



# Ciudades inteligentes Proyectos inteligentes

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07 Noviembre 2017

# CONTENIDO

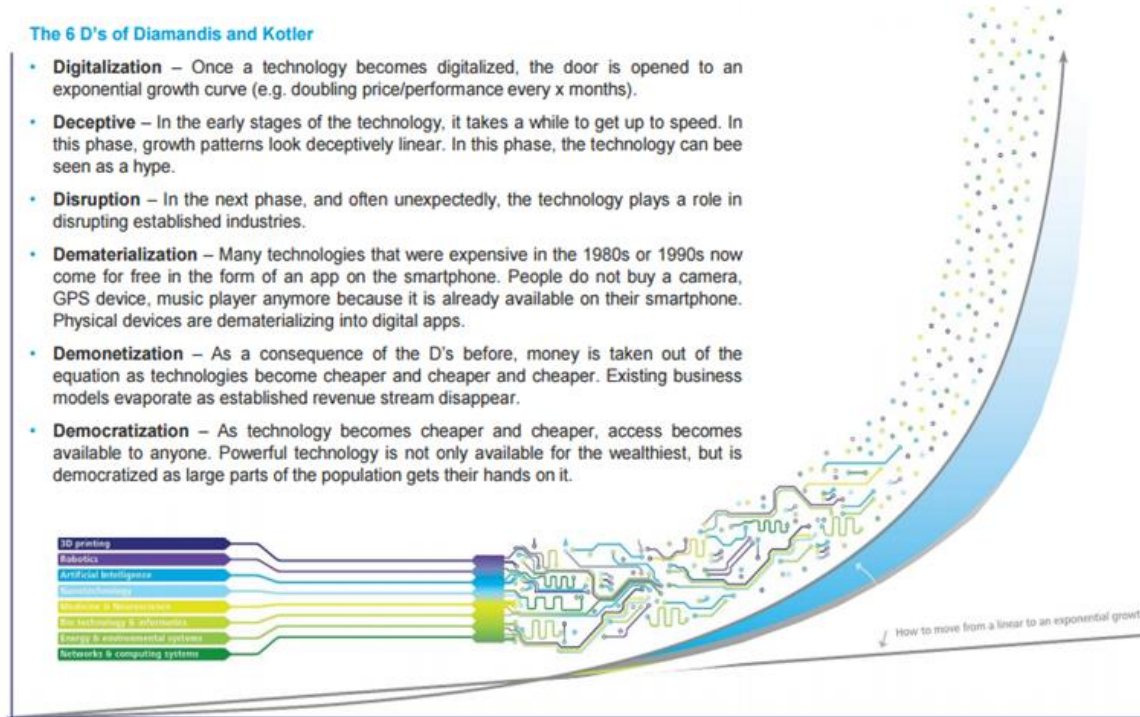
- El mundo en que vivimos
- Ciudades inteligentes
- El problema
- Algunas herramientas
- Sin datos no se gestiona
- Reflexiones finales



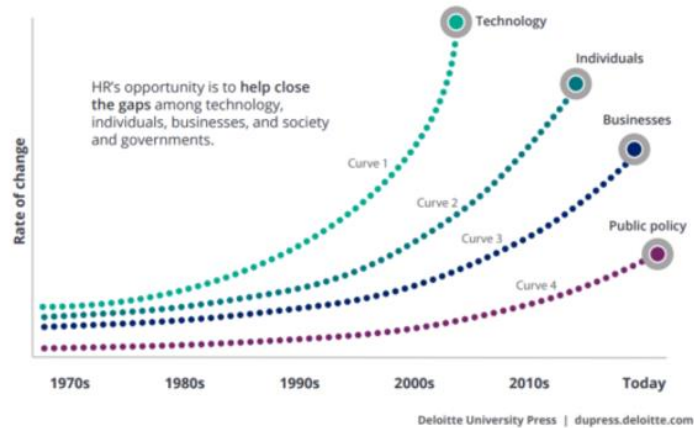
# Tecnología digital: soluciones con resultados exponenciales

