



Digital
Capital

SMARTCITY
EXPO WORLD CONGRESS



MADRID, DIGITAL CAPITAL
SCEWC 2025 BOOTH



Digital
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Because digital **is capital**

3.52

million registered
residents
(2nd largest city
in Europe)

5

million people served
every day

320,000

companies

11.20

million
tourists

€ 6.277

billion budget
for 2025

The city monocentric metropolitan area is the second-largest in the EU

Metropolitan area
population of
approximately

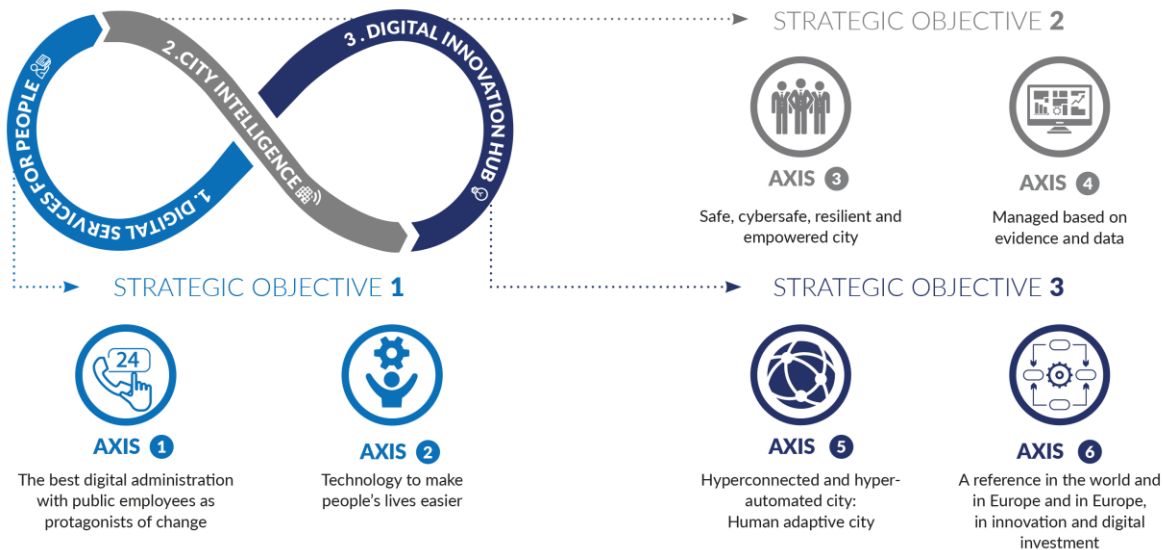
6.7 million



Madrid leads the **United Nations e-Government Index (LOSI) 2024**, holding the **top position** for the third consecutive edition.

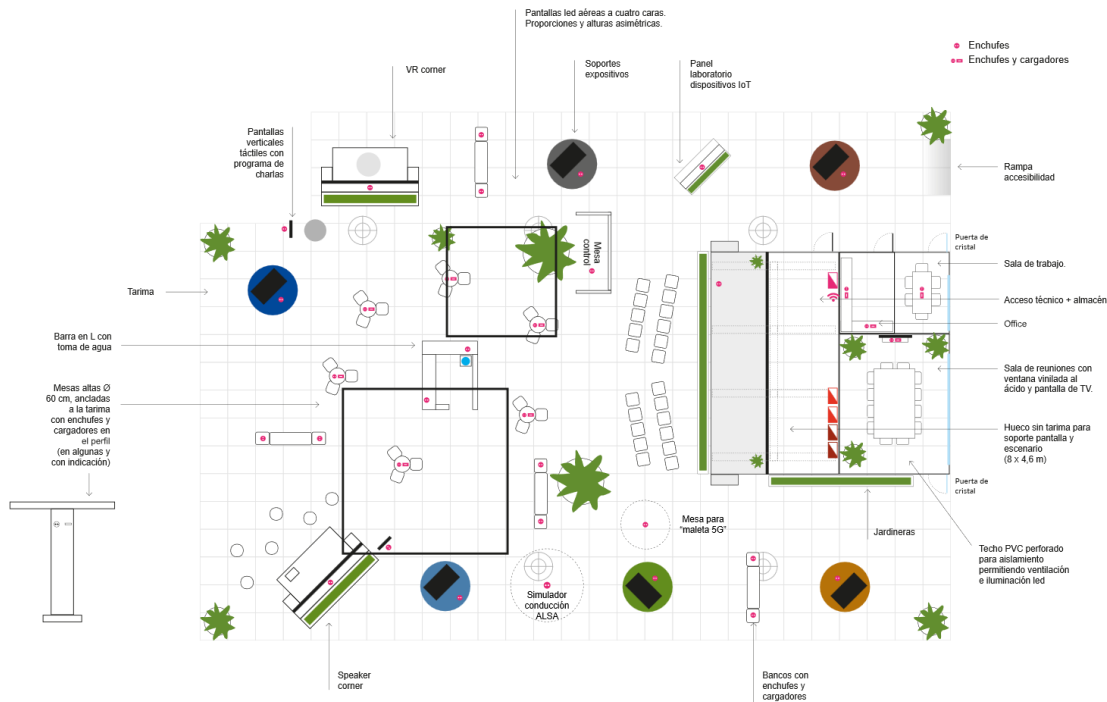
Since 2020, our city has headed this **prestigious index**, which evaluates **193 cities worldwide** every two years, including major cities like New York, Seoul, Berlin, London, and Copenhagen, based on the quality of their electronic public services and adoption of digital technology at the local level.




