

# SMARTCITY

EXPO WORLD CONGRESS

# THE WORLD'S BIGGEST, MOST INFLUENTIAL EVENT FOR CITIES AND URBAN INNOVATION



4 - 6 NOVEMBER 2025  
BARCELONA





# THE FUTURE OF HUMANITY IS INEVITABLY URBAN.

NEW REALITIES.  
NEW TECH.  
NEW BUSINESS MODELS.  
NEW OPPORTUNITIES.

Held in **Barcelona** since 2011, Smart City Expo World Congress gathers leaders from the most innovative companies, governments and organizations to move cities towards a better future.

**We're on a mission:** accelerate a brighter urban paradigm towards green, efficient and thriving cities that leave no one behind.

THIS IS THE PLACE TO  
CATALYZE A POWERFUL  
URBAN TOMORROW  
WORLDWIDE





# URBAN INNOVATION ALL-YEAR-ROUND

## SMARTCITY

EXPO **USA**

**2 - 3 APRIL 2025**  
NEW YORK, USA

3,000+ VISITORS  
100+ EXHIBITORS  
100 SPEAKERS

## SMARTCITY

EXPO **SANTIAGO DEL ESTERO**

**25 - 26 JUNE 2025**  
SANTIAGO DEL ESTERO, ARGENTINA

6,500+ VISITORS  
50+ EXHIBITORS  
90+ SPEAKERS

## SMARTCITY

EXPO **KUALA LUMPUR**

**17 - 19 SEPTEMBER 2025**  
KUALA LUMPUR, MALAYSIA

## SMARTCITY

EXPO **CARTAGENA DE INDIAS**

**8 - 9 OCTOBER 2025**  
CARTAGENA DE INDIAS, COLOMBIA

## SMARTCITY

EXPO **CURITIBA**

**25 - 27 MARCH 2025**  
CURITIBA, BRAZIL

16,000+ VISITORS  
70 EXHIBITORS  
180 SPEAKERS

## SMARTCITY

EXPO **LATAM CONGRESS**

**10 - 12 JUNE 2025**  
MERIDA, MEXICO

8,000+ VISITORS  
200+ EXHIBITORS  
300+ SPEAKERS

## TOMORROW. CITY

**SHANGHAI**

**2 - 6 SEPTEMBER 2025**  
SHANGHAI, CHINA

## SMARTCITY

FORUM **RIYADH**

**29 - 30 SEPTEMBER 2025**  
RIYADH, SAUDI ARABIA

8,000+ VISITORS  
100+ SPEAKERS

## SMARTCITY

EXPO WORLD CONGRESS

**4 - 6 NOVEMBER 2025**  
BARCELONA

## TOMORROW. MOBILITY

WORLD CONGRESS

## TOMORROW. BUILDING

WORLD CONGRESS

## TOMORROW. BLUE ECONOMY

WORLD CONGRESS

**TOMORROW.  
CITY**

# 2024 EDITION IN NUMBERS

25,771

IN-PERSON ATTENDEES

283

REGISTERED PRESS

1,150

EXHIBITORS

13.8K

EDITORIAL MENTIONS

850

CITIES

1.39M

WEB VIEWS

632

SPEAKERS

184K

FOLLOWERS 

135

COUNTRIES

83M+

DIGITAL IMPRESSIONS

TOMORROW.  
CITY



43,800+

MONTHLY USERS



28,400+

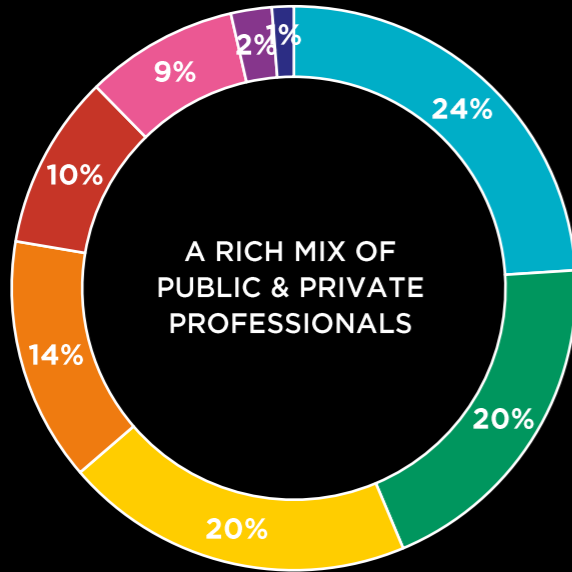
SUBSCRIBERS





# A GLOBAL MEETING POINT FOR URBAN TRANSFORMATION

## ORGANIZATION PROFILE



- Governments
- Large & Global Companies
- Local Companies & SMEs
- Institutions & other entities
- Startups
- Academia
- Media & Culture
- Investors

## JOB FUNCTION



- High Level Management & Top Public Representative
- Senior Manager
- Technical Profile
- Specialist
- Consultant
- Others

## TOP VISITING COUNTRIES

- 🇪🇸 SPAIN
- 🇩🇪 GERMANY
- 🇮🇹 ITALY
- 🇫🇷 FRANCE
- 🇳🇱 NETHERLANDS
- 🇬🇧 UNITED KINGDOM
- 🇺🇸 UNITED STATES OF AMERICA
- 🇰🇷 SOUTH KOREA
- 🇸🇦 SAUDI ARABIA
- 🇧🇷 BRAZIL
- 🇧🇪 BELGIUM
- 🇵🇹 PORTUGAL
- 🇮🇱 ISRAEL
- 🇯🇵 JAPAN

