

# CURRICULUM VITAE

June 2017

- 1. Family name:** Marsal-Llacuna
- 2. First names:** Maria-Lluïsa
- 3. Date and place of birth:** 28 July 1974  
Sant Martí de Tous (Barcelona)
- 4. Passport:** Spanish  
(USA VISA until 2020)  
(UK NINO holder)
- 5. Education:** (grade earning is shown in chronological order, (oldest-newest))

Institution (date from – date to)	Degree(s) or Diploma(s) obtained:
Polytechnic University of Catalunya (UPC), Barcelona, Spain	Bachelor of Science and Arts (Architecture) February 2001
Polytechnic University of Catalunya (UPC), Barcelona, Spain	Advanced Studies Diploma (Urban Planning) September 2007
Polytechnic University of Catalunya (UPC), Barcelona, Spain	Doctorate (Urban Planning, specialization in social infrastructure) December 2008, including PhD fellowship at TU Berlin (Germany)
University of Girona (UdG), Girona, Spain	Master of Science (Applied Informatics and Systems Computation) September 2012
University of Girona (UdG), Girona, Spain	Doctorate (ICT, specialization in intelligent systems) November 2013, including PhD fellowship at IBM Research (California, USA)

- 6. Language skills:** (language acquisition is shown in chronological order (1 – excellent; 5 – basic))

Language	Reading	Speaking	Writing
Catalan	mother tongue	mother tongue	mother tongue
Spanish	native	native	native
English	1	1	1
French	2	2	2

## 7. Membership of professional and expert bodies:

### International

- ITU-UN initiative United for Smart Sustainable Cities (U4SSC) Blockchain Cities lead. Second mandate
- ITU member of WISE, Women in Standardisation Expert Group
- UN Habitat III expert on Housing and Member of Habitat III General Assembly of Partners (GAP)
- ITU associate member in standardisation committee ITU-T SG20 on IoT and smart cities
- ISO/TC 268 Sustainable Cities and Communities, national expert in WG2, City Indicators
- IEC/SEG1 Systems Evaluation Group on Smart Cities, expert in WG2 on Urban Planning & Sim.
- CEN-CENELEC Smart & Sustainable Cities & Communities Coord.Group (SSCC-CG), national expert
- CPS (City Protocol Society), member of Standardization Task Force
- EU EIP on Smart Cities and communities, member of Integrated Planning Action Cluster
- Net4Society (EU Research Directory for Socio-Economic Sciences and Humanities), member
- STEM Europe-European School Net, member
- Buckminster Fuller Institute, member
- RESER, European Association for Research on Services, member
- Steering Committee of the Cross-Border Catalan Euro District, Board member.
- H2020 ESPRESSO Project: systEmic standardisation apPRoach to Empower Smart cities and cOmmunities, Advisory Board member

### National

- AENOR CTN 178, Committee smart cities standardization Spain, member & former Chair of SC2 GT3
- AETU, Spanish Association of Urban Planners, member
- SSMED, Spanish Association of Service Science Management Engineering and Design, member

### Regional

- AAUC, Architects and Urban Planners Association of Catalonia, member
- AECC, Catalan Engineering and Culture Association, member

## 8. Other skills (e.g. computer literacy etc.)

- Served as Project Director and Team Leader on a wide range of urban planning and municipal administration projects, project design, management, and implementation skills
- Practical experience with numerous aspects of public administration and good municipal governance
- Human Resources Management and leadership of working groups
- Presenter, lecturer, and public speaker
- Excellent writing, reporting, and editing skills
- Manager of Content Language Integrated Learning (CLIL)
- Sound knowledge of Geographic Information Systems (GIS)
- Advanced knowledge of computers, computerized information management systems, and data mining
- Organizer of events, working with a wide range of counterparts and constituencies

## 9. Present position:

- Researcher on Blockchain4Cities at Universitat Pompeu Fabra (Barcelona)  
Founder and President of Intelligent'ER RE'Development think tank, advice and consultancy to governments and administrations.

## 10. Past positions:

- Cities Standards Institute Lead at Future Cities Catapult (UK's Ministry of Innovation, Jobs and Skills), in partnership with the British Standards Institution, United Kingdom (Sept. 2015-Feb. 2017)
- Lecturer and Senior Researcher at the University of Girona, Spain (Sept. 2009-Sept. 2015), including:  
Director, Official Master's Program in Smart Cities, University of Girona (Jan. 2013-Sept. 2015)  
Director, Girona Smart City Lab, University of Girona (Jan. 2013-Sept. 2015)
- Associate Lecturer and Researcher at the Polytechnic University of Catalunya, Spain (Sept. 2001-Sept. 2009)
- Urban Strategist responsible for the implementation of the new municipal planning at Cervera Municipality, Spain (Oct. 2002-Oct. 2003)

## 11. Key qualifications:

### Expert:

- Significant experience in the formulation and design of Urban Development Policy and Strategies in a number of European Union Member States, with a wide range of governmental and non-governmental parties
- Significant experience in the implementation and evaluation of programs and projects which promote urban development in European Union Member States, including Spain, France and Germany.
- Managed urban development projects in the following Spanish locations, Barcelona, Barcelona Metropolitan Area, Cervera, Organyà, Santa Margarida de Montbui, Alcoi, Terrassa and Logroño.
- Successful work with a wide range of urban development counterparts, including national governments, municipal governments, institutions of higher learning, civil society organizations, business leaders, technology companies, public and private consultancy agencies, professional associations, and think tanks.
- Experience with urban development issues in developing countries, such as Kyrgyzstan and Ukraine, including difficult issues relating to the adaptation of outdated municipal services regimes to modern economic requirements, how to most effectively and efficiently meet the needs of citizens in countries in transition, and how to address migration and migrant worker issues affecting municipalities.
- Reviewer for EU project proposals in the FP7 and in the current H2020 research programs

