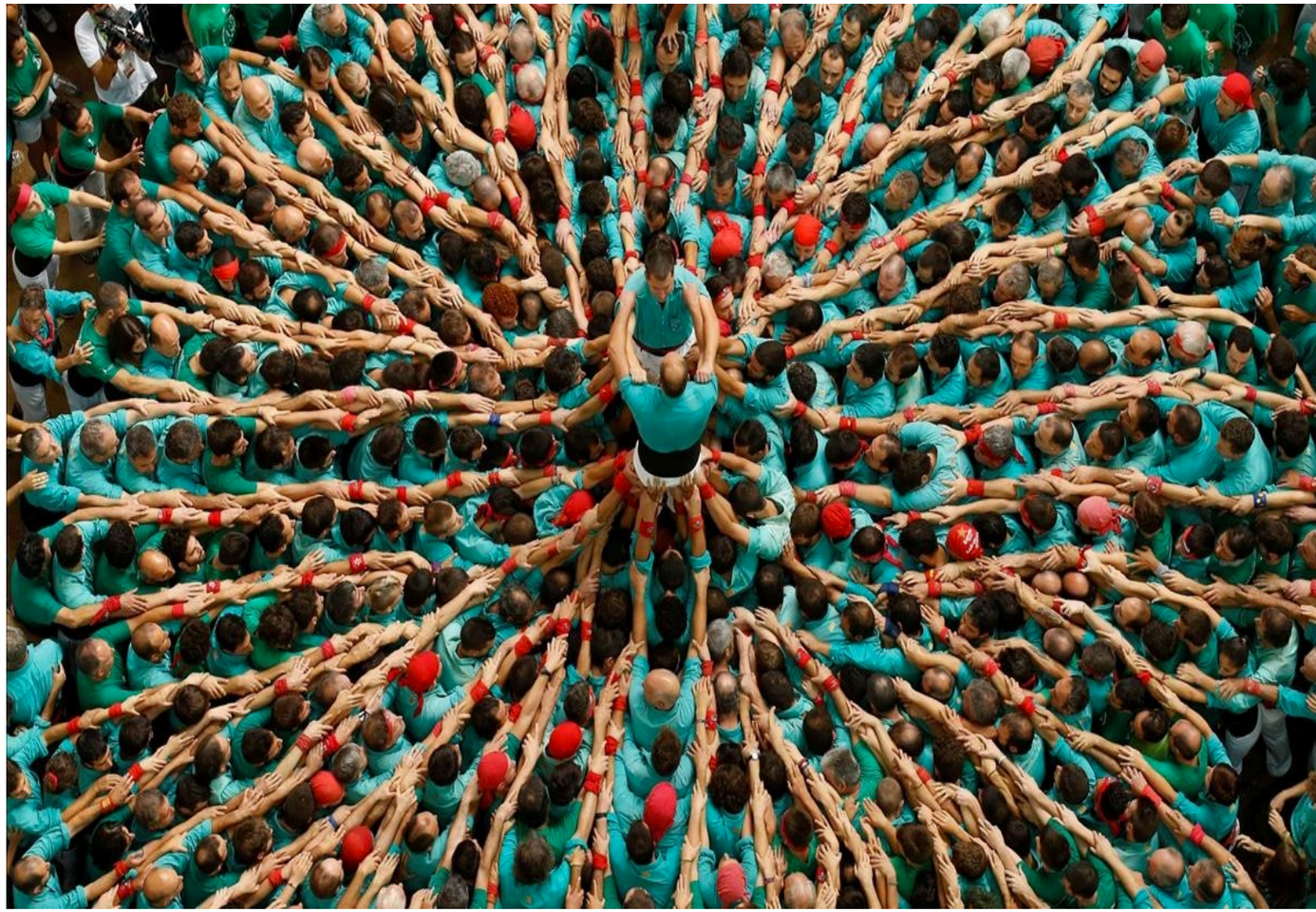
Local administration

Urban planning

Planning and Technology

Urban R&D

a city pact is the expression of a shared project by its citizens



Project = Action future-oriented (pro lectus)

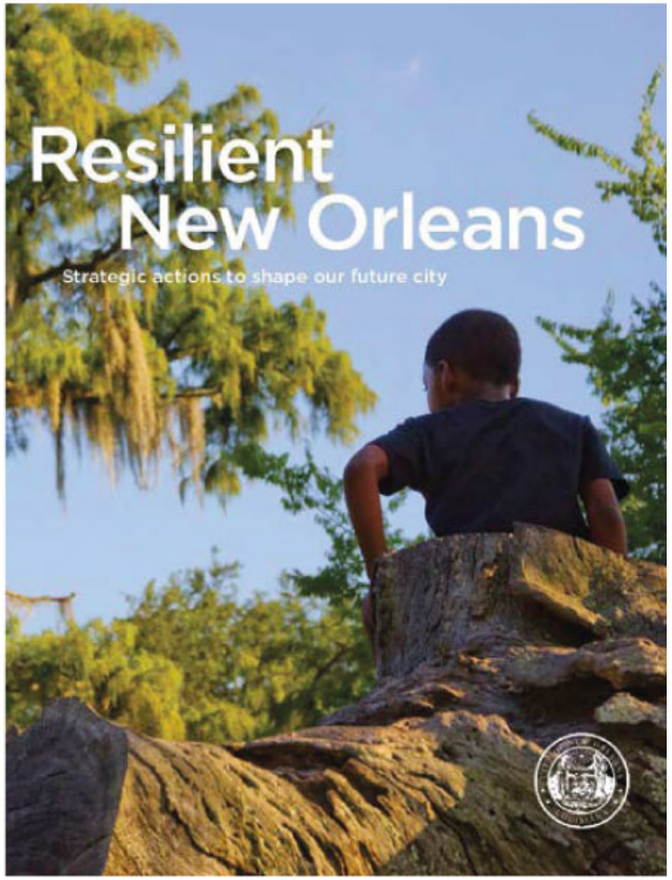
Project = Transform (reality)

Project = Plan (future in medium and long term)

The advantages of conceiving and building cities as a project are MANY….

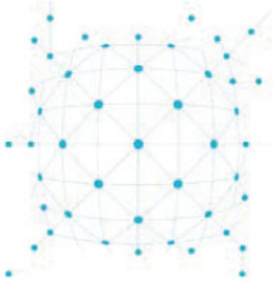
from the institutions

MANY....



and from the society

MANY....



BARCELONA
GLOBAL
Plataforma Ciutadana
de Pensament i Acció

LONDON
FIRST

BSC
Barcelona
Supercomputing
Center
Centro Nacional de Supercomputación

PROANTIOQUIA
Fundación para el desarrollo

MANY....

MANY....

