

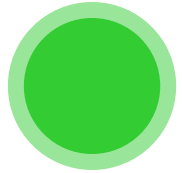
THE NEW MOBILITY CITIES CHALLENGES

Francisco Jaime Quesado

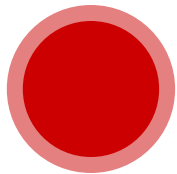
Portugal – EU



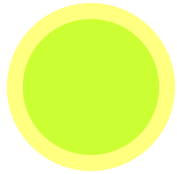
BILAT
USA 4.0



A Collaborative Agenda Of Value



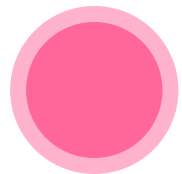
The Mobility Dynamics



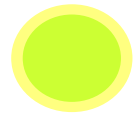
The ICT Effect



The Competitive Intelligence Context

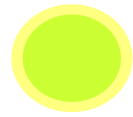


Focus in the Future – Some Cases of Success



- The Smart City is a Platform that provides Citizens with Innovative and Intelligent Mobility Solutions that provide Quality of Life and Individual Satisfaction
- Intelligent Mobility is a Strategic Agenda envisaged by the City Government and executed and controlled by the Operational Divisions on a permanent collaborative way
- Clusters of Mobility are developed in the Smart City with the engagement of different stakeholders in order to improve the standards of service provided to the Citizens





- The New Mobility Solutions (Electric Car, New Bikes, New Public Transport) define a “collaborative ecosystem” that envisages a Trust Contract between the City and the Citizen
- This “collaborative ecosystem” has a very powerful capacity of driving new products and services solutions that reinforce the Innovation Mobility Agenda of the City
- New Mobility Cities intend to be Open Spaces of Intelligent Quality of Life and an Effective Capability for Citizens to feel and contribute to the social and economic community context





The ICT Effect

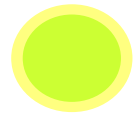
- New High Tech Solutions (Ex. Big Data, IoT, Cloud) have a central role in the development of Mobility Solutions for the Smart City Operational Agenda
- ICT Clusters demand a permanent contribution from Universities and Innovation Centers in order to develop the effective solutions that Citizens expect from the City
- ICT and Mobility Collaborative Agenda has different formal and informal solutions – the operational results and impacts will depend on the Innovation and Efficiency Value Effects





- New Mobility Solutions in the Smart City Agenda demand an effective commitment from the Digital Citizen – in this sense, a roadmap for Effective Capacitation will make the difference
- ICT has a “Push & Pull effect” on the Smart City commitment to the New Mobility Agenda – new solutions provide new answers and new problems demand new innovative ideas
- ICT provides an Open Innovation challenge to the Smart City New Mobility Agenda – Participation, Contribution, Network, Design, Intelligence, Future are **KEY WORDS** to everybody



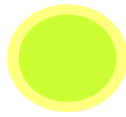


- The Smart City New Mobility Agenda is the best example of a Competitive Intelligence challenge – the Trust Contract will give the Citizen the opportunity to Integrate the Process
- Citizens want and demand better solutions for their global expectations – the City must develop Intelligent Platforms that provide an Operational Quality & Innovative Mobility
- Energy Efficiency, Habitat Quality, ICT Innovation and Mobility Intelligence are the Key Drivers for a Smart City – the effective integration of these pillars is a challenge for everybody!



- Smart Cities are one of the platforms for an effective Open Society – with New Mobility Solutions Citizens preserve their Individual Capability in a Collective Collaborative Agenda
- Within Mobility Effectiveness, Smart Cities provide to their Citizens a Challenge of Engagement and Responsibility – Citizens are offered a New Intelligent Contract opportunity
- Global and Complex Societies demand new tools focused on Innovation and Creativity – Smart Cities New Mobility Agenda is a good example of challenge for the Future!





- The Portuguese Central Government Project centered in a collaborative agenda focused on New Mobility Solutions associated to the Electric Car Agenda
- The Smart City Effect – Barcelona and Amsterdam are Top European examples of Effective Commitment within different stakeholders towards an Agenda of Innovative Mobility
- Global Partnerships – The Intelligent Networks developed within the UN involving Portugal, Brazil, India and other countries with extraordinary Challenges for the Future!

