



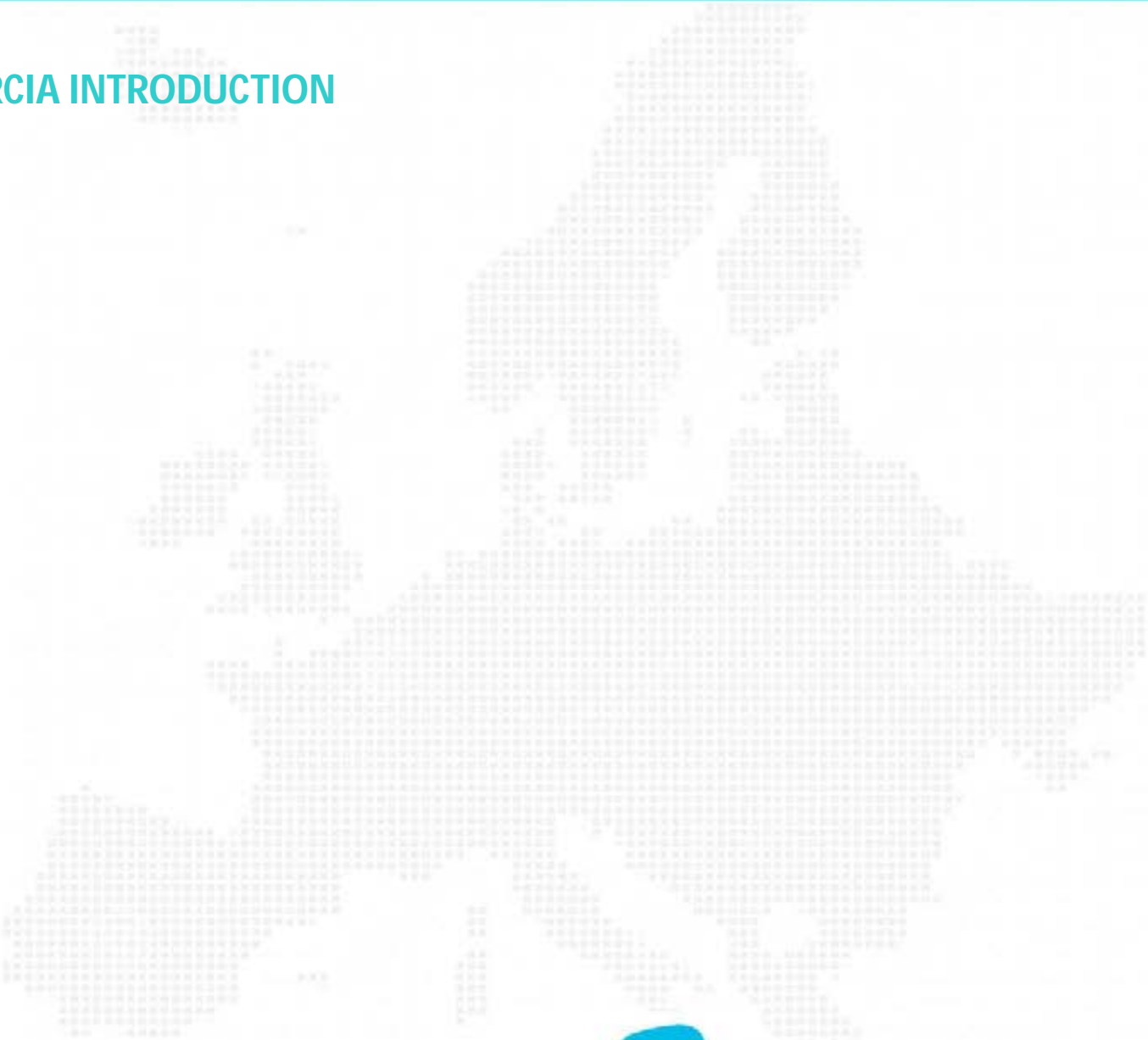
# MURCIA ROAD MAP

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# MURCIA INTRODUCTION



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Murcia is the **Seventh largest City in Spain.**

439.033 inhabitants disseminated among the City (43%) + 54 districts (57%).

Near the Mediterranean coast, Murcia has a **strong tourism sector.**

The Municipality of Murcia has a large extension ( 882km<sup>2</sup>)



## MURCIA INTRODUCTION



### Solar Energy

Murcia region: **436.800** Kwn in PV (photovoltaic installations)

Nº of installations: **5.106**

Yearly average solar radiation **5 kWh/m2/day**



**2 UNIVERSITIES**

**45.631 students**



**UCAM**

UNIVERSIDAD CATÓLICA  
DE MURCIA





# MURCIA PROGRESSION



**2007:**

**ALEM is founded.** Local Energy Agency of Murcia City Council, IEE Program.



**2008:**

Murcia signs the **Covenant of Mayors. First Spanish City along with Madrid.** Creation of **Local Strategy for addressing Climate Change (ELCC)**

**2009:**

Murcia is awarded as **Sustainable City in Spain**

**2010:**

**SURE Program.** Murcia exports the **CoM** to Morocco. Murcia present at the **Global EE** in Washington (USA).  
Finalist at the **European Green Capital Award.**

