The IoT in the Real World

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Forum on “Shaping smarter and more sustainable cities: striving for sustainable development goals”
Libelium overview

- Founded 2006.
- Spain
- Customers in +115 countries.
- 90% of TO is international.
- VARs in N. America, Europe, LATAM, Asia, Pacific, Middle East (25 VARs in 20 countries).
How travel and tourism are impacting on the rise of smart cities

1. Air pollution
2. Water contamination
3. Noise pollution
4. Poor housing

Environmental sustainability is the ability to maintain rates of renewable resource harvest, pollution creation, and non-renewable resource depletion that can be continued indefinitely.
“Tourism is one of the main excuses or actually a tool to think in new possibilities to improve citizens quality life.”

Tourism is a growing trend and will flourish during this decade.

People cares about environmental responsibility, sustainability and pollution.

Municipalities key for success: Sustainable tourism.
How travel and tourism are impacting on the rise of smart cities

Sustainable tourism → Sustainability label

- Citizens appreciates “Smart” solutions
- Better attraction for new tourist
- Higher purchasing power → Economic impact

IoT and Open Data platforms → Real value comes when third party developers add functionalities:

- Universities
- Local system integrators or engineering companies
- People and makers
Getaria (Basque Country)

Small touristic village → 3000 inhabitants

The council is searching for the recognition as smart and sustainable tourism destination through an environment monitoring project linked to the public wireless network.
Getaria: environment monitoring for a smart tourist destination

- **Noise impact** in ten leisure locations so that the municipality can confirm the complaints from neighbors and tourists.

- **Water quality** measurement to control any spills on the public supply that can affect water quality of the two main beaches, the port and rainwater locations.

- **Air quality** monitoring systems to ensure that pollution levels are adjusted to European standards.

**ONE PLATFORM → THREE APPLICATIONS!**
ROI in tourism impact

- Increase in visitors
- Positive impact on trade, hotels and restaurants
- Data saved and posted on municipal website
- Action plans for CO2 emissions, high noise levels and water contamination

“The aim is to improve the quality life for residents and provide transparent information to the public and tourists to meet the objectives of open government”

Nika Lertxundi, Mayor of Getaria
Let's build a smarter world together

THANKS!

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