

**Smart and Inclusive Cities  
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**Booklet of students  
research abstract**

**Dr. Soledad Garciz-Ferrari  
Dr. Angela M.F. Danilevicz  
Melisa Miranda  
Raquel Tomanik**



**THE UNIVERSITY  
of EDINBURGH**

**CCLAS**  
Centre for Contemporary  
Latin American Studies



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Contact: Dr Solé García Ferrari  
([s.garcia@ed.ac.uk](mailto:s.garcia@ed.ac.uk))

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GRUPO MONTEVIDEO**



## Reduction of carbon footprint generated by tourism in a Smart City Society. Agustina Castracane

During the last decades, the concept of smart and inclusive cities has become one of the most important aspects to encourage turning to a sustainable and low-carbon society. The increasing growth of the tourism industry is responsible for carbon emissions and has had strong impact on the geographies of tourist destinations and has generated conflict with the local host communities. Therefore, recent studies have shown a growing interest on the impact of tourism-related actions in the environment and the concept of sustainable tourism has become a considerable element in the smart cities paradigm. In this particular context, information and communication technologies can be key for the development and construction of smart urban environments. This paper presents a first analysis on the viability of information and communication technologies testing the results of a pilot project for the application of strategies towards sustainable tourism. The project aims to test the reduction of the carbon footprint generated by

tourism, through the development of a mobile phone app that aims at making people behaviour as green as possible.

The basic idea is to create a free app to download in our mobile phones, with the ability to measure the carbon emission of our tourist activities, allowing for the app to advice how to reduce these emissions, so people can choose the most sustainable model of tourism. In order to benefit the user in the short run, the app will allow to accumulate badges and rewards. When the user reaches a certain level of eco-friendliness they will be able to be rewarded in partner companies and get special benefits in tourist attractions, hotels and restaurants during their holidays.

agustinacastracane@gmail.com  
National University of Cuyo



## Smart Heritage City: Conservation initiatives through the use of new technologies.

Anna Molina

The term “Smart city” is, until this day, a concept in constant discussion. The development and promotion of the theories about this concept have caused a great impact at an international level. Some cities are trying to adopt smart city initiatives through innovation programs that aim to develop smart strategies supported by new technologies. Many of these cities have important historical urban centres of heritage value, in some cases (e.g. Ávila, Edinburgh, Amsterdam, etc.), often protected by international organisations such as UNESCO. In light of this situation, one of the most important challenges in managing these urban areas is the consideration of heritage conservation plans by using new technological tools, and at the same time, by promoting a more inclusive and sustainable use of these historical sites. Although, these are very complex processes that respond directly to the conditions of the different contexts, some common concerns can be identified, such as the need

to increasing energy efficiency. The objective of this essay is to enquire how do governments and institutions intended to preserve

anamolinaunl@yahoo.com  
Universidad Nacional del Litoral



## Smart city as incomplete contracts. Anna Bulina

The city is an opportunity for growth and evolution and it can be seen as a flow of people, resources, among other things. However, it can be also perceived as a snapshot of socio-technical processes or a stock of artifacts and values. Flows through the city are influenced by existing infrastructure, which nudges people to behave in a certain way. The city as infrastructure can be perceived as a range of contracts. In order to be of the network and benefit from it, there is no need for citizens and organisations to understand the precise contract or to know the mechanism behind the delivery of services.

Digital infrastructure is unclear but it can be seen as more deeply embedded within society. City and its infrastructure are also involved in the production of meaning. Even young cities have their histories embodied in buildings, monuments, practices, and data. Growing surveillance and computing power can lead to the creation of personal histories as well as to dissolving individualities into the pattern. The idea of nudging is the result of rethinking infrastructure and contracts (Thaler and Sunstein,

2008). However it is difficult to design inclusive infrastructure (Graham and Marvin, 2001) and complete contracts. If a smart city can create gated communities by excluding people, this research faces the question of how can we use technology to communicate the city heritage considering different levels of inclusivity. In order to answer this question it is important to take a look at smart cities through the lens of contract theory to assess the potential use of smart contracts.

bulina.anna@gmail.com      St.  
Petersburg State University



## The risk of imposing categories in specific areas: Examination of the symbolic impact of Hot Spot Policing. Bruno Rossini

