



**AJUNTAMENT
DE VALÈNCIA**

Zentropy-MICE Valencia

**Reshaping a new concept of MICE
sustainability under an urban entropy
approach to enhance the legacy to Valencia
citizens and optimize energy, matter and
information**

**Fermín Cerezo & Noelia Rigoberto
Ayuntamiento de Valencia**

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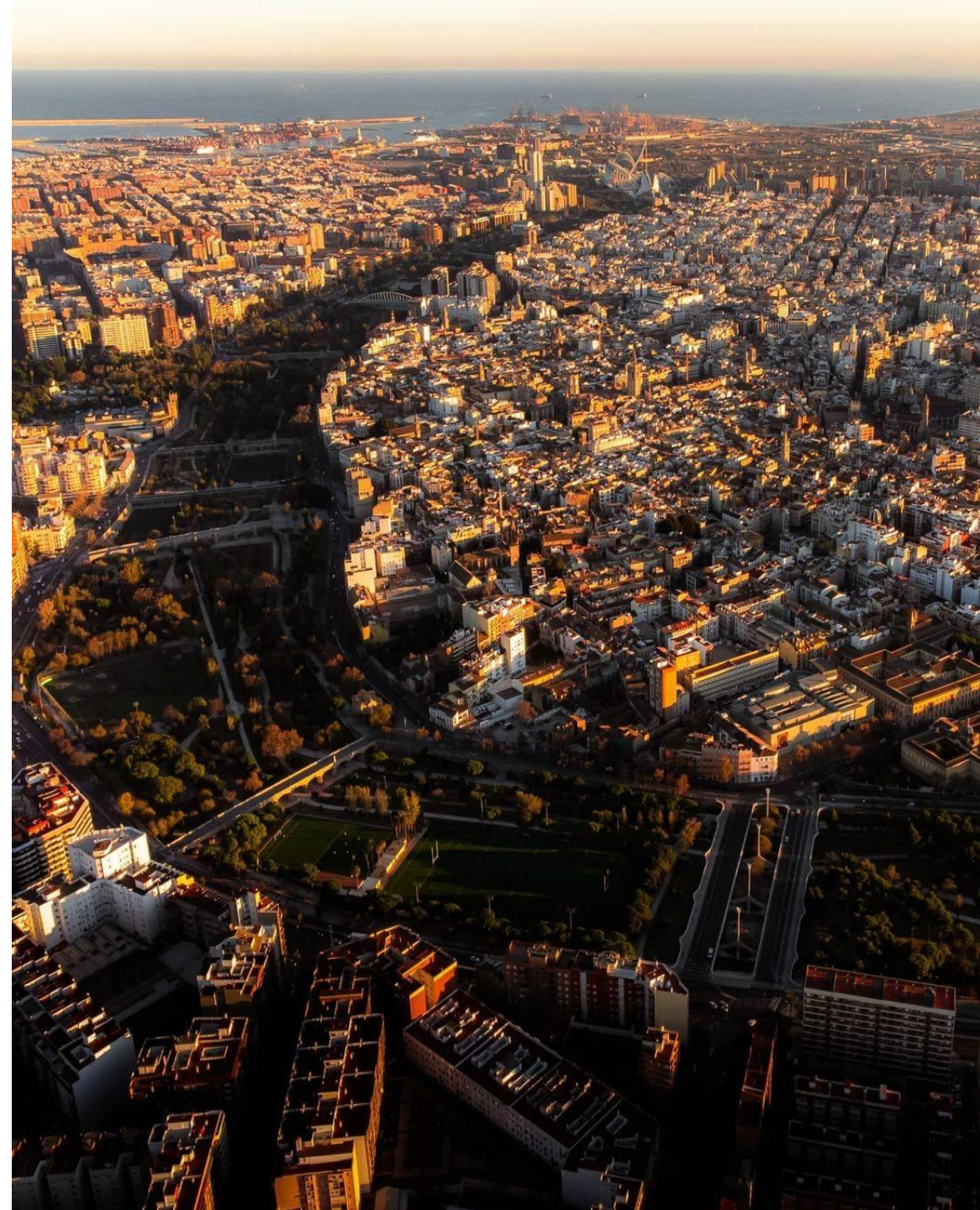
Fondo Europeo
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"Una manera de hacer Europa"