**TOMORROW.  
MOBILITY**  
WORLD CONGRESS

# THE ULTIMATE EVENT FOR SUSTAINABLE & INTELLIGENT URBAN MOBILITY

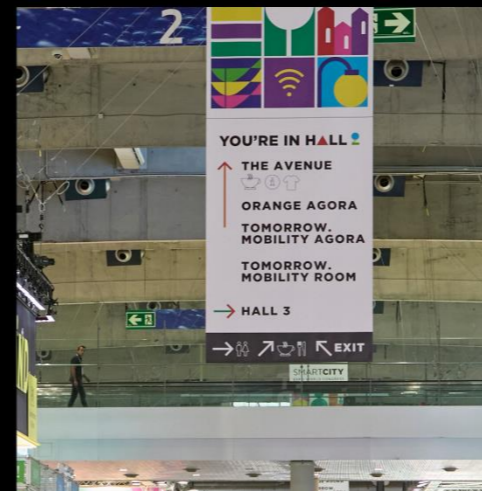
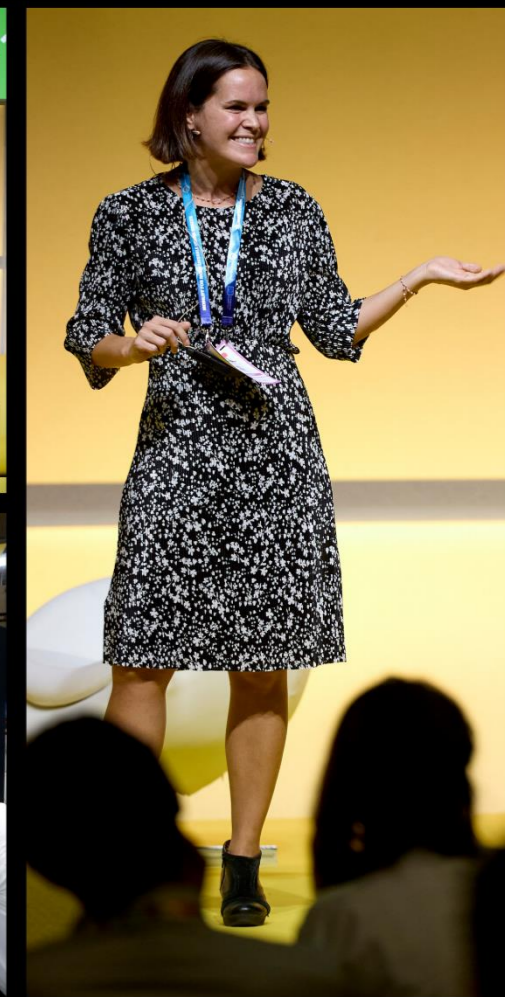
A new impulse for the urban mobility sector.  
A driving force for change in the transport industry.



THE PLACE TO DISCUSS TRENDS AND CHALLENGES, AND FIND SOLUTIONS FOR THE FUTURE OF MOBILITY



AN ACTION-FOCUSED PROJECT TO TRANSFORM CITIES' URBAN MOBILITY VISION TO ADAPT TO THE NEW GLOBAL SCENARIO





TOMORROW.  
BUILDING  
WORLD CONGRESS

# THE GLOBAL INITIATIVE EMPOWERING THE GREEN AND DIGITAL TRANSITION OF BUILDINGS & URBAN INFRASTRUCTURES



A MEETING POINT TO CATALYZE **POSITIVE CHANGE** IN THE WAY WE **PLAN, CONSTRUCT, RENOVATE, AND OPERATE** BUILDINGS AND URBAN INFRASTRUCTURES



AN INITIATIVE TO ACCELERATE A SHIFT IN THE BUILT ENVIRONMENT TOWARD A **CIRCULAR AND DIGITALIZED MODEL** THAT ENSURES **EFFICIENT, RESILIENT, AND NET ZERO CITIES**





**TOMORROW.  
BLUE ECONOMY**  
WORLD CONGRESS

# THE GLOBAL INITIATIVE DEVELOPING THE POTENTIAL OF THE **BLUE ECONOMY**



AN INTERNATIONAL HUB FOR LEADING EXPERTS, COMPANIES, AND INNOVATORS TO **EXPLORE SOLUTIONS** THAT DRIVE THE SUSTAINABLE USE OF **OCEAN RESOURCES**



THE PLACE TO ADDRESS **PRESSING CLIMATE AND ECONOMIC CHALLENGES** PAVING THE WAY FOR A **RESILIENT AND PROSPEROUS BLUE ECONOMY**