MADRID, DIGITAL CAPITAL: Digital transformation **STRATEGY**



What you can see at the **SCEWC Madrid booth**

The Madrid Digital Capital booth is an open space divided into five colour-coded zones:



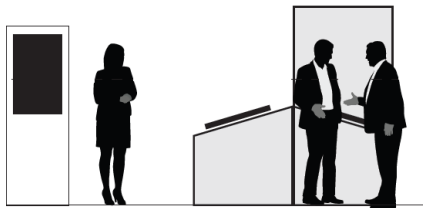
-  Digital Services for People
-  City intelligence
-  ITC infrastructure and security
-  Madrid Artificial Intelligence
-  Digital Transformation Strategy
-  Madrid, digital innovation hub

What you can see at the **SCEWC Madrid booth**

The stand will feature counters with detailed information on each of these areas, as well as bilingual **interactive displays** to explore each project in more depth.



The interactive screens showcase more than 80 digital transformation projects and their technology partners. Each project includes a summary description and a video clip.



They will be presented on stage by the project leaders during the three days of the congress, providing an opportunity to learn more about the issues and developments of the Madrid Digital Capital Strategy.



TECHNOLOGY you can see at the **SCEWC Madrid booth**

At the Madrid stand you can find several examples of technological devices used in the city, such as intelligent lighting systems, vehicle driving simulators or even an autonomous passenger bus connected via 5G.



Areas of action

1.

DIGITAL SERVICES
FOR PEOPLE

2.

CITY INTELLIGENCE,
SMART AND
SUSTAINABLE MADRID

3.

MADRID, DIGITAL
INNOVATION HUB

4.

ICT INFRASTRUCTURES,
SECURITY,
CYBERSECURITY
AND RESILIENCE

5.

MADRID
ARTIFICIAL
INTELLIGENCE

6.

DIGITAL
TRANSFORMATION
STRATEGY



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DIGITAL SERVICES FOR PEOPLE

Madrid is committed to facilitating the daily lives of its citizens through excellence in digital services. To this end, it designs, develops and offers services that are easy, fast and convenient, ensuring that all citizens can benefit from them.



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LINEA MADRID. PERSONALISED ASSISTANCE

Línea Madrid is an established and recognised service delivering comprehensive, high-quality citizen support. In 2024, it handled over 6 million citizen interactions via phone (010), 26 in-person service offices, and digital channels, alongside over 18 million website visits to madrid.es.



DIGITAL TRANSFORMATION IN MUNICIPAL REVENUE MANAGEMENT

A managed service driving the transformation of Madrid Tax Agency through three pillars: placing the taxpayer at the centre (starting with the SAP BTP-powered Landing Page), simplifying back-office processes, and leveraging data as a strategic asset. The service enables the launch of new taxes and enhances citizen experience with fewer steps and reduced processing times.



DIGITAL LAST MILE IN THE MUNICIPAL REGISTER

Completely digitalised population registry processes provide an optimised citizen experience for new residents, those changing address within Madrid, foreigners renewing residence permits, and updates to personal data. All services are accessible from home, without visiting offices. Integrated multichannel solutions, internal system connectivity, inter-administrative communication automation, and unprecedented internal process efficiency allow instant issuance of registration certificates using electronic ID on any device.



SALTA. THE COMPREHENSIVE DIGITAL SERVICES PLATFORM FOR EMPLOYMENT OF THE MADRID EMPLOYMENT AGENCY

The SALTA platform drives Madrid's digital employment transformation through a collaborative ecosystem connecting job seekers, companies, and partner organisations. Person-centred individual development plans, omnichannel services, and AI-powered guidance, training, and mediation promote labour integration, self-management, and agile matching between talent and opportunities.

