

Málaga



World Cities

*EU – Third Countries Cooperation on
Urban and Regional Development*

Visit to South Africa
Innovation for Smart and Green Cities
27 – 31 March 2017



Alfonso Palacios - Urban Environment Observatory



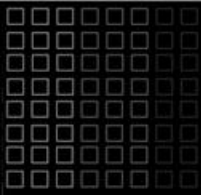
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Malaga. Brilliant in every sense

With more than 3000 years of history, Malaga is one of the most internationally renowned cultural destinations. Birthplace of artists such as Picasso.

Observe and admire the monumental heritage which Phoenicians, Romans and Arabs have left us. Enjoy the beauty of the art on display in the numerous museums

Culture, gastronomy, parks, natural spaces, beaches, shops, holidays...





Malaga, A Privileged City

Malaga's geographic location has made it a privileged city for all kinds of reasons. Nature has been extremely generous with this corner of Europe. The mountains that surround it have lush vegetation and natural parks. They act like a protective screen, providing the city of Malaga with an enviable microclimate with almost 3000 hours of sunlight per year. This, along with the quality of its beaches, have made the Costa del Sol's capital one of the world's most important tourist destinations.



© Área de Turismo y Deporte del Ayuntamiento de Málaga



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Culture Gastronomy Nature

The city of Malaga is today one of the world's most renowned cultural destinations. Because of its valuable historic and artistic heritage sites, a legacy of the Phoenicians, Romans and Arabs. The Roman Theatre, the Alcazaba and Gibralfaro Castle constitute one of the best preserved archaeological complexes among Spain's heritage assets. Because of its extraordinary offering of museums, amounting to more than 30 important museums like the Museo Picasso Málaga, Centre Pompidou Málaga, Collection of the Russian Museum, Saint Petersburg/Málaga or Carmen Thyssen Museum, among others. Because of its unique natural areas, like "La Concepción" historical botanical garden of Málaga or Natural Park Montes de Málaga. Because of its very rich and highly varied cuisine made with local products from the sea and the mountains, including: Rincón de la Victoria small anchovies, smooth clams, sardine skewers, suckling kid, sausages, cheeses and not to forget exquisite Malaga wine. And of course because of its sun and beaches.





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Cruise liner terminal
with international
routes

International airport

Motorways
and dual
carriageways



High-speed
railway



It's Easy to Reach Malaga

Over the last few decades, the city of Malaga has dedicated all its efforts to enlarging and modernising its infrastructure networks in order to improve communications as much as possible and facilitate access to all its visitors, regardless of where they come from and the means of transport they choose, from anywhere in the world.



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Malaga and the Sea

Malaga has been closely linked to the sea ever since it was founded. The sea has given the city life and continues to do so to this day. Fishing is a very important activity along its coastline,





Beaches in Malaga

You don't have to go very far in order to enjoy a wonderful day at the beach in Malaga. Our city is one of the few cities in the world that enjoy the privilege of having **15 outstanding urban beaches** equipped with all kinds of services and amenities needed to enjoy them on any day and at any time with all kinds of quality, accessibility and safety guarantees.





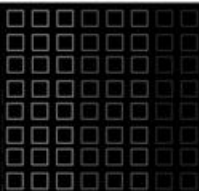
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Málaga
Ciudad Genial!