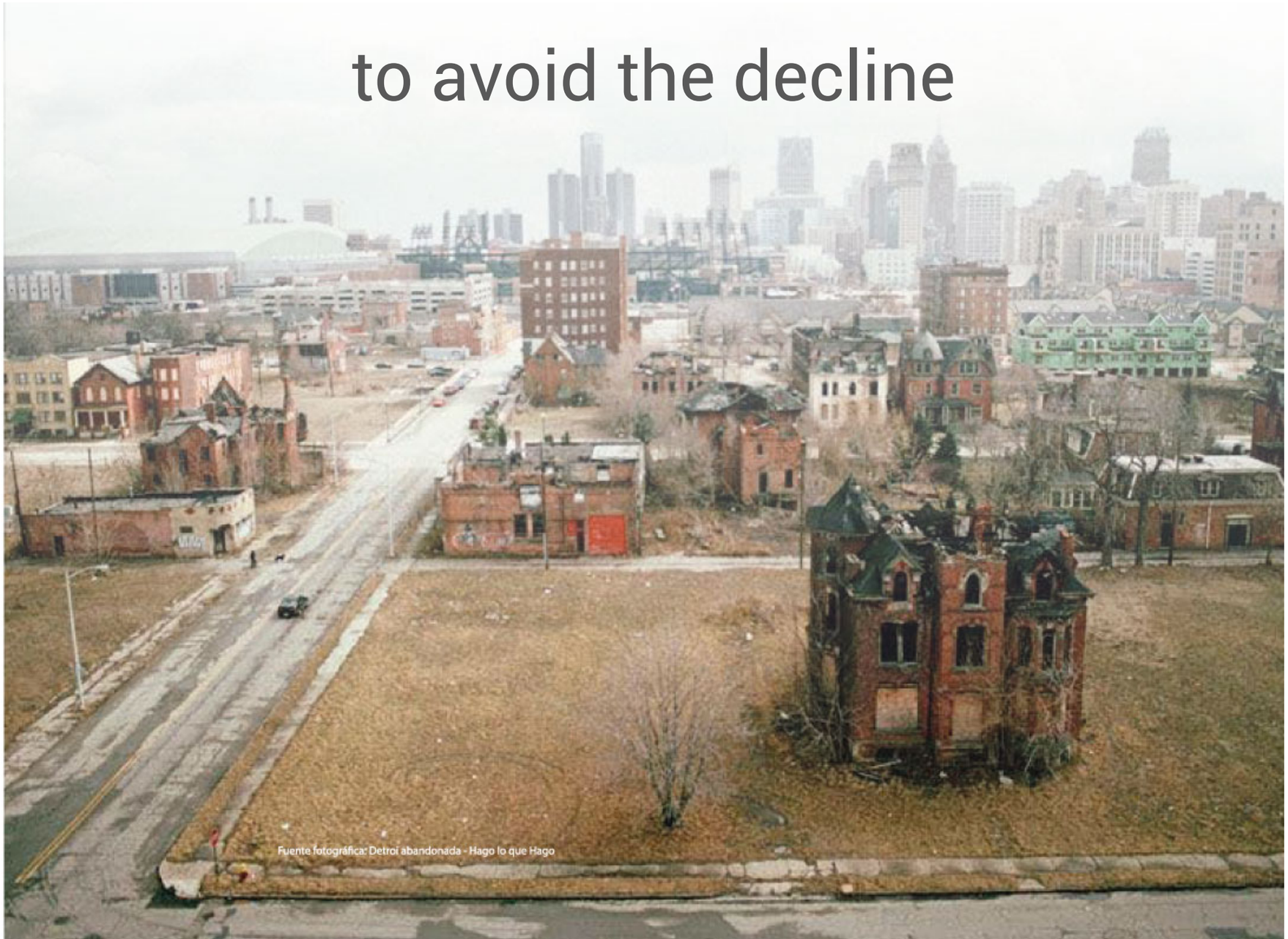
to face
difficulties
Fuente fotográfica: Mercados & Tendencias

to not “reinvent" the city every 4/5 years

MANY....

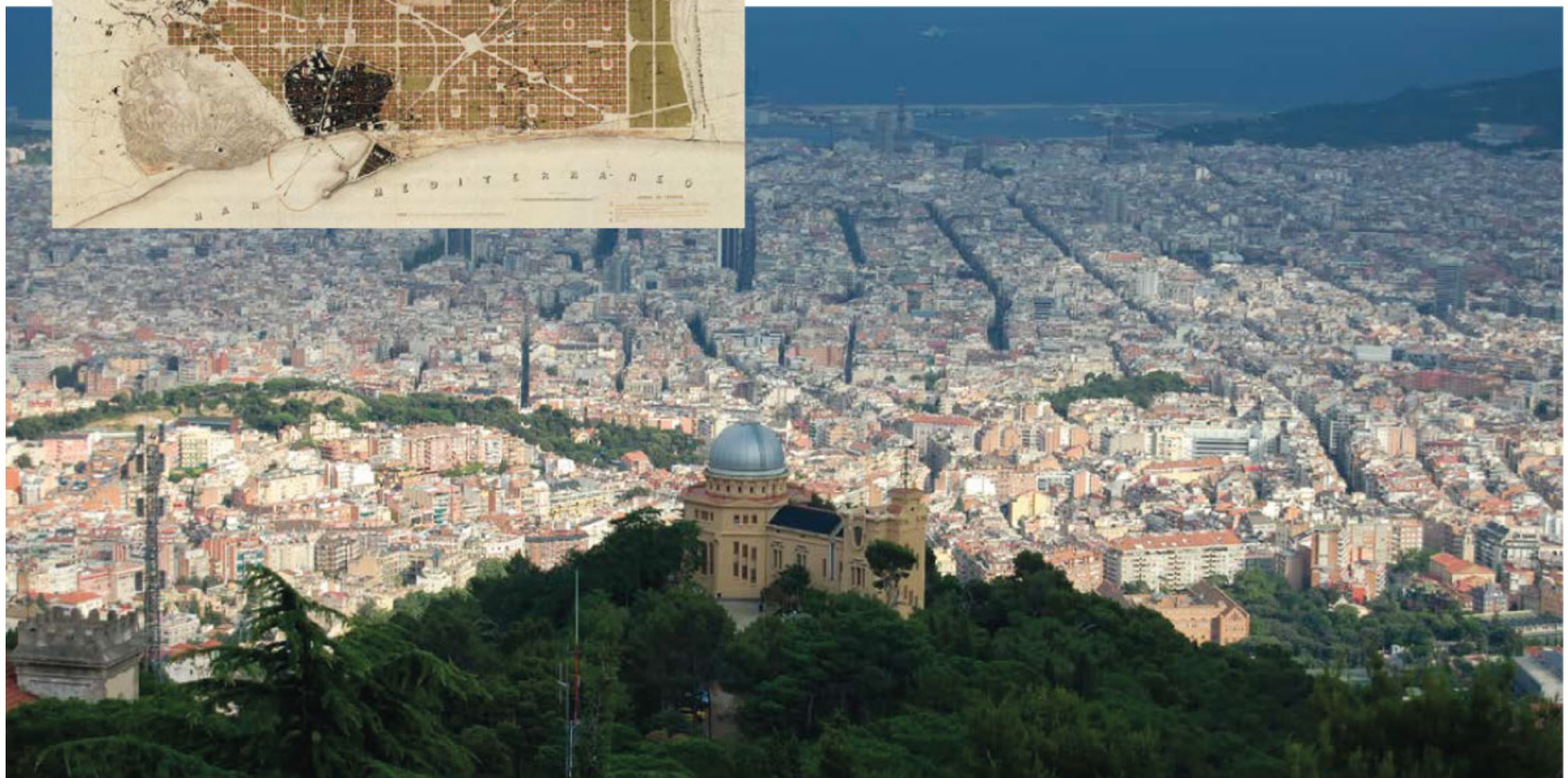
MANY....

to avoid the decline



MANY....

to plan and to accomplish what is planned



to win “identity” inwards and outwards

MANY….

MANY....