SMARTCITY  
EXPO WORLD CONGRESS

# SPOTLIGHT ON THE ISSUES THAT MATTER



Enabling Technologies



Energy & Environment



Mobility



Infrastructure & Building



Governance & Economy



Living & Inclusion



Blue Economy





# AN ALL-EMBRACING DEBATE WITH WORLDWIDE EXPERTS



**GOBIND SINGH DEO**

Minister of Digital,  
Government of Malaysia

**CLAIRE O'NEILL**

Former UK Climate and  
Energy Minister



**JUNG HOON LEE**

Honorary Mayor, Seoul  
Metropolitan Government

**JANETTE SADIK-KHAN**

Principal of Transportation,  
Bloomberg



**ROBERTO GUALTIERI**

Mayor, City of Rome



**KATHLEEN MITFORD**

Corporate VP, Global  
Industry Marketing, Microsoft

**AJAZ MUNSIFF**

Global Head, Smart Cities,  
Dell Technologies



**DAVID GROVER**

CEO, Roshn Group

**SARAH VARGHESE**

Global Head of Cities,  
KPMG



**NATHAN BLECHARCZYK**

Co-founder and CSO, Airbnb



# TRUSTED BY GLOBAL LEADING CORPORATE PARTNERS



# SUPPORTED BY A POWERFUL NETWORK OF INSTITUTIONS, ORGANIZATIONS...





# ...RESEARCH, INNOVATION BOOSTERS AND MEDIA PARTNERS





# A MEETING POINT FOR GOVERNMENTS

## Map of exhibiting cities, regions and countries





# A CELEBRATION OF URBAN INNOVATION WORLD SMART CITY AWARDS

These internationally acclaimed prizes **recognize and support innovative city strategies, projects and ideas** that can make an impact on citizens' lives and turn our cities into better places to live.

In 2024, we received 429 entries from 64 countries!

## AWARD CATEGORIES



CITY  
AWARD



INNOVATION  
AWARD



LEADERSHIP  
AWARD



GREEN EXHIBITOR  
AWARD



7 PROJECT  
AWARDS

ENABLING TECHNOLOGIES AWARD  
ENERGY & ENVIRONMENT AWARD  
MOBILITY AWARD  
GOVERNANCE & ECONOMY AWARD  
LIVING & INCLUSION AWARD  
INFRASTRUCTURE & BUILDING AWARD  
SAFETY & RESILIENCE AWARD



# THE INNOVATION PLAYGROUND

THE PLACE WHERE TOMORROW TAKES SHAPE

The **Innovation Playground** is a cross-cutting project spreading through the world's most influential event for cities. A carefully designed space connecting the main players of the global innovation ecosystem: startups, investors, governments, corporations, universities, and research centers.

Combining talks, exhibiting startups and immersive demos, the Innovation Playground also leverages the entrepreneurial capacity of cities and regions, build a diverse innovation network, and supports women-led initiatives.

2025 will mark the second year of this impactful initiative.

**SMARTCITY**  
EXPO WORLD CONGRESS

**TOMORROW.  
MOBILITY**  
WORLD CONGRESS

**TOMORROW.  
BUILDING**  
WORLD CONGRESS

**TOMORROW.  
BLUE ECONOMY**  
WORLD CONGRESS

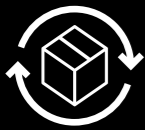




# OUR VALUES IN ACTION

## SUSTAINABILITY & DIVERSITY

**Proud of it:** We reduce our environmental footprint, promote green consciousness & enhance equity.



CIRCULARITY.  
EVERYTHING GETS A SECOND LIFE

**5,110kg**

of material reused

**11,131kg**

of carpet recycled



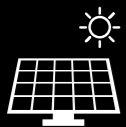
NO SINGLE-USE PLASTICS.  
LESS PAPER. TONS OF RECYCLING

**1,780kg**

of saved plastic

**1,620kg**

of selective waste collection



ALL THE (GREEN) POWER  
TO THE VENUE

Venue & offices  
powered only with  
renewable sources

**5.86 GWh**

of electricity  
generated per year



PLANT SOME TREES,  
HELP THE PLANET BREATHE

Money from merch  
goes to reforestation  
initiatives. **1,388**  
**trees** planted in  
2024

All CO2 emissions  
generated by the event  
are offset. **149.94** tons of  
CO2



FULL ACCESSIBILITY ENSURED

Electric  
scooters and  
reserved spaces  
for people with  
reduced  
mobility

Accessibility  
and guidance  
system for  
the visually  
impaired

Vegan, halal  
and kosher  
menus  
available. Plus,  
convenient  
prayer rooms



A CONGRESS EMPOWERING AND  
CELEBRATING DIVERSITY

Equal gender  
representation  
within our 600+  
speaker roster

Conference program with  
specific sessions about  
gender inclusivity, equality,  
accessibility and barrier-  
free design



READY  
TO JOIN  
THE **2025**  
EDITION?