ALMA: AI IN SOCIAL CARE

ALMA is an innovative platform driving digital transformation in social services. It integrates agent-based artificial intelligence, automation, and omnichannel capabilities into a renewed social care model, delivering a more personalised, agile, and accessible experience for both professionals and citizens.

SOCIAL AND TECHNOLOGICAL INNOVATION IN THE TELECARE SERVICE

In an increasingly digital world, Madrid's telecare service, through a public-private collaborative model, leads in social and technological innovation. Accessible and user-friendly technologies ensure all users, regardless of age, benefit from advanced, personalised services while maintaining community connection at home and beyond.

“MADRID TE ACOMPAÑA” AND DIGITAL VOLUNTEERING

“Madrid Te Acompaña” connects older adults with volunteers through the Municipal Programme, supporting activities and reducing loneliness. Via the app, older citizens can easily request companionship. “Digital Volunteering” additionally provides personalised, weekly on-site support at senior centres for digital procedures, fostering autonomy.

PALOMA: ARTIFICIAL INTELLIGENCE TO PREVENT UNWANTED LONELINESS IN OLDER ADULTS

A Madrid City Council initiative to identify, support, and care for older adults living alone using conversational, empathetic technology. Over 5,000 older adults have been contacted. Technology serving care: the most human technology is the one that listens.

APPLYING INTELLIGENT TECHNOLOGIES TO OPTIMISE MUNICIPAL EMPLOYEE SUPPORT

Evolution of municipal workplace services towards a more agile, collaborative, and employee-focused environment driven by intelligent technologies. Through process modernisation, automation, and AI integration, public experience is redefined, improving operational efficiency and overall satisfaction.

EUGENIA: TELECARE AND EMERGENCY MEDICAL RESPONSE

Eugenia deploys private 5G coverage in the M-30 tunnels to enhance SAMUR emergency healthcare. Ambulances equipped with 5G, high-resolution telecare cameras, and simultaneous translation capabilities will be deployed. Coverage will be available for citizen use from November 2027.



THE NEW MANAGEMENT SYSTEM FOR THE MEMORIADEMADRID DIGITAL LIBRARY AND THE DIGITAL HUMANITIES UNIT EsConD

The memoriademadrid Digital Library now features a new platform aimed at preserving and disseminating the documentary heritage of Madrid City Council. The updated website offers improved accessibility, advanced search capabilities, integration with the municipal Geoportal, and an interactive timeline. EsConD, the Digital Humanities Unit, is a web space dedicated to experimentation and public engagement with Madrid's documentary heritage.



PROJECT FOR THE TRANSFORMATION OF THE HUMAN RESOURCES MANAGEMENT SYSTEM OF THE MADRID CITY COUNCIL

Technological and functional enhancement of the SAP solution for transforming Human Resources management at Madrid City Council. The system supports the management of over 28,000 municipal employees.

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PROJECT FOR THE TRANSFORMATION OF THE INTERNAL MANAGEMENT SYSTEMS OF THE MADRID CITY COUNCIL – PTGI210

SAP S/4HANA solution optimising the integration of Economic and Human Resources systems across Madrid City Council. It enhances application mobility and implements a paperless system, serving over 3.3 million citizens and approximately 30,000 municipal employees.

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MIGRATION TO RISE: INNOVATION AND EFFICIENCY IN THE SAP CLOUD

Madrid City Council embarks on full digital transformation through SAP cloud migration, covering tax, economic-financial, and HR domains. The project drives operational efficiency, automation, resource accountability, and advanced talent and finance management, fostering a more connected and effective city.





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CITY INTELLIGENCE SMART AND SUSTAINABLE MADRID

Madrid seeks more efficient and sustainable management through the intensive use of technology and data. The city adapts and responds to its environment, improving the quality of life of its citizens and optimizing resources. This approach allows for a more lively, connected and resilient city.



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DATA AS THE CITY'S ENERGY

Using advanced data to transform Madrid into a more sustainable and accessible city, improving mobility, public space management and service efficiency, all under strict data security protocols. Through the creation of data spaces to improve data quality, consultation, automated search and analysis of stored information using advanced big data and artificial intelligence techniques, the aim is to promote a culture of data- and evidence-based city management.



ADVANCED 5G USE CASES IN THE CITY OF MADRID

The 5G Agenda, part of the Digital Transformation Strategy that promotes the use of this technology, develops projects in industrial environments (recycling in Valdemingómez), logistics and energy (in MercaMadrid), emergencies (EUGenia) and urban tunnels. In addition, the private network 5GMADnet (with UPM) is operating to facilitate entrepreneurial access to this key technology.



GEOPORTAL: GEOSPATIAL TECHNOLOGY FOR A SMARTER MADRID

Technological and functional enhancement of the SAP solution for transforming Human Resources management at Madrid City Council. The system supports the management of over 28,000 municipal employees.