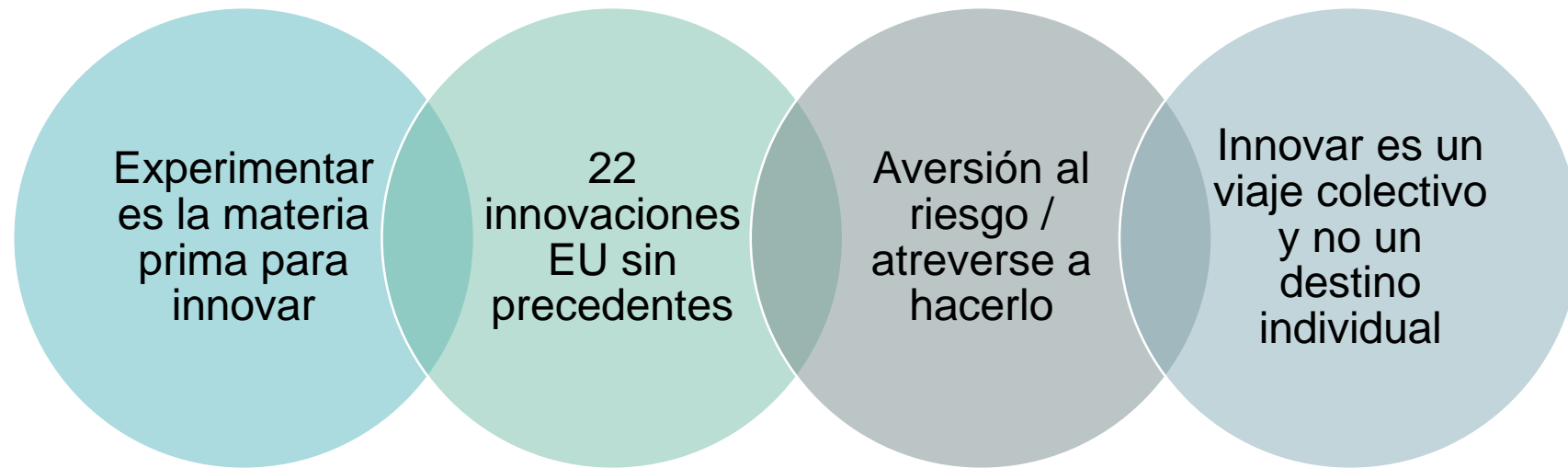
Valencia, Spain



 València Innovation Capital

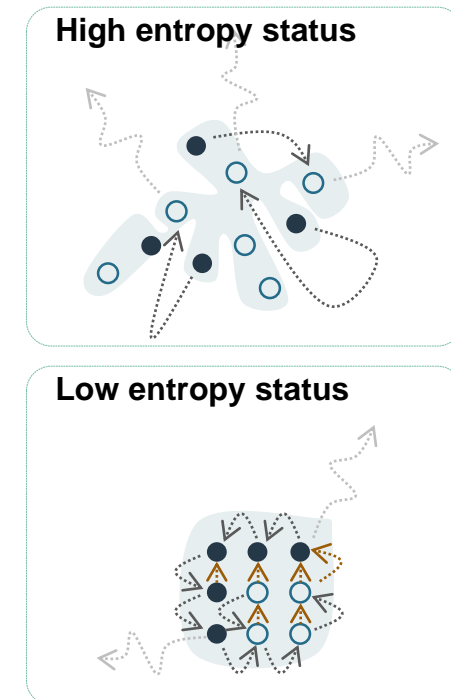


Learnings so far from EUI calls



Our challenge

- MICE (Meetings, Incentives, Conventions, Exhibitions) sector: 15-20% of world tourism.
- Significant negative and positive impacts on urban areas that do not reverberate in the city to their full potential.
- New and younger MICE tourists demand new interactions and emotional experiences, greater climate change awareness, and integration with local city life.
- Spain: 2nd country in MICE events (11% of tourism is MICE) → Valencia: 3rd Spanish city (19%).
- Entropy research focuses on the exchanges of energy, matter, and information in balanced systems, such as cities, where efficiency in these exchanges minimizes the increase in entropy.



How do we make MICE tourism a driver for socio-economic development and green transition in Valencia through an entropy approach (energy, matter and information)?

Project partnership

Budget: 5.252.306,00 €

80% FEDER: 4.201.844,80

Ayuntamiento
de Valencia

Delivery
partners

Transfer
partners

+ stakeholders

- PP2 – Valencia’s Congress Center (Valencia Location Demonstrator)
- PP3 – Valencia Innovation Capital (Valencia’s Innovation Center)
- PP4 – UPV (Polytechnic University of Valencia)
- PP5 – Visit Valencia Foundation
- PP6 – Khora urban thinkers