### Teaching:

- Lecturer, Department of Architecture, Urban Planning Area, UdG, Sept. 2011-Sept. 2015
- Visiting Professor, Department of Architecture, Urban Planning Area, UdG, Sept. 2009-Sept. 2011
- Assistant Professor, Department of Urban and Regional Planning, UPC, Sept. 2004-Sept. 2009
- Associate Professor, Department of Urban and Regional Planning, UPC, Sept. 2001-Sept. 2004

### Researcher:

- Senior Researcher, Department of Architecture, Urban Planning Area, UdG, member of the Research Group on Control Engineering and Intelligent Systems (eXIT) Sept. 2011-Sept. 2015. Main research projects: EU project proposal preparation for ARTEMIS, ITEA and 7FP calls, joint research with HafenCity University Hamburg on Urban Systems Computation
- Post-Doctoral research sabbatical at IBM Almaden Research Center (San José, California, US), Nov. 2010-March 2011, July 2011.
- Senior Researcher, Department of Architecture, Urban Planning Area, UdG, main researcher and founder of the Research Group on Service Science (ReGSS), Sept. 2009-Sept. 2011.  
Management of key research projects, including contacts with representatives of the business community, high-technology companies, and the Ministry of Governance, in the field of Service Science and public facilities, SEPURE project (EU 7FP proposal preparation).
- Post-Doctoral Researcher, Department of Urban and Regional Planning, UPC, Sept. 2008-Sept. 2009.  
Main research projects: ERIPFASE project (EU 7FP proposal preparation), Planning Housing in Catalunya (Spanish Research National Plan)
- Pre-Doctoral research sabbatical at Technische Universität Berlin, TU (Institut Fur Stadt Und Regional Planung), Feb. 2007-June 2007
- Junior Researcher, Department of Urban and Regional Planning, UPC, Sept. 2004-Sept. 2009
- Pre-Doctoral Researcher, Department of Urban and Regional Planning, UPC, Sept. 2001-Sept. 2004
- Undergraduate Researcher, Department of Urban and Regional Planning, UPC, Sept. 1996-Sept. 2001

## 12. Projects per topic and nature

Country, City/Area	Dates	Name of Organization, <u>Position</u> , <i>Project name</i> [contact person for ref]	Job duties in the related projects
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### URBAN INFRASTRUCTURE:

Buildings (for education, healthcare, administrative and industrial use) and services infrastructure (transport, water, etc)

Spain	Feb. 2011 Oct 2013	Ministry of Science, Spanish Gov. Research National Plan (2008-2013): Subprogram of fundamental non-oriented research, UdG team leader Planning Housing in Catalunya (Project ID:CSO2010-21521-C03-01) [Josep Ma. Vilanova: jmvicla@arquired.es]	Legal research, drafting/providing legal opinions, concerning compliance with urban planning requirements. Elaboration of housing policies for Catalonia through categorization of baselines and common challenges. Elaboration of an implementation plan and monitoring strategies.
Spain Catalunya	Mar. 2010 Dec. 2010	Ministry of Governance and Public Administration, Generalitat de Catalunya, Project Director, Facilities and Services Integrated Planning and Programming (ProjectID:025/10)[Pep Mur: pep.mur@gencat.cat]	Use of public participation mechanisms and surveys to collect data on the use of facilities and services and elaboration of models for integrated planning and programming of public facilities and services.
Spain Catalunya	Apr. 2006 Sep. 2009	Ministry of Housing, Generalitat de Catalunya, Expert, Catalonia's Territorial Master Plan on Housing (Project ID: non-competitive/ internal) [Ricard Pie: ricard.pie@upc.edu]	Legal research, and drafting/providing legal opinions, concerning compliance with urban planning requirements. Supported elaboration of the Master Plan.
Spain, (Barcelona Metropolitan Area)	Sept. 2001 Sept. 2002	Barcelona Metropolitan Area Council, <u>Assistant</u> , <i>Analysis and Quantitative Assessment of recent urban changes in the Barcelona Metropolitan Region</i> [Amador Ferrer: aferrer@bcn.net]	Development of econometric models to assess metropolitan capacity and zoning requirements for underutilized/vacant buildings and undeveloped land
Spain, (Barcelona Metropolitan Area)	Sept. 2001 Sept. 2002	Barcelona Metropolitan Area Council, <u>Assistant</u> , <i>Assessment of recent changes in Barcelona's Metropolitan Area</i> [Amador Ferrer: aferrer@bcn.net]	
Spain, (Barcelona Metropolitan Area)	Sept. 1997 Feb. 1998	Barcelona Metropolitan Area Council, <u>Assistant</u> , <i>Metropolitan Spatial Structure: Genesis, Shapes and Evolution</i> [Antonio Font: Antonio.font@upc.edu]	Formulation of standard and customized infrastructure solutions for preserving the unique character of different constituent cities of the Barcelona Metropolitan Area
Spain, (Barcelona)	Jun 1998 Sept. 999	Barcelona Municipality, <u>Assistant</u> , EU Project: <i>POSIDONIA (Urban Strategies for Mediterranean Cities)</i> [Juli Esteban: jesteban@bcn.net]	
Spain, Catalunya	May 1998. Nov. 1998	Catalan Federation of Municipalities, <u>Assistant</u> , <i>20 Years of Municipal Planning in Catalunya (retrospective)</i> [Joaquim Sabaté: joaquim.sabate@upc.edu]	Evaluation of the implementation of municipal master plans in Catalonia, covering the realization of public works during the first twenty years of Spanish democracy.
Switzerland (Lausanne)	Feb. 1997 July 1997	Jaume Riba Architects, <u>Assistant</u> , <i>EUROPAN Competition. Residential Project in Lausanne</i> [Jaume Riba: jaumeriba@coac.net]	Analysis and diagnosis of residential requirements in Lausanne, and residential project design