MINT: MADRID SMART CITY PLATFORM

Technological platform supporting urban public services that enables the management of Madrid's city elements, integrating maintenance actions, citizen incidents and municipal inspections, as well as monitoring the service levels of major municipal service contracts. It is constantly evolving to enhance transparency and efficiency in municipal operations.



EME5GENCIAS MADRID – SMART EMERGENCY RESPONSE

Next Generation project to validate the potential of a 5G network with fully public-operator infrastructure as a mission-critical communications network.



Empresas



MOBILITIES FOR EU: SMART DATA HUB. FROM DATA LAKE TO DATA SPACES

Datalake connecting the ecosystem of companies participating in the Mobilities4EU project with its data space. It acts as a gateway for companies and organisations, facilitating data governance, transformation and publication, while providing key indicators and operational dashboards for project monitoringoperativos para el seguimiento del proyecto.





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SMART LIGHTING DRIVEN BY REAL-TIME MEASURED DATA

Madrid is deploying a new street lighting management system: ALAVEF. It is a centralised, dynamic (IoT sensors), intelligent and efficient system integrated with other city systems (traffic, pedestrians, AEMET). In real time, it enables control of luminaires, adjustment of lighting intensity to needs, incident detection, optimisation of energy consumption and evaluation of service levels.



EUI VALDEMINGÓMEZ: IOT FOR INTELLIGENT URBAN WASTE MANAGEMENT

First Smart Urban Space in Madrid, located at Los Cantiles composting plant (Valdemingómez Technology Park). A sandbox environment with IoT sensors, smart lighting and advanced analytics to monitor emissions, noise, humidity and energy consumption, applying cutting-edge technology to waste management and the urban ecological transition.

HOUSING IMPROVEMENT GRANTS: TECHNOLOGY AS AN ENABLER FOR LIVEABILITY AND SMART ENERGY-EFFICIENT RENOVATION

The Habita Madrid Strategy, part of the Transforma Plan, promotes energy renovation of housing through consumption and comfort monitoring. It collects data before and after works to assess impact, raise citizen awareness and improve efficiency. The Rehabilita Plan supports this measurement with public grants, in collaboration with IETcc-CSIC.

TWIN TRANSITION: FROM STRATEGY TO IMPLEMENTATION THROUGH INNOVATION, TECHNOLOGY AND COLLABORATION, WITH MOBILITY AS THE TRANSFORMATION ENGINE

The transformation of our cities towards more sustainable and smarter models is no longer just a future strategy, but a reality in progress. Within the framework of the Twin Transition, the CARTIF technology centre and Madrid City Council have established strong collaboration that goes beyond institutional boundaries to become a real engine for change. Through joint participation in European innovation projects, such as MOBILITIES FOR EU coordinated by CARTIF, and in which Madrid is one of the two leading cities, they demonstrate how technology, digitalisation and coordinated action bring strategic concepts down to earth through concrete interventions. As a demonstrator city, Madrid leads the process through real pilots that address everything from transport automation to energy decarbonisation, aligned with EU climate goals. This initiative highlights the progress already made, the value of the public-tech cooperation model, and how a shared vision can be materialised into innovative solutions serving the public.



5G+: CONNECTING THE FUTURE. MOBILITIES

5G+ technology offers high data transmission capacity, ultra-low latency and high reliability — crucial elements to support communication between large numbers of connected vehicles simultaneously, and to guarantee safety and efficiency in communications between connected vehicles and surrounding infrastructure.



Empresas



Funded by
the European Union



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eGovERA: INTEROPERABILITY FOR SMART CITIES

Within the “Interoperable Europe” framework and EIRA (European Interoperability Reference Architecture), the eGovERA initiative for eGovernment and digital transformation models public services at four levels: legal, organisational, semantic and technical. The eGovERA technical team is working with Madrid City Council to define a domain-specific model for smart cities.

SUEÑA MADRID

Sueña Madrid is a Madrid City Council initiative that promotes a new vision of the city based on innovation, sustainability and citizen participation. Through the Urban Strategy 360, it seeks to design the Madrid of the future through smart urban planning, data usage, digital transformation and collaboration among municipal areas, citizens, businesses and institutions — addressing challenges such as housing, sustainability and urban transformation, and improving citizens' quality of life.



TECHNOLOGICAL EVOLUTION IN URBAN TUNNEL MANAGEMENT

Madrid's urban tunnels across the city have undergone major technological and operational improvements in recent years to enhance safety and performance. Artificial intelligence applications, advanced communication systems, cybersecurity and, above all, a dedicated operational team ensure a rapid response to any incident, making them a reference model.