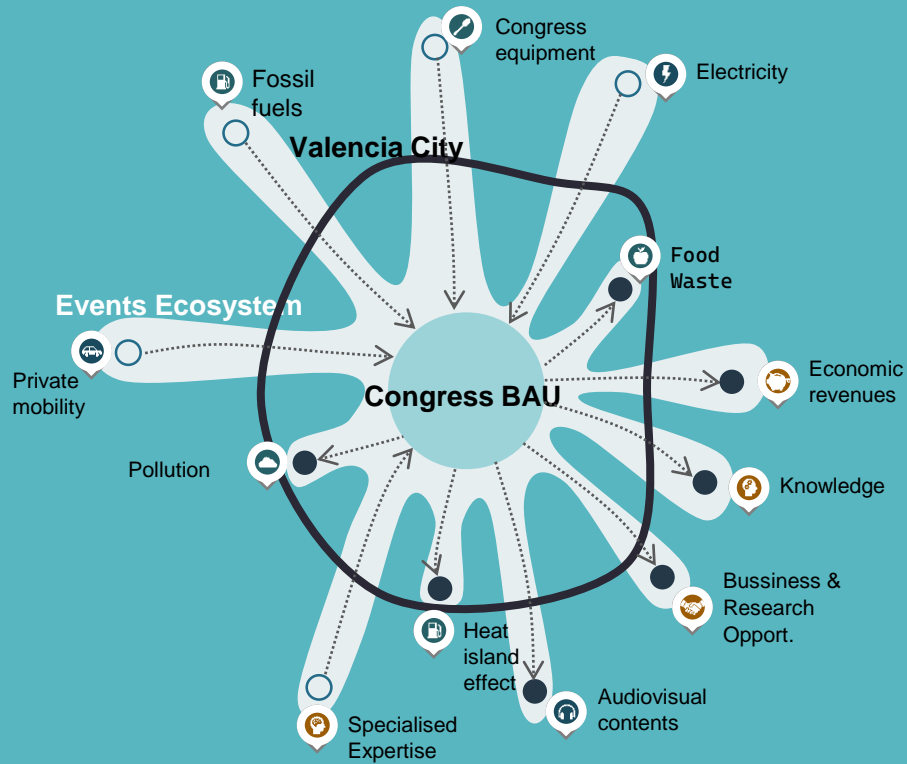
SEGITTUR, Asociación Española de Palacios de Congresos (AEPC), Turespaña, CEMAS, CERAI, Asociación de Diseñadores de la CV, empresas locales, etc.

Specific objectives

Zentropy improves the contribution of the MICE sector to urban sustainability through the thermodynamic principles of entropy (energy, matter and information [E+M+I]).

- We will test an operational model of the MICE sector that reorganizes the exchange flows with the city to reduce entropy and make better use of resources. Using the Palacio de Congresos as a system, we will analyze its use of resources and its possible contributions to Valencia.
- We will build a methodology to measure entropy and develop 9 energy, matter and information programs in 2 Congresses to evaluate their contribution to an entropic equilibrium.
- We will test a cyclic flow of E+M+I from the MICE activity to Valencia to make this activity more sustainable and enriching.

Our solution



Zentropy-MICE Project

WP5-6



Concept, definition and measure

Sectoral programmes

WP7



Energy Sectoral Programme

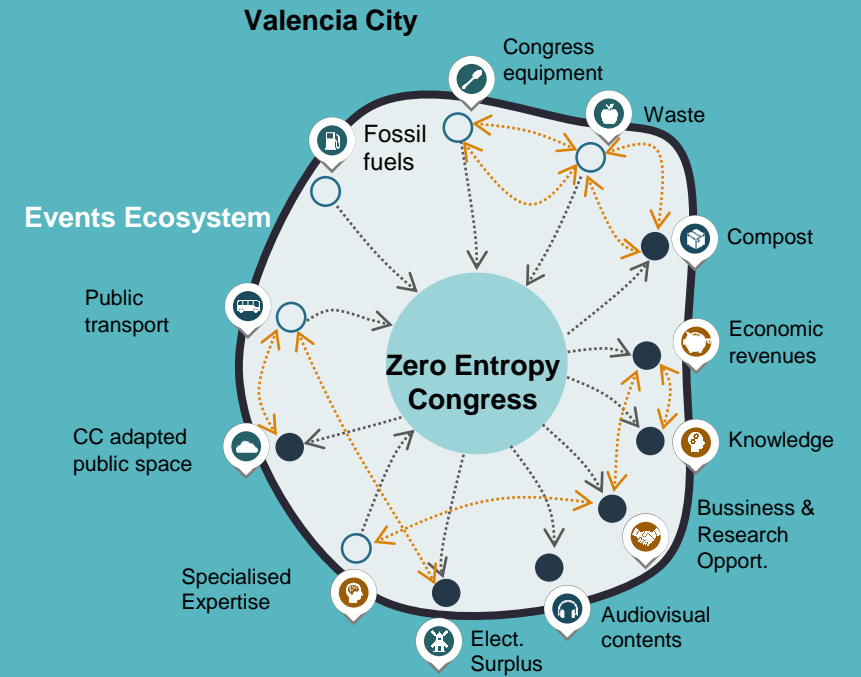


Matter Sectoral Programme

WP8



Info&Legacy Sectoral Programme



Expected changes



decrease of the
ecological
footprint



improvement of
legacy



increasement of
the governance
capacities and
digital transition of
the MICE sector



enriching the
MICE tourist
experience



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