

Cities with a better future: the mission of this new Tec center



The **cities of the future** must allow people to satisfy their basic needs, but also help them to fulfil their **life purpose**.

This is how **Enrique de la Madrid**, Director of the [Center for the Future of Cities](#) at **Tecnológico de Monterrey**, sees it.

*“In cities, we must find the answers to needs such as **housing, health or work**, but also the conditions to become who we want to be, where we can develop and promote **human flourishing**,”* he said in an interview with **CONECTA**.



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The **Center for the Future of Cities** is one of the efforts that Tec has proposed in its [strategy for 2030](#), highlighted de la Madrid.

“The Tec has decided that it wants to become a catalyst, a transformer of cities and communities in the world, starting with our country.

*“Our main task at the initial stage is to try to study **the best practices of the best cities in the world** and disseminate this information,”* shared the director.

One of the actions to carry out this task will be the quarterly publication of the digital magazine [Entorno y Futuro](#) (Surroundings and Future), which was presented on October 20.

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Priorities of the Center for the Future of Cities

The former Mexican Minister of Tourism points out that as part of the center’s strategy, a tour of several countries was made to identify **the main themes of the cities**.

By collecting information and learning about the **protocols of large cities such as New York, Madrid, Singapore, and Medellín**, the center was able to define **10 topics** on which to focus its efforts:

1. Purpose of cities in the digital economy

To determine **the main activity of cities** in the digital age, discover what their strengths are, and what they are evolving into.

2. Affordable housing and urban densification

It will seek to provide innovative solutions to the **problems of decent housing needs within the city.**

3. Mobility

*“Mobility is one of the main problems; in many cities, people spend between one and two hours traveling one way and then the same again on the way back. It is wasted time, in **bad conditions**, and is also often **unsafe**,”* noted de la Madrid.



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4. Resilient cities

It will address the ability to **anticipate, prevent, and face challenges** such as natural disasters and even pandemics, to overcome them and even come through them stronger than before.

5. Smart cities

Promote the **use of information and technology** to obtain that information, to have better public services and cities that are more integrated.

6. Pollution and urban sustainability

*“It is an important issue in cities such as Monterrey, Mexico City, or Guadalajara, at a very critical moment where decisions have to be made on issues such as **air, soil, water, and even noise pollution,**”* said the Director of the Center.

7. Public security

Protocols and strategies to prevent **unsafe situations**, improve **surveillance**, and **act against crime** through adequate urban design.

8. Urban planning

How the **planning** should be, with what **instruments**, how to do it so that it really helps to **determine the purpose of cities** and set medium and long-term plans.

*“The purpose of the existence and participation of the Center for the Future of Cities is to gradually introduce this idea that **cities belong to all of us** and that we all have to **work to define their purpose,**”* highlighted de la Madrid.

9. Funding and tax issues

*“If you want better education and health systems, better streets and houses and to fight air pollution - money is required; we want to look at the topic of **city finances.**”*

10. Governance and metropolitan coordination

The most successful cities are those in which **local, municipal, state, and federal governments** participate, but it is not only a matter for governments - **business owners, civil society, and universities** should also take part.

First advances

The Center for the Future of Cities will seek to **disseminate knowledge, create platforms for the exchange of ideas** and **influence public policies** to **build environmentally and economically**

sustainable cities, which are much more **inclusive**.

To analyze and disseminate information; the center has already begun to share urban issues through its **social networks, newsletter, webinars, and the digital magazine**.