**SEE YOU NEXT YEAR**

4 - 6 NOVEMBER 2025

**SMARTCITY**  
EXPO WORLD CONGRESS

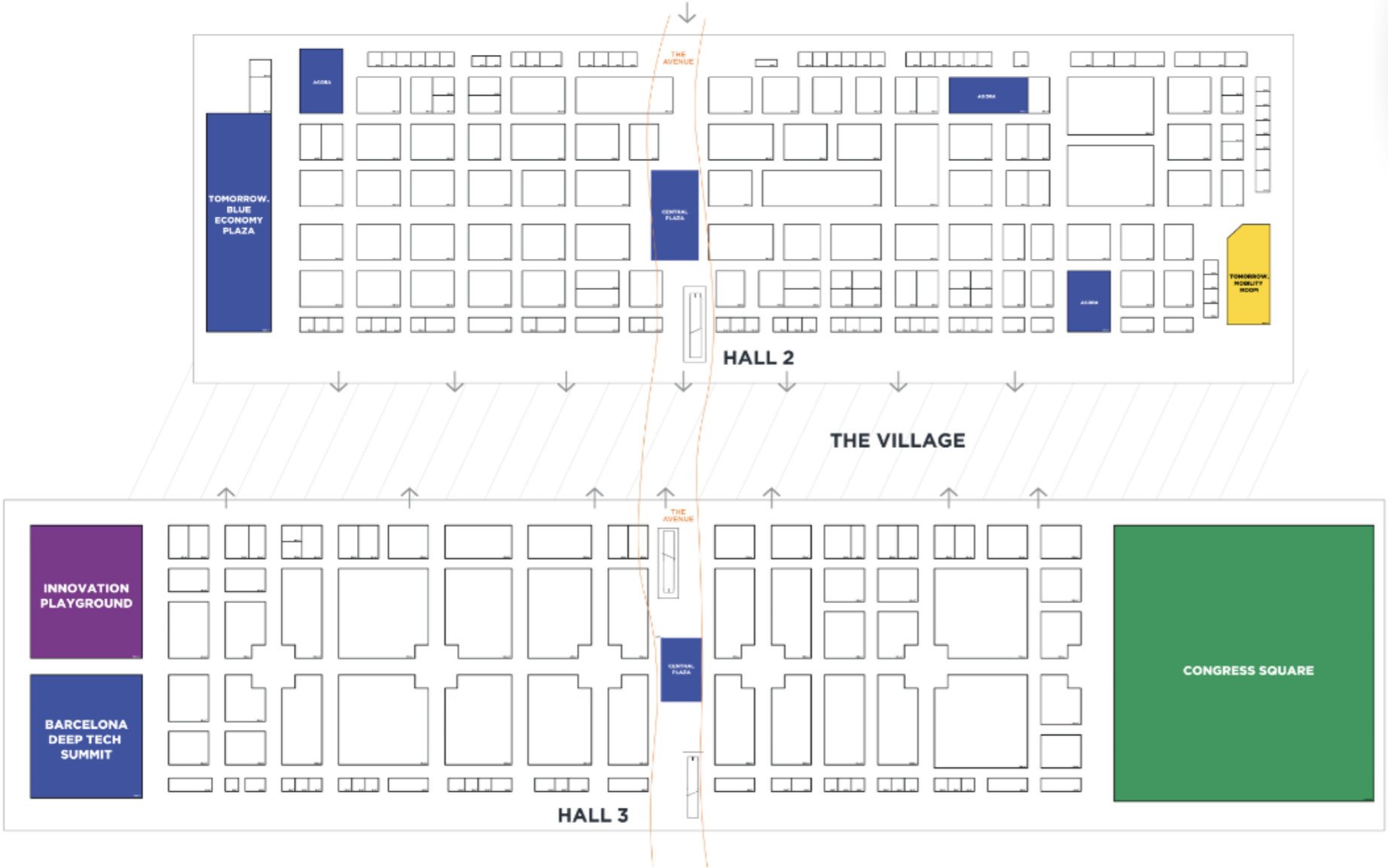
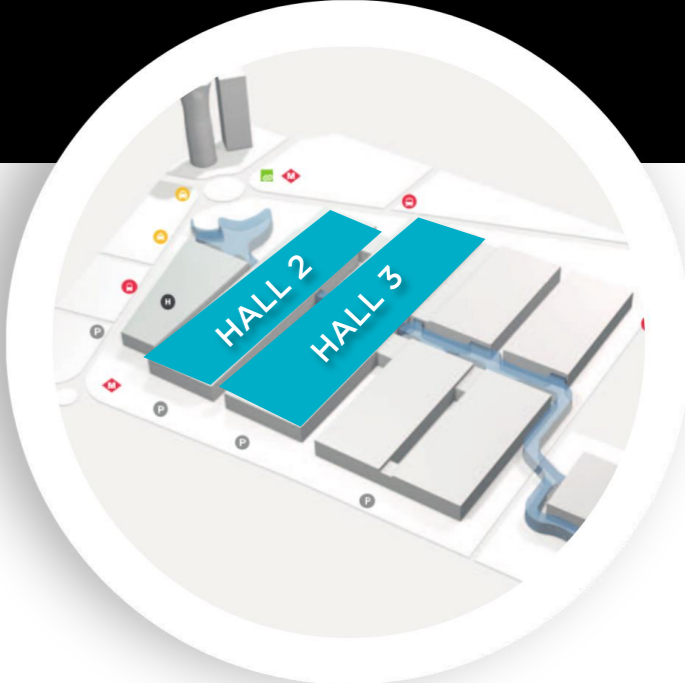
**TOMORROW.  
MOBILITY**  
WORLD CONGRESS

**TOMORROW.  
BUILDING**  
WORLD CONGRESS

**TOMORROW.  
BLUE ECONOMY**  
WORLD CONGRESS



# EVENT MAP 2025





# WAYS TO PARTICIPATE

01

BECOME AN EXHIBITOR

02

BECOME A PARTNER

03

BECOME A SPONSOR





# 01

## BECOME AN EXHIBITOR

Hire your space & create the perfect stand to showcase your projects, host talks and meet with clients and partners. The larger the space, the better your location will be and the more passes you will get.

### REBOOKING RATE

€250/m<sup>2</sup>

Until 31 January, 2025. Only for 2024 exhibitors\*

### EARLY BIRD RATE

€275/m<sup>2</sup>

Until 31 January, 2025.

