



# Course – Transforming/converting the City

People, Spaces and Technology, vectors towards Sustainable Development

Engineering and Polytechnic Area



Universidad  
Francisco de Vitoria  
**UFV** Madrid  
Escuela de Postgrado y  
Formación Permanente



# Your Course at UFV- Overview

We are entering the era of cities, the “phygital” life in which cities and territories are redefined and transformed in the convergence between physical reality and the digital world.

The Transforming the City Course will give you an updated look at the City and the Territory. You will learn the analysis of real experiences a series of concepts and -key points to understand the present and the future of our cities and to be able to intervene professionally on them.

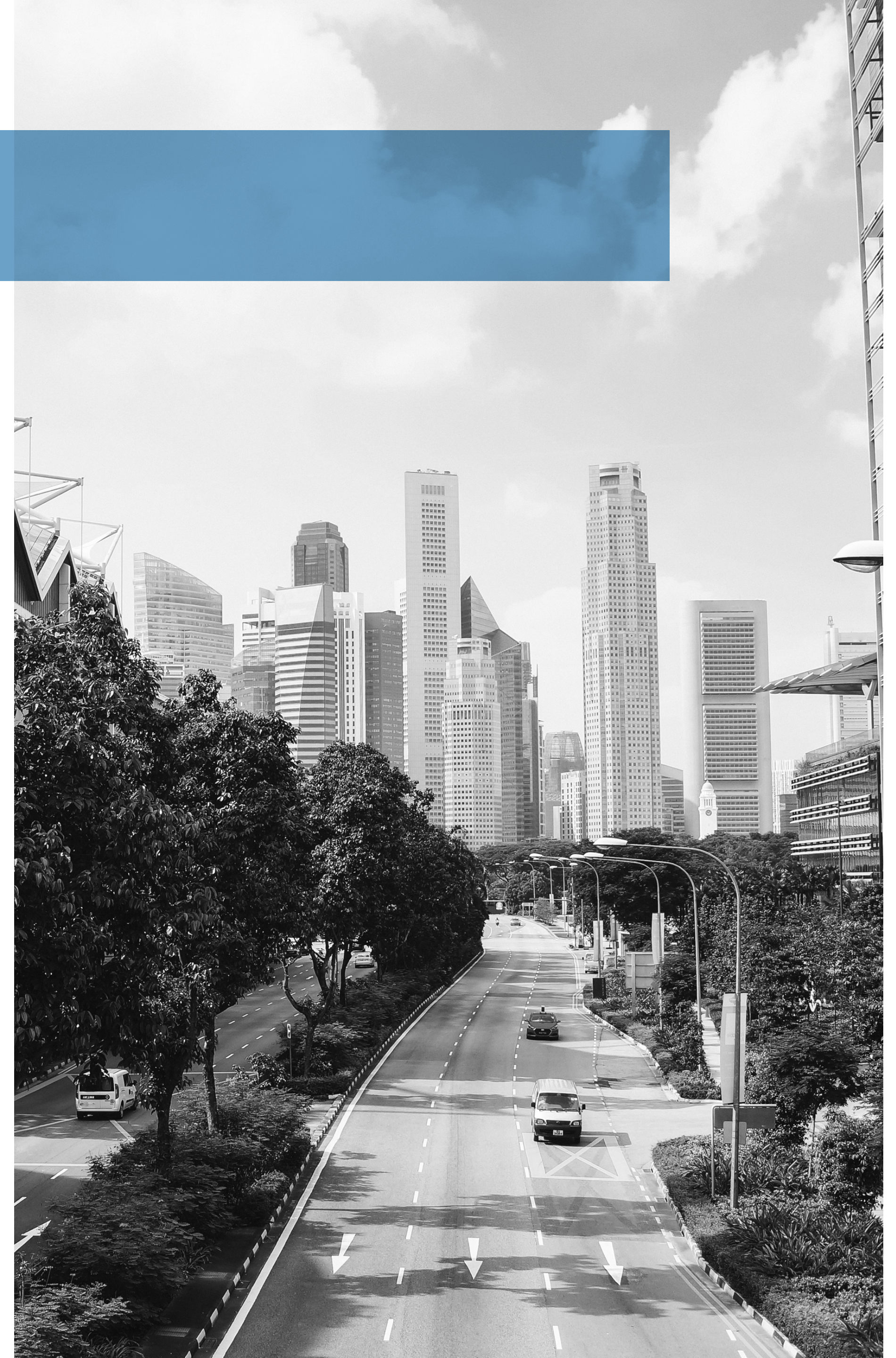
Today cities have a leading role as never before in the development of society. We live at the confluence of three paradigms: Sustainable Development Goals (UN SDG 2030) (social, economic, environmental); the 4th Industrial Revolution (IoT, Robotics, Artificial Intelligence) and the need to transform urban spaces to accommodate the new post-COVID reality (healthy city, new mobility, social distances, quality of life, healthy materials, etc.), all managed by people for habitants.

