Citizen-Centric Social Innovation Platforms Enabled by the Internet

SOCIETAL VIEW ON SMART CITIES

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SMART CITIES WG ES.INTERNET

- Born October 2011
- Holistic view of Smart Cities
- DB Spanish Smart Cities
- Members:
14 cities identified as Smart Cities

Definition of Smart Cities based on 2 pillars:
- Citizens - final beneficiaries
- Intensive use of ICT

Two convictions:
- Technologies can improve the citizens’ quality of life
- Citizens must be aware of it!!!!
**Platja de Palma Destination**

- 1.6 million tourists per year
- + than 300 sunny days per year
- 10km of coastline
- 60 years generating richness
- 40,000 tourist beds
- 34,000 residents
- Ecosystems Mediterranean

**Prodigy Consultores I+D+i**
Looking towards year 2020, our mission is turning Platja de Palma into an innovative, prosperous and sustainable destination which may work as a world reference for other mature touristic destinations.
Comprehensive revalorization of the urban system

Innovative and leader tourist positioning

Adjustment to the climate change

Improvement of life conditions or residents and workers

A digital space for everybody

Cutback of the local and global ecological charge

Toward a new governance for the change
CITIZENS’ INVOLVEMENT - SOCIAL INNOVATION

Territorial and sectorial meetings

Agreements

Social Networks

Media

Communication
Citizen participation

SC knows what citizens want

FI based technologies

Smarter City

SC develop products addressed at citizens

SC achieve citizen satisfaction

UPV- LabHuman. Neuromarketing techniques
THANK YOU VERY MUCH!!!

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