### TELECOMMUNICATIONS AND INFORMATION TECHNOLOGY:

Information Technology and its applications: Platforms: software, networks;; packages, Expert information systems (EIS)/Management information systems (MIS), Decision Support Systems, Information System as a tool for knowledge management, Information systems for Public management

UK	March 2017	Ministry of Business Innovation and Skills. Innovate UK. <u>Standards Expert</u> Consultancy on the future of BIM (Building Information Modelling) standards [Teresa G: tgonzalez@futurecities.catapult.org.uk]	Recommendations on the next generation design of BIM standards and interoperability with smart city and IoT (Internet of Things) standards, including UIS and GIS in combination with blockchain strategies
UK	Sept 2015 Sept 2016	Ministry of Business Innovation and Skills. Innovate UK. <u>Standards Expert</u> for Future Cities Catapult. <i>Internet of Things UK Competition (IoTUK)</i> [Matt Fox: mfox@futurecities.catapult.org.uk]	Design of standards evaluation package: <i>Standards in Use Framework</i> for the assessment of conformance of IoTUK projects against BSI standards PAS181 on Smart City concept and PAS 182 on Data Models.
EU	June2013 Sept 2015	European Union. FP7, Artemis 2012 call. UdG team leader. <i>Project Adaptive Cooperative Control in Urban Systems (ACCUS)</i> (Project ID: R071/13) [Quim Meléndez: joaquim.melendez@udg.edu]	IP for University of Girona in WP2 Requirements and Specifications, WP4 System Architecture, services and network process, WP7 Dissemination and Exploitation

US	Nov. 2010 Nov. 2011	IBM Almaden Research Center and UdG, <u>Project Director</u> , Joint Research Agreement on Smarter Urban Planning (Project ID: A1056615)[Guang-Jie Ren: gren@ibm.us]	Design and configuration of new multipurpose urban spatial layouts (mainly focusing in public infrastructure). Design of software requirements for monitoring the performance of infrastructures.
US-Spain	Nov. 2010 Nov. 2011	IBM Spain and UdG, <u>Project Director</u> , Research contract in the field of Service Science (Project ID: R73/10) [Ying-Tat Leung: ytl@ibm.us]	Formulation of service-pairing Algorithms for optimal location of services and optimization of facilities and buildings, to improve the efficiency of time utilization by citizens

#### GOVERNANCE AND HOME AFFAIRS:

Promotion and protection of human rights: In the context of the human rights approach to poverty reduction, inclusive focus on people's participation and empowerment, linkages to national and international human rights norms and standards, equality and non-discrimination, monitoring and accountability.

UK	Sept. 2015 Sept. 2016	Cities Standards Institute, Future Cities Catapult and British Standards Institution. <u>Project Director</u> , <i>Standards in Use Framework</i> . Implementation in UK cities [Nick Vat: Nick.Vat@slough.gov.uk]	Implementation of the <i>Standards in Use Framework</i> , for PAS 181 Conceptual Framework for Smart Cities (policies and governance standard), and PAS 182 Data Models (information services standard) to assess city's conformance
Spain-International	Starts Nov. 2014	AENOR <u>Project Director</u> , <i>Standardization project on the safeguarding Urban Human Rights in the Smart City</i> (Project ID: non-competitive/ internal) [Tania Marcos: TMARCOS@aenor.es]	Formulation of standards, in collaboration with NGOs (Charity, Red Cross, etc.) for safeguarding of the right to the city of citizens. This project is initiated in Spain and will be extended to CEN (Europe) and ISO (International)
EU	Nov. 2008 Jan. 2009	Ministry of Science, Spanish Government. Research National Plan (2008-2011): Complimentary Actions for fundamental non-oriented research, <u>Main proposer</u> , funding of EU project proposal preparation: <i>European Reference Indicators for Public Facilities and Services (ERIPFASE)</i> presented at 7 <sup>th</sup> . FP SSH (Project ID: TIN2009-06170-E) [Antonio Font: Antonio.font@upc.edu]	Revision of traditional urban planning methodologies, focusing on updating urban planning standards for social infrastructure to meet citizens' needs. Systematization and automated classification of social infrastructure by nature of service. Elaboration of baselines and benchmarks for the self-monitoring and control of pre-classified facilities. Recommendations on how to improve the performance of service.

Decentralisation and local development: Decentralisation (subsidiarity, legislation, accountability), support to local authorities (local and regional levels, including municipalities). Community based development (empowerment and participatory approaches, gender issues, micro-projects) and local development strategies (social, economic, multi-sector)

France, Oriental Pyrenees	Feb. 2013 April 2013	European Union. POCTEFA 2007-2012 call. <u>UdG's team leader</u> . Project for the creation of the Catalan Transborder Eurodistrict (EuroCat) (Project ID: R017/13) [Joaquim Tarrés: joaquim.tarres@gencat.cat]	IP for University of Girona. Construction of a strategic data base to show the benefits of EuroCat. Analysis, development of metrics and monitoring actions and projects undertaken in the frame of EuroCat
France, Oriental Pyrenees	Jan. 2013 Sept. 2013	Agence d'Urbanisme Catalane (AURCA). <u>Expert</u> . Observatory of facilities and services in the Oriental Pyrenees (Project ID: non-competitive/ internal) [Gilles Planas: gilles.planas@aurca.org]	Construction of a data base, mapping, classification and visualization of facilities and services. Surveillance, recommendations for services compaction and facilities optimization. Implementation plan and monitoring strategies.
Spain (Figueres)	Nov. 2009 June 2010	Figueres Municipality, <u>Expert</u> . Master Plan's strategic diagnosis and analysis of urban potentials (Project ID: 096/09) [Xavier Ludevid: xludevid@figueres.org]	Development and refinement of econometric models for assessing urban capacity and costs of utilization. Recommendations on policies for strategic urban development.
Spain, (Catalan Pyrenees)	Jan. 2003 Jul. 2003	Organyà Municipality, <u>Project Director</u> Municipal Strategic Master Plan (Project ID: C4941) [Joan Vilanova: jvilanova@ajorganya.org]	Economic analysis concerning feasibility and profitability of various municipal planning designs and proposals, using econometric models and business forecasting systems
Spain (Cervera)	Apr. 2004 Nov. 2005	Cervera Municipality, <u>Project Director</u> , Municipal Master Plan (Project ID: C5518) [Joan Roca: jroca@ajcervera.org]	
Spain (Cervera)	Oct. 2002- Oct. 2003	Cervera Municipality, <u>Expert</u> . Durable and Sustainable Development in Cervera through Strategic Projects (Project ID: non-competitive/ internal) [Salvador Bordes: sbordes@ajcervera.org]	
Spain, (Cervera)	Feb. 2002 Sep. 2002	Cervera Municipality, <u>Project Director</u> , Municipal Strategic Master Plan (Project ID: C4672) [Joan Roca: jroca@ajcervera.org]	

