

Eco-Smart Cities 2024: promoting innovation for circularity ‘on land and sea’ against all odds

Weathering a perfect logistic storm, Eco-Smart Cities 2024 took place on October 18 and 19, once again welcoming international delegations on board the flagship of Carnival Cruise’s Costa fleet

Four years have passed since the first Eco-Smart Cities congress was launched aboard the flagship of Carnival Cruises’ Costa fleet in October 2021. That unforgettable event boldly took place despite unprecedented travel restrictions and social distancing imposed during the Coronavirus pandemic. All congress attendees were tested twice and arrived masked, their body temperature being measured prior to boarding the ship. And yet, the inaugural conference program, entitled ‘From smart buildings to intelligent cities on land and sea’, presented new urban development principles, with experts from around the world speaking on how to address an even greater global emergency: climate change.

This year, it is climate change that spoke loud and clear at Eco-Smart Cities, surprising attendees as they were meeting up in Genoa from different continents. As per the program, the same ship, Costa Smeralda, scheduled to dock for the very first time at the Port of Genoa, Italy, in fall 2024, prepared to welcome members of a vibrant international community. Their mission is to shed light on the latest best practices in environmentally and socially responsible urban development.

Having enriched the format of the two-day event with an all new ‘Exchange Program’, the organizers furthermore promised to offer a fast track of high-profile one-to-one networking opportunities, meticulously pre-arranged with exclusive personalized agendas. Little did anyone know, until the



Sustainable development advocates from around the world met again onboard Costa Smeralda, after the inaugural two-day event in 2021, organized during Covid times. The Eco-Smart Cities community grows and the vibrant debate among innovators, technology pioneers, policy makers and investors bares new fruit

final hours leading up to the event, that getting aboard Costa Smeralda or simply to Genoa would become something short

of a mission impossible. As widely reported in the media, sudden and dramatic rain-falls swept across Northern Italy, causing



Eco-Smart Cities 2024: rethinking urban development in light of climate change

landslides, shutdown of public services and even casualties in the city hosting the event. Nonetheless, while unforeseeable meteorological conditions led to major disruption to land and air transportation, with national security alerts upheld for days, almost all stalwart supporters of the Future Cities Working Group scheduled to arrive in Genoa, arrived just in time to meet up with the influential community members, prestigious guests and long standing representatives of the Sustainability Summit engaged in turning radical innovation into reality.

The full initiative landed successfully, and just as October 18 surprised everyone with a perfect day of blue skies and sunshine, it seemed born to defy all odds.

Nuecir Exchange Program

By opening its doors and hatches once more as official venue of the highly anticipated cardinal appointment in the agenda of Eco-Smart Cities events, Costa Smeralda becomes synonym of fostering multi-disciplinary knowledge sharing, public-private

The Nuecir exchange program: striking success at its first edition



Nuecir Exchange Program: see you at NCC Zenith in 2025!



Exclusive agendas of one-to-one meetings at Eco-Smart Cities 2024: a success to be repeated in 2025 at the Nuecir Competence Center (NCC)

collaboration and inter-industry cross fertilization. This year it furthermore offered a breathtaking backdrop to the launch of a new initiative promoting radical innovation

for an efficient circular economy. By going live at the October event in Genoa, under the new umbrella brand Nuecir, it repositioned the community's mission. The Nuecir Exchange Program involved advocates of circularity, R&D experts, industry leaders, policy makers and solution providers, as an exclusive feature in this year's event format, offering personalized agendas for high-profile in person networking, bringing together trail blazers and decision makers committed to advancing the frontiers of sustainable development.

In future, the Exchange Program will be directly managed by the Nuecir Competence Center (NCC). Visit Nuecir.com and stay tuned to ensure that your name is on the next passenger list!

by Victor March

Fast-track networking at Eco-Smart Cities 2024

Can we transition from a linear to a circular economy, to share and preserve our society's resources? This year's edition of Wise Media's event on land and sea featured a particularly fascinating experience designed for select attendees participating in the all-new Nuecir Exchange Program. Organized for policy makers, investors, pioneering innovators, system integrators, as well as members of academia and heads of laboratories, the initiative fosters collaboration within ambitious international programs and offered each participant a tailor-made agenda of exclusive, one-to-one meetings.

Urgently needed radical innovation

A relentless R&D effort is still needed to meet the requirements of sustainable development. Launched in 2024, the Nuecir Exchange Program catalyzes multi-disciplinary debate, international collaboration, as well as public and private sector investments in this field. In fact, new technologies

can definitely help accelerate progress towards, if not bridge the gap to a circular economy. With this in mind, a new initiative has been created and calls to action scientists and researchers from around the world to drive change by providing scientific answers and technological solutions to surmount the many obstacles still in the way of our collective transition from a linear to a circular economy.

Nuecir Exchange Program

Nuecir encourages to undertake the complete journey to develop new ideas 'from concept to market-ready'. Its supporters are happy to concentrate fully on with what they consider a winning technology for environmentally and socially responsible urban development. They are committed to helping the best solutions go through the stages of research, development, prototyping, testing and scale-up until certifications and operating manuals declare that the needed innovation is ready to hit the arena.