to generate prosperity and competitiveness

Legacy/Project

Urban structure

Values

History

Reality/Legacy

Geography

Culture

Climate…

Education

Economy

Sustainability

Project to build

Mobility

Infrastructures

Social innovation…

With this shared project the city transform the legacy…

…to a new reality

legacy

project

project

GSMA MOBILE WORLD CONGRESS
BARCELONA 25-28 FEB 2019

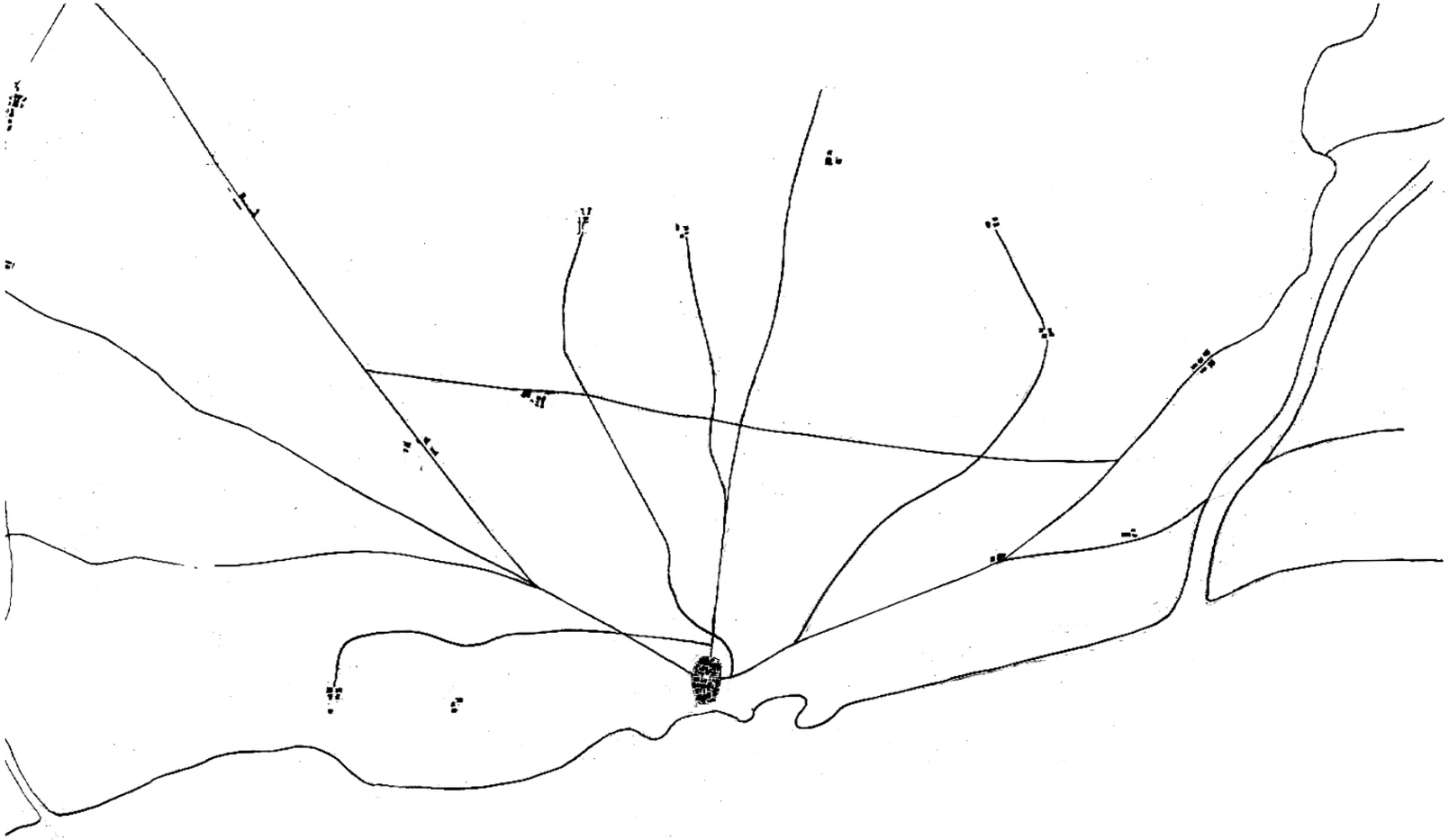
Fuente fotográfica: Random42 Oculus GearVR Headset. Random42 Virtual Reality Fuente fotográfica: Mobile World Congress 2017

