# Press release

ITEA presents the latest R&D innovations for cities at SCEWC 2019

ITEA, a key Pan-European Research, Development and Innovation programme in the field of software innovation and the digital transition, took the opportunity at the Smart City Expo World Congress (SCEWC) to showcase some of the latest innovations that address the challenges faced in the Smart Cities domain. This was a first for ITEA – reaching out beyond its own Community to an exhibition event and engaging with the wider Smart City environment. But it can also be regarded as a logical step for a platform dedicated to solving the challenges shared around the increasingly smart and urban world where health, energy, mobility, connectivity and other such issues need solutions. And as a software innovation platform, focused on actual customer needs and committed to the digital transition for a better society, this congress in Barcelona provided an ideal opportunity for ITEA to engage with a good number of the almost 25,000 visitors and potential customers and end users.

Solving Smart City challenges  
The ITEA pavilion contained 12 project booths, each focusing on a specific set of Smart City challenges. Just to mention a few, the DANGUN project, involving French and Korean partners, whose aim is to tackle urban mobility issues such as traffic jams and autonomous driving assistants in an affordable and practical way. Not for the few but for the many. Or PARTNER, a project that is geared to optimising the patient journey through the engagement of the patient beyond the hospital walls in his or her health and wellbeing. Health is part of the significant quality of life challenge to cities both now and in the future. And with the quality of the air we breathe being a real measure of wellbeing in cities, the ESTABLISH project focuses on converting sensor data into actionable information on an individual level – for example, helping joggers choose the best time and place to jog. In an effort to rejuvenate the high street bricks-and-mortar stores, in the face of e-commerce that has transformed the retail industry, the SOLOMON project uses technology to improve the customer experience through seamless and affordable services, enabling interaction between technology and retailers, shop personnel and consumers. A smart prognosis of energy usage can allocate a city’s available energy resources more effectively, reducing costs, emissions and energy peaks on the grid. Because industrial buildings and processes use a significant part of these resources, the SPEAR project is developing a flexible energy optimisation platform that will improve the energy consumption of both existing and new production plants and industrial buildings during virtual commissioning and running production processes.

Discovering innovation  
To help city representatives solve their individual Smart City challenges, ITEA offered customised Innovation Discovery tours at its pavilion, designed to introduce city representatives to a set of projects that specifically deal with those challenges that are of most concern or interest to them. About 20 representatives, from Almere to Istanbul and from Oulu to Grenoble, benefited from such personalised tours that also provided the ITEA project partners with high-qualified visitors and opportunities for discussions.  
  
Furthermore, on the final day of the congress, ITEA organised a Smart City Innovation side event aimed at giving the audience of city stakeholders the possibility of actively engaging with ITEA project leaders in the latest ideas and developments as well as sharing challenges and perspectives. Using an interactive tool, the audience provided views and opinions during the presentations, giving the projects a better insight into priorities and ideas of the audience. For example, safety is a main priority in all Smart City challenges, and although autonomous driving is already possible now for some traffic situations, 60% of the audience will only be ready in 10 years to buy a car with autonomous driving capabilities. It was evident that trust is an issue that needs to be resolved too.  
  
Zeynep Sarilar, Chairwoman of ITEA, commented: *“I think that this has been a very positive initiative. Looking at the 12 projects represented here, I can really appreciate how the smart solutions we are generating are not only exceptional from a technological perspective, but it is clear at a congress like this that our results are also having an impact on users. The feedback we have received from visitors to our booth suggest that this Smart City Expo is the right place for us to be. We are in the middle of the marketplace, close to the users of our innovations.*” This is a sentiment echoed by the stand holders and project leaders present – an informative, enjoyable and beneficial experience. In the words of CitiSim project leader Carlos Jiménez: “In my opinion, participating in this edition of the Smart City Expo World Congress was a very successful experience for the CitiSim project. In that sense, being part of the ITEA Community together with other innovative projects had a very positive impact in terms of increasing the interest of the audience towards our project and attracting more visitors. In the same way, the support provided as well as the promotion opportunities managed by ITEA resulted not only in great possibilities for disseminating the outcomes of the project but also in interesting contacts for partners of the CitiSim project. This event was also a great chance for us to test and show some of our real-world demonstrators and update our knowledge about real market demands.” Has ITEA chosen the right path? There is much to suggest that it has.

### Note for editors, not for publication

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### About ITEA

ITEA is the EUREKA Cluster programme for software innovation, enabling a large international community to collaborate in funded projects that turn innovative ideas into new businesses, jobs, economic growth and benefits for society. It covers a wide range of business opportunities facilitated by digitisation like smart mobility, healthcare, smart cities and energy, manufacturing, engineering and safety & security. ITEA pushes important technology fields like artificial intelligence, big data, simulation and high-performance computing into concrete business applications. ITEA is open to large industry, small and medium-sized enterprises (SMEs), start-ups, academia and customer organisations. Its bottom-up project creation ensures that the project ideas are industry-driven and based on actual customer needs.

More information: <https://itea3.org>