DIGITAL TRANSFORMATION OF SERVICE GALLERY MAINTENANCE

The UTE Galerías joint venture, formed by Aceinsa Movilidad S.A. and Etralux S.A., currently manages the operation and maintenance of Madrid's service galleries: 167 km of critical facilities that, with upgrades carried out under the contract, are equipped with the most advanced safety systems, ensuring the proper functioning of the city.



PLANTA INTELIGENTE: THE FUTURE OF WASTE TREATMENT

New intelligent waste treatment plants will enable a shift from current process automation to truly smart plants, capable of adapting in real time to waste variability, ensuring full traceability, achieving higher levels of resource efficiency, and increasing environmental protection and safety. These plants will provide full visibility of waste management to public authorities and show citizens their contribution to environmental improvement and the transition to genuine circularity.



ADA PLATFORM: ADVANCED DATA ANALYTICS FOR THE TRAFFIC CONTROL CENTRE (PTV)

The Advanced Data Analysis (ADA) platform for the comprehensive management of the reception and transfer of all waste managed at the Valdemingómez Technology Park. This platform establishes a new paradigm in fleet management and operation for planning the inflow of waste and the outflow of recoverable material, meeting the business needs of the City Council and all its partners.





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MADRID, DIGITAL INNOVATION HUB

Madrid is working to become the preferred destination for innovation, investment and talent in the digital sector. To this end, it is developing an attractive ecosystem to invest, work, study, visit, enjoy and live, positioning the city as a benchmark in digital innovation.

EXTENDED REALITY APPLIED TO TRAINING

Incorporating virtual reality and cutting-edge technology into the job-seeking process through extended reality tools. Real working environments are recreated so that people can train and assess key skills, improving their readiness and confidence to successfully face recruitment processes and perform in real professional settings.

**Fundación
Accenture**

ZERO-EMISSION, AUTONOMOUS AND CONNECTED VEHICLE (CCAM) FOR PASSENGER TRANSPORT IN MERCAMADRID

Design, deployment and assessment of a new passenger transport service based on an autonomous mid-size bus, SAE Level 4+, connected to the 5G network. This service also includes a mobility study and customer-centric service design for the Mercamadrid complex, as well as the creation of a data space where the system's information can be analysed and reused by all operators.

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MUNICIPAL CLUSTER NETWORK

A meeting space to boost economic activity and strategic sectors with strong future potential and high added value. This municipal promotion network is made up of seven clusters (such as Big Data, Cybersecurity, Madrid Capital of Construction, Architecture and Engineering, eHealth), bringing together more than 550 entities. Its core mission is to serve as an essential public-private collaboration tool that facilitates knowledge exchange, technology transfer and best practices.

MadridEsEconomía



TODO ESTÁ EN MADRID

“Todo está en Madrid” promotes the digitalisation of all businesses wishing to join the programme, creating a large digital showcase where every establishment (B2B or B2C), regardless of size, can be featured. The goal is to place new technologies at the service of promoting and advertising the city’s full commercial, hospitality, tourism and service offering.



MadridEsEconomía

UNIVERSITY AND MADRID CAPITAL DIGITAL COLLABORATION: IOT

The City Intelligence Laboratory (LIC) is a collaboration agreement between Madrid City Council and Universidad Politécnica de Madrid, acting as a hub between public administration, academia and the private sector. It fosters innovation, knowledge transfer and the development of open, scalable solutions that contribute to a more connected, efficient and sustainable Madrid. The LIC IoT Group (IoT MAD Lab) focuses on defining and validating a reference IoT architecture that ensures interoperability across devices, platforms and smart urban services. Its activity includes compatibility testing of commercial IoT solutions and their deployment in real experimental environments known as Urban Smart Spaces (EUIs).



CIRCULAR ECONOMY INNOVATION CENTRE

The Circular Economy Innovation Centre (CIEC) of Madrid City Council accelerates the transition to a sustainable model through training, entrepreneurship, technology and green solutions. It acts as a startup incubator, promotes resource reuse and strengthens the circular business ecosystem through public-private collaboration.

LOCAL GOVERNMENTS IN THE DIGITAL ERA: SUCCESS STORIES IN IBERO-AMERICAN CITIES

Ibero-American cities are moving forward in their digital transformation thanks to cooperation and knowledge sharing. The Union of Ibero-American Capital Cities (UCCI), together with multiple local governments, is implementing a project that promotes innovation and institutional strengthening in the region. Based on a diagnosis of 15 cities — including Barcelona, Bogotá, Buenos Aires, Guatemala City, Panama City, Mexico City, La Paz, Lima, Madrid, Montevideo, Quito, Rio de Janeiro, San Juan, Santiago de Chile and São Paulo — best practices and smart city success stories are identified, reinforcing collaboration as a key driver to build more sustainable, inclusive and connected cities.