Spain (Sta.Mgda. Montbui)	Jan. 2002 Sept. 2002	Sta.Margarida de Montbui Municipality, <u>Project Director</u> , Municipal Strategic Master Plan (Project ID: C4659) [Teo Romero: teoromero@montbui.net]	Liaising with community leaders, business representatives, economic operators, and representatives of civil society to design urban planning, create strategic and innovative configurations, and generate public approval and support. Strategies for participatory urban development.
Spain (Logroño)	May 2001 July 2001	Logroño Municipality, <u>Expert</u> , Development and Urbanization Plan in Santa Juliana area, Logroño city (Project ID: non-competitive/ intern.) [Javier Monclús: Javier.monclus@upc.edu]	
Spain (Alcoi)	June 1999 Apr. 2001	Alcoi Municipality, <u>Assistant</u> , Alcoi's Master Plan, Second Phase [Antonio Font: Antonio.font@upc.edu]	
Spain (Terrassa)	Mar. 1999 May- 1999	Terrassa Municipality, <u>Assistant</u> , Terrassa's Master Plan [Manuel de Sola-Morales: now retired]	
Spain, (Terrassa)	Mar. 1998 June 1998	Alcoi Municipality, <u>Assistant</u> , Alcoi's Master Plan. First Phase [Antonio Font: Antonio.font@upc.edu]	
Spain Catalunya	Sep. 2005 Sep. 2009	Association of Catalan Architects, Team Leader, State-of-the-Art Urban Planning in Catalonia (Project ID: non-competitive/ internal) [JM. Vilanova: jm.vilanova@arquired.es]	Evaluation and classification of municipal master plans and their level of implementation in Catalan cities. Recommendations to cities for future revisions of their master plans.

Enhancement of the role of civil society: Covering different organizational forms (NGOs, Community Based Organisations, media, trade unions, diverse roles (service delivery and advocacy), and fundamentals such as the legal framework. Capacity building (development of strategies, management and human resources development), including design and delivery of training/mentoring/tutoring and other forms of support at strategic and functional levels, advocacy, internal governance, decision-making processes, accountability and transparency, and fund raising. Networking at local, national, regional, and international levels, coalition building, and dialogue with government institutions)

Ukraine (Kiev)	Feb. 2015- Feb. 2016	International Cooperation project. Administration of the City of Kiev and Kiev's Professional Bar Association. <u>Project Director</u> , <i>Measuring the safeguarding of human rights in the city of Kiev</i> . (Project ID: non-competitive/ internal) [Artem Shaipov: ashaipov@fair.org.ua]	Expert assistance in the implementation of the set of indicators developed by Dr. Marsal to measure the safeguarding of human rights in the city. Organization of a "call for stakeholders" to raise awareness in the provision of data and design of a "public participation" campaign to collect citizens' opinion in the results obtained.
EU	Sept. 2011- Sept. 2015	European Union FP7 ICT Work Programme. <u>Girona Pilot, Team Leader</u> (within UAB group) <i>Future Policy Modelling Project (FUPOL)</i> (Project ID: 287119) [Ignasi Ingerto: iingerto@aslogic.es]	Large Scale research project with 17 partners from Austria, Croatia, China, Cyprus, France, Macedonia, Germany, Kenya, Latvia, Romania and Spain to develop an e-services toolkit to support the involvement of all city stakeholders in the policy cycle
Kyrgyz Republic (Bishkek)	May 2013	European Union. International Cooperation. <u>Expert</u> , Training Facility for Government Institutions and Civil Society in the Kyrgyz Republic (Project ID: 2012/296828- V1) [Mark Segal: marksegal111@yahoo.com]	Responsible for implementing an initiative covering strategic urban planning, smart cities, and urban technology, including the delivery of major training events and the provision of technical assistance for strategic urban development.
Spain Catalunya	Apr. 2011 Apr. 2013	IBM Spain and Ministry of Governance and UdG, <u>Project Director</u> , Joint Research Agreement on Public Facilities and Services (Project ID: R11/11) [Pep Mur: pep.mur@gencat.cat]	Work with diverse institutions to facilitate public outreach and inform citizens regarding various aspects of municipal governance and urban planning. Public participation consultations on the use of facilities and services.

#### CULTURE, EDUCATION, EMPLOYEMENT, AND SOCIAL AFFAIRS

Education (formal and non-formal): Higher education (Degree and diploma programmes at universities, colleges and polytechnics; scholarships and inter-university cooperation programmes).