Where I´ve learned the importance of a project: Barcelona

Fuente fotográfica: DolceCity

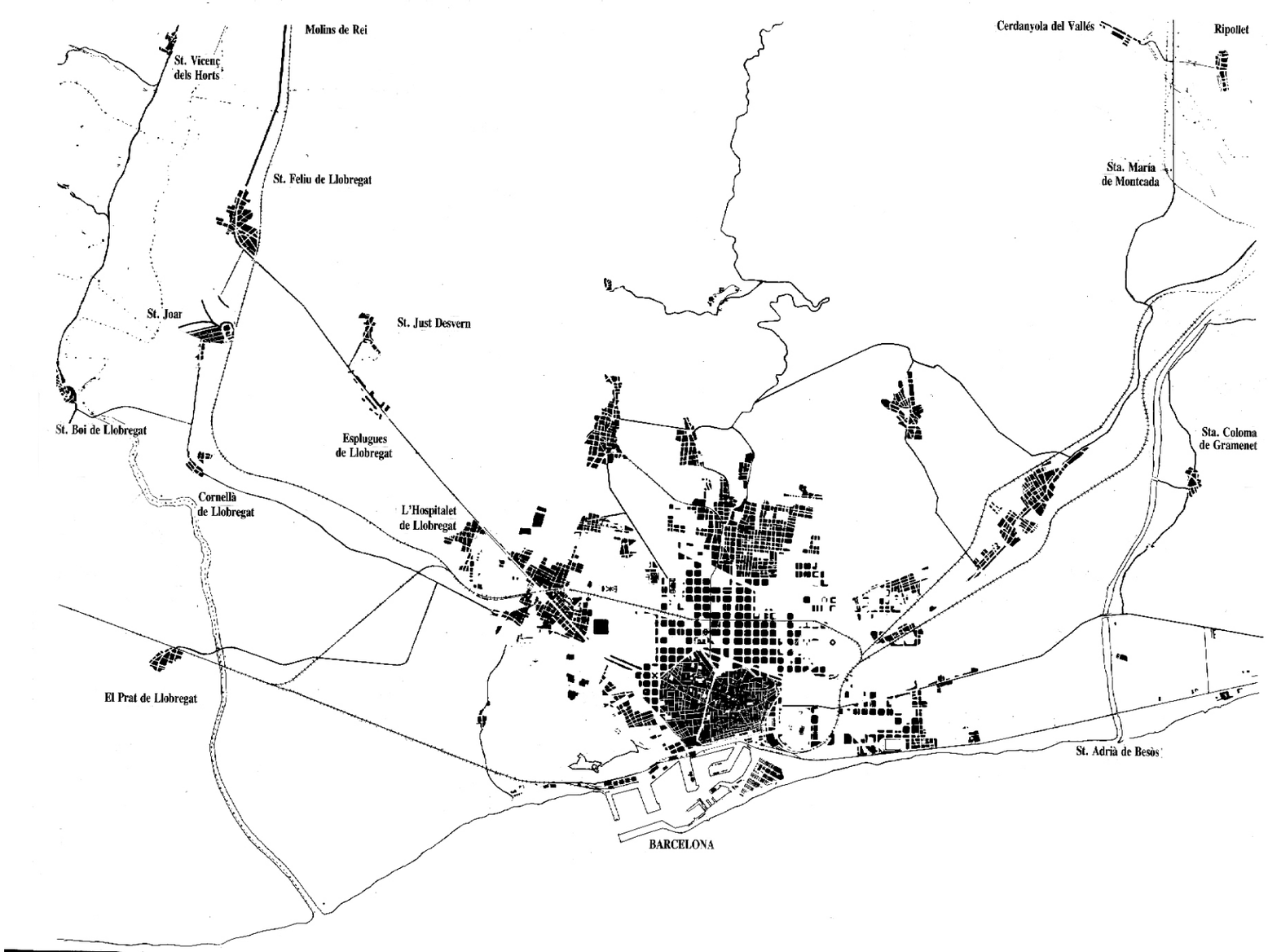
Barcelona

1st Century

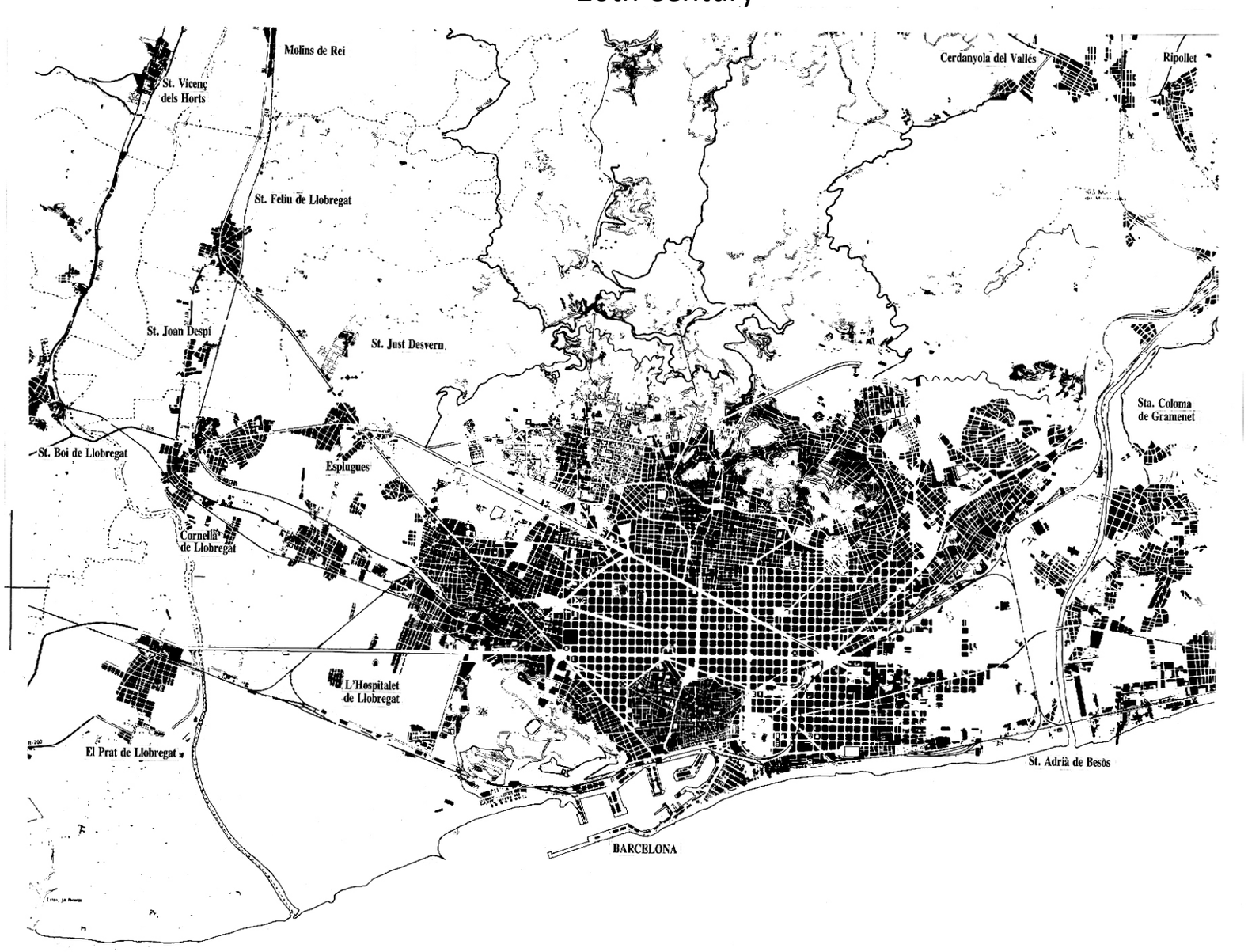


18th Century

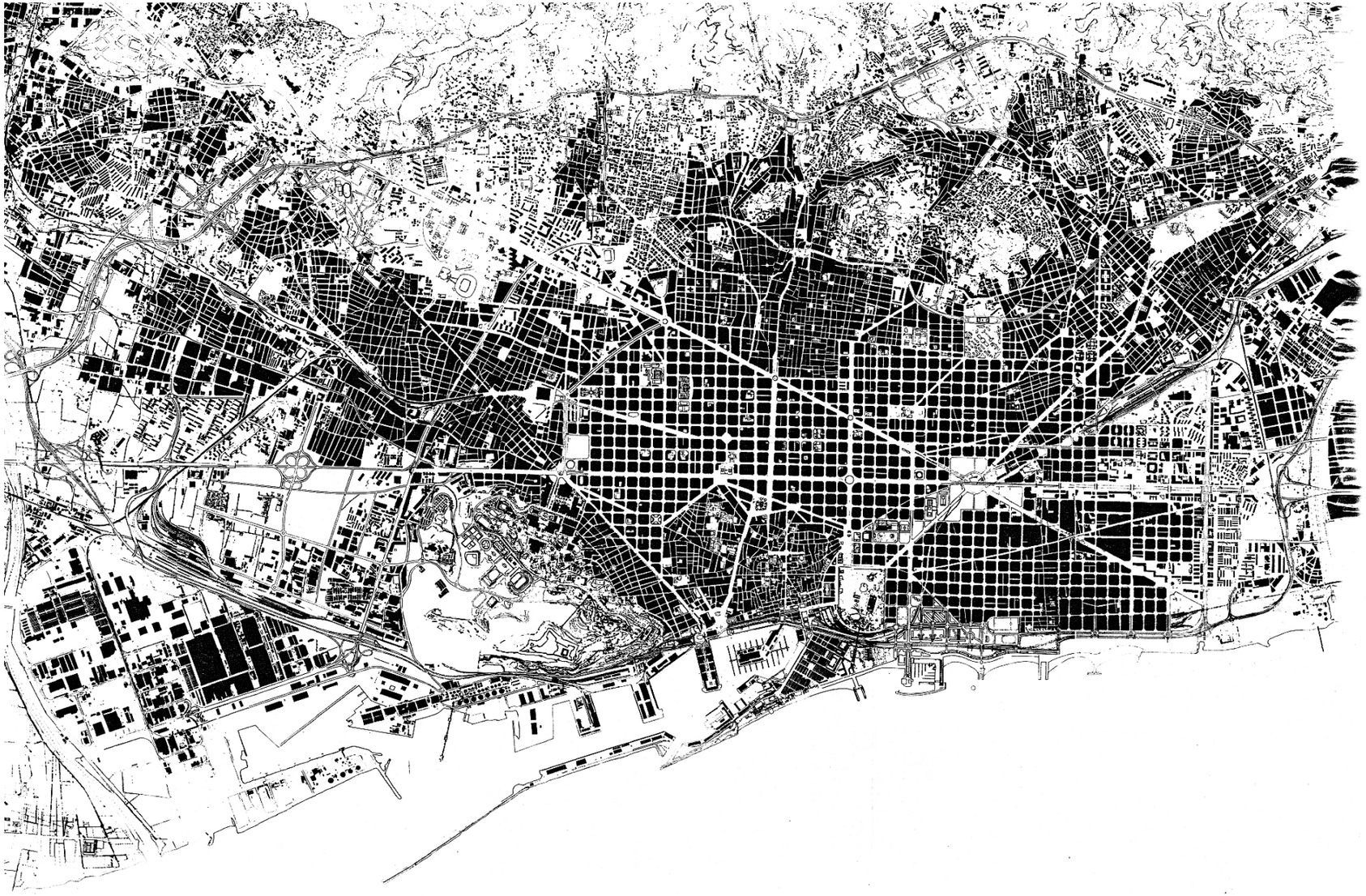
19th Century



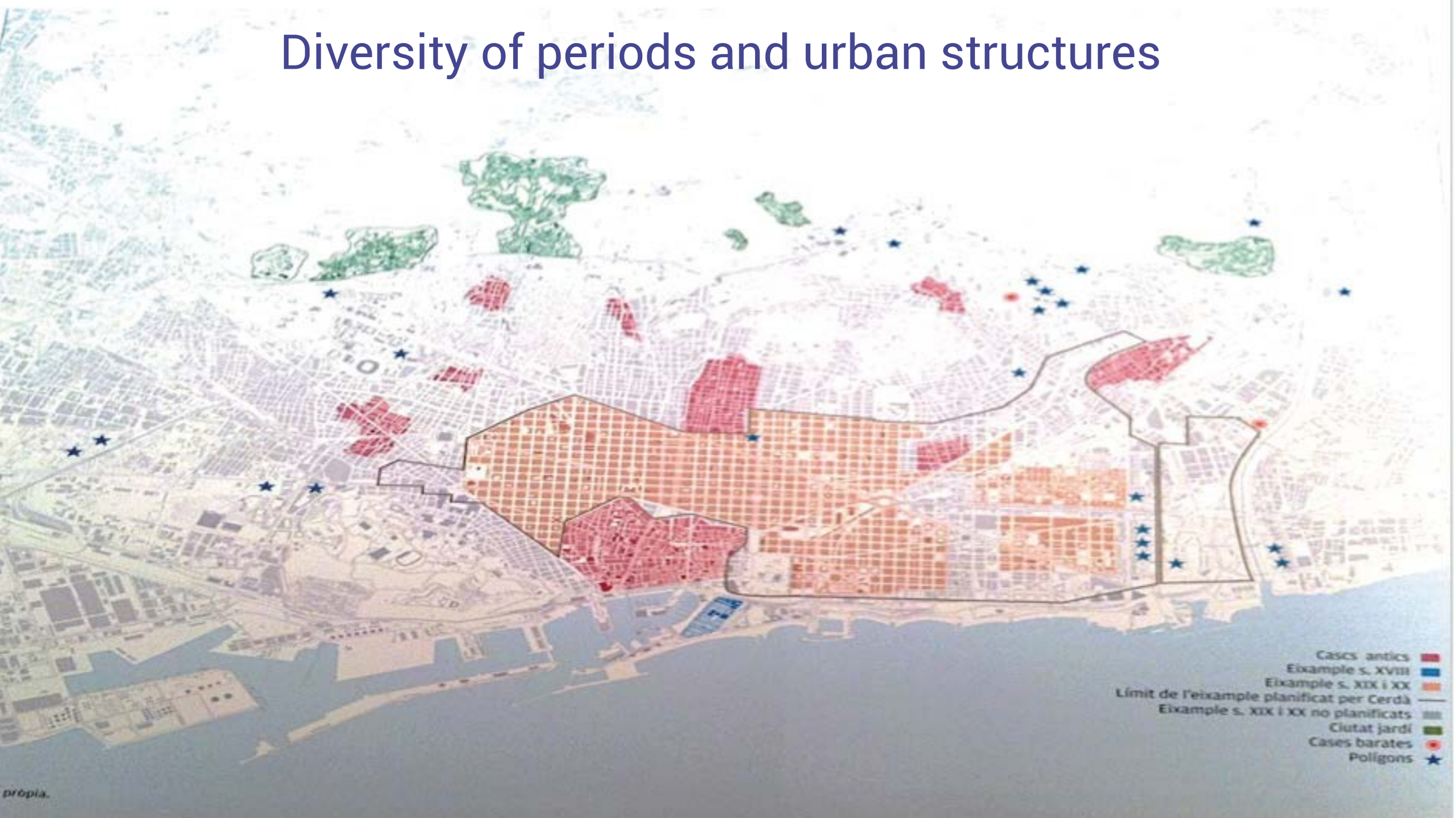
20th Century



Now



Diversity of periods and urban structures



Openning of the city to the sea

Smart City

Social empowerment and public leadership

Education and Culture

Gain competitiveness

Multicultural Society

Sustainability and accessibility

Technology at the Service of Society

