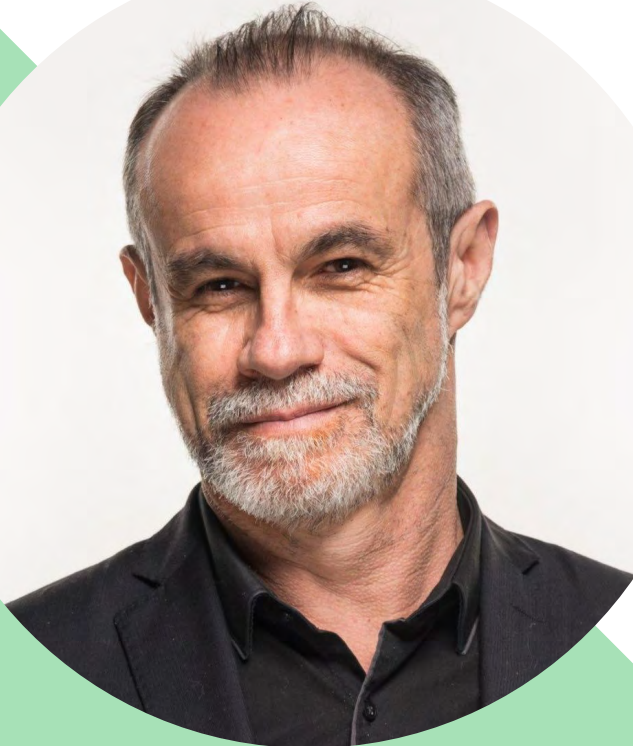


E4C Conference

This conference is held as part of the E4C Summer School
"From Smart Buildings to Smart Cities"



Carlos Moreno

Scientific Director of
the Entrepreneurship
Territory Innovation
Chair at IAE Paris
- Université Paris 1
Panthéon-Sorbonne

Monday 5 of July
2021 at 11:30 AM

To join the conference:
[https://ecolepolytechnique.
zoom.us/j/81897140616](https://ecolepolytechnique.zoom.us/j/81897140616)

The revolution of proximities



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The Covid-19 crisis has shown the strength of cities because it is a systemic urban crisis of a sanitarian nature. Having to silence the city to avoid the spread of the virus shows the need to rethink our cities' urban planning to favor economic, ecological and social value in the proximity.

To face climate change in the long-term and COVID-19 in the short term, we need to change radically, our urban lifestyle. We must rethink the long journeys in our cities and the concentrations associated with them. We need to review our cities' mono-specialized focal points and give greater impetus to the polycentric city. We must go to the multipolar and multifunctional city. We need to provide extensive access to essential local services a priority, within a maximum distance of 10 to 15 minutes by foot or by bicycle, to create this new multicenter city. We have called it in Paris, the city of proximities, "The 15-Minute City".

Researcher of international renown, **Carlos Moreno** is Associate Professor at the Paris IAE-Panthéon Sorbonne University in France, co-founder and scientific director of the Entrepreneurship-Territory-Innovation (ETI) Chair. He specializes in the study of complex systems and in the development of innovation processes.

He earned recognition as a scientist with an innovative mind, pioneer works and his unique approach on urban issues. He is renowned for his "Smart City" concept, and well-known as successful entrepreneur thanks to an innovative start-up. He is now renowned as a scientific advisor of national and international figures of the highest level, including the Mayor of Paris, Mrs. Anne Hidalgo, in quality of "Smart City" special Envoy.

Carlos Moreno is one of the visionaries who brings a new perspective on issues. He works at the heart of issues of international significance as a result of his research, including the following concepts: the "Digital and Sustainable City" in 2006 (before the appearance of the Smart City concept in 2010), overtaken by the "Human Smart City" launched in 2012, the "Living City" in 2014, as well as the "City of 15 minutes" followed by the "Territory of 30 minutes" launched in 2016. The two most recent concepts involve a new urban and territorial approach on the chrono urbanism, the chronotopy and the topophilia.