Vocational Education and Training -: VET sub-sector analysis, reform, management, vocational reform (including analysis and measures to strengthen the links between VET and the labour market and to promote involvement of the private sector)

Use of Information and Knowledge Economy : Use of Information and Knowledge Economy

Kraków (Poland)	Apr.2015 Sept. 2015	Jagellonian Univeristy Kraków and UdG, Project co-director Bilateral Research and teaching agreement on Smart Cities (Project ID: LLP Erasmus_E Giro02) [Jacek Ostaszewski: erasmus@adm.uj.edu.pl]	Development of a common curriculum on smart cities for the exchange of students and professors at Master's level. Development of novel, cross-disciplinary, IT based and remote teaching methodologies.
	Jan.2015	University of Girona and the City of Schiedam. <u>Project Director</u> <i>Sister Cities for</i>	

Belgium (Schiedam)	Sept 2015	<i>the Official Master's Program in Smart Cities at UdG</i> (Project ID: non-competitive/ internal) [Leonie Hulshof: let.hulshof@schiedam.nl]	"Agenda of Innovations for the City". Master's Thesis projects. Supervision of development and implementation of municipal projects by the twenty students in the Master's Program in collaboration with the city. The projects focus on executive solutions, in the areas of intelligent mobility, public participation, smart urban planning, energy efficiency and smart governance, for implementation by the city.
Spain (Sabadell)	Sept.2014 Jan. 2015	University of Girona and the City of Sabadell. <u>Project Director</u> <i>Sister cities for the Official Master's Program in Smart Cities at UdG</i> (Project ID: non-competitive/ internal) [Oriol Llevot: OLLevot@ajsabadell.cat]	
Spain (Girona)	Sept.2013 Sept.2014	University of Girona and the City of Girona. <u>Project Director</u> <i>Sister Cities for the Official Master's Program in Smart Cities at UdG</i> (Project ID: non-competitive/ internal) [Jordi Valls: jordi.valls@ajgirona.cat]	
Spain	Sept. 2012 Sept. 2013	University of Girona and several IT companies and institutions. <u>Project Director</u> <i>Design of Practicums for the Master's Program in Smart Cities</i> (Project ID: non-competitive/ internal)	Sponsorship raising and design of a 3 month paid practicum program for students in sponsoring companies/institutions, including: IBM, Cisco, Abertis, Indra, SeCe, Ajuntament de Figueres, Diputació de Girona and Ajuntament de Girona
Germany (Hamburg)	Nov. 2011 Nov. 2013	HafenCity University Hamburg and UdG, <u>Project co-director</u> <i>Bilateral Research and teaching agreement on Intelligent Urban Systems</i> (Project ID: LLP Erasmus_E Giro03) [Alenka Poplin: alenka.poplin@hcu-hamburg.de]	Development of a common curriculum for teaching about intelligent urban systems. Development of novel, cross-disciplinary, IT based and remote teaching methodologies for undergraduate and master levels.
Germany (Berlin)	Nov. 2008 Nov. 2012	Technische Universität Berlin. Institut für Stadt-und-Regionalplanung und UPC, <u>Project co-director</u> , <i>Bilateral Research and teaching Agreement on Urban Planning Legal Studies and comparative urbanism</i> (Project ID: LLP Erasmus_E Barcelo03) [Gerd Schmidt-Eichstaedt: now retired]	Development of a common curriculum for teaching comparative legal systems and legislation with respect to urban planning, and how the legal framework is realized through master plans and municipal governance.
Spain (Girona)	Nov. 2010 Nov. 2011	UdG. Research Vice-Rectorate, <u>Project Director</u> , "Special Actions Research Funding" (Project ID: BRAE-VR-ReGSS) [Josep Calbó: josep.calbo@udg.edu]	Development of new research curricula for efficiency in the elaboration of PhD Theses. Elaboration of methodologies to better guide students in the elaboration of PhD Theses.
France-Spain	July 2010 Oct. 2010	Generalitat de Catalunya in Perpinyà, Office of the Vice President, <u>Project Director</u> , Forum of urban planning experiences and good practices in the Catalan Eurodistrict trans-border area (Project ID: VCP/147/2010, 32/0112/2010) [Jordi Fernández-Cuadrench: jfcuadrench@gencat.cat]	Inventories of successful urban planning and territorial experiences. Elaboration of requirements for the identification of good practices. Public presentations in France and Spain. Training to civil servants for the implementation of good practices: recommendations on escalation and replicability adjustments
US	Oct. 2010 Oct. 2012	IBM Spain and UdG, <u>Project Director</u> , Joint Research Agreement on Service Science (Project ID: R54/10) [Jim Spohrer: jim.spohrer@ibm.us]	Design of technical specifications and ToR for better integration of public services into public facilities, in order to make services economically, socially and environmentally more efficient.

#### TRADE AND PRIVATE SECTOR

Private sector: Investment promotion (domestic and foreign). Supporting professional/commercial/advisory bodies (professional associations, decentralised advisory agencies, local consultancy strengthening, Chambers of commerce, European Information Correspondence Centres (EICC), Business Centres

Spain	Dec.2009 June.2010	Decathlon Spain, <u>Expert</u> <i>Strategic advice to select the location for a new commercial complex</i> (Project ID: 010/10) [Luis Baron: luisbaron@decathlon.es]	Design and deployment of innovative methodologies for selecting strategic locations according to client requirements, planning constraints and legal compliance.
France-Spain	July 2007 Oct. 2010	Generalitat de Catalunya in Perpinyà, Office of the Vice President, <u>Project Director</u> , Atlas of Activity and Economic Actors in the Catalan Eurodistrict trans-border area (Project ID: VCP/147/2010,37/0112/2010) [Jordi Fernández-Cuadrench: jfcuadrench@gencat.cat]	Identification of economic hubs, typification by nature. Elaboration of strategies based on the specialization of hubs. Work with economic actors, urban planners, and real estate developers to configure strategic and feasible proposals which develop local economies, through sustainable and equitable growth.