Integration of the city and port

Proximity and Equality of neigborhoods

Recovery of public space

MAIN 4 DIMENSIONS BARCELONA PROJECT

1. Citizen participation and public leadership

2. Urban public space for quality of life

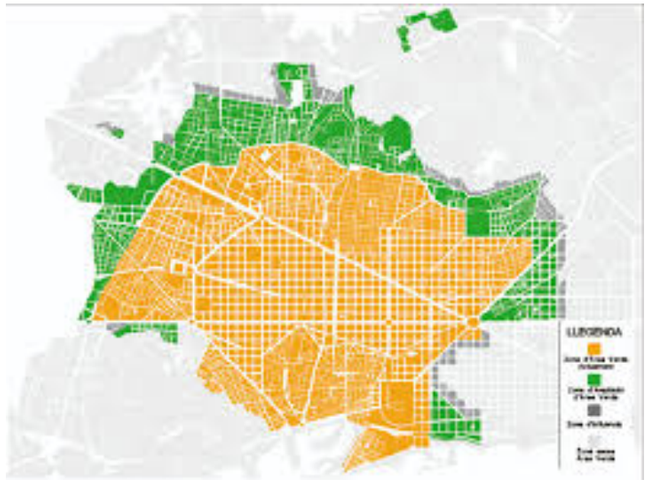
3. Guarantee economic development

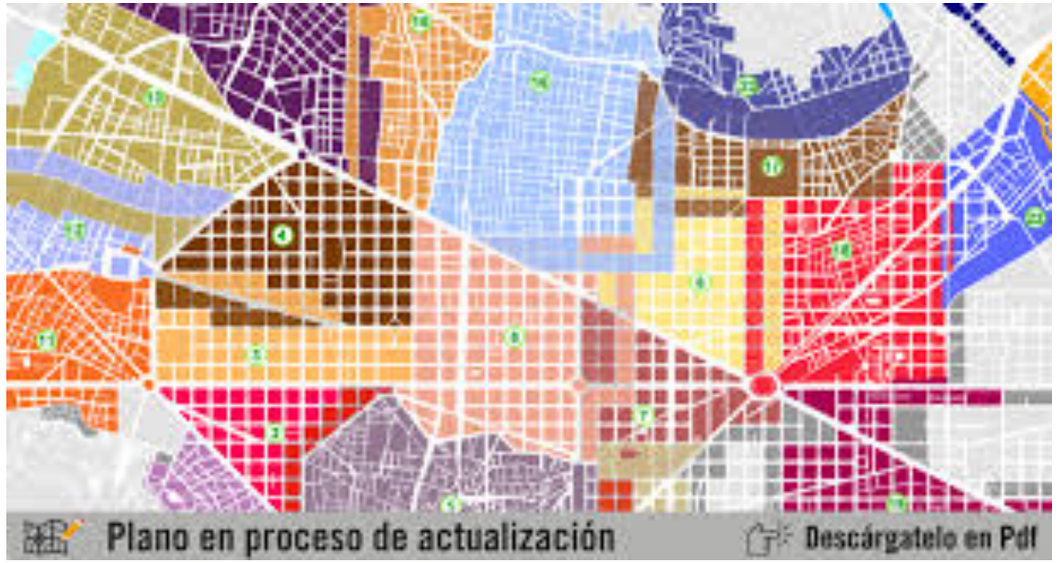
4. Increase equality and social cohesion from proximity

1. CITIZEN PARTICIPATION AND PUBLIC LEADERSHIP

to implement public policies
like a public bike sharing system (Bicing)

…or the regulation 100% of parking space (Green Area)