## The 6 D's of Diamandis and Kotler

- **Digitalization** – Once a technology becomes digitalized, the door is opened to an exponential growth curve (e.g. doubling price/performance every x months).
- **Deceptive** – In the early stages of the technology, it takes a while to get up to speed. In this phase, growth patterns look deceptively linear. In this phase, the technology can be seen as a hype.
- **Disruption** – In the next phase, and often unexpectedly, the technology plays a role in disrupting established industries.
- **Dematerialization** – Many technologies that were expensive in the 1980s or 1990s now come for free in the form of an app on the smartphone. People do not buy a camera, GPS device, music player anymore because it is already available on their smartphone. Physical devices are dematerializing into digital apps.
- **Demonetization** – As a consequence of the D's before, money is taken out of the equation as technologies become cheaper and cheaper and cheaper. Existing business models evaporate as established revenue stream disappear.
- **Democratization** – As technology becomes cheaper and cheaper, access becomes available to anyone. Powerful technology is not only available for the wealthiest, but is democratized as large parts of the population gets their hands on it.



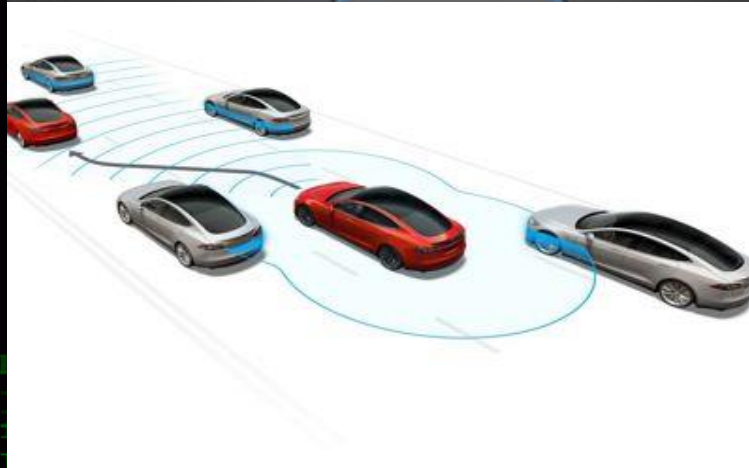
# TECNOLOGÍAS PARA CIUDADES



# F Klarna, a Swedish fintech unicorn, gets a full banking licence

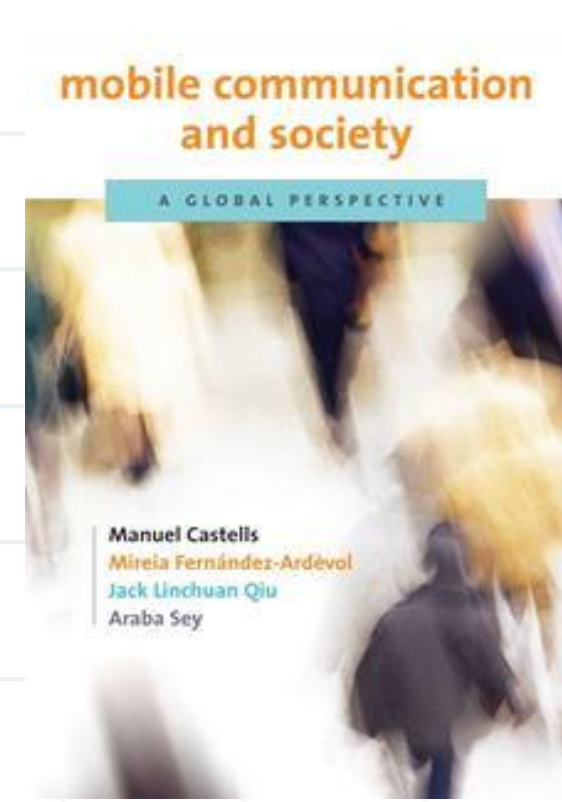
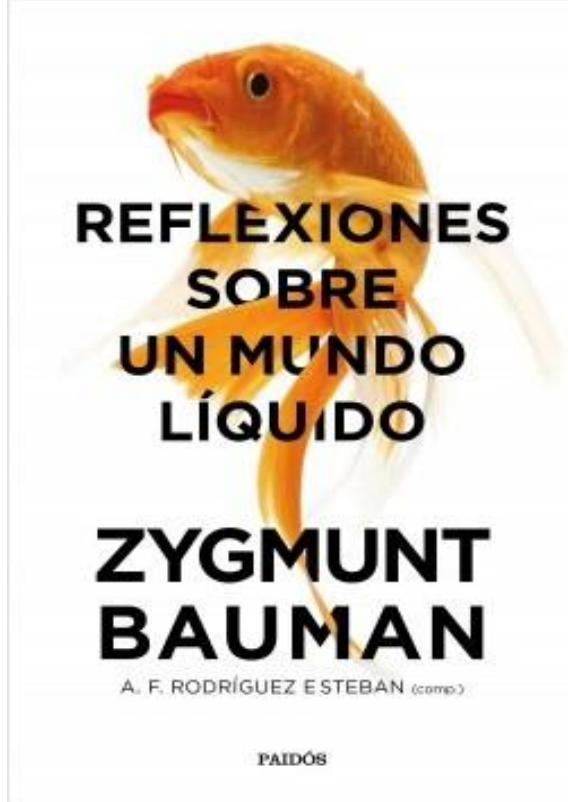
*Fintech firms are beginning to compete head-on with banks*