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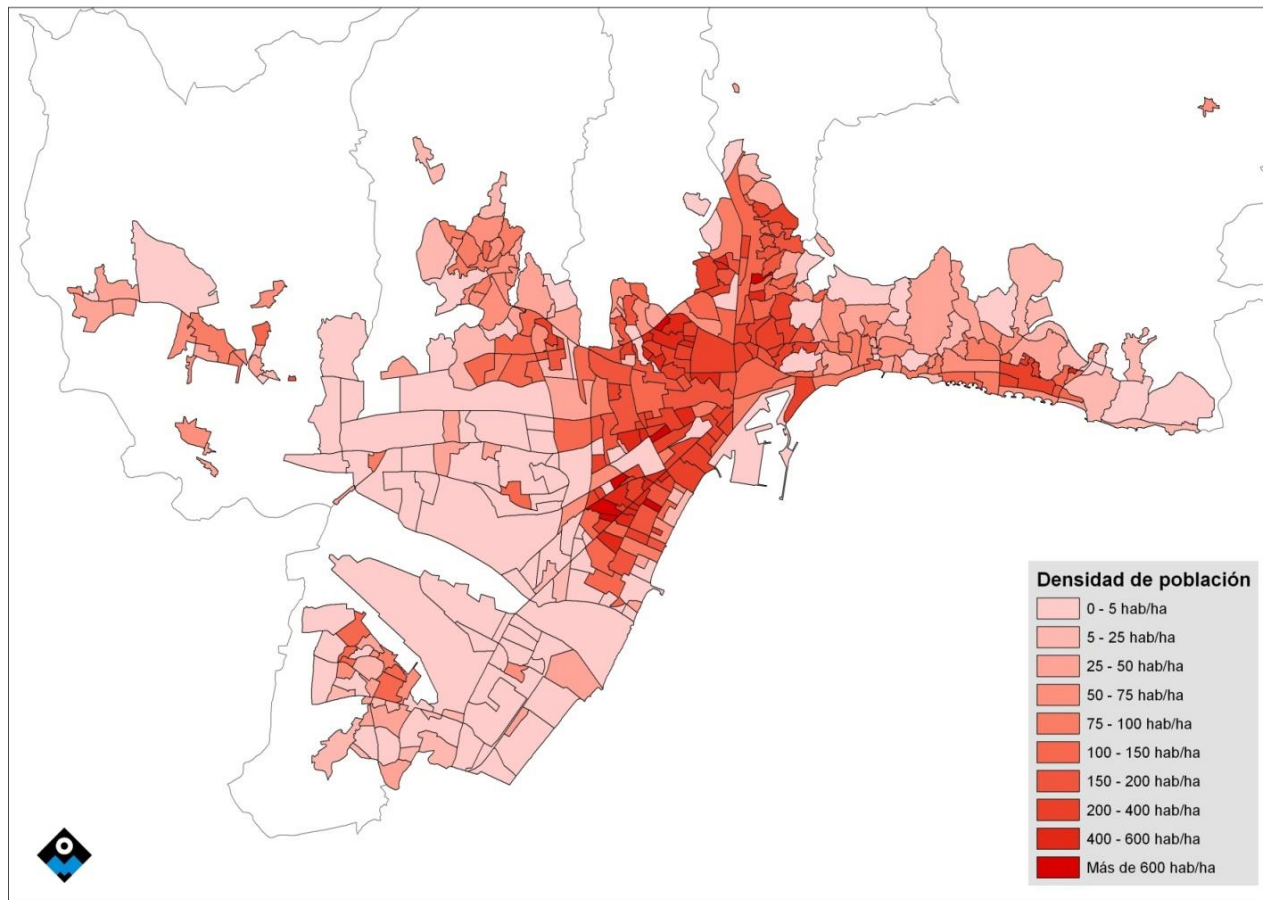


