THE SANTANDER ECOSYSTEM

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Santander: The first steps

- More than four years ago Santander committed to lead a new productive model based on the innovation and knowledge.

- ICT was identified as a key area for the city. Several reasons:
  - Powerful SMEs.
  - Strong groups at the University of Cantabria.
  - Support from other sectors (among others, financial sector with Bank of Santander).

- This gave us the possibility to be involved in the preparation of SmartSantander proposal and later on the OUTSMART.
  - Contribution of the Regional Government 500,000€ for the infrastructure
What is Smart Santander about?

Smart Santander aims at providing a European experimental test facility for research and experimentation on architectures, key enabling technologies, services and applications for the Internet of Things (IoT) in the context of the smart city.
Technologies and services (1/2)
Technologies and services (2/2)
Smart Santander duality and catalyst

• SmartSantander is going beyond the traditional smart city projects. Why?
  ▪ Because it has a unique duality:
    • Deployment of an experimental IoT facility for experimentation.
    • Service provision in the smart city context, maximizing benefits from the experimentation platform.

• Smart Santander is becoming an enabler for lining up the main stakeholders:
  ▪ Industry, in particular SMEs.
  ▪ Research centers.
  ▪ Other agents.
Social innovation

• We are using the smart city paradigm as an enabler for bringing innovation to the citizens.

• How?
  
  • Involving the different stakeholders in supporting services (taxi fleet, public transportation, police...).
  • Participatory sensing aiming at capturing the “pace of the city”. Relying on the citizen will and availability.
  • Attracting the companies to work on top of an infrastructure which give access to the city ecosystem.
  • Promoting the Private-public partnership.
  • Leading technological projects at local level (such as NFC deployment).
More details about some of the previous services.

- **Participatory sensing**
  - Mobile devices (smart phones) allow to gather environmental data. Furthermore, applications which allow to publish events occurring in the city (accident, hole in the pavement, ...).
  - Aiming at having a broad impact at citizen level, an agreement between a regional newspaper and a mobile phone provider/operator is being addressed.

- **Augmented reality**
  - A combination of RFID tags and QR codes for making more robust the service and for traceability purposes.
  - Tourism is the first aim of this use case. Citizen and visitors behaviors will be characterized relying on this approach.