#### HUMANITARIAN AID, CRISIS MANAGEMENT AND POST-CRISIS ASSISTANCE: Civil protection:

		Ministry of Universities and Research, Generalitat de Catalunya, <u>Main proposer</u> , Funding of EU project proposal preparation: <i>Integrated Indicators for Public Facilities and</i>	Analysis of municipal planning requirements and how to optimally meet the needs of citizens in accordance with applicable legislation. Elaboration of a system of indicators to measure the
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EU	May 2010 Aug. 2010	<i>Services to Rebalance the Social Public Realm in Europe (SEPURE)</i> presented at 7 <sup>th</sup> . FP SSH (Project ID: 2009LID2-C-13) [Nadia Fava: nadia.fava@udg.edu]	performance of public infrastructure and the identification of faults and weaknesses. Recommendations on how to recover faults and weaknesses, increase resilience of public services infrastructure in periods of economic crisis
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### 13. Publications:

#### Scientific publications in Indexed Journals:

Marsal-Llacuna, ML. (2017) *The Standards Revolution: Who will first put this new kind on the Blockchain*. Under review: ITU-Kaleidoscope 2017

Marsal-Llacuna, ML. (2017) *How to succeed in implementing (smart) sustainable urban agendas: "keep cities smart, make communities intelligenter"*. Under review: Technological Forecasting and Social Change

Marsal-Llacuna, ML. (2017) *The Intelligent method (IV) for "smarter" Future Living Agendas and Programmes. The Future Living Actionable Agenda*. Under review: Journal of Urban Technology

Marsal-Llacuna, ML. (2017) [The Standards Evolution: A pioneering Meta-Standard Framework Architecture as a novel self-conformity assessment and learning tool](#). -in press- Computer, Standards and Interfaces

Marsal-Llacuna, ML. (2017) [Building Universal Socio-Cultural Indicators for standardizing the Safeguarding of Citizens' Rights in Smart Cities](#). Social Indicators Research 130, 563–579

Marsal-Llacuna, ML., Wood-Hill, M. (2016) [The Intelligent method \(III\) for "smarter" standards development and standardisation instruments](#). Computer, Standards and Interfaces, 50, 142–152

Marsal-Llacuna, ML. (2016) [City Indicators on Social Sustainability as Standardization Technologies for Smarter \(citizen-centered\) Governance of Cities](#). Social Indicators Research 128 (3), 1193-1216

Marsal-Llacuna, ML., Segal ME. (2016) [The Intelligent Method \(II\) for "smarter" urban policy-making and regulation drafting](#), Cities 61, 83-95

Rusek, R., Marsal-Llacuna, ML., et al. (2016) [Compatibility of municipal services based on service similarity](#), Cities 59, 40-47

Marsal-Llacuna, ML., Segal ME. (2016) [The Intelligent Method \(I\) for making "smarter" city projects and plans](#), Cities 55, 127–138

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Marsal-Llacuna, ML. (2015) [Measuring the standardized definition of "smart city": a proposal on global metrics to set the terms of reference for urban "smartness"](#). Lecture Notes in Computer Science 9156, 593–611 (ICSSA 2015 PartII-CTP, Canada)

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Marsal-Llacuna, ML., De la Rosa Esteva, JL (2013), [The Representation for AI Modell: an Agent-Based Collaborative Model for more Meaningful Citizen Participation in Urban Planning](#), Lecture Notes in Computer Science 7973, 324-339 (ICSSA 2013 PartIII-GEO-AN-MOD, Vietnam)

Marsal-Llacuna, ML., Boada-Oliveras, I. (2013), [3D-VUPID. 3D-Visual Urban Planning Integrated Data](#), Lecture Notes in Computer Science 7974, 17-32 (ICSSA 2013 PartII-CTP, Vietnam)

Marsal-Llacuna, ML., Vilanova Claret, JM (2012) [Hegemonia y Declive de un Ciclo Desarrollista ya Destronado. Urbanismo y Construcción en España \(1997-2007\)](#) Biblio 3w-Geocritica Vol.XVIII,1015

Marsal-Llacuna, ML., Leung, YT., Ren, GJ (2011) [Smarter Urban Planning: Matching Land Use with Citizens Needs and Financial Constraints](#), Lecture Notes in Computer Science 6783, 2-30. (ICSSA 2011, Part I-CTP, Spain)

Non-indexed scientific publications (books, book chapters and journals):

Marsal-Llacuna, ML. (2017) The Theory of Human Motivation (today), a System-of-System (technological) Perspective: The Intelligent Actionable Future Living, in *Creating, Analysing and sustaining Smarter Cities. A systems Perspective*. Lawson, H. and Abbott-Donnelly, I., Eds. Kings College Publications. London (UK). In press.

Marsal-Llacuna, ML., Segal, ME. (2012) *Legally-based Land Surrenders and Regional Subsidization: the Effects of Unlimited Economic Solidarity on the Public Realm in Spanish Autonomous Regions*. LAP-Lambert Academic Publishing. Saarbrücken (Germany). ISBN: 978-3-659-22005-0

Marsal-Llacuna, ML (2011) *Planning & Programming Facilities & Services with Service Science Management Engineering (SSME)*, in Health Studies: Economic, Management and Policy. ATINER. Angus, D., Boutsili, Z., eds. Athens (Greece). ISBN: 978-960-9549-25-7

Marsal-Llacuna, ML (2010) *La Cosa Publica i l'Urbanisme. O Perque tenim els Equipaments que tenim*. Pages Editors. Lleida-Barcelona (Spain). ISBN: 978-84-9779-963-8

Vilanova-Claret, JM., Pie-Ninot, R., Marsal-Llacuna, ML. et al. (2010) *Pla Territorial Sectorial d'Habitatge de Catalunya*. Departament de Medi Ambient i Habitatge. Generalitat de Catalunya. Barcelona (Spain). ISBN: B-42.872-2010

Marsal-Llacuna, ML (2010) *European Reference Indicators for Public Facilities and Services: Approach to an Integrated Production in Reference Values for the Basic Social services Infrastructure*, in The Resilience of the Global Economy. Journal of the European Association for Research on Services (RESER), Gothenburg (Germany). ISBN: 978-960-6672-79-8