**2011:**

**Finalist City at Global Award of International Sustainable City.** Global Rail award in environmental category.  
**Murcia joined the International Steering Committee of the Alliance to Save Energy. Global EE.**

**2012**

**National Energy Global Award. European Mobility Week , EMW finalist. Murcia manages the Energy Smart Cities Group in Spain.**

**2013**

Murcia **elected at the Green Digital Charter** in the European Smart City Tours.  
Murcia **Smart City Strategy.**



## EUROCITIES

- EUROCITIES including all major European cities.
- **Murcia: Chair of the EUROCITIES Mobility Forum 2008 to 2010**
- Manager of the Energy Efficiency group within the forum 2011-2012



EURO  
CITIES





## COVENANT OF MAYORS

**Covenant of Mayors:** Mainstream: European movement involving local and regional authorities. Committing to increase energy efficiency and use of renewable energy sources on their territories. The commitment aims to meet and exceed the European Union 20% CO<sub>2</sub> reduction objective by 2020.



MURCIA joined the Covenant of Mayors in 2008.



MURCIA was the **First City in Spain** together with Madrid in signing it.



MURCIA was the **First City exporting the CoM outside Europe.** EU initiative in SALÉ, RABAT (MOROCCO).




\*Map of the Signatory Cities in EU

## ICT ROAD MAP

### MURCIA MAIN AREAS



 **Smart Buildings**

 **ICT for water resource management**


 **Security**

 **Green mobility: bicycle, EV**

 **Renewable Energies: Solar, biomass**

 **Public Lighting**

 **Environmental**

 **Municipal Data Center, and several e-administration criteria.**



## POLITICAL LEADERSHIP: What is a Smart City?

A **Smart City** is an urban environment that uses the information technology to:

- ✓ **Feel, analyze, integrate, and react with intelligence.**

In the activities that are performed in the city, in:

- ✓ **Their business, infrastructure, service, environment and especially its citizens**, thus becoming a better place to live, work and do business.



## SMART BUILDINGS – European Project SMARTSPACES



**Goal:**  
Reach up to **20% Energy Savings**



Enable public authorities in Europe **to improve their energy management** in the buildings they occupy.



Implementation and test at **11 pilot sites** with more than **550 buildings**



Involves more than **20,000 professionals** and staff users and over **6,000,000 annual visitors**



**Murcia City** participates with 6 emblematic buildings: Murcia City Council and Security Complex



System installed allows **to collect real time electric consumption data** in all buildings. Information is provided via web portal.



**Website:**  
<http://www.smartspaces.eu/S/home/>



## RECI. INTELLIGENT CITIES NETWORK OF SPAIN

- **Murcia is leading** the Energy Group in **RECI**, Spanish Network of Intelligent Cities. **RECI** promotes intelligent management of infrastructure and urban services in the most important and relevant cities in Spain.
- **Murcia** was a **pioneer in networking cooperation** with other cities.





## MURCIA. LINES OF WORK & PROJECTS (1/2)



- Ele.C.Tra Project promotes the use of electric scooters in urban areas. Development of electric motorcycle sharing.



- EU grant. Integrates cycling within sustainable mobility strategy.



- Murcia exported the Covenant of Mayors worldwide. Morocco and Belarus first international signatories cities.



- Murcia boosted energy efficiency criteria within public procurement & developed and implemented a solar thermal ordinance & created sustainable energy plans for the larger specific districts in the Municipality.



- Murcia promotes this EUROCITIES initiative. We aim to implement sustainable policies, best practices within ICT, while setting an example for citizens.

## MURCIA. LINES OF WORK & PROJECTS (2/2)



- Murcia is leading the Energy Group in **RECI**, Spanish Network of Intelligent **Cities, RECI**. We promote energy efficiency management of infrastructure & urban services in the most relevant cities in Spain.



- Murcia has a core play role in **EnerAgen**, the Spanish Association of Energy Agencies. We promote strengthening and future challenge of Energy Agencies.



**Created in 2009**



**Comprises more than 100 cities in Spain**



**Goal: Facilitate, and develop safer movement of cyclists, especially in urban areas.**

## HORIZON 2020

### Horizon 2020 - EU Framework Programme for Research & Innovation

KEY PRIORITIES	MURCIA CITY strengths
<b><i>Excellent Science</i></b> € 24 341 million <sup>1</sup>	<b>Partnership Agreements</b> with local, private and public <b>Universities.</b>
<b><i>Competitive Industries</i></b> € 17 015 million <sup>1</sup>	Development of PPP <b>public-private partnership</b> with Municipal entities.
<b><i>Tackling Societal Challenges</i></b> € 30 956 million <sup>1</sup>	<b>Promotion of Murcia SmartCity Strategy.</b> Priority target, focussed on challenge: <ul style="list-style-type: none"><li>• Secure, clean and efficient energy</li><li>• Smart, green and integrated transport.</li></ul>



1. The numbers shown here are subject to the approval of the Multiannual Financial Framework Regulation by the European Parliament and the Council





# Climate Change.....



Global problem....Local Answer!



Thank you for your attention.  
More information

[www.murcia.es](http://www.murcia.es)

