

CREA IDEA LAB

Think tank for advanced cities



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THE RIVER OF TIME

Building, shaping and transforming cities means building, shaping and transforming the life of their people.

Each place gets its proper life thanks to its inhabitants. People are stories from the past, actions in the present and dreams for the future.

While thinking in technological adoption, understanding and integrating the people and their legacy is key for a successful transition in the new digital future.

We advocate for purposed-centred design of the city's infrastructures deployed through an integration of its vision and understanding at all levels.

We have been promoting a unique city design methodology through our work in CREA IDEA LAB since 2014. It consists of the best global practices and also of the learning from past projects.

CREA IDEA LAB has its roots in Europe and as a result we work closely with such great cities as Barcelona, Milan, Amsterdam and Eindhoven.

The European effort to scale the smart city pilots for the purpose of bringing the traditional municipalities into the new digital era, has helped us understand the importance of the integration of the past knowledge with the present opportunities and the dreams for the future.

Katerina Zalamova, PhD

Founder of CREA IDEA LAB



*“The value of a city is its people.
The future of a city is its people’s
dreams. The new era of smart
cities is about cities building
futures.”*

TRAINING

The knowledge unfolds its true value when it is applied. Sharing knowledge creates more possibilities to apply it and to generate new understandings then to improve its value.

Continuous learning is an essential skill in the digital era. We define citizen education and sharing of knowledge as an essential part of an integrated smart infrastructure. For this reason, CREA IDEA LAB offers to the cities citizen engagement infrastructure under a few designs.

CITIZEN EDUCATION

We offer citizen education activities under different forms as conferences, workshops, show-rooms and touristic experiences.

We keep the language to be accessible to every citizen regarding age, education level, professional profile.

PROFESSIONAL TRAINING

CREA IDEA LAB offers professional training for

technical, business and policy-maker professionals.

Our methodology is Learning-By-Solving-Your Own Case. The participants in our courses build their skills through working on a specific case which is related to a real issue in their lives. It is a basic requirement for the participation in CREA IDEA LAB course that the participant bring its own case.

START-UP INCUBATOR

CREA IDEA LAB is focus on building economic growth on top of smart infrastructures. We are running a pre-incubation startup program where entrepreneurs can build the needed skills for successful entrepreneurship journey.

The program plays role as a business model's prototyping and testing laboratory. The succeed ideas are promoted to be developed as real businesses.

The program is celebrated as yearly editions with six months duration.

LIVING LAB

CREA IDEA LAB is developing the first private Living Lab which consists of experimental area in a city. This area is an open-air show room for smart cities technologies and citizens can interact directly with the infrastructure.

Businesses can showcase their solutions at scale while citizens can co-create new applications with the demonstrated technologies.





PORTFOLIO

PROFESSIONAL TRAINING
COURSES

cities building futures

Introduction Course

Duration: 40 hours

Modality: webinar

For: public administration, policy makers, business executives

Industries: Supply-chain, Manufacturing, Commerce, Smart cities, Design, Smart Mobility, Communications, IoT, Smart cities

Skills developed during the course: practical skills in frameworks, general understanding about impact economy, new technologies and applications, new economic realities.

CREA IDEA LAB promotes new frameworks for city planning and technological adoption in cities.

This short course will offer you the skills to include this new framework in your city development strategy, and equip you with the tools to develop a road map for implementation.

Course curriculum:

MODULE 1: SMART CITY BRAND

- Smart City Brand.
- Legacy Approach.
- OpenExO Framework.
- City Anatomy Approach.

MODULE 2: SHAPING THE FUTURE

- Indicator's Framework.
- Impact Framework.
- The impact of technology.
- Control & Automation.

MODULE 3: INTEGRATED SMART INFRASTRUCTURE

- Technology selection & integration.
- Unified Data Model.
- Unified Stakeholders Model.
- Integration Decision-Making Framework.

MODULE 4: SMART URBAN ECONOMY

- Traditional industries & Digital Transformation.
- Circular Cities.
- Virtual Economy.
- Robotized Industries.
- Urban Entrepreneurs & The Future of Work.



smart cities technologies

Introduction Course

Duration: 32 hours

Modality: webinar

For: public administration, policy makers, business executives

Industries: Supply-chain, Manufacturing, Commerce, Smart cities, Design, Smart Mobility, Communications, IoT, Smart cities

Skills developed during the course: general understanding about the smart cities technologies and applications, practical knowledge about building business models with smart cities technologies.