**DENTRO DE 10 AÑOS  
NADIE EN SU TRABAJO  
VA A HACER  
LO QUE HOY HACE**



¿Cuántas horas diarias en el mundo digital?  
¿Qué? ¿Con quienes? ¿Porqué?



# OBJETIVOS DE DESARROLLO SOSTENIBLE

17 OBJETIVOS PARA TRANSFORMAR NUESTRO MUNDO

<b>1</b> FIN DE LA POBREZA 	<b>2</b> HAMBRE CERO 	<b>3</b> SALUD Y BIENESTAR 	<b>4</b> EDUCACIÓN DE CALIDAD 	<b>5</b> IGUALDAD DE GÉNERO 	<b>6</b> AGUA LIMPIA Y SANEAMIENTO 
<b>7</b> ENERGÍA ASEQUIBLE Y NO CONTAMINANTE 	<b>8</b> TRABAJO DECENTE Y CRECIMIENTO ECONÓMICO 	<b>9</b> INDUSTRIA, INNOVACIÓN E INFRAESTRUCTURA 	<b>10</b> REDUCCIÓN DE LAS DESIGUALDADES 	<b>11</b> CIUDADES Y COMUNIDADES SOSTENIBLES 	<b>12</b> PRODUCCIÓN Y CONSUMO RESPONSABLES 
<b>13</b> ACCIÓN POR EL CLIMA 	<b>14</b> VIDA SUBMARINA 	<b>15</b> VIDA DE ECOSISTEMAS TERRESTRES 	<b>16</b> PAZ, JUSTICIA E INSTITUCIONES SÓLIDAS 	<b>17</b> ALIANZAS PARA LOGRAR LOS OBJETIVOS 	 <b>OBJETIVOS DE DESARROLLO SOSTENIBLE</b>



# Ciudades inteligentes

# Las ciudades inteligentes son:

*colaborativas*  
*sostenibles*  
*creativas*  
*tecnológicas*  
*innovadoras*

## Network of European Smart Cities: an Holistic View by Vienna University of Technology





Smart City Wien – The Human Centric Approach  
18.11.2015



City of Vienna



# El problema



# Plataforma de experimentación

The collage features four main components:

- System Architecture:** A diagram showing 'Business processes' and 'Data transmission and data process' interacting with 'APPLICATIONS' (Apps) and 'Sentilo' (Catalog, Real Time Storage, Pub/Sub). Arrows indicate data flow between these elements.
- Control Room:** A photograph of a large room with multiple computer workstations and large display screens, labeled 'CENTRO DE OPERAÇÕES PREFEITURA DO RIO'.
- Person at Wall:** A photograph of a person from behind, looking at a wall covered in numerous sticky notes, likely representing a data visualization or workflow management tool.
- Map of Barcelona:** A map of the city of Barcelona with several red location pins and blue circular markers (numbered 5, 4, 12, 27, 21) placed across different neighborhoods.



# Algunas herramientas

# Thought Leadership



## PMI's **THOUGHT LEADERSHIP** Series

Explore the latest ideas and thinking around key project management topics. Hear from industry leaders and dive deeper into the areas impacting the profession. Here you will learn about original research, information and analysis for results-focused organizations and strategic leaders at all levels.