This course is distinguished by the combined approach of Humanism, Urbanism and Technology for the development of a city, until it is more attractive, to retain and attract talent.

The Course has a strategic and practical focus. It is developed on the basis of the analysis of practical cases and concrete experiences and introduces the latest trends in the field in the global context. It is led by **two active professionals** with extensive experience, experts in Smart Cities from two complementary perspectives: strategic urban planning and digital technology applied to the city.

# What it prepares you for

- Beyond the usual courses on Technologies for Smart Cities or urban planning and design, this course is aimed at city professionals interested in:
- Lead, design and manage urban transformation processes, solutions, actions and technological applications for the city.
- Understand and manage the tools available to cities to transform their social, economic and urban environment.
- Investigate the main technological, sociological and economic models and processes that innovate in cities around the world.
- Understand the relationship ecosystems that intervene in the development of an innovative, attractive, citizen-centered city and the attraction of talent.



# What it prepares you for

- Obtain a global perspective about trends and vanguards in innovation applied to urban transformation, and their areas of opportunity to intervene professionally from a solid, multifaceted and current strategic perspective.
- Build and apply a code of values in urban interventions, based on the 2030 Sustainable Development Goals, the New Urban Agenda, people in the center, the sustainable, competitive, healthy and inclusive city.



# Key facts

## Fecha del Curso

February - June

## Duration

6 weeks

## Modality

Online

(3 optional network meetings)

## Schedule

From 18:00 h to 20:00 h.

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By passing the Course you will obtain the Own **Title of Expert in Transforming the City** granted by the Francisco de Vitoria University.

# Program

- **Module I. Smart Cities and Territories**  
**Professor: Ignacio Alcalde**

- Being urban in the Digital Age, innovation and territory
- The keys to smart cities and territories
- Beyond Smart Cities
- The new scales of smart territories
- The Connected City. Cities in network
- Strategic development projects
- Innovation nodes in the Smart City
- Sectoral strategies for a smart territory
- Large infrastructures as drivers of urban transformation

- **Module II. Digital Solutions and Smart Cities**  
**Professor: José Antonio Ondiviela**

- Cities in the XXI Century. Main challenges (I)
- Cities in the XXI Century. Main challenges (II)
- Technology as an enabler. Why SmartCities?  
(I) The official
- Technology as an enabler. Why Smart Cities?  
(II) The citizen
- Technology as an enabler. Why Smart Cities?  
(III) The data
- The main objective: to be the most attractive city for talented citizens and investors
- Magnetism of the city (I)
- Magnetism of the city (II)
- City Performance (Citizen Contract)
- Creating an Attractive City. Conclusions Next steps



# Who is This Program For?

- Professionals who work, in the public sector in areas of institutional leadership or technical management related to the City and the Territory.
- Independent professionals or integrated in a company of urban services, consulting, engineering, information technology, real estate or another company that develops its activity on cities.
- Architects, engineers, computer scientists, geographers, economists, lawyers, environmental professionals, sociologists, etc., who aspire to complete their disciplinary training with multidisciplinary knowledge to work around the City and the Territory.