CREA IDEA LAB promotes new frameworks for city planning and technological adoption in cities.

This short course will offer you the skills to include smart cities technologies in your business strategy, and equip you with the tools to develop a road map for implementation.

Course curriculum:

MODULE 1: OPEN DATA & DIGITAL CITY

- Data Economy on City Level.
- Open Data.
- Digital Industries within a City.
- Smart Tourism & Entertainment.

MODULE 2: SMART INFRASTRUCTURE

- Connected Transportation.
- Hybrid Smart Lighting.
- Green Buildings & Districts.
- Zero Waste Smart Infrastructures.
- Smart Social Infrastructures.
- Nature as an infrastructure.

MODULE 3: TECHNOLOGIES OF THE FUTURE

- Artificial Intelligence.
- Blockchain.
- AR/VR.
- Security & Cybersecurity.
- 3D Printing.
- Vertical Farming.

data economy

Business Builder Program

Duration: 40 hours

Modality: in-person

For: CEO, CIO, CDO, Heads of Innovation, entrepreneurs

Industries: Supply-chain, Manufacturing, IoT, commercial brands, utilities, mobile services and applications, insurance, health & e-health.

Skills developed during the course: practical skills in data-to-knowledge transformation, general understanding about data analytics methodologies and technologies, value identification, prototyping of minimum viable enterprise (MVE).

To capitalize on the value digital transformation could bring to your business, you need the ability to create new revenue streams on the generated data and the confidence to implement them in the context of your actual business model.

Course curriculum:

MODULE 1: INTRODUCTION

- Data-Information-Knowledge
- Fundamental principals for data treatment.
- Business transformation based on data.
- “Data-driven” and “Data-generator” enterprises.

MODULE 2: VALUE

- The value of your data.
- Defining revenue streams from your data.
- Packaging of the Value of your data.
- Data Sheets, Datasets, Data Bases, Data Platforms.

MODULE 3: RESOURCES

- Data Services: infrastructure.
- Data Services: cost analysis.
- Sustainable Data Base
- Data-driven Decisions and Management Models.

MODULE 4: TEAM

- The Skills of the Data Scientist.
- The Team of Data Scientists.
- Business Intelligence & Process Automation
- Artificial Intelligence & Robotics.

MODULE 5: IMPLEMENTATION

- Implementation in traditional businesses
- Startups & Spin-offs
- The Risks of Innovation
- The Future in the Next 100 Years.

circular economy

Introduction Course

Duration: 110 hours

Modality: in-person

For: post-graduate students, entrepreneurs, business executives, policy makers

Industries: Supply-chain, Manufacturing, Commerce, Smart cities, Design.

Skills developed during the course: practical skills in applying circular economy principals, general understanding about impact economy and investment, value identification, prototyping of minimum viable enterprise (MVE).

To capitalize on the value a “Zero Waste” movement could bring to your life and business, you need the ability to create revenue streams from any discarded resource by applying the circular economy principals and the confidence to implement them in the context of your actual business model.

Course curriculum:

MODULE 1: INTRODUCTION

- The Process of Transformation.
- New Economic Reality. Value Redefinition.
- Global Trends: Exponential, Circular & Sustainable Economies.
- The Future of Work.

MODULE 2: CIRCULAR ECONOMY

- Linear-to-Circular Transformation.
- 6R Methodology.
- Data in Circular Economy.
- Culture Creating Economy. Economy Creating Culture.

MODULE 3: IMPACT ECONOMY

- Impact: identification, quantification, economic value.
- Impact Investment.
- Green Financial Instruments & Markets.
- Economy of Abundance.

MODULE 4: CIRCULAR ECOSYSTEMS

- Industrial Circular Ecosystems.
- Circular Cities.
- Circular Communities.
- Natural Ecosystems & Circular Economy.