citizen participation is indispensable

…whatever policy has its space of participation

acord Ciutadà per una Barcelona Inclusiva

20 anys Pacte Industrial de la Regió Metropolitana de Barcelona

CJB CONSELL DE LA JOVENTUT DE BARCELONA

to transform our neighborhoods…

Also in public/private partnership

Barcelona Turisme

Fira Barcelona

BARCELONA GLOBAL
Plataforma Ciutadana de Pensament i Acció

2. URBAN PUBLIC SPACE FOR QUALITY OF LIFE

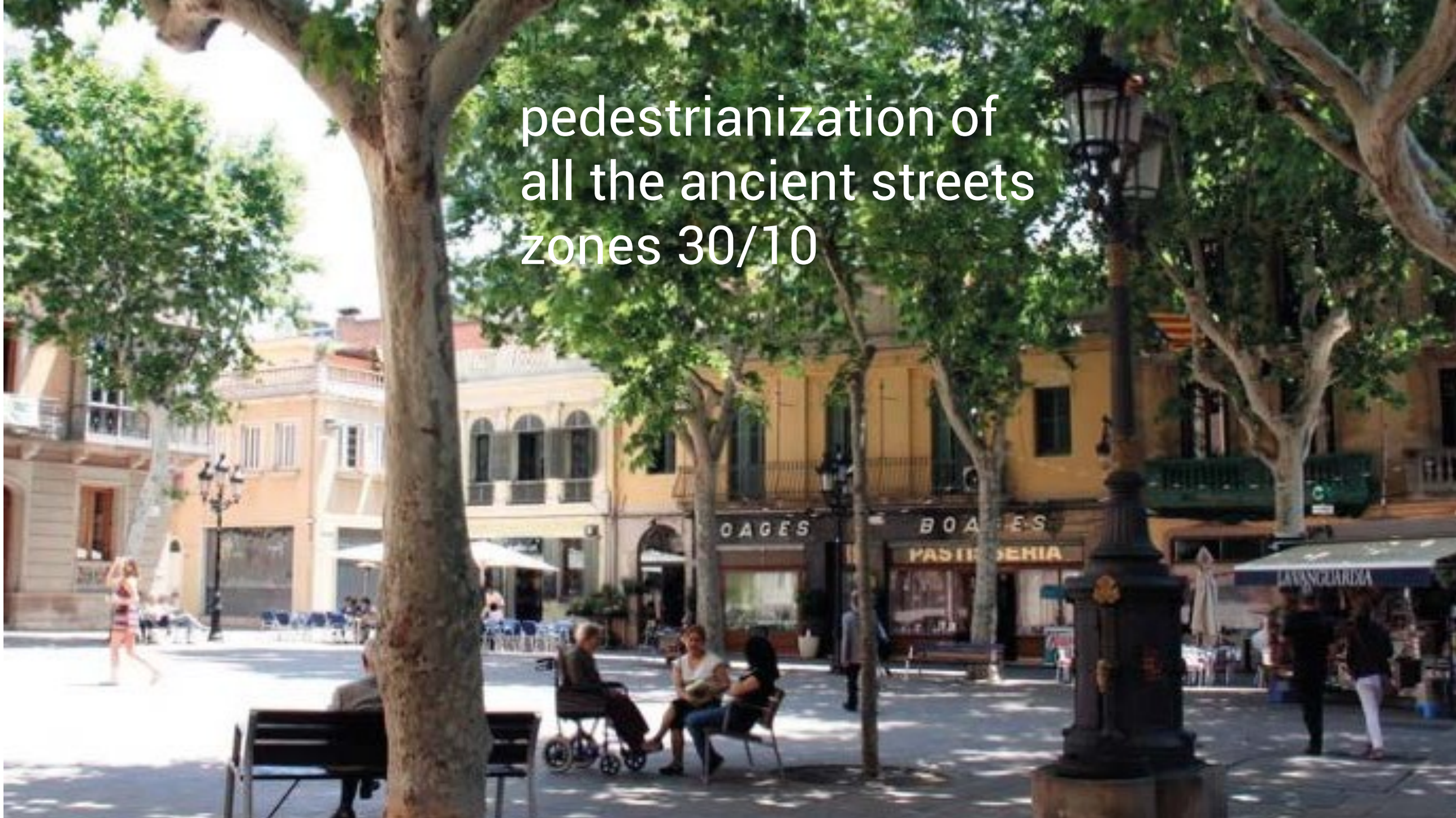
recovery of public space accessible to all

Fuente fotográfica: La "Ronda del Mig", conocida también como Primer Cinturón de Ronda (sin tener denominación de B-10 por no ser al completo una autovía

Fuente fotográfica: Los vecinos de Sants-Montju
Les Corts participaron ayer en la fiesta que

recovery of the urban landscape

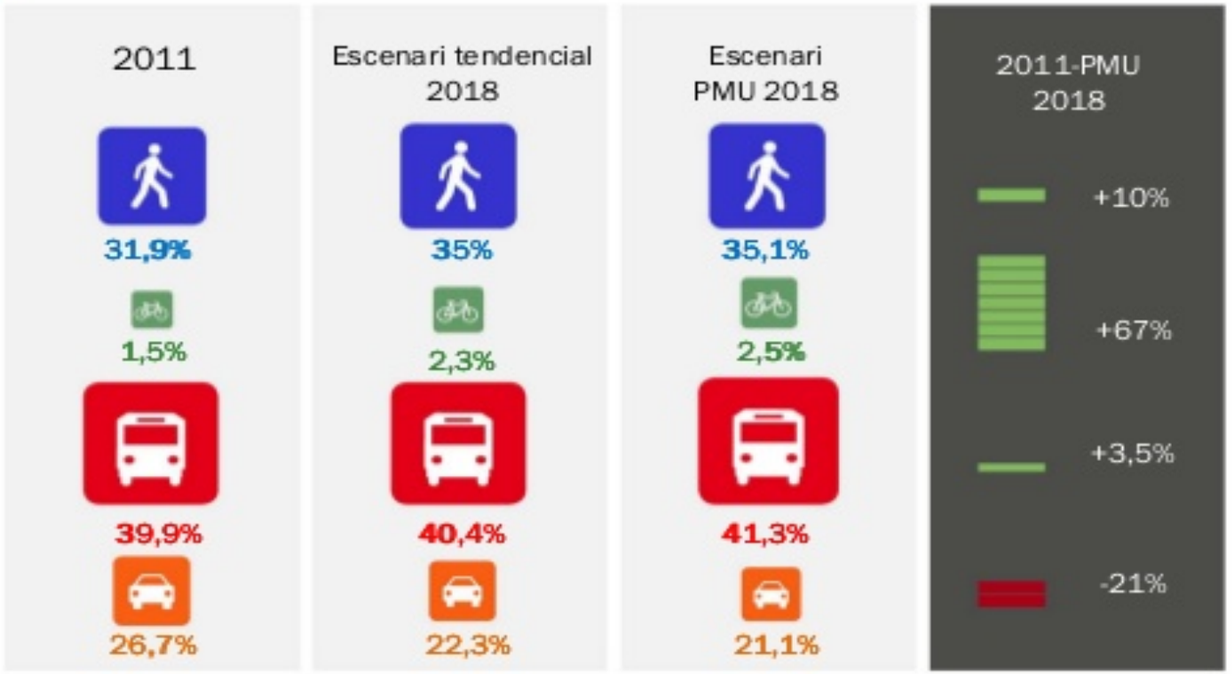
Fuente fotográfica: Panoramio Photo of Barcelona Posa't guapa


pedestrianization of
all the ancient streets
zones 30/10

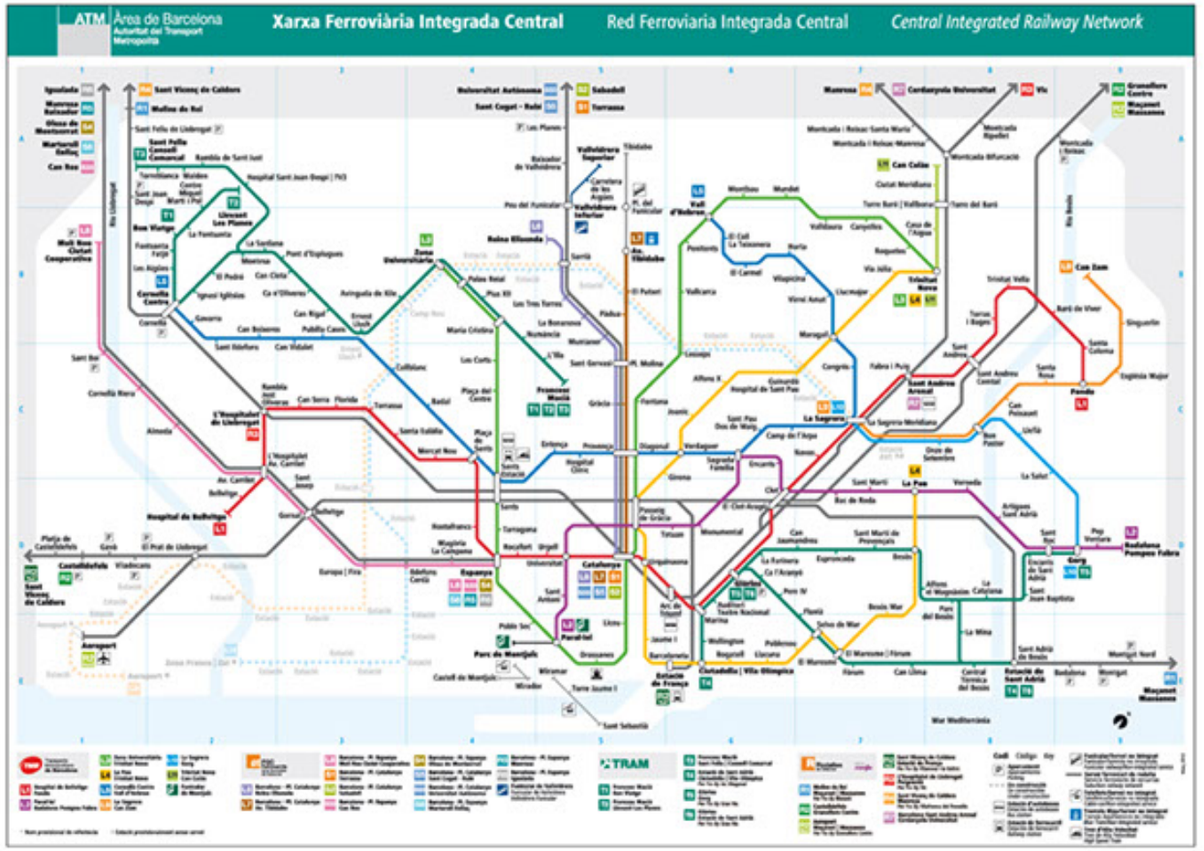
sustainable, safe and equitable mobility model

