

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

“Villanueva de la Serena Smart City”
Red.es

**Programa Operativo
Plurirregional de España**

Año 2018

Fondo Europeo de Desarrollo Regional

VILLANUEVA DE LA SERENA SMAR CITY

The Good Practice described below correspond to the initiative “Villanueva de la Serena Smart City”:

Villanueva de la Serena was one of the cities that presented their initiatives to the “Smart Cities First Call” launched by Red.es. This initiative has allowed the city, to develop a complete project with the aim to foster its development as a Smart City.

In previous years the City has already launched the first advances incorporating technological infrastructures, optical fiber and WiMax essentially. To have a proper connectivity was an initial step in order to build on it a development strategy of smart services

When Red.es published the invitation, they were convinced that it was the ideal time to deploy their Project and kick-start their definitive transformation into a Smart City.

“Villanueva de la Serena Smart City” may become a fundamental tool to reach social welfare and economic prosperity of citizens. Their main objectives are to effectively manage the municipal resources, defining new policies on civic participation and achieve, through the use of communication technology, economic, industrial and tourist development and knowledge of the population.

This generic objective poses several others operational targets related to sustainable city development, rising living standards of citizens, improve efficiency in the use of available City Council resources and encourage civic involvement in an active way.

The initiative, cofinanced by the European Regional Development Fund, (totaling 339.211 euros in expenditure), has received 262.493 euros as subsidies, that have impacted entire population (25.992 residents, including 12.739 men and 13.253 women).

It is recognized as a Good Practice because **it fulfils the following criteria designed accordingly:**

1.-THE ACTION HAS BEEN CONVENIENTLY DISSEMINATED AMONG BENEFICIARIES, POTENTIAL BENEFICIARIES AND GENERAL PUBLIC.

The substance of the initiative has been disseminated through:

- **Public Events:**

<http://www.red.es/redes/es/magazin-red/eventos/presentaci%C3%B3n-del-proyecto-vva-serena-smart-city>



Raúl Haba Jiménez

El proyecto Villanueva de la Serena Smart City es el primero del Plan Nacional de Ciudades Inteligentes de la Agenda Digital que ve la luz y se pone a disposición de los ciudadanos en España. La conclusión de los trabajos fue dada a conocer ayer por el alcalde de Villanueva, Miguel Ángel Gallardo, y el director adjunto de Ciudades Inteligentes y Datos Abiertos de Red.es, dependiente del Ministerio de Energía, Turismo y Agenda Digital, José Ignacio Sánchez Valdelebra.

La iniciativa tiene como objetivo crear un entorno más amable para ciudadanos y visitantes del municipio, al tiempo que alcanzar un mayor bienestar social a través del uso de las tecnologías de la información y las comunicaciones, crear un municipio más eficiente, sostenible, innovador y atractivo para las empresas y aumentar el ahorro y la calidad en la prestación de servicios públicos. El proyecto ha contado con un presupuesto final de 317.000 euros, que han financiado a través del Fondo Europeo de Desarrollo Regional (FEDER).

Villanueva de la Serena lleva a la realidad su proyecto Smart City

Publicado: 06/04/2017



El concepto de servicios de ciudad inteligente se materializa, en esta ocasión, lejos de las medianas y grandes urbes. La smart city ha encontrado acomodo en Villanueva de la Serena, una pequeña ciudad de 26.000 habitantes situada en la comarca de las Vegas Altas, en la provincia de Badajoz (Extremadura), que esta semana ha mostrado la implementación del plan 'Villanueva de la Serena Smart City', el primero de los proyectos seleccionados por la I Convocatoria de Ciudades Inteligentes del Plan Nacional de Ciudades Inteligentes, dentro de la Agenda Digital para España, que se convierte en una realidad.



El Ayuntamiento de Villanueva de la Serena ha presentado su proyecto Smart City, seleccionado en la I Convocatoria del Plan Nacional de Ciudades Inteligentes.

Esta primera convocatoria se lanzó en junio de 2014. Fueron seleccionadas 10 ciudades en Galicia, Castilla la Mancha y Extremadura, entre ellas, la de Villanueva de la Serena, que ahora ha dado a conocer las conclusiones de los trabajos llevados a cabo con una inversión de 317.000 euros, cofinanciada con Fondo Europeo de Desarrollo Regional (FEDER).



Publications: Call's Video presentation, Official Journal of the European Union advertisements, conditions documents, etc

<http://www.agendadigital.gob.es/planes-actuaciones/Paginas/plan-nacional-ciudades-inteligentes.aspx>

Plan Nacional de Ciudades Inteligentes



7.5) **Información sobre la subcontratación**
Es probable que el contrato sea objeto de subcontratación: sí
Valor o porcentaje del contrato que se podrá subcontratar a terceros:
Se desconoce

Apartado VI: Información complementaria

7.1.1) **Información sobre fondos de la Unión Europea**
Se relaciona el contrato con un proyecto o programa financiado con fondos de la Unión Europea: sí
Referencia de los proyectos o programas: Las actuaciones previstas en el presente procedimiento serán financiadas con cargo a los Programas Operativos 2014-2020 (FEDER) que en su caso sean de aplicación, en concreto con cargo al Programa Operativo de Crecimiento Inteligente.

7.1.2) **Información adicional:**
Formalización 143/15-AE.

7.1.3) **Procedimientos de recurso**

7.1.3.1) **Órgano competente para los procedimientos de recurso**
Tribunal Administrativo de Recursos Contractuales

V. Anuncios
A. Contratación del Sector Público
OTROS PODERES ADJUDICADORES

3510 Anuncio de la Entidad Pública Empresarial Red.es por el que se hace pública la formalización del contrato de "Desarrollo de la muestra VVA Villanueva de la Serena Smart City".