Nowadays, there are several strategies focused on trying to control and reducing the rate of crime in cities, which indicates that crime is a central concern for national states. The creation of data, under the aim of creating smarter cities, increases the scale of use and the strength of a particular intervention strategy called 'Hot Spots'. It consists in a policy based on Wisburd (2018) findings, which explains that most crime in cities concentrates on some streets. However, in today's societies, theorists are developing conceptual frameworks against this assumption, which are based on the symbolic effect that these categories are generating in the 'hot spot' designated area. These conceptual approaches believe that people involved in decision-making should incorporate the symbolic dimension in the discussion and setting up of strategies, in order to avoid the risk of disconnecting the links between space and communities, and among citizens as well. If categories are assigned around selected spots in

cities, we draw boundaries that do not allow to conceive the city as a unit. Consequently, there is a risk in concentrating solutions for reducing crime based only on the assumption of Hot Spots. Therefore, this paper will explore the effects of labelling a specific area as 'dangerous', through the comparison of different indicators related to the rate of crime, the relation between police forces, and the specific communities affected. This comparative perspective will take into account the time before and after the creation of the categorisation in a specific place (to be selected). The study will consider the opinions of the authorities and the members of the community within this area. The analysis aims to understand the social dynamics and citizen's perceptions of crime in the area before and after the intervention. This reflection aims to increase knowledge around the capacity of reducing delinquency with strategies that recognise the value of understanding cities from an integral way perspective.

bruno\_crar26@hotmail.com  
Universidad de Valencia/UNIV  
LITORAL



## Smart City as a brand. Elena Eniushkina

Nowadays almost all cities in the world wish to become smart cities as this is seen as an ideal model for urban development. The term Smart city becomes a brand in itself and it is strongly connected with the idea of place branding. The city councils that aim to become smart, promote a message about 'smartness' increasing the awareness of the city with a strong connection to an overarching idea: the highly innovative and technologically developed city. Therefore, in these circumstances it becomes necessary to understand the key factors of the smart city brand model, as a specific strategy for building a strong territorial brand. In addition, the main stakeholders, players, drivers, images, perceptions, and other brand-related model components, become essential elements in order to provide a comprehensive model of smart city branding. This research proposes to make a comparison between the innovative business branding model, innovative city branding and smart city branding approaches. It will use practical examples and case studies of branding models in top leading cities known as a smart, exploring

their promotional and marketing strategies and tools.

[elena.enyushkina@mail.ru](mailto:elena.enyushkina@mail.ru)  
ITMO University



## What I think about smart cities. Elizabeth Proskuriakova

In my opinion, a smart city is not only about low carbon or technological solutions, it about the citizens. The city must reflect their wishes, but this is not always represented. To address this, there is a need a dialogue with the municipality, developers and architects. This can be done in several ways. This is as an option with e-government 2.0, similar tools that connect citizens to local governments, as Melisa says. You can configure electronic exchange (sites and applications), but this is suitable only for one target audience - people who have smartphones and use computers. There is a second option to go out on the street - as I did today. I conducted interviews with people who live in this city (not tourists) and asked them: whether or not they liked living here, and what they would like to change. There is a third option for engagement, such as leaving polls in newspapers in exchange for small rewards such as coupons for milk for example. It's like in advertising - a lot of target audiences, many places where they can be searched. But this is not the main thing. I think that the main

thing is the consciousness of a citizen of his country, a citizen of their city. We can ask the residents what they want, but it may turn out that they will not care. A person should desire, want and be a part of the place in which they live. In this case, they will understand that they have the right to ask, demand or change the space. And at some point they will no longer need a such extensive government support to engage with their community (they will go out and start small things as they see the need). And here begins participatory policy, which has become fashionable recently.

Eliz.proskuryakova@gmail.com St.  
Petersburg State University



**Urban Ecosystem** Maria Florencia Lorenzo

The Classical theory consists in promoting city approaches related to social, economic and political interactions. These evaluations of interconnected dimensions generate a growing interest on the dynamics of spaces in cities of different scales.

One definition of the term "Smart City" refers to a holistic approach which employs information produced by technologies through sustainable solutions into an organic network that is multi sectorial, flexible and open access (IDA, 2012). With the aim of managing the smart city concept in a holistic way, this research proposes to analyse the ideological dimensions of the city according to which the city is considered to become smart. In order to expand and delineate the features of an intelligent city, researchers identified the following components: Smart Economy, Smart People, Smart Governance, Smart Mobility, Smart Environment and Smart Living.

According to investigations these interactions generate dynamic spaces in cities where knowledge-based innovation systems can be exploited to generate the use of

technology in regional innovation ecosystems.