Carlos Moreno's contributions are internationally valued for their originality and incorporated in multiple projects of local governance and urban transformations in France and worldwide. He is also at the initiative and committed to multiple projects involving experts from all over the world, allowing him to put his concepts to the test of real implementation. His activities benefit from the contribution of an extensive national and international ecosystem. His works aim at promoting the transformation of our lifestyles and urban spaces, and to offer solutions to the issues faced by the cities, metropolises and territories during the XXIst century.

Carlos Moreno was awarded Knight of the Order of the Legion of Honor in 2010 by the French Republic. In 2019 he received the Foresight Medal by the French Academy of Architecture.

The **Chair of Entrepreneurship, Territory and Innovation** (ETI) is

a research / action initiative of the IAE Paris Sorbonne Business School in order to federate public and private actors in France and abroad around today's and the next decade's major challenges in our cities and territories.

The ETI Chair is thus collectively involved in reflecting on the contribution of research and innovation concerning the challenges of tomorrow. The ETI Chair's goal is to become aware of the dynamics of transformation of territories, to face economic, societal and environmental challenges in a changing world.

Since its launch on May 22, 2018, the ETI Chair has been developing its action with its private (EDF, GFI, ICADE, the SNEF) and public (Metropolis of Dijon, Nantes and Paris, the Grand Est Region) partners consolidating and expanding its work and networks.

The missions of the ETI Chair:

The world is changing. The convergence of an urbanized world with hyper connectivity has turned the way we live and do business in our territories upside down. Places of living and sharing where a multitude of societal needs and uses intersect, no component escapes this transformation.

The revolutions are multiple and they question us in depth: technological mutations (digital and its implications), ecological challenges (climate change and sustainable development), new urban lives (smart cities, smart citizens), cultural and social issues (generation Z, silver economy), new economic and governance models, etc.

In this complex and interdependent world in transition, we need to rethink the links between economy, territory, culture and society. All actors must reposition themselves and develop new capacities to adapt and learn. New services, dematerialization, ecosystems, inclusive innovation, sustainability, collaborative economy, ubiquity, social reputation, are all realities that must be mastered to build change.

Officially launched in Paris on May 22, 2018, during a ceremony attended by the Mayor of Paris Anne Hidalgo and Professor Muhammad Yunus Nobel Peace Prize, the ETI Chair, supported by IAE Paris Sorbonne Business School, is a place for meetings, foresight and collective reflection, but also for feedback and experience sharing.

Through a network of different institutional, private and scientific actors, it aims to develop new socio-cultural approaches to entrepreneurship, and fertilize our territories, through an ambitious program. It is a source of innovation, disruption, breakthroughs, new ideas, disciplinary, scientific and cultural cross-fertilization. It encourages the convergence of new experiences and practices. It contributes to renewing the culture of innovation in territories on an international scale.

The ETI Chair is today supported by a vast territorial ecosystem, in which public and private players in the transformation of cities and territories participate.



E4C INTERDISCIPLINARY CENTER

The interdisciplinary Energy4Climate Center (E4C) launched in June 2019 by the Institut Polytechnique de Paris and the École des Ponts ParisTech is involved in the energy transition through research, training and innovation.

Humanity is facing a climate challenge of unprecedented magnitude and whose human origin is no longer in doubt. Keeping global warming below the 2 °C limit requires the development of appropriate solutions.

26 laboratories are working within E4C on four transversal themes to reduce greenhouse gas emissions, improve energy efficiency, deploy renewable energy distribution and evaluate public policies.

The center's activities are developed by its researchers in conjunction with industrial players. They combine social and economic sciences, materials sciences and engineering, applied mathematics, computer science and geophysics. The center develops instrumental platforms, models for energy forecasting and forecasting, and a data center.

Training the next generation of energy players is also a priority for E4C. It offers Masters degrees, 5-year PhD tracks, an entrepreneurship program for students wishing to create a start-up and an international student challenge.

You have questions? Contact us!
contact.e4c@ip-paris.fr