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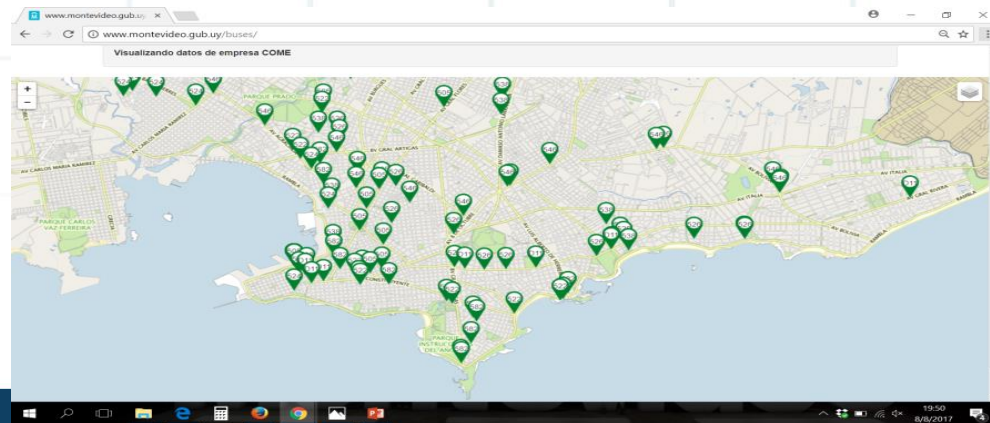


