Connected Living Programme
Smart City Demonstrator Work Stream

Ton Brand, Programme Director

26 June 2012
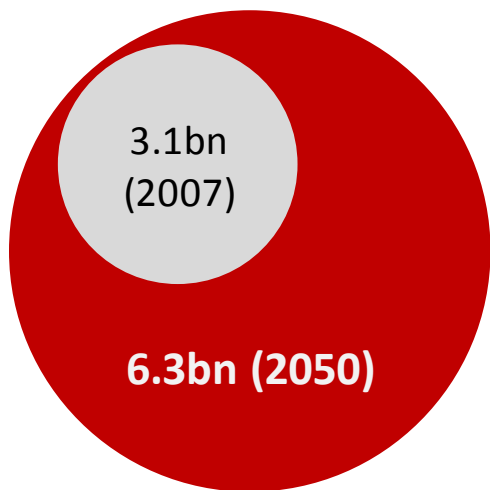
$1.2trn

Will need to be invested in ICT and "smart" urban infrastructure worldwide over the next decade
--Cisco

Cities around the world

Global land area	Population	Resources	Carbon emissions
2%	53%	75%	80%

Global urban population

3.1bn (2007)

6.3bn (2050)
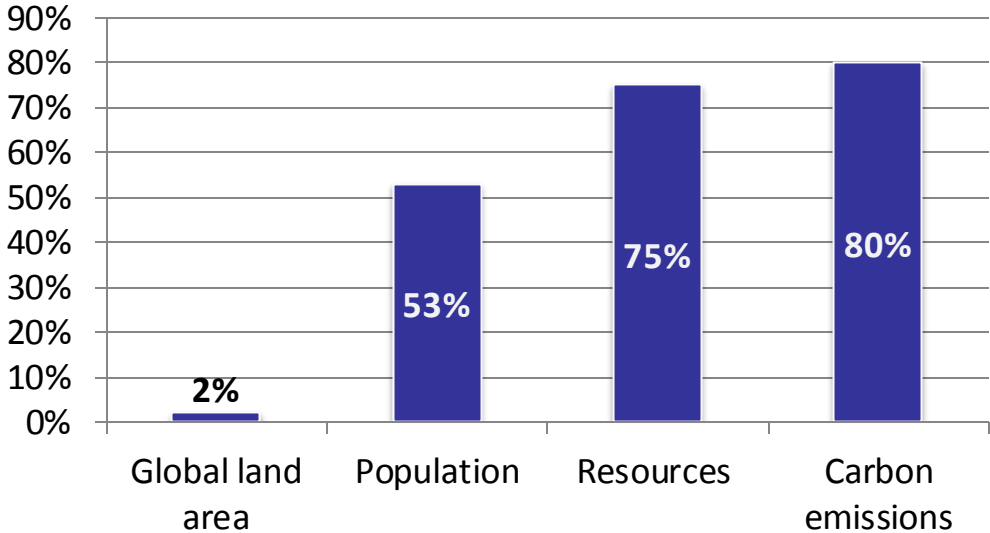
~$200Bn

To be invested in upgrading smart grid infrastructure in the next decade
-- Deutsche Bank

What is a Smart City? Many definitions, many verticals

KNOWLEDGE CITY

Common service delivery platform for economies of scale across multiple infrastructure layers

SUSTAINABLE CITY

Goes beyond economic targets, to deliver quality of life improvements for its citizens, industry and local environment

INNOVATIVE CITY

Innovates to provide access to enhanced information flow for citizens and services providers

Smart City?