Marsal-Llacuna, ML (2010), *El Potencial Public de les Comunitats Autonomes*, INGURUAK Revista Vasca de Sociologia y Ciencia Politica. Monografico especial: Sociedad e Innovacion en el Siglo XXI. Asociacion Vasca de Sociologia y Ciencia Politica-Universidad del Pais Vasco (UPV). Bilbao (Spain). ISSN: 0214-7912

Marsal-Llacuna, ML., Fava, N. (2010) *European Reference Indicators for Public Facilities and Services. Approach to an Integrated Production in Reference Values for the Basic Social Services Infrastructure*. Proceedings of the 15th. International Conference on Urban Planning, Regional Development and Information Society. Competence Center of Urban and Regional Planning (CORP) & (CEIT Alanova). Vienna (Austria). ISBN: 978-3-9502139-8-0

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Marsal-Llacuna, ML (2009) *"European Welfare Society": per un Indicizzazione di Servizi e Attezzature di Base*. Urbanistica. Rivista dell'Istituto Nazionale di Urbanistica. Venezia (Italy). ISSN: 0042-1022

Font-Arellano, A., Castiñeira-Palou, I., Marsal-Llacuna, ML., et al. (2009) *El Proyecto de Nuevos Patrones Residenciales*. Edicions UPC. Escola d'Arquitectura del Valles. Barcelona (Spain). ISBN: 987-84-7653-417-5

Marsal-Llacuna, ML (2008), *Infraestructures Socials a Catalunya. Eficiencia en les Cessions amb Desti a Equipament Public com a resposta al Deficit Democratic*, Actes del III Congres d'Enginyeria



i Cultura Catalana: Tecnologia, Territori i Societat, Associació d'Enginyeria i Cultura Catalana. Palma Mallorca (Spain), ISBN: 978-84-612-7601-1

Font-Arellano, A., Marsal-Llacuna, ML. et al. (2005) *Transformacions Urbanitzadores 1977-2000. Àrea Metropolitana i Regió Urbana de Barcelona*. Mancomunitat de Municipis. Àrea Metropolitana de Barcelona. Barcelona (Spain). ISBN: 84-930080-8-7

Font-Arellano, A., Llop-Torné, C., Marsal-Llacuna, ML. et al. (2004) *l'Explosió de la Ciutat/ the Explosion of the City*. Col·legi d'Arquitectes de Catalunya. Barcelona (Spain). ISBN: 84-96185-18-4

Font-Arellano, A., Marsal-Llacuna, ML (2002) *Des de Barcelona: Arquitectures i Ciutat 1958-1975*, in *Territori i Ciutat a la Catalunya dels Seixanta*. Col·legi d'Arquitectes de Catalunya. Barcelona (Spain). ISBN: 84-959551

Font-Arellano, A., Marsal-Llacuna, ML (2000) *La Experiencia Reciente en Cataluña. Planeamiento Urbanístico para el Siglo XXI*, Urban. Revista del Departamento de Urbanística y Ordenación del Territorio (UPM). Madrid (Spain). ISSN: 1138-0810

Ferrer-Aixala, A., Sabate-Bel, J., Marsal-Llacuna, ML (2000), *l'Urbanisme a Catalunya (1979-1999)*, Papers. Regió Metropolitana de Barcelona, Institut d'Estudis Metropolitans de Barcelona. Barcelona (Spain). ISSN: 1888-3621

Ferrer-Aixala, A., Sabate-Bel, J., Marsal-Llacuna, ML (1999) *20 Anys d'Ajuntaments Democràtics*, en *l'Urbanisme Municipal*. Federació de Municipis de Catalunya. Barcelona (Spain) ISBN: 84-87286-33-x

Font-Arellano, A., Llop-Torné, C., Vilanova-Claret, JM., Marsal-Llacuna, ML., et al. (1999) *La Construcció del Territori Metropolità. Morfogenesi de la Regió Urbana de Barcelona*. Mancomunitat de Municipis. Àrea Metropolitana de Barcelona. Barcelona (Spain) ISBN: 84-930080-5-2

Author and co-author of numerous manuals, academic and technical publications presenting project results, good practices, and recommendations to interested parties.

#### **14. Patents**

USA 13/ 954.802 (30/07/2013) "Methods and Devices for Urban Planning"

#### **15. Other relevant information**

##### Keynote Speaker:

Invited speaker at a number of seminars and workshops and congresses in different countries:

*Financing Smart Sustainable Cities- Forum* Liechtenstein (Liechtenstein, November 2016), *Habitat III, Special Event on Smart Cities* (Quito, October 2016), *U4SSC Kick-off meetings* (Geneva, July 2016), *ITU Habitat III expert meeting on ICT and the New Urban Agenda* (Geneva, July 2016), *SDOs First Smart Cities Event* (Singapore, 2016), *World Smart City Forum* (Singapore, July 2016), *Smart Cities Roundtable, British Embassy in Berlin* (Berlin, June 2016), *BA School of Business and Finance* (Riga, February 2015), *EuroTowns, General Assembly and Congress* (Girona, Oct. 2014), *International University of Seville* (Seville, Sept. 2014), *Generalitat de Catalunya, Parlament Jove Científic Català* (Barcelona, March 2014), *Tribuna Girona, Smart Cities Series* (Girona, October 2013), *Spanish Conference of Rectors, Sustainability Commission Meeting* (October 2013), *Diputació de Barcelona, Expert Seminar on Public Facilities Planning* (Barcelona, October 2012), *IBM Seminar on Service Demand Estimation, Multi-Service Programming and Multi-Service Facility Design* (Almaden Research Center, US, July 2011), *Speaker Series Carnegie Mellon University 2011 on Innovation in Large Service Systems* (Nasa Research Park, US, Feb. 2011), *IBM Smarter Planet Executive Speaker Series* (Almaden Research Center, US, Jan. 2011), *2010 International IN3-Harosa Workshop on Hybrid Algorithms* (Barcelona, Spain, Nov. 2011), *Seminar on ICT and Health in Catalonia* (Girona, Spain, May 2010), *Seminar of Professional Orientation for Architects* (Barcelona, March 2009) *Seminar Welfare Space in Europe* (Venetia, Italy, June 2008), *Seminar Urbanism and Urbanization* (Barcelona, June 2005), *Seminar The explosion of the City* (Barcelona, June 2002).