This research aims to offer an analysis and reflection on the interrelations between smart city components and their connection with specific aspects of urban life and with a particular interest on smart economies. These aspects will be studied to understand innovative ecosystems through the incorporation of smart strategies, both, as bottom-up regional initiatives contrasting with classical strategic visions, in order to boost new smart socially-focused and inclusive strategies.

mf.lorenzo.30@gmail.com  
Universidad Torcuato di Tella



## Green Spaces ¿a solution or a future social problem? Paula Badaracco

In the last decades, Latin American cities are experiencing a sharp growth in population, which often come from the countryside in search of better education, efficient health systems and new jobs. Population growth is accompanied by an increase in the density of the urban fabric and the associated need for citizens to maintain and increase green spaces. As part of these requirements, new urban spaces for recreational and productive purposes emerge. These spaces aim for horticultural, fruit and floriculture production to supply food for the citizens. However, this is a small solution for a major conflict which can be understood as the abandonment of rural areas by their producers. As a result, good quality lands are no longer used, plus a decrease in agricultural production arises the need to obtain food through these small urban spaces. As a consequence, the food needs of citizens are not covered. This could lead to social conflicts over space for recreational and productive activities and the need for food. The purpose of this work is to

analyse how these spaces developed and and what kind of strategies are necessary to make more inclusive and sustainable.



**Smart communities.** Paula Guerrero

Although people have not been able to find a certain definition for the concept of Smart City, we can agree that its community should be made up of bonds of solidarity and a sense of belonging to the space they share, and it is when the inhabitants self-organise that it can begin to be built. It is in this way that the citizens get the power they need to consider themselves as subjects of the change they look for in their own town.

In Mendoza City, the capital of the west of Argentina, there is a town called Chacras, which has found a way to valued culture and identity through the strongest feature of their characters: theatre production. Many children, young people and the elders from all social classes and with different abilities reunites to be part of the show and its organisation in order to build together the identity of Chacras. It is through this community theatre that citizens meet once a week in a public space to remember their history, express their opinions freely and try to appropriate their place and design the future of it. Nowadays it is not easy to get help from the councils to carry out this

kind of projects, and that is why taking public spaces and organizing them from the bottom up is usually more effective.

Therefore, the concept of Smart City does not consist of being the fastest and raising walls to be more economically productive, but of building and reinforcing symbolic bridges between people that allow them to appropriate public spaces in order to design together the future they collectively envisage.

paulague89@gmail.com  
National University of Cuyo



## The role of the architect in the development of Smart Cities.

Ramiro Isaurralde.

By looking into the (recent) history of architecture and urbanism, we can recognize that since the XIX century, both of these disciplines have occupied a main position in the design of the cities. From the industrial city to Howard's Garden cities, going through hygienist postulates, Broadacre City, Hilberseimer's and modern utopias, all the way to the early 2000's specialised cities, all of them had been planned by well renowned professionals, that within their context, were attempting to understand and solve city issues towards a healthy, self-sufficient and organised environment that could drastically improve people's lives. Nevertheless, all these efforts had been proved inefficient and architects and planners had found their failure on their own premises, by attempting to design every aspect of people's lives without making them an active part of the process. This research questions how capable are we to recognise the limitations and possibilities of our discipline? Shouldn't we open up the game to engage every actor involved in this challenge?

Which is the architect's role in the development of Smart Cities? Maybe it is time to start thinking what can be achieved by displacing the architect's role to a new one of a mediator between community interests and the spaces for such purposes. Maybe it is time to find new paths and leave behind the selfishness of our omnipotent urban planning to make way to a new and more inclusive smart urbanism by thinking the city, not of, not for, but with the community.

rrisaurralde@hotmail.com  
Universidad Nacional del Litoral



## Analysis of Smart Cities and Controversies. Agustin Saez

The paper analyses the recent problematic created by the Smart Cities around the globe, in the context of the consequences that they may cause to a city in the process of transformation and upgrade. Although they enable important changes in citizen welfare, there are side effects such as excesses of sensors on all sides, the potential unemployment of the population, or legal gaps on certain rights and obligations corresponding to our digital rights. Many times, it is thought that maximising the use of advanced technology as a lever for sustainability and control is inclusive for all the members of any urban population, when one “hidden consequence” is to enlarge the gap between minorities, who may have trouble adapting to new processes.

That is why the following question arises: “Is it possible to mitigate or reduce these consequences, when evaluating their implementation on an urban space, under an analysis from Business & Management?”