Ajuntament de Barcelona
Pla de Mobilitat Urbana de Barcelona 2013-2018

REPARTIMENT MODAL



sustainable, safe and equitable mobility model



sustainable, safe and equitable mobility model

sustainability

BEFORE

AFTER

city, sea and port: a common path

open the city
to the sea,

open the port
to the city

(and develop the port)

open the city
to the sea
Barcelona 60´s

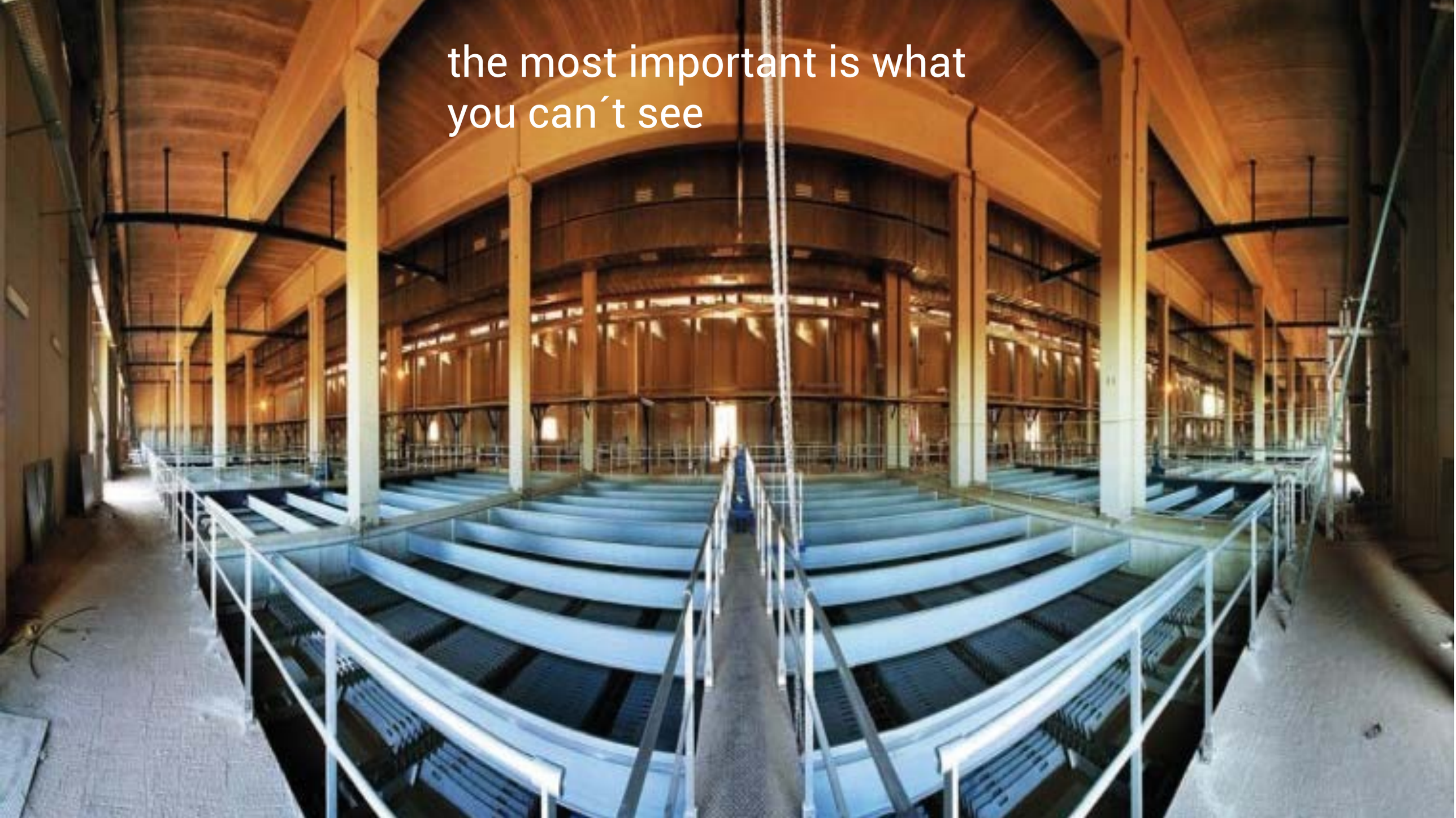
Barcelona:
end of the 80's

The Olympic Games of ´92: the big excuse to transform Barcelona

the riverside park of besós
today

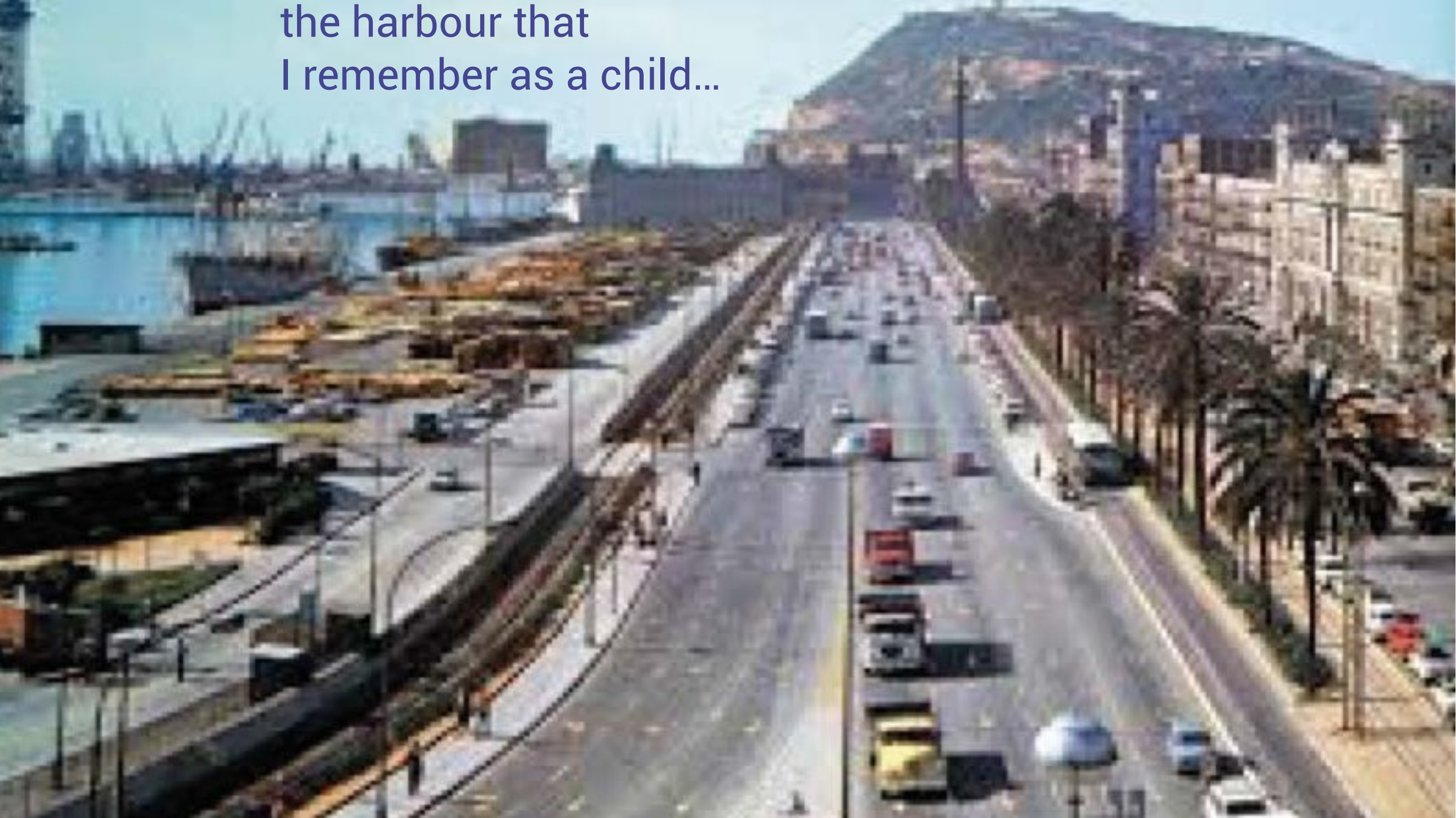
Old water treatment plant in the middle of metropolitan area

