

# SMART WOMEN IN SMART CITIES

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## Abstract

*We live inside a urban world and in the following decades, an enormous piece of the populace will get together in super urban communities. This urbanization procedure brought us complex elements, as far as financial and social natural effect; a standout amongst the most widely recognized is associated with "Keen City". A savvy city is where its locale has officially figured out how to grasp, enhance and be adaptable. In this point of view, it is approached every one of the partners to transform into learning associations to encourage reliance and interconnection on various dimensions. The shrewd city and learning city wonder can advance urban condition.*

*In this way, we are not just discussing mechanical advancement and ecological manageability, yet additionally about an abnormal state social consideration, especially about ladies. The examination work we are doing in this paper is about "personal satisfaction, general wellbeing, enterprise and administrations with a view on the sex", opens numerous different-in-profundity ways with a hypothesis on the sexual orientation, endeavoring to feature where there may be issues, for the motivation behind why the point of sex isn't confronted and where there are openings because of the way that distinction can bring an esteem. Not just it is important to distinguish the diverse ways ladies live in a city, yet additionally to underline the dynamic job a lady can have.*

**Keywords:** Global warming, Smart City, Learning City, Women.

## I. INTRODUCTION

The word crisis stands out in newspapers, headlines and on everyone lips, over the last few years. The environmental crisis is about climate change, energy, air and water quality, up to soil pollution and waste management. People perceive the economic crisis in a very painful way. Today, the transformation of the "market" of goods and services, at a macro social level, is clear. In fact, there is a growing destabilization of traditional

productive systems; these are phenomenon turning into occupational and social crisis. To try to solve this serious crisis, a new cultural contest is necessary, able to guide people behaviour

towards a new way of life, and a new human and sustainable productive system. The present situation may represent a moment of reflection about the traditional models, and offer a starting point to re-launch the society itself, in order to renovate it, in a more human and sustainable way.

## II. SMART CITY, LEARNING CITY AND CENTRALITY OF THE PERSON

We live inside a urban world, urban communities house the greater part of the overall populace, and in the following decades, an enormous piece of the populace will get together in super city. This urbanization process conveyed to complex elements, as far as financial and social natural effect (an Earth-wide temperature boost, etc.), coming about as an inconvenience of new socio urban models, ready to react to the change that is happening. The articulation "shrewd city" brings up, in a more extensive sense, a urban domain ready to effectively work so as to enhance the personal satisfaction of its citizens. The savvy city can mollify and fulfill residents, business and establishments exigencies.

When we talk about "shrewd urban areas", we talk about keen people; along these lines, from the social perspective, the primary job of the human and social capital is underlined. From this perspective, a savvy city is where its locale has officially figured out how to understand, advance and be adaptable, with specific thoughtfulness regarding the accomplishment of social consideration of inhabitants and to the cooperation of residents in the urban creating planning. Today, inside a brilliant city, it is essential that the logical, mechanical and monetary process is joined with the fortune of general qualities. [7]

## III. SMART WOMEN IN SMART CITY: THE FEMININE TALENT

A smart city, able to learn, is not characterized only by technological innovation and environmental sustainability, but also by a high level of social inclusion; if we talk about social inclusion we may not exclude women, with all their aspects. Inclusion means to avoid every form of discrimination and to enhance differences, recognising women talent and allowing them to express it.

*"SMART WOMEN IN SMART CITIES quality of life, public health, entrepreneurship and services with a view on the gender"* opens many different in-depths paths with a view on the gender, trying to highlight where there might be problems, for the reason why the topic of gender is not faced and where there are opportunities due to the fact that difference can bring a value. On one side, it is necessary to identify the different ways women live the city, on the other, there is a need of underlining the active role women may have; on the Italian territory the excellency are many, examples of women businesses that might help other women to become businesswomen by themselves [1]. Women represent more than a half of the market and their buying power have considerably grown up, over the last year, just as their decisional power, that is spreading always more, in fields that are traditionally considered male fields. [6]

We do not have to forget them, that women carry out an educational task, a very important task if we think about the future generations; this, under an urban renovation view,

means the possibility of having a good vehicle to transfer information to the youngest, available. In brief women could offer to administrations useful indications to adopt a wider and more complex vision, that includes and respect diversity in a smart city and to permit the arrangement of a recommendation plan in order to promote an intervention action with the goal of creating a foundation which is necessary to design processes of co-planning, worthy of a smart and always more inclusive city.[5]

The Mobility themes can be seen under a gender point of view too; just reflect on the different role a woman have in society compared with a man (family, work, etc.) to understand that differences are a reality and cannot be ignored. Women move for shorter distances, compared to men; women use more frequently sweet mobility and public transport; eventually women move during different times, compared to men.[1]

Last but not least, is the Economy & People sphere, which refers to a more soft aspect, concerning the ability of the public administration to create the best environment possible to support the person development and empowerment. The smart city cannot exist without smart people. So, it is of primary importance to enhance and attract qualified human capital, followed by the development of start-up assistance, research centres and innovative start-ups, which are essential for economic dynamism and entrepreneurship in a city. There are many examples of female entrepreneurship on the Italian territory, not only in the business sphere, but also in the public sphere, in associations, university, and many others: women that can help other women to become entrepreneurial with their example.

#### IV. CONCLUSION

In brief, it is possible to assert that, in order to overcome the challenges the society is showing us today, there is a need of a cultural change, able to inspire, motivate and push towards a responsible and aware action.

It is essential to deal with environmental themes and problematic, intercepting the social and economic area too, that represent (following to the sustainable development theory) the main cornerstone, unavoidable elements for the construction of the future.

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