To answer these questions, a methodology based on market research tactics of observation,

and analysis of secondary sources from the District of Leith, within the City of Edinburgh, was developed in order to correlate their causes and consequences to the global theoretical framework of analysis of Smart Cities. The aspects explored are the skills and techniques required for successful management of this kind of environment considering the personal and group identity, and the challenges that the community needs to be able to face before it's too late.

contactoasaez@gmail.com  
National University of Cuyo



## Exploring the universal design of 'Granada Human Smart City': Sara Horcas

Two-thirds of the world's population will live in cities by 2050. This growth has the potential to drive many benefits, but also risks deepening a substantial digital divide for people with disabilities. Therefore, approaches to smart cities are expected to be particularly consequential for persons with disabilities. In this vein, the city of Granada (Spain) recently implemented 'Granada Human Smart City' (GHSC), a project promoted by the National Smart Cities Plan of the Spanish Ministry of Industry, Energy and Tourism. The aim of GHSC is to increase access for people with physical disabilities to the culture and heritage located at the Albayzín and Sacromonte, two jewels of Granada's Moorish patrimony and UNESCO's World Heritage sites. However, although the routes made available by GHSC through geolocation technology will prove useful for people with physical disabilities, people who are blind or visually impaired will not be able to benefit from it. This exploratory study takes a further approach by conducting a content analysis of digital brochures that

offer an analogue presentation of visual information, maps and illustrations. This analysis is intended to provide pathways for cross-modal translation of the visual elements of the route into audio-described media, which then, can be efficiently introduced into the GHSC app, as an extension of the original components.

sarahorcas@gmail.com University of Granada



## Correlation of Safety and Security in the Smart City. Tatiana Kolesnikova

Globalisation is changing the nature of the modern world, with rapid communication technology bringing about new opportunities for synchronisation and interdependence. The process of globalisation inevitably leads to expansion of the radius of human relations: the transition from the personal level of communication to the impersonal is carried out. In this connection, the concept of trust is transformed: if earlier trust was based mostly on faith in a person and an object, now trust is built on rationalization, calculation and a conscious attitude to risk, trust is based on confidence based on knowledge.

Transformation of the concept of “trust” can also be caused by scientific and technological revolution, or more precisely, by the introduction of new technologies into a person’s daily life that are engaged in the collection and processing of information. Our cities are gradually turning into Smart Cities.

There are two different concepts that define “safety”: Safety and

Security. Safety is the actions that a particular person can take to address feelings of vulnerability themselves. Security is the means by which people, organizations and institutions provide mechanisms to reduce fear or vulnerability to a person. The source of my research interest was a paradox - the higher Security, the less felt by a specific individual Safety. In other words: the more CCTV cameras are in the room, the less protected the person feels. Is it really? I would like to solve this paradox in the course of my research.

kolesnikova.tyt@gmail.com      St.  
Petersburg State University



## New urban landscapes, empty spaces.

Ornella Agostina Bianchi

New technology development is generating several transformations on the cities. From an accelerated growth to the abandonment to the Industrial areas, sometimes in the city centre as in some cases, emerging new Brown fields or terrain vagues inside the city. These areas usually create segregation and insecurity. However, these places hold an interesting potential in its capacity for resilience. Depending on their location, abandoned areas can be re-functionalized for the community, and used as a tool to put again the citizen as the main actor of the city. The research takes into account the investigations made by The Harvard University Graduate School of Design's Office for Urbanization, who examined the airport as a central site and case study for the practice of landscape and ecological urbanism, understanding that an airport is a unique condition. It is a site of great cultural value, Urban significance, economic influence, and ecological impact.

The city of Mendoza, Argentina presents a unique opportunity

to examine the extraordinary benefits that the transformation of decommissioned airfields might bring to the city and its inhabitants. The Mendoza Aeroparque is a 72-hectare decommissioned airfield sitting at the western edge of the Andean city in a strategic position between the foothills and the high plains. The Aeroparque sits today behind concrete walls surrounded by the ongoing urbanization of a 1200-hectare district. It is a major land area whose ecology can generate new sensitive urban form. In this context, thinking about the great potential offered by empty sites such as disused airports and seeking to respond to the specific problems of the province of Mendoza. I will look for possible intervention strategies for the Mendoza Airport, using as background other projects and similar research, as constant feedback between them.

orne.bianchi@hotmail.com.ar  
National University of Cuyo