EUCEDIC – EUROPEAN CENTRE OF EXCELLENCE IN DIGITALISATION OF INFRASTRUCTURES AND CITIES

The European Centre of Excellence in Digitalisation of Infrastructures and Cities drives digital transformation in infrastructures, cities and urban environments through cooperation between leading European universities, major companies and the public sector. It promotes innovation, training and technology transfer to build a smarter, more sustainable and connected future, harnessing the potential of digital twins and artificial intelligence.



ESCUELA TÉCNICA SUPERIOR
DE INGENIEROS DE CAMINOS,
CANALES Y PUERTOS

CITY INTELLIGENCE LABORATORY (CITY COUNCIL-UNIVERSITY COLLABORATION): 5G

The LAB5G Working Group aims to explore the use and potential of future mobile technologies by creating and consolidating an advanced 5G/5G+/6G communications laboratory equipped with state-of-the-art measurement infrastructure. LAB5G operates 5GMADNet, the first fully operational Stand-Alone 5G private network deployed in Spain on millimetre bands. It serves as an experimental infrastructure for advanced use cases and as the technological backbone of future 5G corridors promoted by Madrid City Council.





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WHY AI? WHY NOW?

Artificial intelligence has become a key element of the Information Society. These technologies are transforming processes, people and urban environments. However, their purpose is not to replace, but to enhance public services. Language models, mission-aligned AI and agentic solutions help free up time for what truly matters: serving citizens and generating public value.



Universidad
Rey Juan Carlos



inetum.

THE DIGITALISATION OF URBAN MOBILITY: FROM DATA TO CITIZEN EXPERIENCE

EMT is committed to efficient, sustainable, connected and people-centred mobility through a digital ecosystem that connects infrastructure, fleets and citizens. To improve customer experience, the municipal company has already begun its transformation, based on pillars such as infrastructure digitalisation, mobility-as-a-service, artificial intelligence and digital security and resilience.





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ICT INFRASTRUCTURE, SECURITY, CYBERSECURITY AND RESILIENCE

Madrid sizes, strengthens and reinforces its technological infrastructures to guarantee the availability, scalability and flexibility of its digital services. It starts from the pillars of security and cybersecurity and ensures resilience to potential threats and disasters, to maintain the continuity of services and the trust of citizens in the digital environment.

CONNECTED MADRID: 2025-2026 CRITICAL COMMUNICATIONS RESILIENCE STRATEGY

Strengthens the continuity of communications for Madrid City Council in emergency situations, ensuring voice and data even in extreme scenarios. It combines satellite technologies, 5G and SD-WAN to protect connectivity for critical sites and senior officials, preparing for the evolution towards satellite-to-device (D2C) networks, while reinforcing Telefónica's core network facilities.



CONNECTED MADRID: A BOUNDLESS ADMINISTRATION. CONNECTIVITY AT THE SERVICE OF THE CITY

A project by Madrid City Council, in collaboration with MasOrange, driving a modern, mobile and efficient administration.

It has transformed the way the City Council works, strengthening multi-operator connectivity, enhancing security and response capacity with 6,000 new mobile devices for the Municipal Police, and preparing for future challenges such as Smart Data and urban intelligence.



CYBERSECURITY CENTRE (CCMAD)

Protection of urban assets to improve the resilience of Madrid's digital services against the exponential growth of cyber-threats.



MANAGED SERVICES FOR MADRID CITY COUNCIL'S DIGITAL PLATFORMS

Madrid City Council's digital transformation is based on a flexible, scalable and secure digital infrastructure service model, enabling the development of strategic projects under the platform-engineering paradigm. Its digital platforms are transforming the internal organisation of information technologies, allowing the business units of government departments to build digital products on shared platforms that provide a technological services layer, a project-management methodology and a user community. During the shift in the role of the Autonomous Body for IT Services—from end-to-end technology provider to enabler of digital transformation, with business areas taking ownership of transforming their processes—NTT Data's managed digital infrastructure service has undergone a profound transformation to adopt cloud-first principles, automation, AIOps and infrastructure as code.



CORE PROJECT: DIGITAL TRANSFORMATION OF THE MUNICIPAL POLICE

Digitalisation of municipal operations and end-to-end process redesign to improve the efficiency of public safety equipment, integrating multiple information sources and advanced processing of data and images from a Comprehensive Coordination and Control Centre.



CYBERSECURITY STRATEGY

The Cybersecurity Strategic Roadmap, updated in 2025, aims to reinforce and review the City Council's key priorities and actions in cybersecurity for the coming years.