Malaga – City Background

Inhabitants:
575.322

Urban Area:
7.151 ha

Population
Density:
80,5 inh/ha



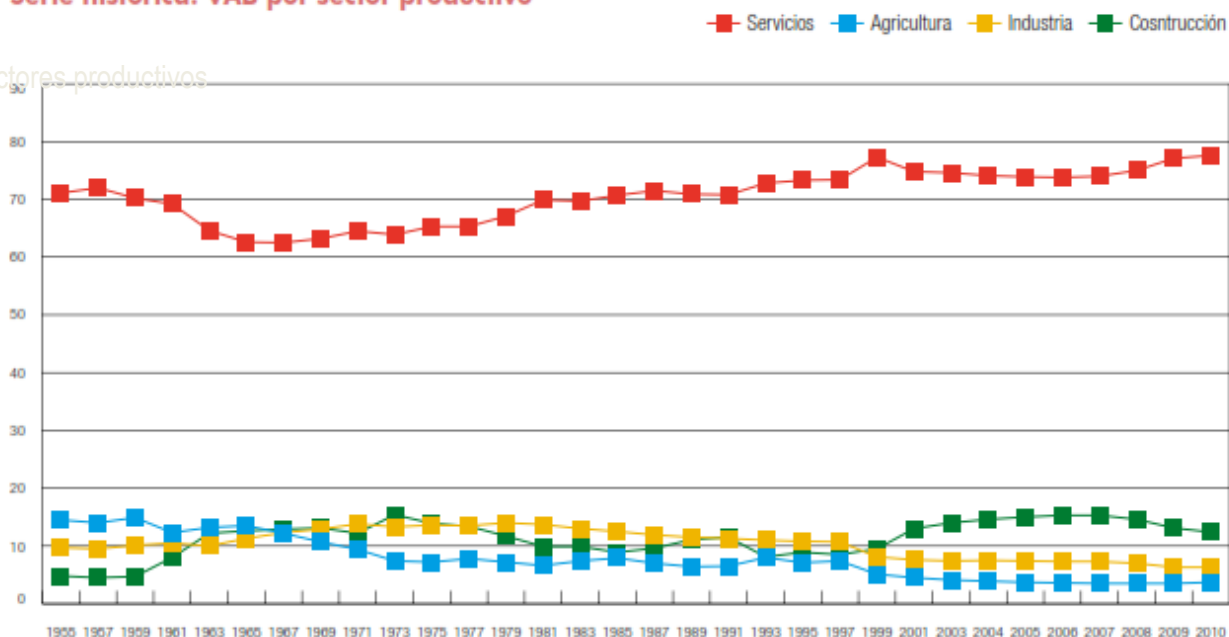


Malaga – City Background

- **Services & Tourism: 77% of the local economy**
- **Unemployment rate 2016: 23,41 %**