### REGULAR RATE

€295/m<sup>2</sup>

From 1 February, 2025.

\* 10% of the amount will be issued on 31 January, 2025. The remaining 90% will be charged during the three months prior to the event.

*Co-Exhibitor Fee*  
€525

*Double Deck*  
€150/m<sup>2</sup>

Prices do not include VAT or participation fee (€550)



# 01 BECOME AN EXHIBITOR

CHOOSE FROM  
OUR STAND PACKS



## SILVER PACK

## BRONZE PACK

16 sqm.

12 sqm.

### STAND

Space

Open sides

Full Congress passes

Visitor passes

Exhibitor passes

Public Sector Invitations

### INCLUDES

25% discount on extra passes

Access to the networking activity:

Brokerage event

Stand and furniture

Insurance

2

1

4

3

12

10

4

4

2

2

✓

✓

✓

✓

✓

✓

✓

✓

**€6,250**

**€4,750**

€5,750

€4,250

Early Bird Rates until 28 February

\*Not included: VAT or participation fee

+ additional m2: **€350**



\* Standpack subjected to the shape and location of the Floorplan. This render can be modified by the organization



# 01 CO-EXHIBITOR FEE

**As an exhibitor, you can bring other companies to exhibit in your own space.**

They will benefit from:

- ✓ Visibility in the SCEWC websites and app (Exhibitor list)
- ✓ Visibility in the exhibitor floorplan onsite
- ✓ 2 Full Congress Passes
- ✓ 6 Visitor Passes
- ✓ 2 Exhibitor Passes (access to the Congress included)
- ✓ Access to the Exhibitor Area, so they can manage their participation:
  - Use the Invitation Tool to send electronic invitations to their costumers.
  - Buy extra services (catering, rental of meeting rooms, hotels, etc.)
  - Use the contact management
  - Enjoy 25% discount for purchasing additional passes

Co-Exhibitor Fee = €525





# TICKETS INCLUDED

	FULL CONGRESS PASS 3 DAYS	VISITOR TRADE FAIR	EXHIBITOR PASS	PUBLIC SECTOR INVITATION
12-15 sqm	3	10	4	2
16-18 sqm	4	12	4	2
19-24 sqm	5	14	6	2
25-30 sqm	6	18	6	3
31-40 sqm	7	25	6	4
41-50 sqm	8	30	6	4
51-60 sqm	9	40	8	4
61-70 sqm	10	50	10	5
71-80 sqm	11	60	10	5
80-100 sqm	13	70	12	6
101-120 sqm	15	90	15	7
121-150 sqm	17	120	20	7
151-200 sqm	20	140	25	10
201-300 sqm	25	150	30	12
301-400 sqm	30	250	35	15
401-500 sqm	35	300	40	17
501-600 sqm	40	350	45	20
601-700 sqm	45	400	50	22
701-1000 sqm	50	500	55	25
CO-EXHIBITOR	2	6	2	0





# 01

## EXHIBITOR SERVICES

We take care of everything. Let us provide you the best possible experience at #SCEWC25



Booth design and construction



Catering services



Booth services: furniture, AV, decoration, supplies, cleaning, support staff...



Smart contact management tool





# n2

## BECOME A PARTNER

Gain maximum awareness and position your brand as a global leader in urban innovation.

- ✓ Speak to a targeted audience.
- ✓ Take central stage at the Expo.
- ✓ Enjoy high-level networking.
- ✓ Gain premium visibility.

### GLOBAL PARTNER

Get unrivalled positioning

€100,000

### EVENT PARTNER

Stand out from exhibitors

€18,000

### INDUSTRY PARTNER

Be recognized as a sector leader

€50,000








# GLOBAL PARTNER

Big drivers of major industries: get the full spotlight at the must-attend event for the sector.

**PRICE**  
**€100,000**

## Congress

- / Speaking slot in 1 High-level Roundtable  Auditorium
- / Speaking slot in 1 Thematic Roundtable or In Focus Session  Thematic Room
- / Speaking slot in 1 Solution Talk  Agora

## Tickets

- / 100 Full Congress Passes + 100 Visitor Passes
- / 25% discount on additional passes

## Visibility

- / **Website:** Logo on the *Homepage* | Dedicated page gathering all relevant info about the partner's participation | Logo, description & link on *Partners' page* | Featured corporate activity (website and app) | Speaker highlighted in *Featured Speakers* page | Company information in the Exhibitor catalogue (website and app)
- / **E-mailing:** Announcement e-mail | E-mail *Thanks to our partners*: Logo & link, 1st level | E-mails footer: Logo & link (October to December)
- / **Social Media:** 1 announcement | 1 solution-focused post | 3 onsite coverage posts, including one live video interview in the partner's booth | Retweets & mentions
- / **Signage:** Logo on exhibitor floorplan (central location) | Logo on static signage & dynamic advertising (1st level) | Logo on congress screens between sessions (all rooms)
- / **Post-event Report:** Logo and description
- / Testimonial video of the partner's onsite participation (post-event)

## Networking

- / Exclusive access to the VIP guests list
- / Booth included in thematic tours through the Expo attended by international delegations
- / Invitation to the Mayor's Dinner – Day 1 (2 pax/partner)

## Press

- / Weekly update of registered press list (last weeks before the event)
- / Press releases and media kit sent to the partner's team
- / Press kit spot in the venue's press room
- / Media invite group pre-registration
- / Local key media outlet guidance

## Value-added benefits

- / Priority in booking hotel rooms & table at the Nuclio restaurant
- / **Tomorrow.City:** Featured Partner page | Full congress sessions available | Possibility of submitting an article in the Mag (in adherence with our editorial standards)

# INDUSTRY PARTNER

Sector accelerators and niche specialists: stand as an industry leader and innovation driver.