Sensor networks
SMART GRIDS
Intelligent Transport Systems
E-GOVERNMENT
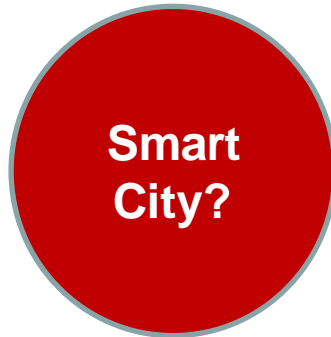
Intelligent CITY

Combines disparate data sets to offer productivity insights and enhancement to its citizens and service providers

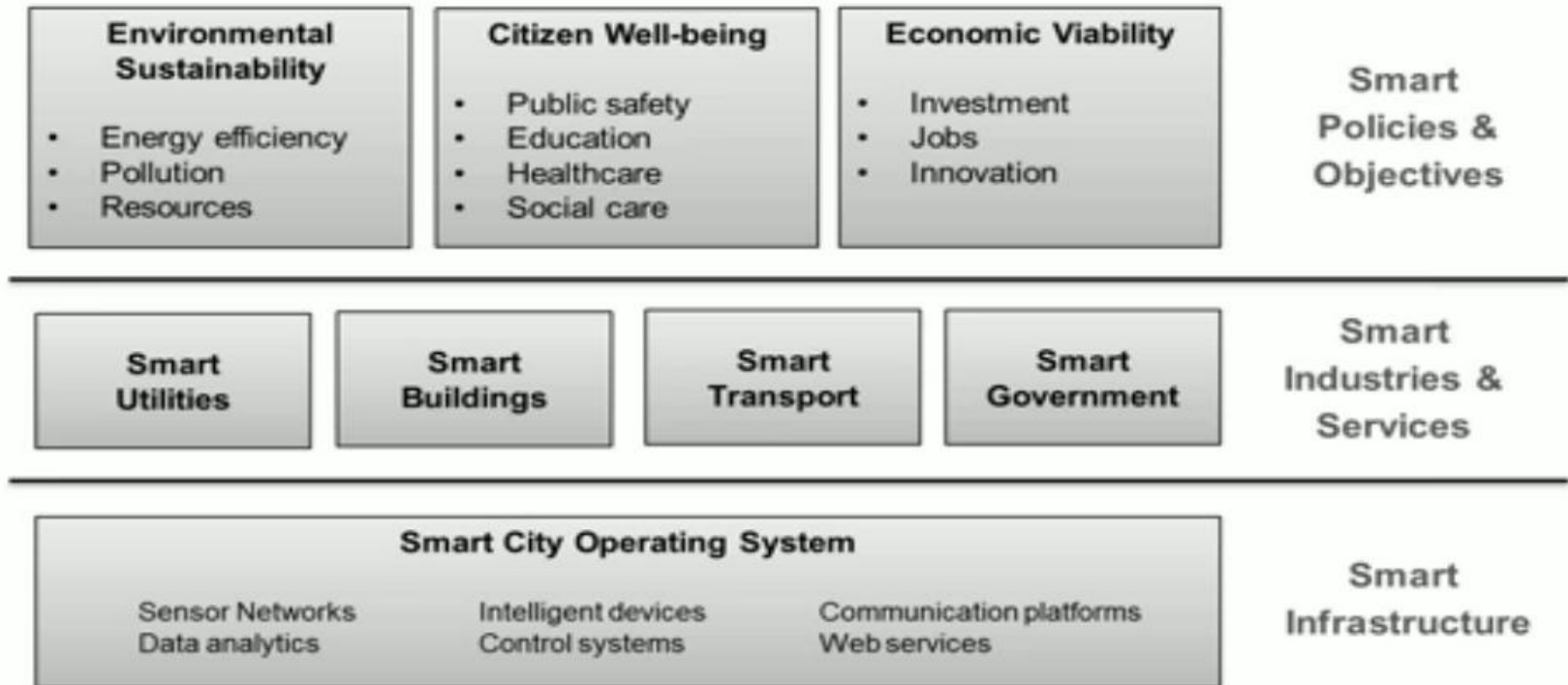# Both ICT and Policies are Crucial Elements of the Smart City Model
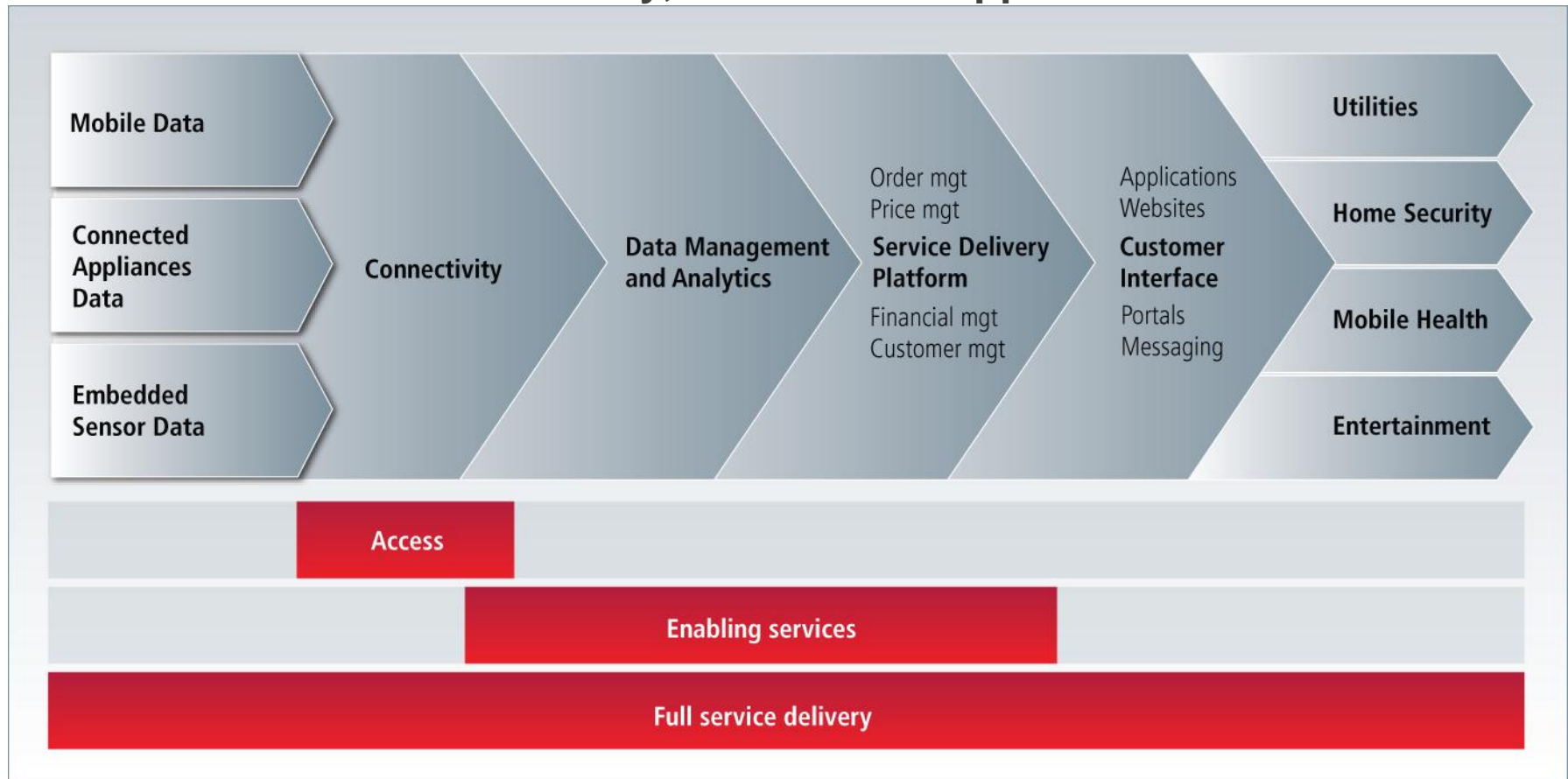