**DRONES**

**BLOCKCHAIN**

**IoT**

**SMART CITIES**

**ROBÓTICA**

**EDGE COMPUTING**

**INTELIGENCIA ARTIFICIAL**

**CONECTIVIDAD 5G**

**“PHYGITAL” EXPERIENCE**

**DIGITAL TWIN**

**IMPRESIÓN 3D**

**REALIDAD EXTENDIDA**

**VEHÍCULO AUTÓNOMO, ELÉCTRICO Y CONECTADO**

**COMPUTACIÓN CUÁNTICA**

# Cloister

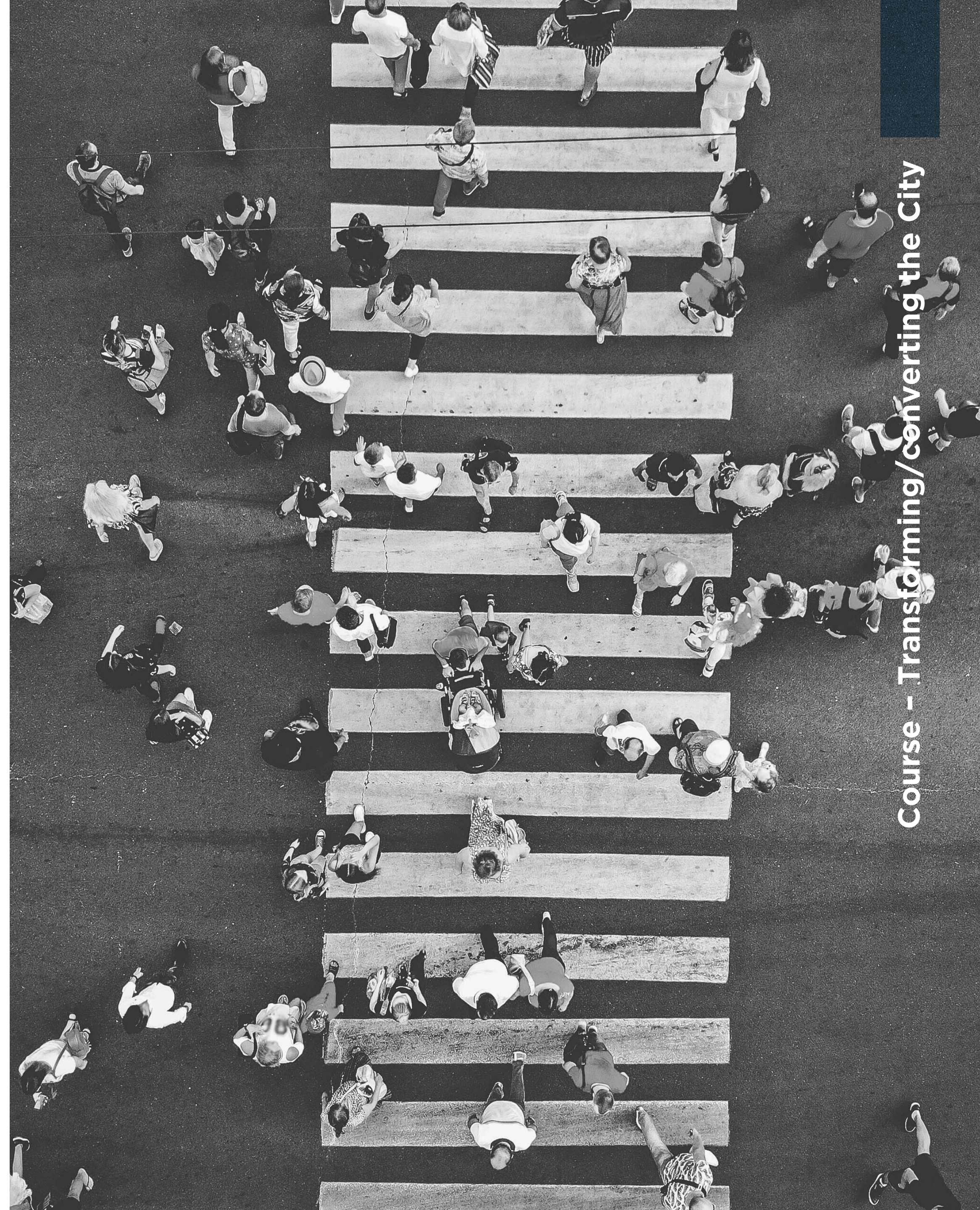
Academic management



**Ignacio Alcalde**  
Urban Architect.



**José A. Ondiviela**  
Director of Smart Cities for  
Europe at Microsoft.

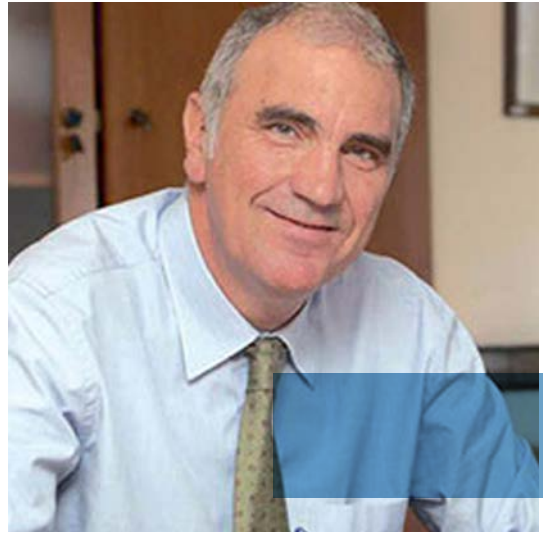


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# Cloister

## Speakers



**Antonio Aguilar  
Mediavilla**

Head of the Support and  
Coordination Area of Adif's  
Logistics Services Directorate.



**Enrique Martínez  
Martín**

President of SEGITTUR.



**Fernando Nasarre y  
de Goicoechea**

Deputy Director General of Land  
Policy of the Ministry of  
Development 2014 - May 2017.



**Florentino Portero**

Director of the Master in Political  
Action and of the Institute of  
International Politics of the  
Francisco de Vitoria University.



**Gracia Cid Blasco**

Managing Partner at CityFocus,  
a consulting firm oriented to the  
Development Strategies and Urban  
Transformation.



**Natalia Chueca  
Muñoz**

Councilor of Public Services and  
Mobility in the City Council of  
Zaragoza. Business Development  
Director at BrosGroup Executive  