# Sin datos no se gestiona

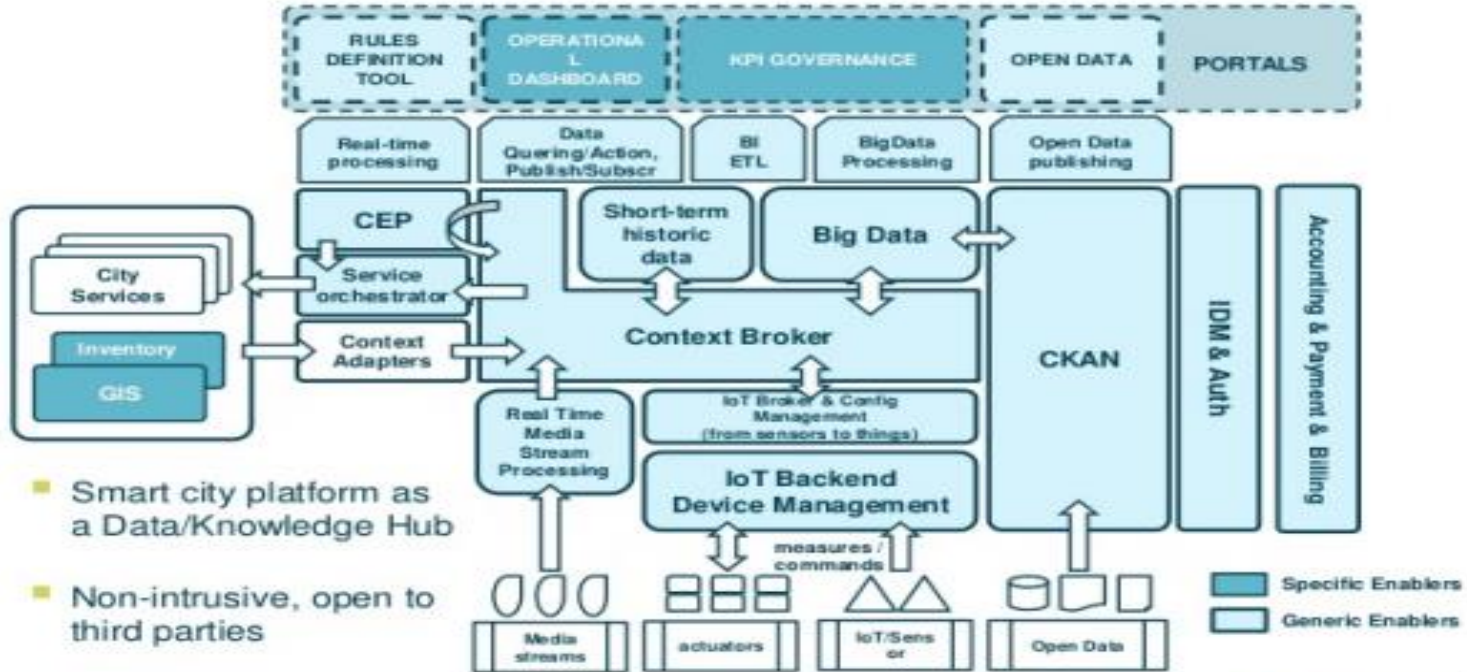


# PLATAFORMA DE GOBERNANZA DE LA CIUDAD

CENTRO DE  
GOBERNANZA  
DE LA CIUDAD



# Target Smart City platform

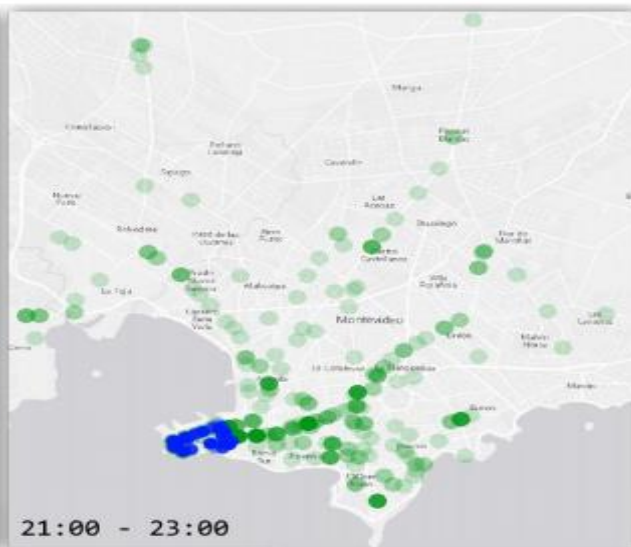
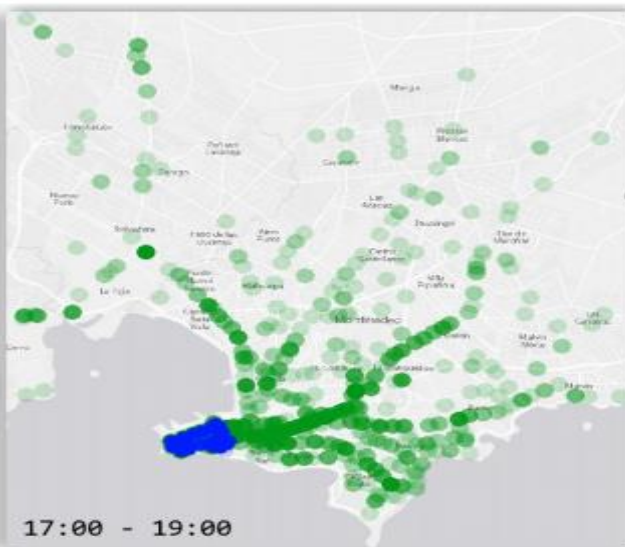
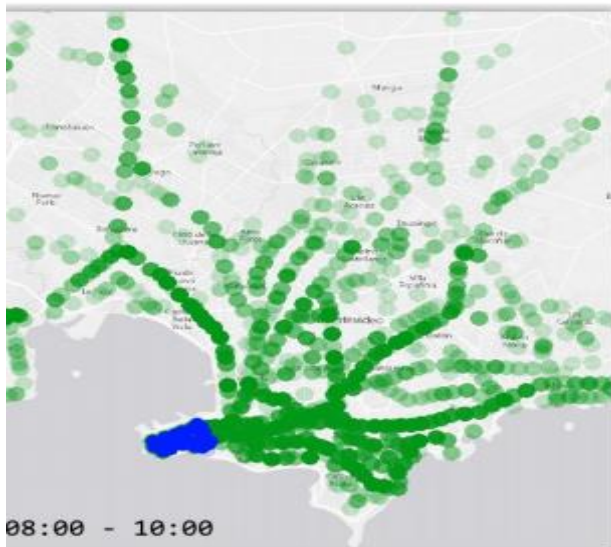


- Smart city platform as a Data/Knowledge Hub
- Non-intrusive, open to third parties