Water treatment plant in
the middle of
metropolitan area, now


the most important is what
you can´t see

Open the harbour to the city

the harbour that
I remember as a child…



the “port vell” today

3. GUARANTEE ECONOMIC DEVELOPMENT

develop
the port
Port de Barcelona

General Cargo

vehicles

liquid bulk/energy

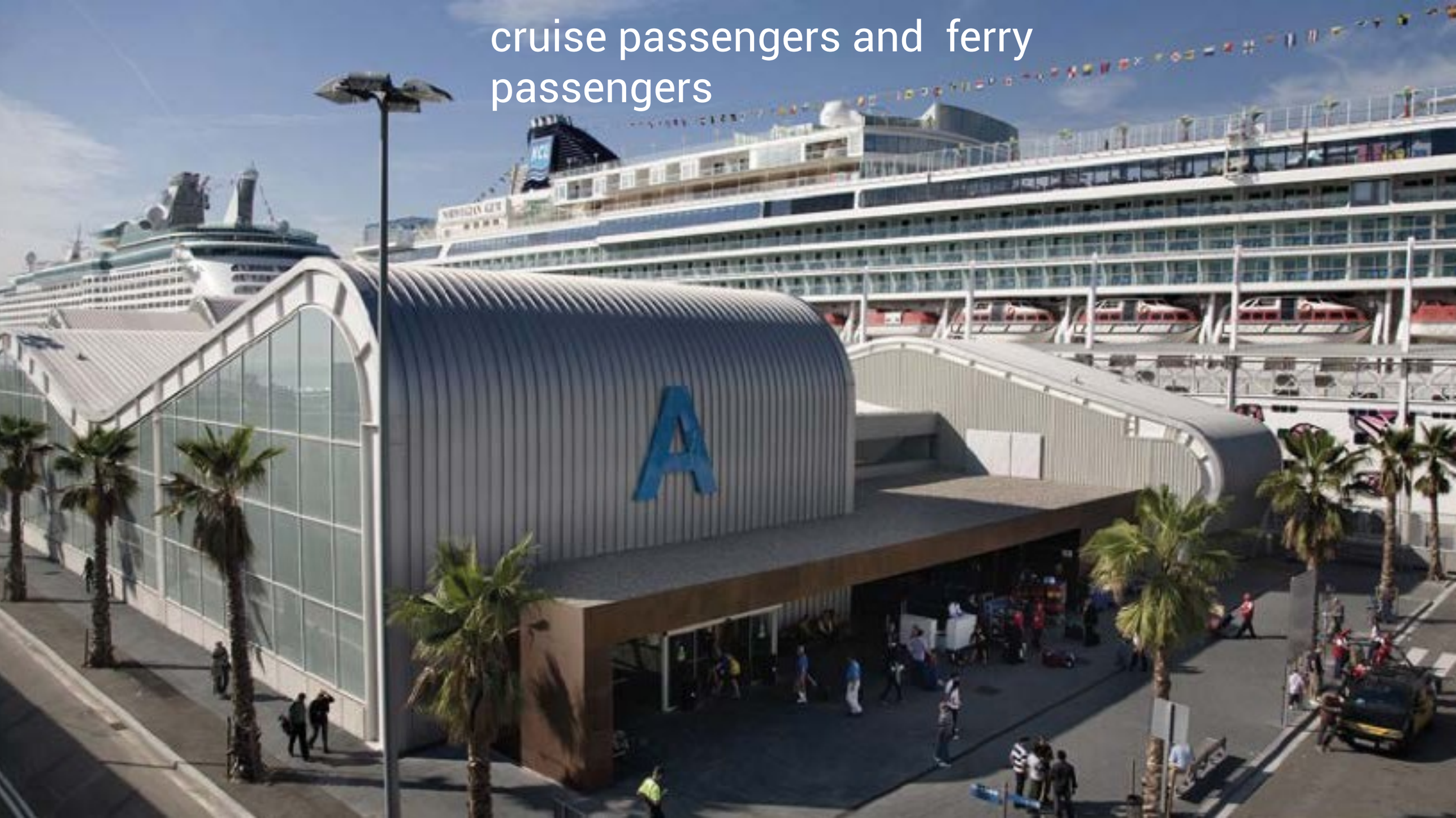
logistics port

ZAL

Zona d'Activitats Logístiques

Port de Barcelona

intermodality


cruise passengers and ferry passengers

nautical cluster

Fair trade and conventions

Connectivity for people, information and merchandises

creation of new technological districts

22 Barcelona

Ajuntament de Barcelona

1998:

2000´s Reflection on the future of industrial areas and the transition to a knowledge economy

attraction, talent and business

DO IT
IN
BARCELONA

BIZBARCELONA
by Barcelona Activa
EMPRENDIMIENTO, PYMES
Y ECONOMÍA SOCIAL

Pier 01
BARCELONA
TECH CITY

Barcelona brand

GSMA MOBILE™ WORLD CONGRESS

BARCELONA 25-28 FEB 2019

solvency to decide for the future

tourism promotion
…and now tourism governance!

4. INCREASE EQUALITY AND SOCIAL COHESION FROM THE PROXIMITY

ceeb
Consell de l'Esport Escolar de Barcelona

sports for all

education

escolesbressol
municipals

IESE
Business School
Universidad de Navarra

ESADE
Business School

UNIVERSITAT DE
BARCELONA

urban commerce, the best ally for a our cohesion

neighborhood commerce, around municipal markets

Sant Antoni Municipal Market

culture

FÀBRIQUES
DE CREACIÓ
DE BARCELONA
BARCELONA
ART FACTORIES

culture
library network

Biblioteques de Barcelona

Our challenge: to create an inclusive city with a diverse society

Some CONCLUSIONS:

Barcelona is only an example of REAL transformation

Transformation is possible everywhere if there is a will to do it

To transform, we need to have a PROJECT and plans

We need KNOWLEDGE and TECHNOLOGY to transform cities more efficiently and quickly to achieve the Sustainable Development Goals of UN

The technology gives good answers if WE ASK the right questions

HAVE A GOOD CONGRESS!!

THANK YOU,