1. Entidad adjudicadora:
 - a) Organismo: Entidad Pública Empresarial Red.es.
 - b) Número de expediente: 143/15-AE.
 - c) Dirección de Internet del perfil del contratante: www.red.es.
2. Objeto del contrato:
 - a) Tipo: Suministro.
 - b) Descripción: El objeto del contrato es el desarrollo de un proyecto llave en mano, que contemple el suministro e implantación de equipamiento y de componentes software, así como de los servicios profesionales necesarios para la puesta en funcionamiento y operativa de la iniciativa de Ciudad Inteligente en el Ayuntamiento de Villanueva de la Serena. Las actuaciones previstas en el presente procedimiento serán financiadas con cargo a los Programas Operativos 2014-2020 (FEDER) que, en su caso, sean de aplicación, en concreto con cargo al Programa Operativo de Crecimiento Inteligente.
 - c) CPV (Referencia de Nomenclatura): 30230000; 30234000; 48000000; 72287000.
 - d) Medio de publicación del anuncio de licitación: Perfil del contratante, plataforma de contratación del sector público y Diario Oficial de la Unión Europea.
 - e) Fecha de publicación del anuncio de licitación: 21/01/2016.
3. Tramitación y procedimiento:
 - a) Tramitación: Ordinaria.
 - b) Procedimiento: Abierto.
5. Presupuesto base de licitación. Importe neto: 359.559,00 euros. Importe total: 425.095,38 euros.
6. Formalización del contrato:
 - a) Fecha de adjudicación: 23/12/2015.
 - b) Fecha de formalización del contrato: 21/01/2016.
 - c) Contratista: Centro de Observación y Teledetección Espacial, S.A.
 - d) Importe o canon de adjudicación. Importe neto: 262.000,00 euros. Importe

Signage, informational brochures and serigraphies



Sensor de temperatura y humedad instalado en el Ayuntamiento Villanovense



2. ACTION INCORPORATES INNOVATIVE ELEMENTS

The projects implemented in Villanueva de la Serena have in themselves an innovative component, at one end because they involve the launching of pioneering solutions (energy expenditure monitoring or sensorization of public parking by means of IoT solutions), and on the other hand allowing the aperture of news channels for communication among public administration, citizens and companies.

As an example, it should be noted the Smart Parking Solution, for the creation of an intelligent outdoor public parking, located in one of the central streets of the town. The result has been a success. Citizens can know in real time the degree of its occupation. Before accessing the parking area, people accurately knows the available places. To achieve this goal, much work has been done on an innovative plan concerning the strategic localization of the sensors and how they communicate between them. The obtained data are shown in a screen in situ, may be consulted in a specific APP and also be sent by 5G to the Town Hall Data Center.

3. RESULTS ADEQUACY TO THE ESTABLISHED OBJETIVES

The Initiative encompassed 5 different projects: Open Data Portal, GIS Municipal Corporative, Data Special Infrastucture, Smart Parking and Citizenship APP.

All of them have contributed to improve municipality management and the relationship with citizens, giving them new and useful services, thereby favoring people may have a better knowledge how is managing the City Council and might be part of its management.

4. . CONTRIBUTION TO RESOLVE A PROBLEM OR WEAKNESS IN THE SPHERE OF THE EXECUTION

The City Council had detected needs and/or weaknesses on which it had to act, such as, for example, information systems, opening data, how to obtain those resources, and, from then, how to generate new services to resolve at least largely these failings.

So far, the relationship whith citizens had been only one-way. Now, through these plans, a permanente interaction has been established betwenn Town and people, allowing residents can actively participate. Tedious and complex services, as for example those related to territory management, have been improved by access to online information, which implies better and fast información, gain of time and process simplification, people saving time and money.

These solutions allow citizens to participate in all management and control of their municipality and promote the communication and information Exchange in both directions.

5. HIGH DEGREE OF COVERAGE ON THE FOCUSED POPULATION

The more of 25.000 residents of Villanueva de la Serena will be able to interact with the City Council. Also the visitors will take advantage of these initiatives. By example, through the Villanueva APP, into which is posible to consult the commune news, the Council published agenda, parties and social events, etc.

It should also be underlined, inside the Initiative, the " Open Data Project". Effectively the main objective is Data be available by people and companies or organizations, achieving enrichment and benefices por all.

6. CRITERIA OF EQUAL OPPORTUNITIES AND NON-DISCRIMINATION, SOCIAL RESPONSABILITY AND ENVIRONMENTAL SUSTAINABILITY

With the rollout of these plans the universal and transparent access to the municipal data has been garanted, as well for residents as visitors and travel industry.

In other way, to reach the greatest posible impact on people, the Smart Parking APP dispose of additional settings to can adjust the text size to facilitate its use and viewing by the elderly.

Also, for those people without Internet access, some information leaflets will be issued and, in case of need, consideration has been given to publish special brochures for people with severe visual disability.

7. SYNERGIES WITH OTHER PUBLIC POLICIES AND TOOLS

Villanueva de la Serena has become a site to generate synergies among local administrations, citizens and companies.

Following suit, surrounding municipalities, as Don Benito, tacking advantage of experience acquired, are being developed actions in line with the Smart Cities concept. TICs offer the oportunity to generate unified structures to both towns in order to simplify the administrative formalities for people while reducing costs through energy optimization of public equipment and structures.

To conclude, calculations have shown that it is posible to obtain savings about 10 to 15% of yearly turnover by means of new energy-efficient systems in buildings, resulting from sensorization projects allowing an inteligent management of energy costs, in combination with innovative techniques about public lighting.

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