

# Barcelona, Spain

Customer success story

Partnership with the city to leverage smart technologies for better urban living



# Customer profile

## Barcelona, Spain

- > 2nd largest city in Spain
- > Urban area: 4.5 million people
- > City budget: US\$1.8 billion
- > **Ranked among global Top 10 Smart Cities**  
(Fast Company, 2011)
- > **Worldwide leader of “Global City Standards”  
concept, launching the City Protocol Society**

## Challenges

Regenerate the districts and improve the quality of life,  
through smart technologies

In partnership/collaboration with:



# Project objectives

**Provide the expertise for realizing the city's vision of "a self-sufficient city, made of productive neighborhoods at human speed, inside a hyper connected metropolis, of high speed and zero emissions"**

By leveraging smart technologies to deliver:

- A better quality of life
- A business-friendly city
- More efficient and sustainable urban mobility
- Environmental sustainability
- Social integration and social cohesion
- Universal access to culture, education, and health care

## El Ayuntamiento de Barcelona y Schneider Electric firman un acuerdo para crear el primer Centro de Excelencia SmartCity

ECOMOVE - 16/02/2012

Schneider Electric, junto con su filial Telvent, colaborará con el Ayuntamiento de Barcelona en la aplicación de una movilidad inteligente en la capital catalana. La iniciativa convertirá el modelo "Barcelona" en un referente mundial de ciudad inteligente.

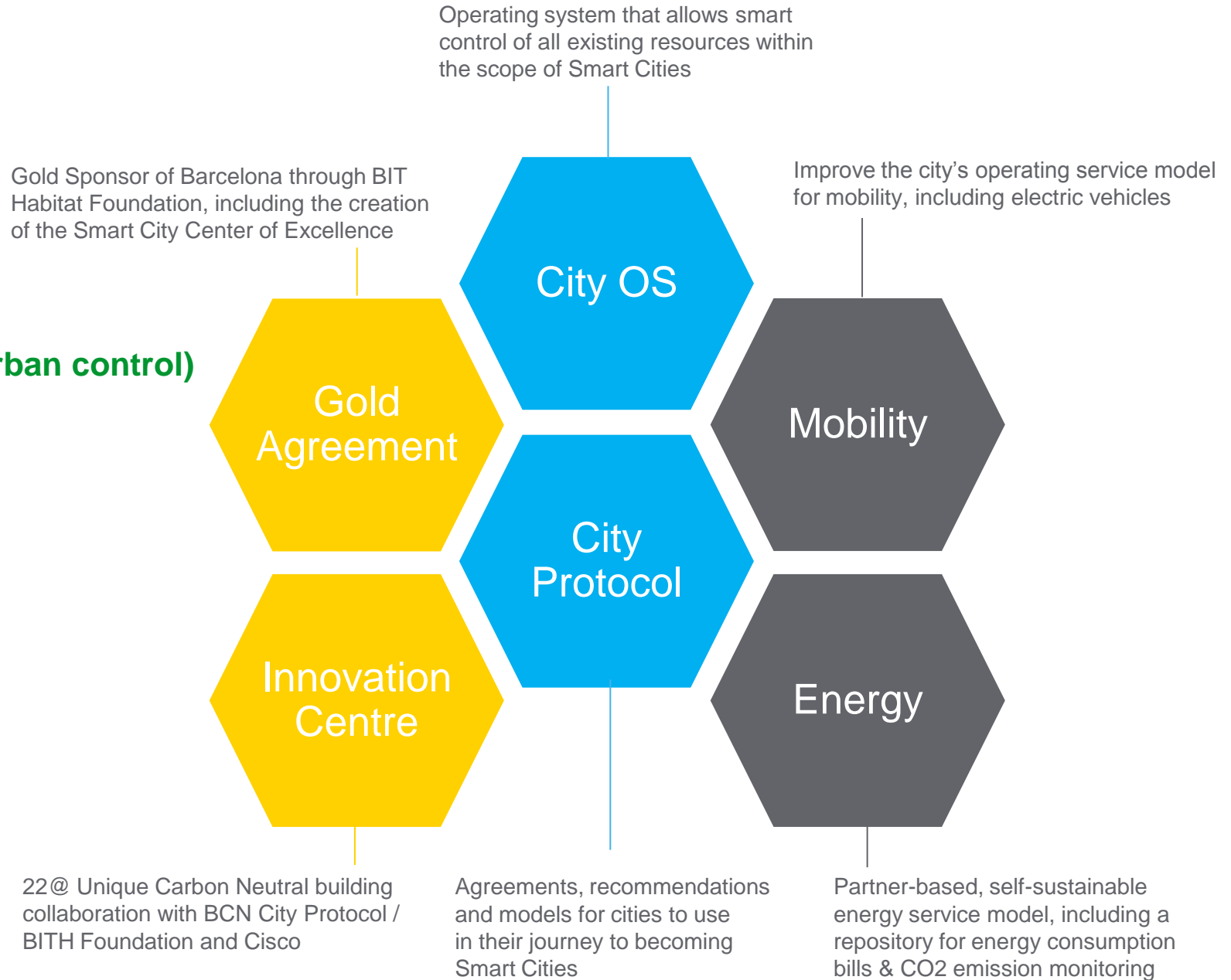


Xavier Trias: "Barcelona apuesta por ser una ciudad inteligente al servicio de las personas". Schneider Electric, ha firmado hoy un acuerdo para crear en la capital catalana su primer Centro de Excelencia Smartcity en el mundo. El Centro se ubicará en el Smart City Campus que se habilitará en el distrito 22@ de Barcelona, sede del futuro clúster de empresas vinculadas al concepto de "ciudades inteligentes".

Xavier Trías (Mayor of Barcelona) and Julio Rodríguez, (Schneider Electric, Executive VP Global Operations) at the partnership signing for the development of Smart City Center of Excellence

# Our solution

- > **Urban Traffic Management (roads, tunnel, and air)**
- > **BCN airport monitoring and control**
- **Irrigation smart management**
- **Scada for escalators and fountains (urban control)**
- **Urban works monitoring**



# Customer benefits

- > Significant improvement in **air quality**
- > **Reduction in infrastructure investments** (traffic lights, buildings & tunnels) and **energy consumption**
- > Reduction in average **travel time** and delay
- > Significant **reduction in air pollution**
- > Increased adoption of **public transport**



*Smart City Center of Excellence kickoff  
at Smart Campus 22 @District  
July 22, 2014*

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