• Situated in the South of Spain, facing the Mediterranean
• Capital of the Costa del Sol - Andalusia region
Inhabitants: 575,322

Urban Area: 7,151 ha

Population Density: 80.5 inh/ha
• Services & Tourism: 77% of the local economy
The urban model of reference
An integrated approach

- Compactness
- Complexity
- Proximity to Basic Services

Territory & City Configuration
Energy Efficiency
Natural Resources Management

Social Cohesion & Economic Development
Smart Services
Mobility & Transport
Energy actions

• Since 2003
• Renewable energies: 46 PV plants, 730 kW, 910 MWh
• Energy efficiency: buildings and public lighting
• Mobility: electromobility and public transport
• Energy consumptions studies
Energy consumptions studies

- Since 2003
- Own methodology approved by Covenant of Mayors Office
- Only sectors where the City Council has impact: residential, tertiary, public administration and transport
- Airport, port, industries are excluded
- Data origin: energy companies and official stats
- Tourism sector is not distinguish in these studies

![Energy consumption (ToEs)](chart)

Energy reduction from 2008: 28.38%
Needs to include tourism sector

- Methodology for calculating the energy consumptions of the energy sector
- Opportunity to show the tourism sector as a sustainable sector that promotes the energy efficiency and the use of renewables
- Transformative impact on the city's economy
- Use of data analytics for the improve of the model of governance
Thank you for your attention!

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