TRANSFORMATION OF MADRID INTELIGENTE INFRASTRUCTURE TOWARDS CLOUD ENVIRONMENTS

Madrid City Council's digital transformation relies on a flexible, scalable and secure digital infrastructure service that supports strategic projects under a platform-engineering model. The MiNT smart-city platform is being transformed to align with the Madrid Multicloud hybrid strategy, adapting to the needs of city services that require a secure, scalable and flexible environment. This project incorporates cloud-first best practices, infrastructure as code and observability, with Kyndryl providing key capabilities.

kyndryl.





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MADRID ARTIFICIAL INTELLIGENCE

Madrid is developing a comprehensive and cross-cutting strategy to become a leader for ethical, safe and transformative Artificial Intelligence. The City Council is fostering an innovative ecosystem that uses AI to enhance quality of life, improve public service efficiency and promote sustainability.



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ARTIFICIAL INTELLIGENCE APPLIED TO REVENUE MANAGEMENT

Following the first phase of digitalising the City Council's tax services, a new stage begins with a system ready to incorporate artificial intelligence. The application of AI is supported by data generated in the initial phase, during which data governance and quality were strengthened. As a result, advanced AI techniques can now be applied to create a new generation of municipal tax services that are more efficient, personalised and proactive.



nextMiNT: TRANSFORMING CITY MANAGEMENT WITH AI

nextMiNT evolves the MiNT platform through the strategic application of AI, combining the capabilities of the Madrid 2030 AI Platform with native market technologies. This initiative transforms municipal management by integrating AI into every module and component of the platform through intelligent-agent architectures that act independently or in coordination depending on the use case and operational system.



IMPROVING HUMAN RESOURCES MANAGEMENT THROUGH AI

Following the upgrade of the City Council's corporate HR management platform and the optimisation of its processes, advanced artificial intelligence capabilities are now being incorporated. This integration will drive automation in HR procedures and significantly improve services provided to municipal staff.





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ZERO-EMISSION, AUTONOMOUS AND CONNECTED VEHICLE (CCAM) WITH ADVANCED AI-BASED SENSING FOR PASSENGER TRANSPORT IN MERCAMADRID

Design, deployment and evaluation of a new passenger transport service based on a medium-sized autonomous bus (SAE level 4+), connected to the 5G network. The vehicle has full perception of its surroundings thanks to state-of-the-art sensors (3D LiDAR, AI-enabled cameras, ultrasound, GNSS+RTK, etc.), and can make decisions in complex scenarios thanks to advanced real-time AI-based processing models.

alsa



SAP ARTIFICIAL INTELLIGENCE FOR MUNICIPAL MANAGEMENT

Migrating SAP to the cloud gives Madrid City Council access to artificial intelligence capabilities, optimising financial and administrative processes. With integrated AI, HR and tax management improve, marking a step forward in efficiency and technological modernisation.



SMART TRAFFIC LIGHTS IN MADRID: PRACTICAL USES OF AI

Madrid has implemented AI-enabled systems to adapt traffic-light control to the needs of all road users. This technology improves road safety and optimises urban traffic flow, enabling new mobility solutions in emergencies, large events, roadworks or any situation requiring priority for cyclists or pedestrians.



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HUB: TRANSFORMATION OF THE WORKPLACE ENVIRONMENT OF THE AUDIT DEPARTMENT

The Intervention HUB is a new tool that provides this City Council department with an AI-assisted working environment for auditing and control operations, improving decision-making, integrating tools and applications, and becoming the central point and single access for all tasks—clean, accessible and tailored to users' needs. An innovative step forward through the evolution of SICI, already widely valued by its users.

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AI APPLIED TO LÍNEA MADRID

Línea Madrid uses artificial intelligence to reinforce its high standards of quality, improving the accuracy of information provided to citizens, quality control of interactions, specific administrative procedures and large-scale data analysis based on the more than 11 million services delivered annually.

 **NTT DATA**

SALTA: ARTIFICIAL INTELLIGENCE APPLIED TO THE DIGITAL EMPLOYMENT SERVICES PLATFORM

The SALTA platform puts artificial intelligence at the service of people, simplifying registration through conversational assistants that allow information and documents to be provided naturally. AI supports users as a personalised guide, recommending training, services and job opportunities based on individual needs, radically improving access to employment.

 **NTT DATA**

ae AGENCIA
PARA EL EMPLEO

 **MADRID**



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AI IN MADRID'S URBAN TUNNELS

UTE Explotación Túneles, formed by SICE S.A. and API Movilidad S.A., currently manages the operation and maintenance of 40 centrally monitored urban tunnels in Madrid—41 km of critical facilities that, thanks to contract improvements, feature state-of-the-art safety systems, including the use of artificial intelligence.