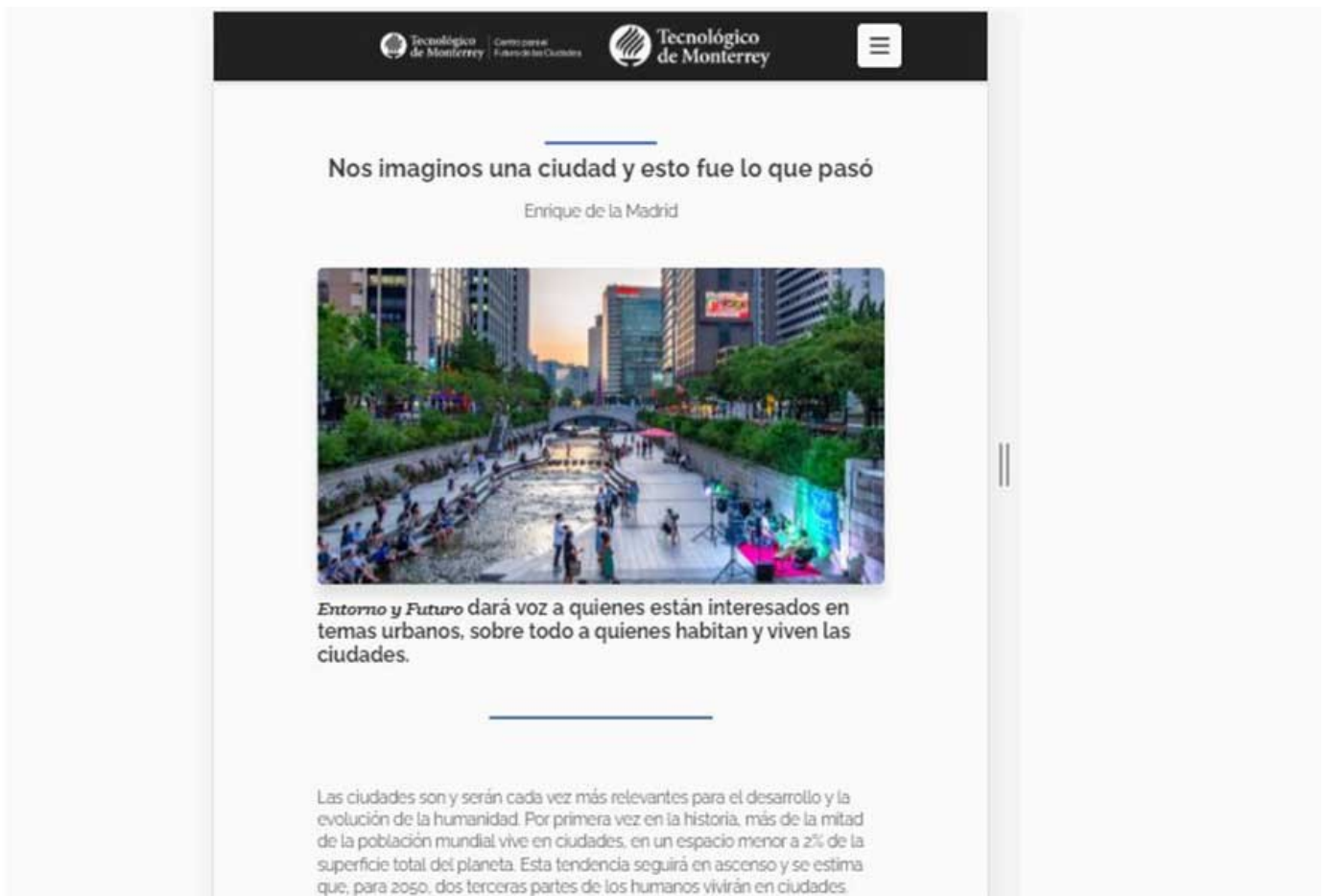
*“There are many things that already exist, that have already been researched; what happens is this information doesn’t get any further, people don’t know and **we want them to know** all the things that are being researched outside the Tec, as well as those being within it,”* explained de la Madrid.

Behind the development of its digital magazine [Entorno y Futuro](#), there is a council of specialists in city issues, highlighted the Director of the Center.

*“The first thing we did for the magazine was choose a very good board with around fifteen members; there are members of the Tec, such as **Roberto Iñiguez**, from the **School of Architecture**, and **Alejandro Poiré** from the **School of Government**,”* he highlighted.

The council is also made up of experts in cities such as **Alicia Ziccardi, Luis de la Calle, Sara Topelson, Martha Herrera**, and those in charge of the subject of cities from **UNAM** and **Colegio de México**.

Expert opinion is part of the content of the magazine; for example, its first issue includes an interview with the Mexican winner of the **Nobel Prize in Chemistry, Mario Molina**, who recently passed away.



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In addition to this quarterly digital publication, the center has a subscription service to a **newsletter** that is sent weekly called [From the City](#).

*“For practical purposes, we curate the five best items per week; you go to a page that has already selected the best for you, for example, who has the best practices in terms of attention to **COVID-19**,”* described de la Madrid.

Webinars are held every fifteen days for the exchange of ideas and experiences, and experts are invited to propose potential **solutions** to the issues the center focuses on.



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One of the projects that the center is developing is a **diploma course** that will be aimed at **public officials** and will focus on urban **development areas at a municipal level**.

In the near future, it is expected that the center will be able to positively influence city policies by providing **consulting services to municipalities and governments**.

Finally, de la Madrid stated that the center’s constant work will be to emphasize the importance of **the various stakeholders in society joining forces** to achieve real changes.

“Citizens, universities, business owners, and the government need to make a joint effort to transform our cities and communities.

This will make it possible to connect and humanize them, to create safe, modern, fun, and competitive spaces for everyone,” he concluded.

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