Without policy and smart infrastructure, these are just discrete technology projects

Role of Mobile in Smart Cities

Multiple mobile assets can be deployed for smart city connectivity, services and applications


Source: Accenture, Smart Mobile Cities report, 2011

Mobile Services for Smart Cities

- Of 124 smart cities deployed or planned globally, 34 cities have mobile-based services

- Over half of smart cities without mobile involvement are at design/planning, or early deployment stages.

- Half of all projects involve the rollout of municipal infrastructure for a mix of applications. Other projects include ITS, smart grids, EV charging and using m-payment/NFC for ticketing/other types of services

Smart cities with mobile-based services, global, 2011
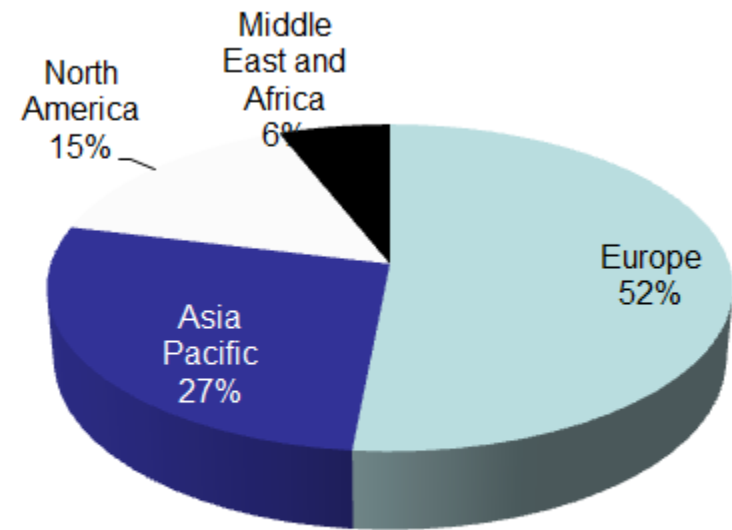
Source: GSMA research

Deployment of wireless cities will change the regional breakdown of projects

Regional focus for Smart City services

- North America: focus on smart grids; cherry-picking low-hanging fruit (federal funding)

- Europe: regeneration and sustainability

- Asia-Pacific: dealing with rapid urbanisation and e-government

- Latin America: transportation

New Opportunity: Launch of Mobile World Capital

Barcelona won the Mobile World Capital title in 2011, and the Mobile World Capital Foundation was announced on 27 February 2012.

The Mobile World Capital is a 6-year initiative, boasting exceptional political and industry support. Its founding partners are the Barcelona City Council, the Catalan and Spanish Governments, Fira of Barcelona and the GSMA.

Founding Partners

Mobile World Capital: Test Bed and Showcase for Mobile Industry

In the heart of the Mobile World Capital is the Mobile World Hub –a B2B test bed for industrial mobile solutions and mobility services.

