

Press release

Telefónica presents innovative smart city solutions at Greencities

- Telefónica will showcase how to advance towards more sustainable, connected and resilient cities through a comprehensive digitalization model, supported by technologies such as IoT, 5G, Artificial Intelligence, advanced analytics, cybersecurity and cloud computing.
- In addition, as part of the RECI Congress, held concurrently with the event, Telefónica will showcase its Smart Urban Systems solution and present a success story based on this offering through the PICA project (Integrated Air Quality Platform).

Málaga, 15 September 2026. Telefónica is once again taking part in Greencities, one of the leading forums for promoting efficient city management projects. The event brings together public administrations, companies and networks to drive solutions in climate transition and energy, circular economy, urban nature, water and water resilience, efficient lighting and equipment, as well as data, interoperability and smart systems.

On 15 and 16 September, Telefónica will showcase how to advance towards more sustainable, connected and resilient cities through a comprehensive digitalization model supported by technologies such as IoT, 5G, Artificial Intelligence, advanced analytics, cybersecurity and cloud computing.

At the Telefónica stand, visitors will be able to explore its proposals through a range of demonstration areas, including smart city and smart tourism solutions, a digital e-government kiosk, critical connectivity and edge computing solutions (Titan Connect + Edge), and the Tourism Innovation Hub (HIT).

Telefónica has also organised the roundtable discussion “PID and Territorial Cohesion: Smart Tourism Serving Municipalities”, which will address the role of the Smart Destination Platform (PID) and other destination platforms as tools for driving the digital transformation of tourism and extending its benefits across entire regions.

Through the perspectives of SEGITTUR and the experiences of the Provincial Councils of Cáceres, Ourense and Alicante, as well as the city of Benidorm, the session will analyse how data sharing, technology and digital services can help municipalities, particularly those with fewer capabilities and resources, improve tourism management, create new opportunities and move towards smarter, more sustainable and more cohesive territorial development models.

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In addition, Julián García Barbosa, from Telefónica España's Digital Transformation area, will participate in the panel discussion "Governing Smart Cities: Data, Artificial Intelligence and New Urban Models", alongside the mayors of Logroño, Getafe, Sagunto and Ontinyent. Telefónica at the 6th RECI Congress.

Taking place simultaneously at the same venue, the Málaga Trade Fair and Congress Centre (FYCMA), the 6th RECI Congress, organised by the Spanish Network of Smart Cities (RECI), will focus on the challenges of urban innovation. The event will bring together experts, public sector leaders and representatives from national and international organisations to discuss and address current urban challenges.

As part of the RECI Congress, Ainhoa del Val, Head of Smart Cities and New Verticals at Telefónica España, and Emilio José Sánchez, Director of the PICA Project, will present the session "Smart Urban System: Environmental Management and Air Quality Use Case in the Generalitat Valenciana's PICA Project."

During the presentation, Telefónica will explain the evolution of its Smart City value proposition, now known as Smart Urban Systems, and will showcase a success story through the PICA Project (Integrated Air Quality Platform) developed by the Generalitat Valenciana. Through its participation, the company reinforces its purpose of becoming the best gateway for citizens to access digital technologies, bringing innovative solutions and experiences closer to people through accessible and user-friendly environments.

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