ABOUT

Incorporated and based in Barcelona, Spain CREA IDEA LAB LTD. is a think tank for advanced smart cities consultancy and development. The company has its own R&D department and startup incubator which are developing solutions for the Smart Cities market. It has participated in the EU projects Triangulum (HORIZON2020-No 656478) and Urban Wins (HORIZON2020-No 690047) in Sabadell, Spain since 2016.

CREA IDEA LAB is a member of the European Innovation Partnership on Smart Cities and Communities (EIP-SCC), EU AI Alliance, the IoT Catalan Alliance of the Catalanian Government and the Chamber of Commerce Brasil-Catalonia.

We have a wide network of technology suppliers to help our clients stay up-to date with relevant technology solutions.

TEAM

Dr. Katerina Zalamova is a recognised Smart Cities expert with a special interest in zero waste infrastructures and the circular economy along with the adoption of digital infrastructures focused on economic development and social change.

Along with her Smart City consultancy, Dr. Zalamova runs the think-tank for business ideas, CREA IDEA LAB, with the objective to transfer new technologies and circular economy knowledge to the new and growing smart societies. At CREA IDEA LAB she also fosters, mentors and supports new smart innovators and young entrepreneurs who she believes will be the next developers and applicators of the new smart cities.

Cormac Kelly, with a particular interest in smart city technology and critical communications consultancy is the CTO and Technology Partnerships Director. He acts as the digital innovation and IoT advisor for CREA IDEA LAB. Cormac has 25 plus years' experience in the security, IoT, and critical communications industry where he has had various commissions and experiences around innovative Application & Platform Solutions, IP-Networks, Mesh & LTE Communications Systems, Video Surveillance, Access Control and Tracking solutions. This along with his experience in Cyber Security Solutions and Enterprise Security Sales gives him a deep commercial and hands on expertise from selling to government, first responder agencies, city municipalities and commercial clients around the world.

SHAPING THE TRANSITION

CREA IDEA LAB is on mission to help municipalities and regions shape and get maximum benefit from transitioning to the new digital future where cities infrastructures transform to interactive ones and adapt to the citizen's needs and their main component are the people.

We are focused on making your citizens proud with their city.



CORMAC M. KELLY

CTO & Technical
Integrator's Partnerships



KATERINA ZALAMOVA

CEO & Head of Business
Strategy

INFLUENCE

We are leaders in evolving the understanding about smart cities development

CREA IDEA LAB has strong focus on developing methodologies for successful building of smart cities projects. We believe it is never only about technology but it is about the purposeful application of the technology.

We contribute to the International community of smart city developers through our memberships in different organisations, such as the **European Innovation Partnership on Smart Cities and Communities**, the **European AI Alliance**, the **IoT Catalan Alliance**, the **Chamber of Commerce Brazil-Catalonia**.

CREA IDEA LAB have been actively collaborating in the organisation of the satellite events of Mobile World Congress since 2016 and we have been an ambassador of the IOTSWC since 2019. Additionally, we have been actively participating at the Smart City Expo World Congress since 2015.

CREA IDEA LAB is a founding member and core organiser of think tank group "Advanced Artificial Intelligence" in Barcelona. The think tank group was found in 2019. Its first annual meeting was celebrated in February 2020 under the name **AI Tech Spirit** Conference where 38 international experts debated for two days about the future of the AI technology, ethics, finance, political aspects and applications.

Additionally, we are influencers in the technological development and its implementation strategies, where we look to keep a wide public debate focused around the social impact of the technology. For this reason, CREA IDEA LAB is the organiser of the **LEGACY SUMMIT**, a conference focused to showcase best practices oriented to create the future that will be in 100 years from now.

We have developed strategic relationships with technology developers, integrators and providers which helps us position ourselves in the front-line of the smart cities innovation. Thanks to these collaborations CREA IDEA LAB counts with an extended network of international experts in all fields of the smart cities market.

The main areas of research in CREA IDEA LAB are the following:

- ▶ **INTEGRATED SMART INFRASTRUCTURES**
- ▶ **INDEPENDENT ROBOTICS AND SMART CITIES**
- ▶ **SMART CITY DIGITAL TWINS**
- ▶ **NATURE AS AN INFRASTRUCTURE**
- ▶ **FUTURE SOCIETIES**

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