MOBILE WORLD CAPITAL BARCELONA

Mobile World Congress

The largest worldwide B2B event of the mobile industry

Mobile World Hub

Ecosystem to develop cross industry mobile services and solutions

Mobile World Festival

Public events to promote and spread the use of mobility

Mobile World Centre

Permanent headquarters of the capital and exhibition space

GSMA Expertise for M-Programme in Barcelona

The M-Programme is set up within the Mobile World Hub to develop the ecosystem of mobile projects with the engagement of companies from public and private sectors.
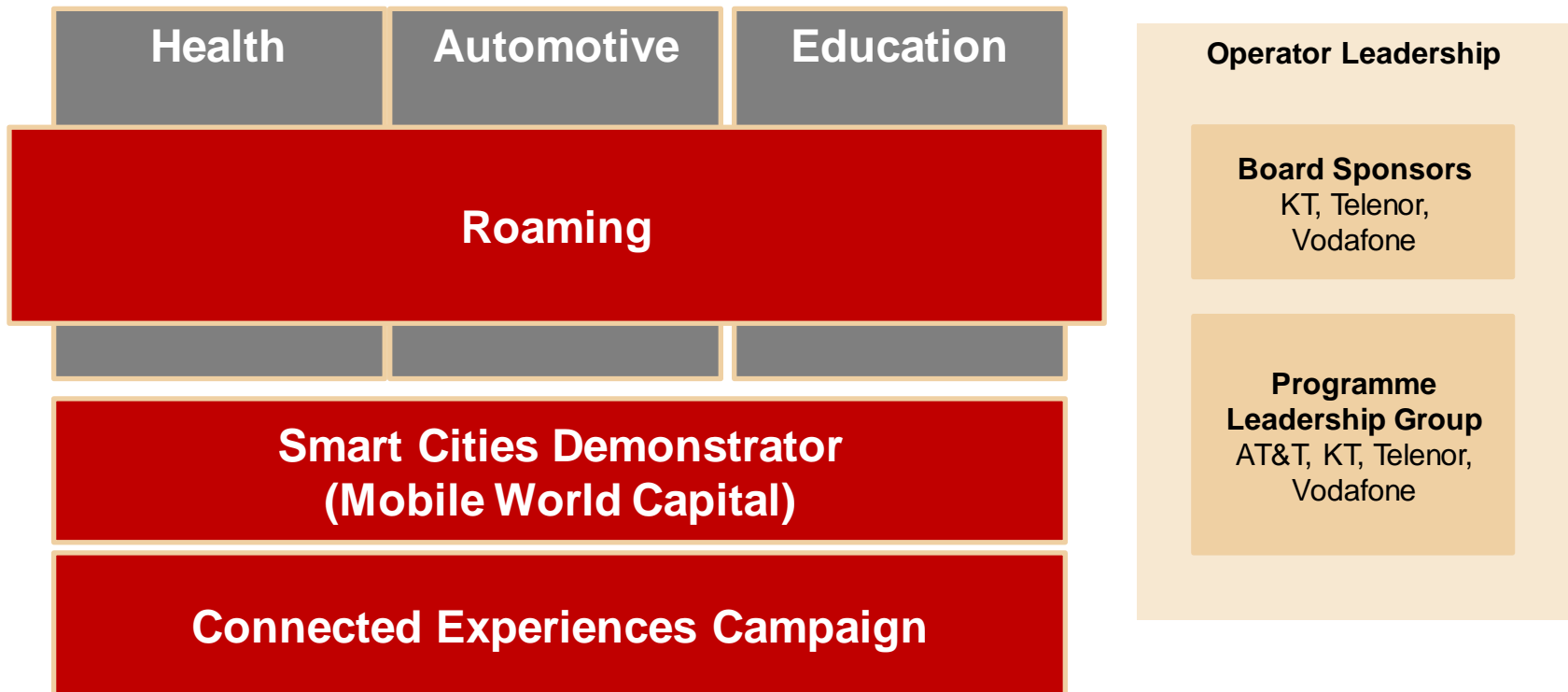
GSMA is working with the Catalan Government and the City of Barcelona on setting up the Smart City initiative – one of 5 key areas for the Mobile World Capital.

