



Madrid, 7 November 2011

To FuturICT Spain,

This is a letter of full support for the FuturICT Flagship Initiative coming from ubiqqua Research and Innovation.

ubiqqua is an SME founded in June 2011 that provides decision support tools and consulting services for the design, optimisation and management of socio-technical systems. Our solutions are based on analytical and simulation predictive models. We offer virtual laboratories to assess the impact of a set of potential strategies under different scenarios, the end goal being to find the cause-effect relationships between control variables and performance indicators, the trade-offs therein, and the potentially contradictory short and long-term effects of a specific strategy.

ubiqqua develops an intensive research activity focused on the transfer and adaptation of the state of the art in complex system science to the modelling of socio-technical systems, striving to improve the way they are designed and controlled. We aim at identifying emergent phenomena and explaining the relations between the microscopic dynamics and the macroscopic regimes of operation. We make particular emphasis on including autonomous, decentralized actors' decisions, the role of uncertainty, and the relevance of various spatio-temporal scales to understand collective phenomena. We develop our research activities by working in open partnership with universities, research centers, SMEs, industry, public bodies, or NGOs, mainly through international, collaborative R&D projects.

Our research interests are fully aligned with the objectives pursued by FuturICT. We are particularly interested in the areas of Smart Cities, Transport and Energy, where we are firmly convinced that an initiative like FuturICT can make substantial contributions to face the challenges faced by our society in the 21st century. Therefore, we hereby reaffirm our support to the FuturICT project, as well as our interest and willingness to collaborate with the current Coordination Action and the subsequent stages.

Yours faithfully,

Ricardo Herranz

Researcher and Managing Partner

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