



## Km 4.Zero Economy: Combining superlocal economic trends to hypertechnology

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### Abstract:

The Fourth Industrial Revolution had been knocking on our doors long before the new pandemic. Although technology had already begun to empower citizens and to significantly enhance the leading role of our cities, the real transformation this time is not the technology itself, but the speed in which changes are taking place. We are on the edge of a new revolution. If, on the one hand, this revolution was formerly being put into place by the digitalization of the world and by connectivity, which eliminated borders and stimulated the exchange of ideas, on the other hand, we are witnessing the beginning of a new world order: localization. A quick and easy way to define localization would be to say that it is literally the opposite of globalization. However, when explained that way, localization sounds more like an NGO movement against capitalism, or like radical separatist movements, when it is actually far from that. Despite being a trend that had gained force over the past decade, especially in Europe after the 2008 crisis, few were the times in which I saw the term “localization” being defended didactically in the context of global economy. Generations Y (born from 1982 to 1994) and Z (born between 1995 and 2010), especially the latter, which is also known as post-millennials or centennials, already showed a natural preference for localization in their lifestyles and consumption habits.

According to a study entitled Millennials & Centennials New Kids on the Block

### Biography:

Renato de Castro is a Smart City Expert and the author of the book City SmartUp. Between 2016 and 2019, he carried out more than 70 international conferences in 30 countries, lecturing about smart cities and advising governments on urban projects, sustainability and city.



Currently, he coordinates of two COVID19 forces-tasks in Italy, focused on education and the local economy recovery. He is the CEO of SmartUp, a consulting firm from Barcelona specialised in digital transformation for cities. Renato is also a member of the board directors at Leading Cities from Boston, and international ambassador at COR- Rio de Janeiro Operations Center. He has accumulated over two decades of experience as a global executive within Asia, the Americas and Europe. He is fluent in 4 languages, and is a PhD candidate in Global Law at Autonomous University of Barcelona (UAB).

### Publication of speakers:

1. BARARI, S. et al. Evaluating COVID-19 Public Health Messaging in Italy: Self-Reported Compliance and Growing Mental Health Concerns 1. [s.l.: s.n.].
2. CASTRO, R. DE. Estamos preparados para a 4a Revolução Industrial? - UOL TILT. Available at: <https://cidadesmaisinteligentes.blogosfera.uol.com.br/2018/11/05/estamos-preparados-para-a-4a-revolucacao-industrial/>. Accessed on : 9 may. 2020.
3. Coronavirus, Fipe-Confcommercio: “Rischio fallimento per 50mila imprese” | Teleborsa.it. Available at: <https://www.teleborsa.it/News/2020/04/20/coronavirus-fipe-confcommercio-rischio-fallimento-per-50mila-imprese-73.html#.XrZiehMzY1I>. Accessed on : 9 may. 2020.

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