**PRICE**  
**€50,000**

## Congress

- / Speaking slot in 1 Keynote Talk or Burning Debate 📍 Thematic Room
- / Speaking slot in 1 Solution Talk 📍 Agora / Thematic Room

## Tickets

- / 50 Full Congress Passes + 60 Visitor Passes
- / 25% discount on additional passes

## Visibility

- / **Website:** Logo on *specific Track* page | Logo, description & link on *Partners'* web section | Company information in the Exhibitor catalogue (website and app)
- / **E-mailing:** Logo on track-oriented e-mail | E-mail *Thanks to our partners:* Logo & link, 2nd level
- / **Social Media:** 1 announcement | 2 onsite coverage posts | Retweets & mentions
- / **Signage:** Logo on static signage & dynamic advertising (2nd level) | Logo on congress screens between sessions (one room)
- / **Post-event Report:** Logo and description

## Press

- / Press releases and media kit sent to the partner's team
- / Press kit spot in the venue's press room
- / Media invite group pre-registration
- / Local key media outlet guidance

## Value-added benefits

- / Priority in booking hotel rooms
- / Priority in booking a table at the Nuclio restaurant
- / **Tomorrow.City:** Full congress sessions available



# EVENT PARTNER

Key providers and disruptive players: show the world you're ahead of the curve.

**PRICE**  
**€18,000**

## Congress

- / Speaking slot in 1 Thematic Roundtable or In Focus Session  Thematic Room

## Tickets

- / 50 Full Congress Passes + 50 Visitor Passes
- / 25% discount on additional passes

## Visibility

- / **Website:** Logo, description & link on *Partners'* web section | Company information in the Exhibitor catalogue (website and app)
- / **E-mailing:** E-mail *Thanks to our partners*: Logo & link, 3rd level
- / **Social Media:** 1 joint announcement | 1 onsite coverage post | Retweets & mentions
- / **Signage:** Logo on static signage & dynamic advertising (3rd level)
- / **Post-event Report:** Logo and description

## Press

- / Press releases and media kit sent to the partner's team
- / Press kit spot in the venue's press room
- / Media invite group pre-registration
- / Local key media outlet guidance

## Value-added benefits


- / Priority in booking hotel rooms
- / Priority in booking a table at the Nucló restaurant
- / **Tomorrow.City:** Full congress sessions available



# PARTNERSHIP DEALS AT A GLANCE

		GLOBAL PARTNER	INDUSTRY PARTNER	EVENT PARTNER
<b>CONGRESS</b>	Slot in a High-level Rountable	✓		
	Slot in a Thematic Roundtable or In Focus Session	✓		✓
	Slot in a Solution Talk	✓	✓	
	Slot in a Thematic Keynote or Burning Debate		✓	
<b>PASSES &amp; INVITATIONS</b>	Full Congress + Visitor Pass	100 + 100	50 + 60	50 + 50
	25% discount on additional passes	✓	✓	✓
<b>ADDITIONAL BENEFITS</b>	Invitation to Mayor's Dinner	✓		
	Booth included in thematic tours through the Expo	✓		
	Exclusive access to the VIP guests list	✓		
	Extra 3h per day of free access to the loading/unloading zone during assembly and dismantling	✓		
	Priority in booking hotel rooms & table at the Nuclio restaurant	✓	✓	✓



		GLOBAL PARTNER	INDUSTRY PARTNER	EVENT PARTNER
WEBSITE	Logo in the <i>Homepage</i>	✓		
	Logo, link & description in the <i>Partners'</i> page	1 <sup>st</sup> level	2 <sup>nd</sup> level	3 <sup>RD</sup> level
	Dedicated page gathering relevant info about the partner's participation	✓		
	Speaker highlighted in <i>Featured Speakers</i> page	✓		
	Featured corporate activity (website & app) – <i>Detailed info on the next page</i>	✓	Upgrade option: €15,000	Upgrade option: €15,000
	Company information in the Exhibitor catalogue (website & app)	1 <sup>st</sup> level	✓	✓
TOMORROW.CITY PLATFORM	Featured Partner page	✓		
	Sessions available on demand after the event	✓	✓	✓
	Possibility of submitting an article in the Mag	✓		
EMAILINGS	Announcement e-mail to our database	✓		
	E-mails footer: Logo & link	✓		
	Logo on track-oriented webpage and e-mailings		✓	
	E-mail <i>Thanks to our partners</i> : Logo & link	✓	✓	✓
SOCIAL MEDIA	Partnership announcement	1 exclusive	1 exclusive	1 collective
	Additional posts (pre and during the event) with partner-related content	4	2	1
	Testimonial video of the partner's onsite participation	✓		
	Retweets of posts using the event's official hashtag	✓	✓	✓
POST-EVENT REPORT	Logo & description in post-event report	1 <sup>st</sup> level	2 <sup>nd</sup> level	3 <sup>RD</sup> level
PRESS	Weekly update of registered press list	✓		
	Press releases and media kit sent to the partner's team	✓	✓	✓
	Press kit spot in the venue's press room	✓	✓	✓
	Media invite group pre-registration	✓	✓	✓
	Local key media outlet guidance	✓	✓	✓
ONSITE SIGNAGE & SCREENS	Logo on the exhibitor floorplan	✓		
	Logo on static signage & dynamic advertising screens	1 <sup>st</sup> level	2 <sup>nd</sup> level	3 <sup>RD</sup> level
	Logo on rooms projections between congress sessions onsite	All rooms	Thematic rooms	