Serie histórica: VAB por sector productivo

% PIB por sectores productivos



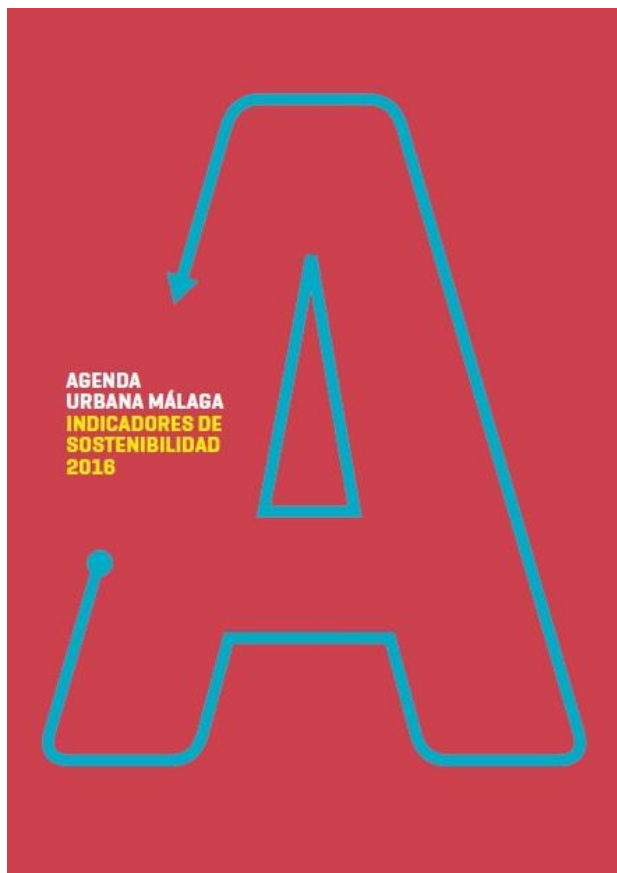


URBAN AGENDA



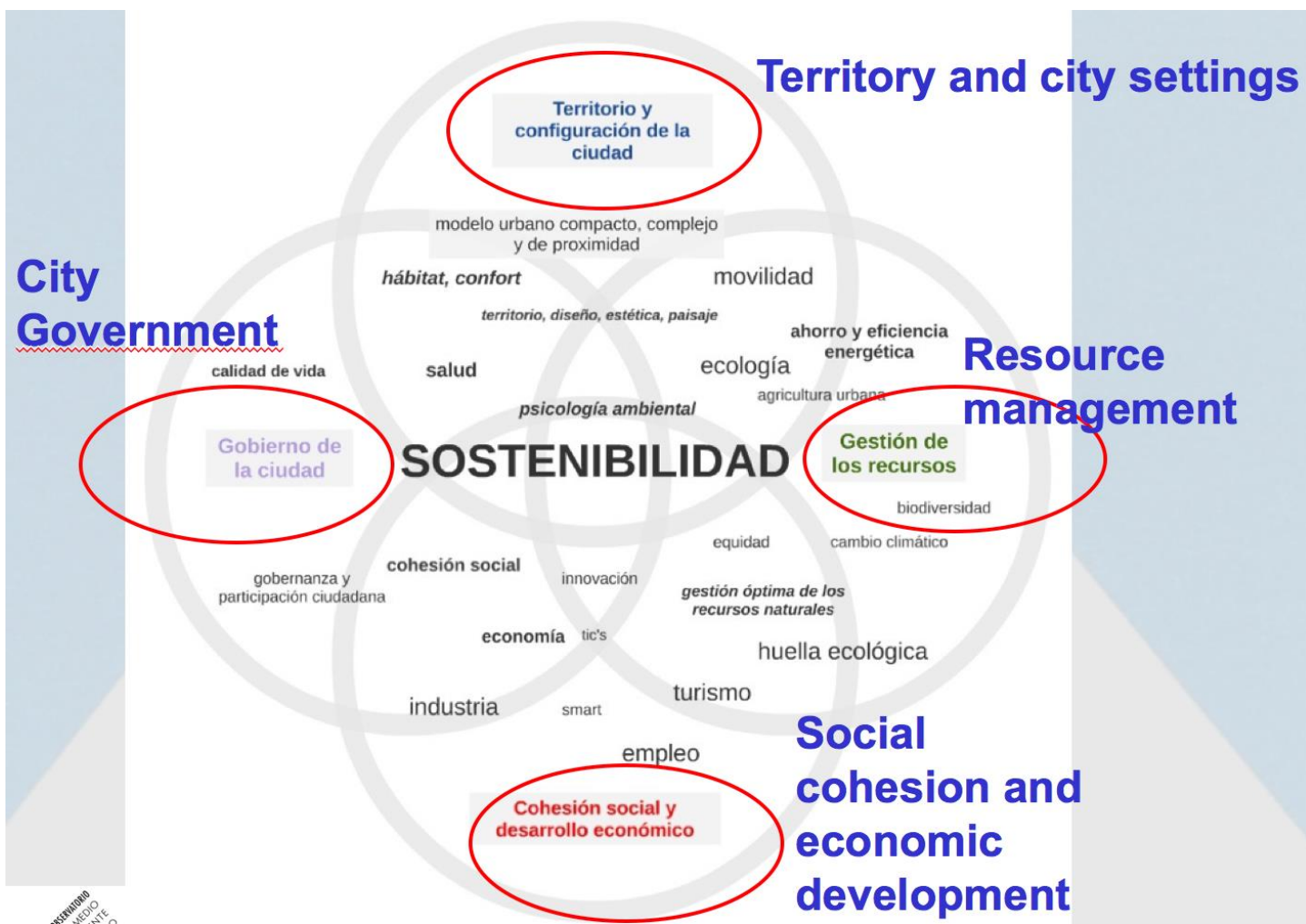
The new Malaga Urban Agenda is the reference strategic framework of the city and it is related to the integrated urban development concept and it is also linked to the interrelated actions which aim towards a long-lasting improvement in the economic, environmental, climate and social conditions of the urban area.

The Malaga Urban Agenda was updated in 2015 taking into account the aforementioned guidelines. It promotes the strategic objectives of Spain and the European Commission. It is the strategic reference framework for Malaga from both a medium (2020) to long-term perspective (2050). It is also linked to the EC's concept of integrated urban development that works towards a durable improvement in the field of economic, environmental, climate and social conditions of urban areas.