AI PLATFORM SERVICES (MAIA)

MAIA helps City Council departments adopt generative AI. The platform provides comprehensive support: consultancy, implementation and supervision of projects, as well as cloud infrastructure services—driving efficiency and modernisation of public services for citizens.



UNIFIED OBSERVABILITY: THE NEW GENERATION OF ICT MONITORING

Technological reliability is the basis of a smart city. With unified observability from Viewtinet, Madrid City Council will have complete, real-time visibility of the entire ICT infrastructure. A single console integrating services and applying advanced analytics and artificial intelligence to anticipate incidents, optimise operations and improve the municipal digital experience.





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ARTIFICIAL INTELLIGENCE: THE NEW ENERGY OF CITIES. AGENT CITY

Strategic vision on the role of artificial intelligence as a transformative technology for municipal services and the city, through the incorporation of AI agents whose orchestration drives the development of an Agent City model.

AI STRATEGY FOR THE CITY OF MADRID

Madrid Artificial Intelligence is a City Council initiative to promote the responsible use of AI to improve municipal services. It supports more efficient and personalised public management, ensuring transparency, ethics and data protection in line with the European AI Act—ensuring safe, reliable and human-centred AI.

PALOMA: ADDRESSING UNDESIRE LONELINESS

Paloma es un proyecto cuyo fin es combatir la soledad. Paloma is a project aimed at tackling unwanted loneliness among older people. It enables comprehensive and attentive support through personalised weekly calls to check on wellbeing, mood and memory. It also connects people with municipal activities by recommending nearby events based on their interests. The system helps users feel valued and accompanied in every interaction.



STRENGTHENING CYBERSECURITY WITH AI

Cybersecurity is integrated from the design phase in AI developments through the MAIA framework, applying compliance controls (AI Act), secure architecture, identity management and specific audits (including OWASP AI). It ensures traceability and incident response. In addition, AI use cases in cybersecurity are being explored, with pilots in the SOC to improve triage and response times.

WASTE CHARACTERISATION THROUGH AI AND ROBOTIC INSPECTION IN INDUSTRIAL ENVIRONMENTS

Madrid leads the way in smart waste management with two cutting-edge solutions: SIREMA, an autonomous AI-powered robot that patrols and monitors critical areas at Los Cantiles in real time, and an advanced waste characterization system using multispectral vision and trained AI models. Both technologies enhance traceability, operational efficiency, and data-driven decision-making—driving circular economy and digital transformation in municipal services.

AI FOR CITIZEN SERVICES

Conversational assistant that uses clear, natural language to interact with citizens. AI facilitates enquiries, appointment bookings, procedures and self-assessments. Interviews are transcribed for analysis, enabling automated form completion and record updates, providing agile, accessible and personalised support aligned with each person's needs.



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SMART MADRID: A DATA SPACE TO TRANSFORM THE CITY WITH AI

Kyndryl has developed secure data environments that integrate information from multiple sources, correlate data to generate relevant insights and apply artificial intelligence to improve decision-making. This expertise is fully applicable to Madrid, where an urban data space consolidates, connects and exploits information securely and ethically. Governed by responsibility and transparency, it enables AI to anticipate citizen needs, optimise public services and improve quality of life—making shared data infrastructure the foundation of a truly smart, resilient and people-centred city.

kyndryl.

AI AS A TRANSFORMATIONAL DRIVER OF URBAN MOBILITY: FROM DATA TO CITIZEN EXPERIENCE

EMT applies AI to embed analytical and problem-solving capabilities into its operational efficiency and, consequently, to improve the travel experience. Alongside AI for predicting and reducing response times in customer care, EMT also uses AI in projects related to absenteeism (predictive analysis of key factors), BiciMAD (chatbot) and the bus driving simulator (planning improvements).



EMT MADRID

LOS CANTILES INFORMATION HUB: INTELLIGENT PLATFORM FOR AUTOMATED COMPOSTING

Real-time data platform integrated into Madrid's most advanced composting plant, Los Cantiles, located in the Valdemingómez Technology Park. It combines IoT sensors, intelligent automation and environmental analytics to monitor organic waste treatment, air quality and operational efficiency—boosting innovation in the circular economy and urban sustainability.



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Capital

AI AND TECHNOLOGY AS THE POWER BEHIND BICIMAD

Artificial intelligence has become a strategic tool in optimising processes and plays a key role in anticipating where and when bicycles will be needed by analysing historical, weather and user behaviour data. This allows optimal planning. The data generated enables continuous improvement, helping administrations and operators design efficient systems aligned with real mobility patterns.

serveo



EMT MADRID



Thank you very much, we look forward to your visit



Our stage will host 70 talks where we will explain all our projects.