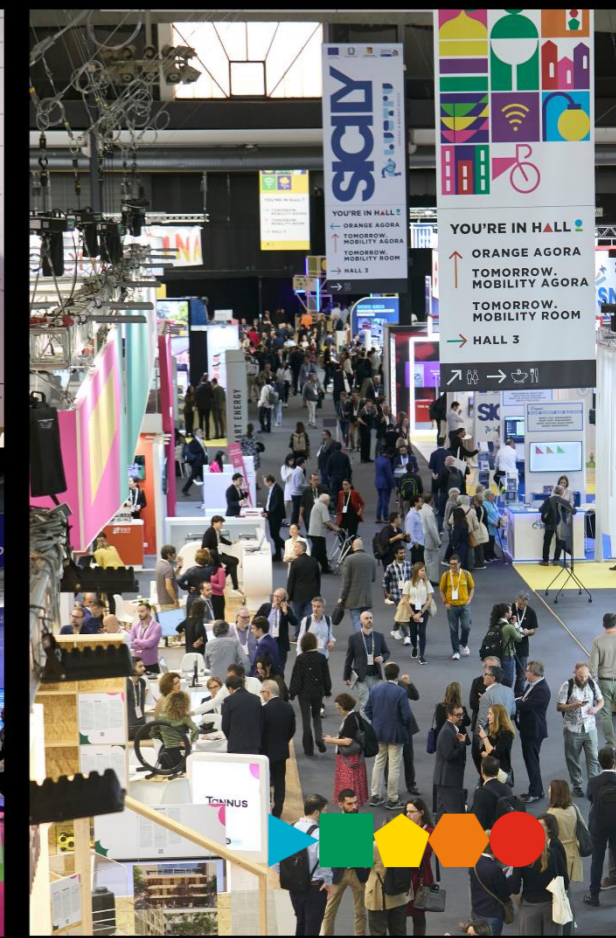
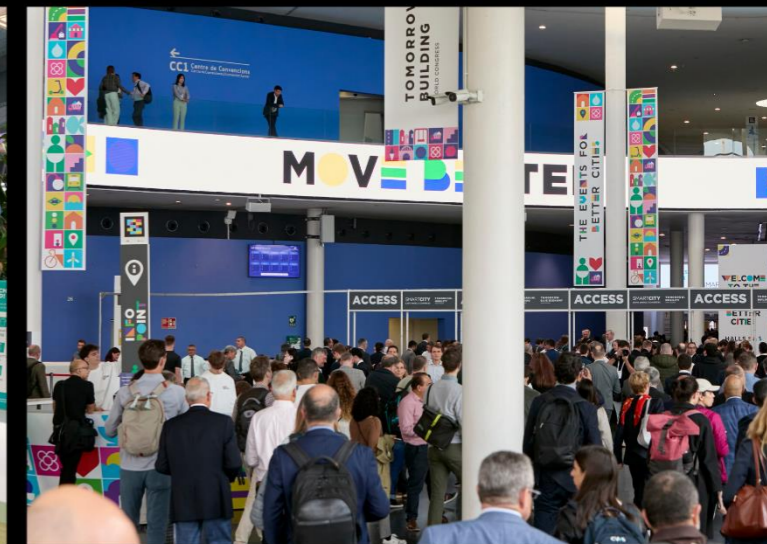


# BECOME SPONSOR

Looking for an even larger presence?

Our sponsorship deals offer a visibility boost in key areas and initiatives of the event.

Tell us what your goals are and we'll work with you to put together a bespoke offer, be it within digital content or in-venue assets.







# SPONSORSHIP AND ADVERTISEMENT OPTIONS

Find the sponsorship or advertisement option that best suits your interests

## WELCOME

Entrance screen & 360° circular led:  
€40.000



## REGISTRATION

Brand presence in the registration area  
(onsite & digital): €60.000



## TOWARDS ZERO WASTE

Align your brand with sustainability  
initiatives: €30.000





# SPONSORSHIP AND ADVERTISEMENT OPTIONS

Find the sponsorship or advertisement option that best suits your interests

## AGORAS

Sponsorship of key debate spaces: €30.000



## AWARDS PARTY

Visibility at the Awards & Afterparty: €30.000



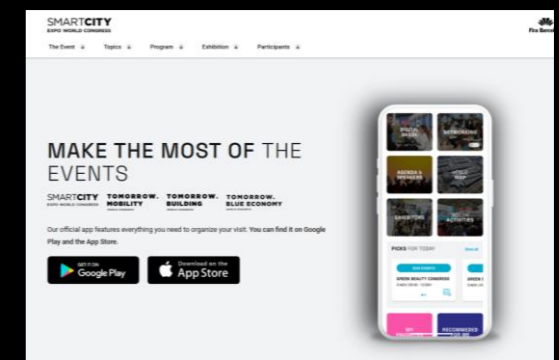
## CAFÉ CORNER

Brand exposure in popular networking spaces: €20.000



## EVENT APP

Prominent branding in the official event app: €30.000







# SPONSORSHIP AND ADVERTISEMENT OPTIONS

Find the sponsorship or advertisement option that best suits your interests

## ESCALATORS

Visibility throughout the venue: €15.000 – €25.000



## BILLBOARDS

Outdoor billboards to reach visitors: €7.500 – €15.000



## DOUBLE-SIDED DROP BANNER

Brand exposure in corridors: €5.000 – €10.000



## WATER BOTTLES

Get your bottles refilled: €30.000





# DIGITAL SPONSORSHIP: TOMORROW.CITY

Tomorrow.City is the world's biggest digital platform devoted to creating and spreading content about cities and innovation.