URBAN AGENDA





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SMART CITY



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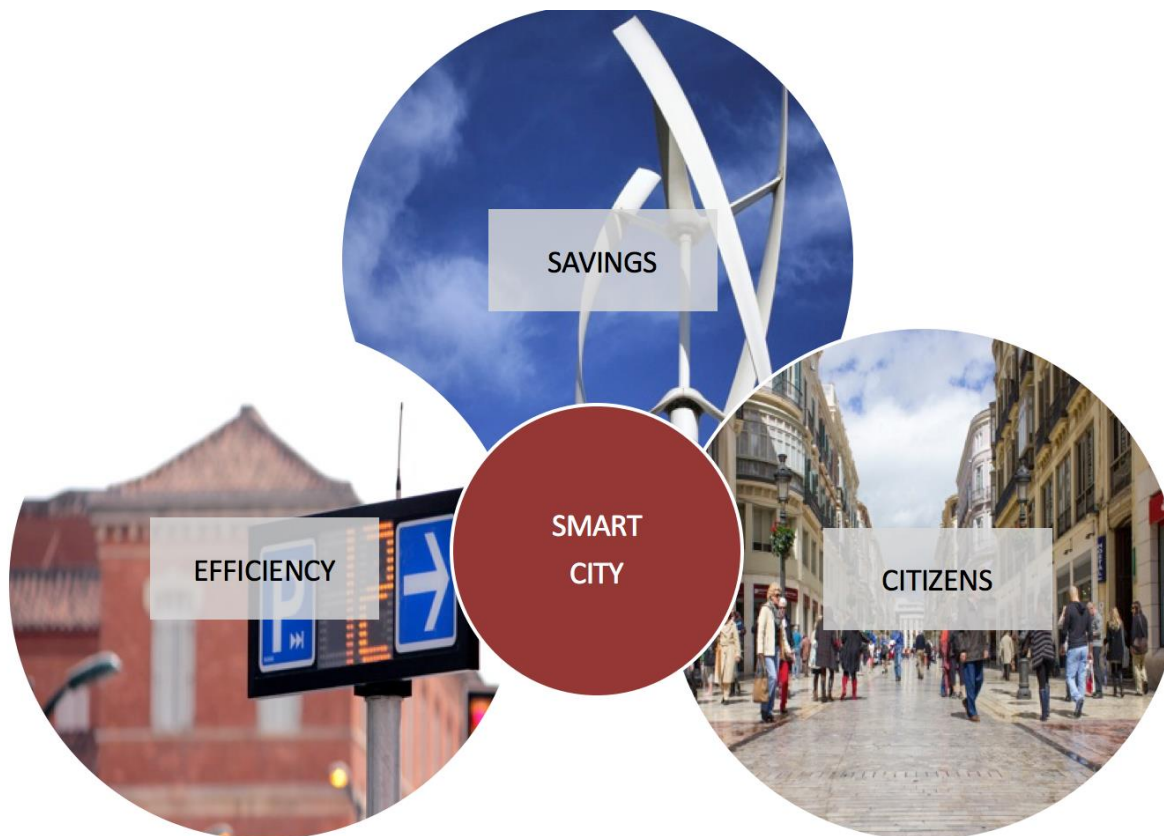
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SMART CITY



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- European Programmes.
- Climate Change policy.
- Integrated System of Urban Indicators.
- Urban Agenda.
- Training and conference cycle.



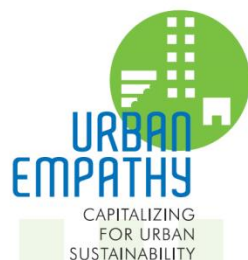


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OMAU BACKGROUND



PROJECTS

URBAN INITIATIVE

CAT MED

POCTEFEX I

ELIH-MED

POCTEFEX II

SUDOE

URBACT I FASE

CIVITAS

URBACT II FASE

URBAN EMPATHY

FEDER POCS

AUTODRIVE (2020 Programme)

VARIANT (MED Programme)

ALTER ECO (MED Programme)

GO-SUMP (MED Programme)

79.633.634,23 €



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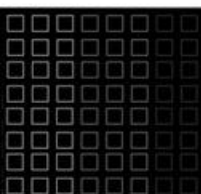
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The power of the Alliance to
make cities and communities
more **Attractive** by making
them **Smart**



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ABOUT ANDALUCÍA SMARTCITY CLUSTER

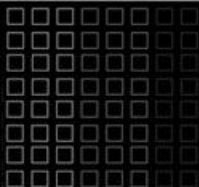
Our members (**175**), ranging from expert startups to global multinational companies, cover the entire spectrum of the **Smart City** disciplines.

