# CONFERENCE
## Smart Cities: Myth or reality
### January 14th 2016

**Sponsored by:**
Càtedra UB Smart Cities

**Organized by:**
Elisabet Viladecans-Marsal
Director of the Càtedra UB Smart Cities

**Venue:**

Aula Magna
Facultat d'Economia i Empresa
Universitat de Barcelona
Av. Diagonal, 690
08034 Barcelona



## Presentation:

Smart cities have been attracting an increasing amount of interest from politicians, public administrators and the world of business for years. To date, it has proved difficult to distil a precise definition of the concept; however, it seems to be agreed that a smart city is one that efficiently combines high levels of human capital and entrepreneurship, good governance, high technology and big data collection, and a clean environment. And yet, despite the important role that each of these factors plays in meeting recent urban challenges, the smart city concept has been criticized for being overly influenced by attempts to merely create a good urban brand. Academic research has just begun to take a more systemic approach to its evaluations of the phenomenon, but some scholars conclude that making a city "smart" is simply one more policy strategy for mitigating an array of urban problems (from unemployment and neighborhood segregation to industrial decline). But, what exactly makes a city smart? Are smart cities more successful than other cities?

Under the title "Smart cities: myth or reality?", the main goal of the conference is to bring together experts from the worlds of academia, public administration and business to debate the following questions: 1) What is a smart city exactly? 2) If smart cities are better than other cities, what makes them better? 3) How can the collection of big data help create better cities? 4) What type of policies can be designed to create smarter cities?

The conference, to be held in Barcelona on 14 January 2016, forms part of the research activities organized by the UB-Chair in Smart Cities sponsored by Telefónica.

## Program:

**9:00 - 9:15 Opening**
**Elisenda Paluzie**
Dean, Faculty of Economics & Business . Universitat de Barcelona

**Jordi Alberch**
Vice-Rector for Research, Innovation and Transfer. Universitat de Barcelona

**Elisabet Viladecans-Marsal**
Director of the Càtedra UB Smart Cities

**9:15 - 10:00 Keynotes address**
"What works for cities: will smart cities help us make better choices?"
**Henry Overman** (London School of Economics)

**10:00-10:30 Coffee break**

**10:30 - 11:45 "Smart cities: Myth or reality; what do the academia say?"**
"The economic geography of the Internet 2.0: digital social capital and cities"
**Emmanouil Tranos** (University of Birmingham)

"Smart cities: examples, opportunities and challenges for the urban research"
**Daniel Arribas-Bel** (University of Liverpool)

**11:45 - 13:15 Panel discussion:**
"Smart cities: Myth or reality; what do the main actors say?"

**Josep-Ramon Ferrer Escoda**, former director Barcelona Smart City; International Advisor, DoxaIS
**Jordi Pericàs**, Director IT and Corporate Systems, Diputació de Barcelona
**Francesc Bert**, Client Executive, Cisco Systems
**Jordi Marín**, General Director Microsoft Catalunya

**13:15 - 13:30 Summary & Concluding remarks**
**Elisabet Viladecans-Marsal**

**13:30 Lunch**

## Contact:

catedrasmartcities@ub.edu