

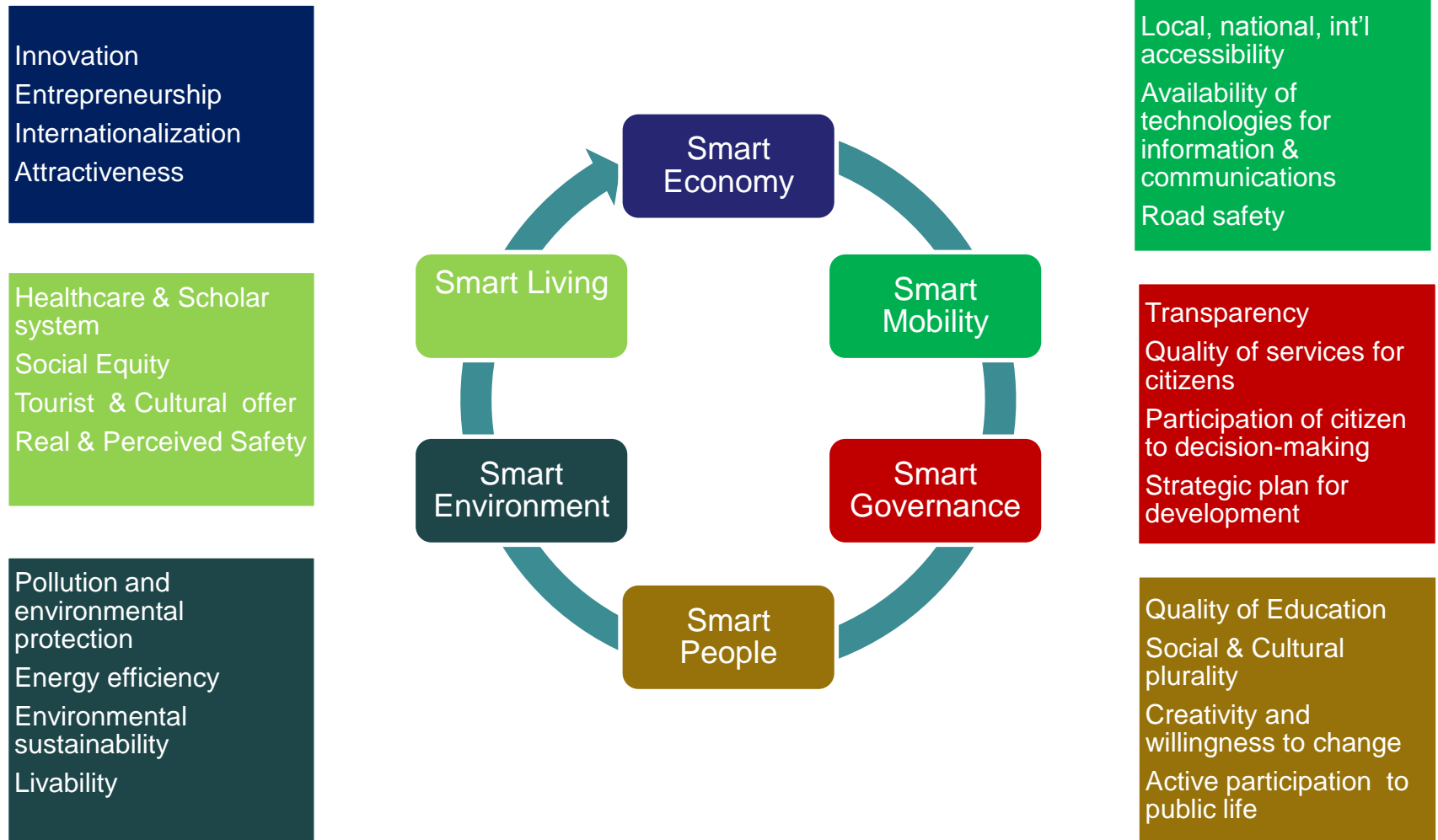


# Italian experience towards Smart Cities

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# Dimensions of the Smart Cities



# Thanks to the new technologies we will have a Cyber Physical System

## INSTRUMENTED

- We now have the ability to measure, sense and see the exact condition of practically everything

## INTERCONNECTED

- People, systems and objects can communicate and interact with each other in entirely new ways

## INTELLIGENT

- We can respond to change quickly and accurately and get better results by predicting and optimizing for future events



# Intelligent systems that gather, synthesize and apply information will change our industry

## SMART ENERGY

- Analyze customer usage and provide customized products and services that help to boost efficiency from the source through the grid to the end user.

## SMART TRAFFIC

- Use real-time traffic prediction and dynamic tolling to reduce congestion and its byproducts while positively influencing related systems.

## SMART WATER

- Apply monitoring and management technologies to help optimize the availability, delivery, use, and quality of water as well as related systems including energy and chemical treatment.

# Italy towards smart cities: few examples

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## Smart People

- **MILANO:** Redevelopment of dismissed area into an experimental platform introducing “smart city “ concepts to the population

## Smart Governance

- **TORINO:** Phone point providing a number of information to citizens and tourists:
- **UDINE:** Website to communicate issues to the Municipality and tracking up the solution

## Smart Mobility

- **FIRENZE:** Interactive bus stops with information about traffic timetable, transportation, etc.
- **PARMA:** Pedestrian crossing that turns on light when crossing in the night

# Italy towards smart cities: few examples

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## Smart Environment

- **BUTTIGLIERA ALTA:** Monitoring and management electricity consumption
- **SETTIMO TORINESE:** Redevelopment of dismissed area into a green area and sustainable architecture
- **CHIERI:** monitoring waste disposal of the families

## Smart Living

- **PARMA:** Home medical tele-assistance
- **VENEZIA:** Interactive tourist guide by smartphone
- **NETTUNO :** smartphone app to facilitate access to public places (restaurants, shops, offices) to disabled
- **MILANO: EXPO 2015, digital smart city where the visitor will join the city of the future in terms of communication, environment protection, sustainability, etc.**

# Why Intesa Sanpaolo supports smart cities?

- ❑ **The leading Banking Group in Italy:** 10,8 million Customers. 5.600 branches. Leading market shares in all main banking activities.
- ❑ **European dimension:** 6<sup>th</sup> position among Euro zone banks based on market capitalization (€ 19,3 billion as of October '12)
- ❑ **Global network:** Banks, branches, representative offices in 40 Countries in the world.
- ❑ **Full range of products for all market segments:** Corporate & Investment Banking, Retail business, Private Banking, Leasing, Factoring, Asset Management, Insurance
- ❑ **International awards:** Euromoney best bank in Italy 2011-2012. Bloomberg # 3 Green Bank in the World,.

## Strong commitment towards innovation

- **Dedicated business units**
- **Cooperation with universities and research centers**
- **International initiatives**

# Excellent business opportunities for Israeli companies

***Italian efforts in developing smart cities is a great opportunity for Israeli companies to leverage innovation in all the major sectors where Israel shows excellence, such as:***

- ❑ Communication & multimedia technologies;
- ❑ Renewable energies;
- ❑ Agri-Tech;
- ❑ Water technologies;
- ❑ Sustainability and eco- friendly materials;
- ❑ Science and technology for food safety, security and quality.



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