## SPONSORED NEWSLETTER

Sponsor two editions of the biweekly newsletter: €5.500 - €7.000

## SPONSORED CONTENT

Create a branded content on the topic or use case you want : €7.500 – €9.000

## PACK

Sponsored Newsletter + Sponsored Content: €12.000 – €15.000

**HOW DID SINGAPORE SOLVE ITS MAJOR WASTE PROBLEM?**

Singapore is a city-state obsessed with clean roads, recycling and the recovery of waste, which it reuses whenever it can. Inorganic waste is made into new materials used in industries such as construction. Organic waste is processed to extract biofuel and heat. Mud and fats are used in different industries. Construction waste is used to build or reclaim land from the sea.

**Becoming recycling champs**

Through major cleaning operations in the city-state, Singapore has managed to recirculate a considerable part of the industrial or industrialized waste, becoming recycling experts. In 2012, the **Singapore Green Plan** led to a revolution in waste management, reducing waste that was not recoverable to a minimum and reusing the rest.

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**SMART GOVERNANCE IS NOT JUST GOOD GOVERNANCE**

Sure, the basis of smart governance is good governance. However, the latter depends on how transparent, honest or open municipal governments are. Smart governance seeks to enhance good governance to establish and protect democracy, facilitating communication and participation, enabled through digitalization.

**CONNECTING URBAN ENVIRONMENTS WITH IOT AND DIGITAL TWINS**

WEDNESDAY, DECEMBER 02, 2020

Author | **MIRIAM BERHANE BUSSON**

As urbanization continues to take hold and cities face challenges to become more sustainable and livable, urban planning and operations strategies must adapt. The current pandemic has changed the way we live, accelerating cities' future vision as a necessity of the present and what it means to live in a connected and resilient urban environment. Now more than ever, public and private organizations are coming together to push transformative solutions and change the way we plan and operate infrastructure and urban environments for all.

Microsoft, along with its partner ecosystem, continues to be deeply engaged with cities and communities around the world by providing capabilities and solutions that span the intelligent cloud and edge, advancing of AI driven by ethical principles, and continuing commitment to trust and security. Earlier this year, [HSE Marketspace](#) recognized Microsoft as the leading worldwide IoT application platform for Smart Cities, highlighting its secure, mature, and capable Azure IoT, AI, and Digital Twins services. In addition to [HSE Guidehouse Insights](#) also recognized Microsoft as the leader in its leaderboard for Smart Cities platform suppliers, highlighting Azure's ability to support a broad portfolio of smart city solutions using common platform technologies.

As cities continue to invest in connected solutions, a [study by ESI ThoughtLab on hyperconnected cities](#) shows that as solutions become more interlinked their return on investment (ROI) grows. To unlock their full economic, social, environmental, and business value, cities need to use digital technologies to transform and interconnect key areas of their ecosystem—from roads to cars, buildings to energy grids, citizens to government, and cities to cities. Microsoft's focus to deliver new technology innovations in IoT, AI and Digital Twins is enabling connected solution integration that drives breakthrough insights and experiences from planning to operations of urban environments and their infrastructure.

**DIGITAL TWINS**

The concept of a Digital Twin, a virtual representation of real-world entities that bring in data from a variety of sources, has entered the realm of smart cities and promises to enable city administrators and urban planners to make better decisions with the help of data integration and visualization from across the urban space. While urban planners have already been using 2D and 3D models and computer-aided design for years, the integration of real-time data from IoT devices, location, weather, traffic, people movement, and other sources has been a gamechanger for urban planning and operations.

Earlier this year, Microsoft announced an update to [Azure Digital Twins](#) platform which enables modeling and creating digital representations of connected environments like buildings, factories, farms, energy networks, railways, stadiums, and cities, then bring these entities to life with a live execution environment that integrates IoT and other data sources. To drive openness and interoperability, Azure Digital Twins comes with an open modeling language, [Digital Twins Definition Language \(DTDL\)](#), which provides flexibility, ease of use, and integration into the rest of the Azure platform. Furthermore, to enable urban experiences that are geospatially

The collage displays a variety of content from the Tomorrow.City platform. It includes several article thumbnails with titles such as 'BILLIONS OF DOLLARS IN: WHY IS... UNABLE...', 'SMART GOVERNANCE IS NOT JUST GOOD GOVERNANCE', and 'CONNECTING URBAN ENVIRONMENTS WITH IOT AND DIGITAL TWINS'. There are also social media-style posts, including one that says 'SEE YOU AT #CEW21!' and another titled 'APPLY BEFORE APRIL 30'. The layout is a dense, overlapping collection of these digital assets, representing the range of content available on the platform.





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