Research.



**Rafael Pérez Colón**

Co-founder and CEO of Hiskēn  
Ventures S.L.  
Former Global Senior Director of  
Microsoft Corporation for  
International Organizations.

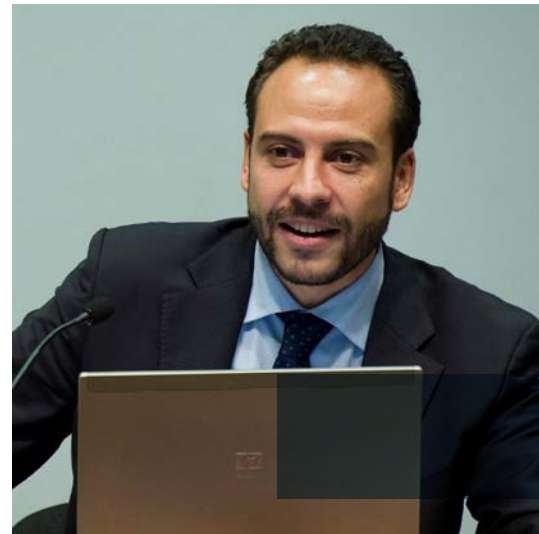


**Ugo Valenti**

Cities & Society Business Unit Director  
at Fira de Barcelona.

# Cloister

## Speakers



### José Luis Parada

Doctor in Humanities, BA in Political Science, Diploma in Philosophy and DEA in History of Social Communication, he is a professor and Project Manager of the Strategic Plan of the Department of Humanistic Formation of the UFV.



### Luis Rodríguez Avial

Manager of the Municipal Technical Office of the General Plan for Urban Planning in Madrid from March 1992 to June 1995. The General Plan prepared under his direction was finally approved in April 1997. Municipal Manager of Urbanism of the Hon. Madrid City Council from June 1995 to September 1997. Manager of the Urban Consortium for the Extension of the Castellana from September 1997 to May 2012.

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Francisco de Vitoria  
UFV Madrid**  
*Escuela de Postgrado y  
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**Escuela de Postgrado y Formación Permanente**  
EDIFICIO E, PLANTA 2 Universidad Francisco de Vitoria  
Ctra. Pozuelo-Majadahonda Km. 1,800 28223  
Pozuelo de Alarcón (Madrid, España)

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