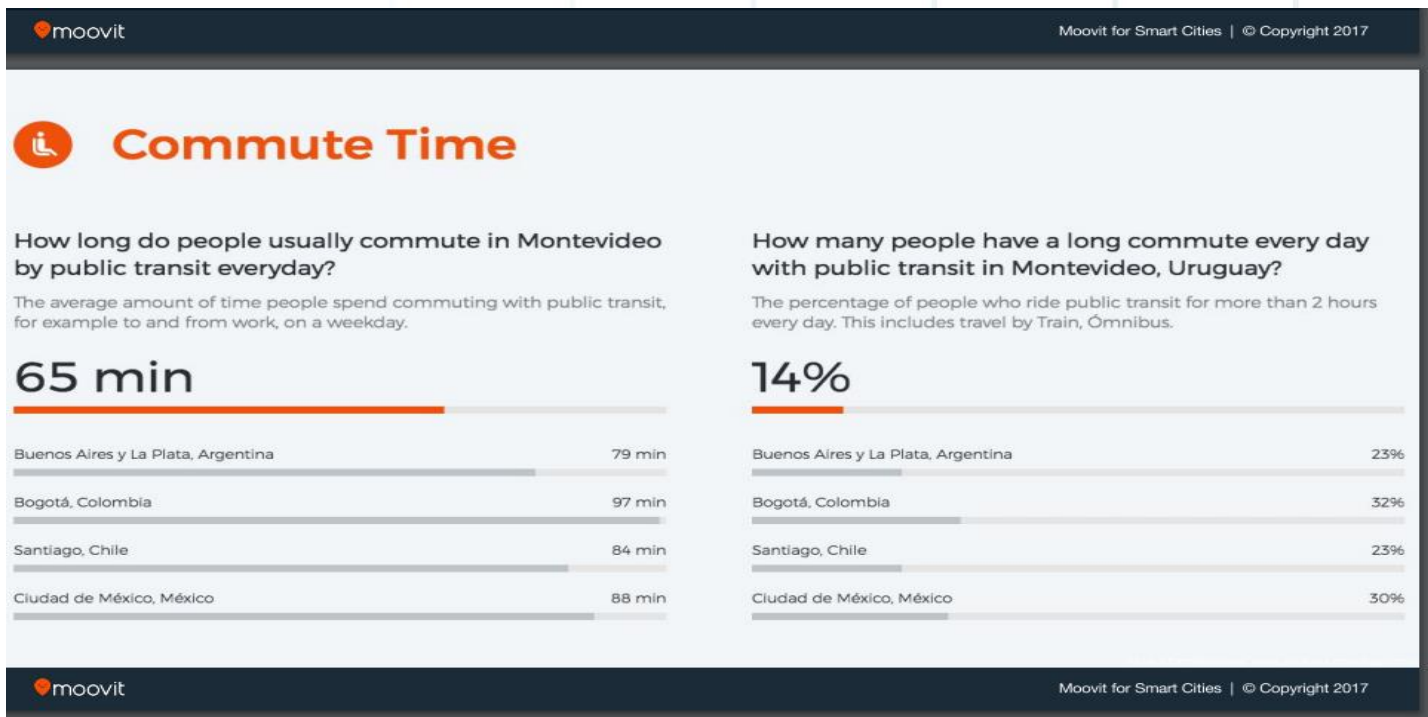


# Ciudad Vieja

## Algoritmo inferir la bajada



# MOOVIT - MVD

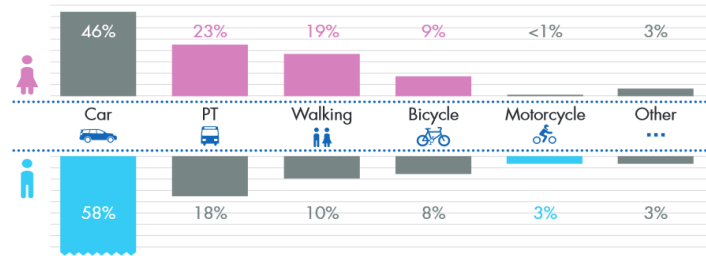


# Las ciudades inteligentes personalizan

## Gender differences in travel patterns

### Transport modes

Gender differences by modal split in the EU-27 (%)

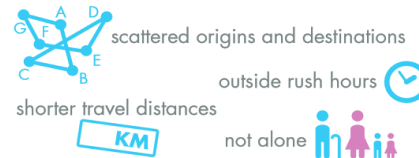


### Trip purposes

Trip purpose by gender



### Mobility patterns of women



[http://www.civitas.eu/sites/default/files/civ\\_pol-an2\\_m\\_web.pdf](http://www.civitas.eu/sites/default/files/civ_pol-an2_m_web.pdf)

# IM – ANII - Desafío de la movilidad







# Reflexiones finales



**¿QUÉ ME PERMITE HACER  
LA TECNOLOGÍA HOY  
QUE ANTES ERA IMPOSIBLE?**





**Muchas gracias !!**