



## **PREFACE**

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## **WELCOME to REAL CORP 2016, the**

### **21<sup>st</sup> International Conference on Urban Planning, Regional Development, Information Society and Urban, Transport, and Environmental Technologies!**

Smart cities go hand in hand with evolvment and improvement of digital technology. They are a post-industrial reaction to the economic, social and political changes and challenges the world has been facing throughout the last decade – like the demographic change, the financial crisis or scarcity of resources.

In cities there are plenty of players with very different tasks and interests. Many of them are trying to own the term „Smart city“. It is somehow fascinating to compare the different interpretations of this label – from a geographic point of view (for example in Europe, USA, China, ...), through its perspective (humans and quality of life or technology and efficiency as centre point?), or generally from an economic position (potential savings on the one hand, rapidly growing business field on the other hand) and via approaches to standardisation of the city and its services.

There are lots of methods to achieve smartness, and there are lots of approaches to define proper smart indicators that tell us something about the smartness of a city. What are their advantages or disadvantages, which approach may claim to be the right one – and why? What can the planning community do to benefit from smart technologies developments while creating the cities for today's and following generations? During the international conference REAL CORP 2016 some 250 experts coming from 50 countries all over the world are exchanging their knowledge and discussing how to become and stay a Smart City.

What are the most important key factors of Smart Cities: energy, mobility, logistics, housing, security? Which role do other parts play, like environment, disaster management, leisure, research and development? These fields of expertise will be the leading topics of REAL CORP 2016 under the motto “Smart Me Up!”. The proceedings comprise about 1,000 pages of hand-picked and mainly double-stage peer reviewed knowledge for planners and for cities.

More than 100 expert presentations and keynote speeches, several workshops on different topics as well as excursions to historic and future development sites of Hamburg complete the programme of this year's conference.

What makes REAL CORP unique is the interdisciplinary and highly international approach of our partners, speakers and participants. Welcome to three days of world-wide networking, sharing of thoughts and development of project ideas in the wonderful Free and Hanseatic City of Hamburg.

**Welcome to Hamburg! Have a great conference!**

**Manfred SCHRENK, Clemens BEYER & the REAL CORP Team**