mWallet

m-Travel

MOBILE WORLD CAPITAL BARCELONA

m-Smart City

m-Contents

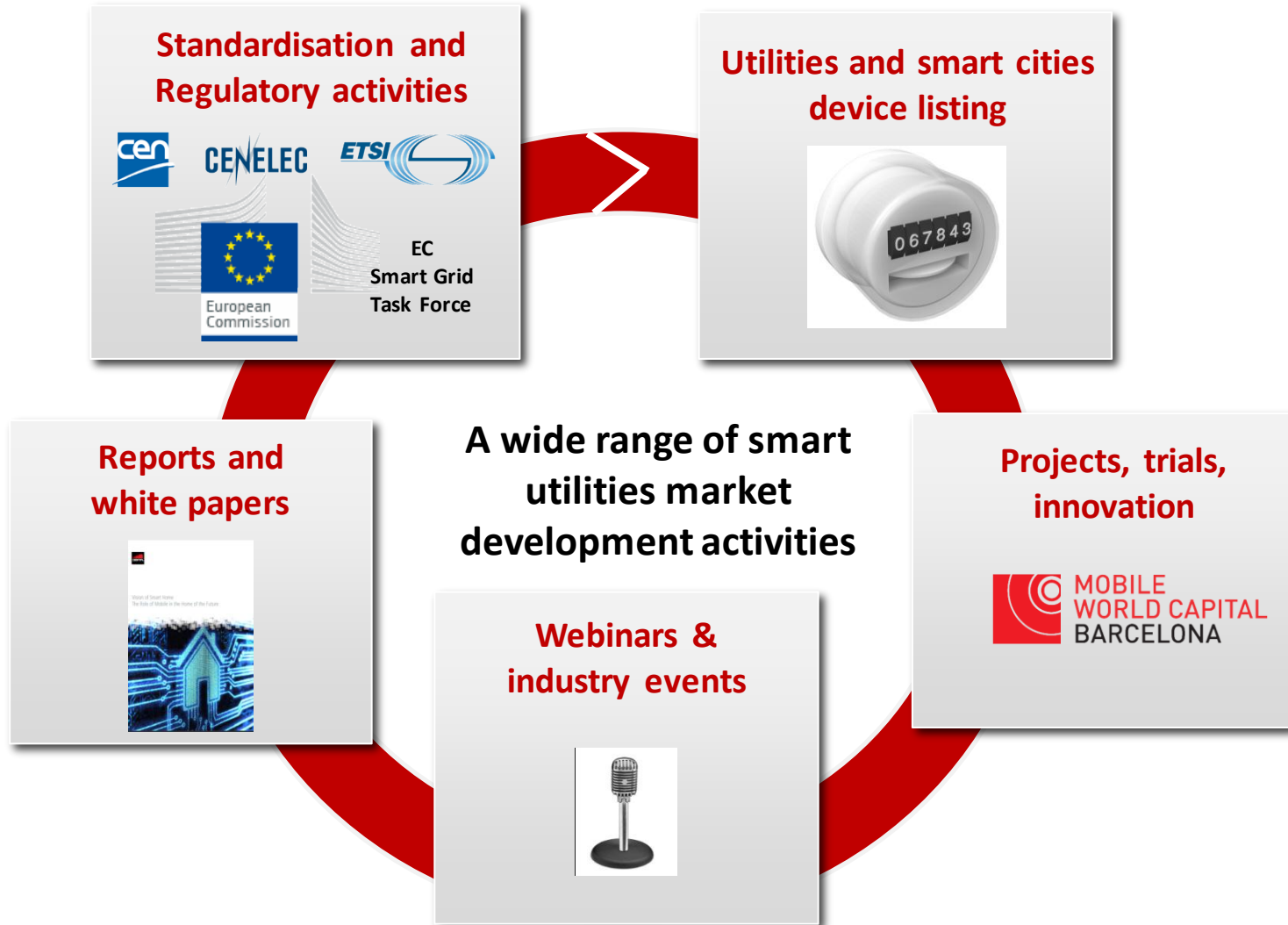mHealth

GSMA Connected Living Programme

- **Service trials or launches** of mobile connectivity and value added services
- Promote **the role of mobile** in the connected world
- Support Barcelona to become a world class **Mobile World Capital**
- Agreement **to change the roaming model** reflecting vertical market requirements

Health	Automotive	Education

Roaming

Smart Cities Demonstrator (Mobile World Capital)

Connected Experiences Campaign

Operator Leadership

Board Sponsors
KT, Telenor, Vodafone

Programme Leadership Group
AT&T, KT, Telenor, Vodafone

GSMA Connected Living Programme: Helping to Realise New Opportunity

GSMA's Smart Utilities activities in 2011/12

Standardisation and Regulatory activities

EC Smart Grid Task Force

Utilities and smart cities device listing

0 6 7 8 4 3

A wide range of smart utilities market development activities

Reports and white papers

Projects, trials, innovation

MOBILE WORLD CAPITAL BARCELONA

Webinars & industry events

http://www.gsma.com/mUtilities/

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