

Palma de Mallorca

The local government of Palma de Mallorca created an office that coordinates and directs all conversion-related actions. The “SmartOffice” is made up of a coordinating team and technical representatives from each of the local government’s managers, city departments and public companies.

In their Master Plan, Palma focused on innovation, ICT, and promoting the creation of ideas that benefit the city, with the collaboration of the private sector. These initiatives are worth highlighting:

- **SmartWifi** in Playa de Palma. A joint project between the Playa de Palma Consortium and the municipal councils of Palma de Mallorca and Lluçmajor. It was proposed with two aims: firstly, to offer residents
- **CMX (Customer Monitoring Experience) Platform:** This uses mobile applications to study the city’s tourist behaviour in real time, and react accordingly.
- **Business Intelligence Platform:** A platform which will make private sector data available for use by businesses.

and tourists free access to the internet, and secondly, to act as a telecommunications network of encrypted data for use in a range of municipal self-provision services in areas such as security and mobility. It is now Europe’s largest continuous area of free Wi-Fi for residents and tourists.