##### Conferences presenter:

*2nd Int. Conf. Applied Methods in Social Sciences: People, Goods and Regions in a Globalized World 2015* (Poznan, Poland, Mai 2015), *Annual Conference of the EU Stakeholder Platform in Smart Cities* (Berlin Germany, Mai 2015), *Smart City World Expo and Congress 2014* (Barcelona, Spain, Nov. 2014), *Bergamo 2.(035), MIT-UniBG International Workshop "A new Urban Concept* (Bergamo, Italy, Sept. 2014), *Smart City World Expo and Congress 2013* (Barcelona, Spain, Nov. 2013), *13<sup>th</sup>. International Conference on Computational Science and its Applications* (Ho-Chi-Minh, Vietnam, June

2013), *Annual Conference of the EU Stakeholder Platform in Smart Cities* (Budapest, Hungary, Mai 2013), *ARTEMIS 2012 Brokerage Event* (Prague, Czech Republic, Jan. 2012), *ARTEMIS 2012 Spring Event* (Nuremberg, Germany, Feb. 2012), 11<sup>th</sup>. *International Conference on Computational Science and its Applications* (Santander, Spain, June 2011), 20<sup>th</sup>. *International Conference European Association for Research on Services* (Gothenburg, Sweden, Oct. 2010), 9<sup>th</sup>. *Annual International Conference on Health, Economics, Management and Policy* (Athens, Greece, June 2010), 15<sup>th</sup>. *International Conference on Urban Planning, Regional Development and Information Society* (Vienna, Austria, May 2010), *VIII Basque Congress on Sociology and Political Science* (Bilbao, Spain, Feb. 2002), *Meeting Point Housing Congress 2009* (Barcelona, Oct. 2009) *III Engineering and Catalan Culture Congress* (Palma de Mallorca, Spain, Dec. 2008).

Volunteer at: Second National Conference of Cuban Geography (Havana, Cuba, 1996) and the XIX Congress of the International Union of Architects (Barcelona, 1996).

#### Exhibition organizer:

Commissioner and Organizer of: *The Construction of Metropolitan Territories* (Barcelona, June-August 2000), *Ideas Contest for the Barcelona Street in Girona* (Girona, Apr.-May 2010), *Two Streets and One Square* (Perpignan, Jan.-March 2011).

#### Awards and Acknowledgments:

VALORTEC, *one of the best 10 patents in Catalunya* (author, Nov. 2013) *Falling Walls International Lab 2012, Finalist Breakthrough on Urban Planning* (author, Munich, July 2012), *Best of IBM* (IBM Research, USA, March 2011), *Spanish Biennale of Architecture and Urban Planning 2011 (BEAU XI) Research Award Ex-Aequo to the Catalunya Territorial Master Plan on Housing* (co-author, Madrid, July 2011), *Catalan Regional Planners Association (SCOT), 'Award Territory' Finalist with the title Public Threshold* (author, Barcelona, April 2009), *Distinguished Expert Woman by the Generalitat de Catalunya* (June 2009), *Interflora Best final degree project in urban planning* (author, Spanish Ministry of Education, February 2001)

## **16. Media appearances (TV and Radio)**

Besides the following TV and Radio appearances, Dr Marsal had multiple mentions in press that would be too long to list.

2013, TEDx City 2.0

<https://www.youtube.com/watch?v=xWmB3z0k4Vo&index=2&list=PLsRNoUx8w3rOBnUyOgi-layJu7zs0-6D>  
<http://www.youtube.com/watch?v=NNnqq2915Zk&feature=share&list=PLF9lwh-QWc2XQuvXuVWaypCLIMxvAC1oq>

2013, Explaining what a smart city is (National Radio interview)

[http://www.cadenaser.com/catalunya/audios/hora-l-catala-tenim-paraula-defineix-millor-les-smart-cities-espavilades-ciutats-espavilades/csrsrpor/20131129csrsrcat\\_14/Aes/](http://www.cadenaser.com/catalunya/audios/hora-l-catala-tenim-paraula-defineix-millor-les-smart-cities-espavilades-ciutats-espavilades/csrsrpor/20131129csrsrcat_14/Aes/)

2013, Launch of the Master's Programme in Smart Cities (Local TV news)

<http://tv.girona.xiptv.cat/ultima-hora/capitol/la-universitat-de-girona-crea-un-nou-master-sobre-smart-cities>

2013, Smart Cities Lab (Local TV news, starting in minute 1:25)

<http://tv.girona.xiptv.cat/la-setmana-girona/capitol/capitol-12-1>

2013, Master's Programme in Smart Cities (National TV news, starting in minute 2:00)

<http://www.tv3.cat/3alacarta/#/videos/4786800>

2014, New edition of the Master's Programme in Smart Cities (Local TV interview)

[http://tv.girona.xiptv.cat/modetv?chapter\\_id=165234](http://tv.girona.xiptv.cat/modetv?chapter_id=165234)

2015, Smart Urban Planning project (Local TV news, intro from minute 1:52 to 2:02; report from minute 6:00 to 8:00)

<http://tv.girona.xiptv.cat/noticies/capitol/noticies-migdia-del-20-02-2015>

2015, Smart Cities Lab (National Radio interview)

<http://www.ccma.cat/catrado/alacarta/informatius-catalunya-radio/lentrevista-del-catalunya-al-dia-girona-lluismarcas-investigadora-de-la-udg/audio/873211/>

2016, UN Habitat III conference channel (video interview)

<https://trello.com/c/v8HiNP3w/118-video-interview-luisa-marsal-of-future-cities-catapult-on-city-standards>  
<https://vimeo.com/187930731>