Our **strengths** are:

-  **Sustainable Strategic Planning**
-  **Green Building**
-  **Net Zero Emissions**
-  **City Platforms for Decision Support**
-  **Mobility and Smart Transport Systems**
-  **Citizen Engagement**
-  **Big Data Mining and Analysis**
-  **Business Models and Private-Public Partnerships**

Based in Andalucía (Spain), we are well known and respected throughout Europe, the Americas and the Asia-Pacific region ...and now we expect so in **South Africa**

Our companies operate in more than **100 countries worldwide**, providing Global capability to execute



UNIVERSITY OF MALAGA SMART CAMPUS

Sustainable Master Planning

Ongoing project in Spain

Executed by Cluster Andalucía Smart City

Business Case for Green Buildings

Bring CO2 Emissions to Near-Zero

Increase the value of Real Estate





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BATCh

ARCHITECTURE for the SMART CITY



Expertise

- Architectural projects
- Sustainable Urban Planning
- Sustainable Trade Show Business



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BATCh

ARCHITECTURE for the SMART CITY

Key projects



Smart Green Cube

Vertical Urban Farming



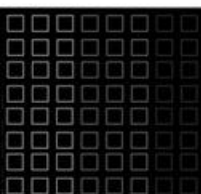
El espacio del motor

Sustainable urban planning



Montenuño

Sustainable high density housing

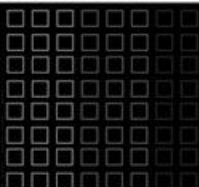




Sosteco

eficiencia y tecnología

- **Sosteco** is a young company dedicated to research and create innovative **IoT and WSN solutions**. Our platforms and products are projected and designed in Spain, Malaga
- We **design hardware and software from scratch** and we are ready to use other manufacturers to achieve the goal of reaching Smart city of the future.
- Sosteco **mission** is to **search innovative projects and products plus easy solutions to our customer**, we offer a new dimension of technology providing best support and promoting a trustable relationship.





Success stories

- **Smart Irrigation**

- Three projects already working, Malaga, Seville and Jaen.
- Working close with University of Malaga for their smart irrigation project.

- **Smart metering**

- Water metering, around 100 meters and counting.
- Energy metering, 30 devices for next year will be 80.

- **Smart lighting**

- Working on upgrading flow reducers in Malaga and remote control them.
- University of Malaga Sports center, fully upgrade command centers and installed remote control devices for energy saving

- **Virtual Reality**

- Melilla “Old Town” fully translated to virtual tours with nativity scene and some activities.

- **Hardware design**

- We design our own hardware and use them in projects.

- **Software design**

- We develop software needed for devices and for platforms. We offer them to final client.

- **Fiware**

- We are Fiware compatible and we working closely with EU standards.



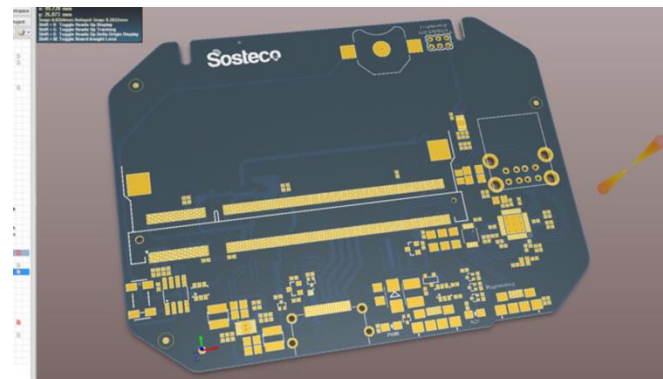


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