

CONNECTED URBAN DEVELOPMENT

GLOBAL CONFERENCE 2008

CONFERENCE AGENDA

WEDNESDAY, FEBRUARY 20

9:00 am	WELCOME AND INTRODUCTION Jared Blumenfeld , Director, Department of Environment, City and County of San Francisco Chris Vein , CIO, City and County of San Francisco Nic Villa , Global Director, Connected Urban Development, Internet Business Solutions Group, Cisco	<i>General Session — B-040</i>
9:10 am	WELCOME — MAYOR GAVIN NEWSOM Mayor Gavin Newsom , City and County of San Francisco	<i>General Session — B-040</i>
9:30 am	CONNECTED URBAN DEVELOPMENT LEADERSHIP John Chambers , Chairman and CEO, Cisco Dr. Mun Kun Cheong , President, Seoul Development Institute, City of Seoul Mayor Job Cohen , City of Amsterdam	<i>General Session — B-040</i>
9:35 am	NEW CONNECTED URBAN DEVELOPMENT CITIES Mayor Antonio Costa , City of Lisbon Clive Dutton OBE , Director of Planning and Regeneration, Birmingham City Council Angel Luis Fernandez , General Director Urbanism, City of Madrid Dr. Wolfgang Grimme , County Executive, Metropolitan Area of Hamburg	<i>General Session — B-040</i>
9:40 am	VIDEO GREETING President William Jefferson Clinton , William J. Clinton Foundation	<i>General Session — B-040</i>
9:45 am	KEYNOTE: TECHNOLOGY, INNOVATION AND CLIMATE CHANGE John Chambers , Chairman and CEO, Cisco	<i>General Session — B-040</i>
10:15 am	THE AMSTERDAM WAY: AFFLUENT URBAN SUSTAINABILITY Mayor Job Cohen , City of Amsterdam	<i>General Session — B-040</i>
10:30 am	SEOUL: A GREEN, ATTRACTIVE AND GLOBAL CITY Dr. Mun Kun Cheong , President, Seoul Development Institute, City of Seoul VIDEO GREETING Mayor Oh Se-hoon , City of Seoul	<i>General Session — B-040</i>
10:45 – 11:15 am	BREAK	
11:15 am	CONNECTED URBAN DEVELOPMENT PROGRAM REPORT Jared Blumenfeld (Moderator) , Director, Department of Environment, City and County of San Francisco Federico Casalegno , Head of Mobile Experience Lab, MIT	<i>General Session — B-040</i>



Connecting Cities: Innovation for Sustainability

February 20–21, 2008 • San Francisco, CA



Ronald Prins, Director, Department of Environment, City of Amsterdam
Tae Yoo, Senior Vice President, Corporate Affairs, Cisco
Joon Byeong Yoon, Director-General Transportation,
 Seoul Metropolitan Government

12:15 – 1:30 pm	LUNCH THE CONNECTED BUS: OPEN DURING LUNCH FOR DROP-IN VISITS	<i>11th Floor — Sky Garden Courtyard</i>
1:30 pm	GREEN ICT IN SAN FRANCISCO Chris Vein (Moderator) , CIO, City and County of San Francisco Dave Carter , Head, Manchester Digital Development Agency, Manchester City Council, UK Hoite Detmar , Member of Climate Bureau, City of Amsterdam Richard Hodges , Principal, GreenIT Laura Ipsen , Senior Vice President, Global Policy and Government Affairs, Cisco Jonathan Rose , President, Jonathan Rose Companies	<i>Breakout — B-040</i>
1:30 pm	SMART TRANSPORTATION IN SEOUL Kukjoon Ma (Moderator) , Director of Road Facility Management, Seoul Metropolitan Government Peter Albert , Deputy Director, Planning, SFMTA, City and County of San Francisco John Howe , General Manager, Metrolinx Thomas Kim , Manager, Strategic Business, Development Division, LG CNS Joon Byeong Yoon , Director-General Transportation, Seoul Metropolitan Government Susan Zielinski , Managing Director of SMART, University of Michigan	<i>Breakout — B-120</i>
1:30 pm	WORKING IN 21ST CENTURY AMSTERDAM Hans Tijl (Moderator) , Deputy CEO, Development Corporation of Amsterdam Rick Batelaan , Senior Policy Advisor, Directorate of Infrastructure, Traffic and Transport, City of Amsterdam Bas Boorsma , Connected Urban Development Lead, Amsterdam, Cisco Corinne de Jonge , Deputy Director, Amsterdam Topstad, City of Amsterdam Marian van de Sanden , Smart Work Centers, Formats and Co. Ronald van Warmerdam , Senior Project Manager, City of Amsterdam Dirk van der Woude , Manager, Municipal Broadband Program, City of Amsterdam	<i>Breakout — B-110</i>
3:15 – 3:30 pm	BREAK	
3:30 pm	THE CONNECTED BUS DEMONSTRATION Peter Albert , Deputy Director, Planning, SFMTA, City and County of San Francisco Dave Evans , Director, Internet Business Solutions Group, Cisco Vishakha Radia , Director, Internet Business Solutions Group, Cisco Wolfgang Wagener , Director, Internet Business Solutions Group, Cisco PERSONAL TRAVEL ASSISTANT DEMONSTRATION J. D. Stanley , Director, Internet Business Solutions Group, Cisco SAN FRANCISCO FEDERAL BUILDING TOUR San Francisco Federal Building Staff /ARUP	<i>Courtyard</i> <i>B-040</i> <i>Meet in Registration Area</i>
5:15 pm	TRANSPORTATION SERVICE BACK TO HOTEL BEGINS	<i>Meet at Shuttle Buses</i>
6:30 – 9:30 pm	EVENING RECEPTION AND DINNER	<i>San Francisco City Hall</i>

CONFERENCE AGENDA DAY 2
THURSDAY, FEBRUARY 21

8:30 am	WELCOME — DAY 2 Chris Vein, CIO, City and County of San Francisco	General Session — B-040
8:35 am	SAN FRANCISCO FEDERAL BUILDING OVERVIEW Peter Staminson, Regional Administrator, Pacific Rim Region, General Services Administration	General Session — B-040
8:40 am	SUSTAINABILITY AND THE OPPORTUNITY AGENDA FOR THE INNER CITY Alec Ross, Executive Vice President, External Affairs, One Economy	General Session — B-040
9:25 am	TECHNOLOGICAL REVOLUTIONS AND FINANCIAL CAPITAL: THE DYNAMICS OF BUBBLES AND GOLDEN AGES Carlota Perez, Professor, Universities of Cambridge, Tallinn and Sussex	General Session — B-040
10:15 – 10:45 am	BREAK	
10:45 am	CONNECTED AND SUSTAINABLE CITIES Chris Luebke (Moderator), Director, Innovation and Foresight, ARUP Volker Hartkopf, Director, Center of Building Performance, Carnegie Mellon University William Hutchison, Executive Director, Intelligent Communities, Waterfront Toronto, Canada Kristen Kurland, Professor of Architecture and Public Policy, Carnegie Mellon University Scott Moran, Manager, California Academy of Sciences Livia Tirone, Principal, Tirone Nunes	Breakout — B-040
10:45 am	CONNECTED AND SUSTAINABLE ENERGY Jorge Vasconcelos (Moderator), Chairman, New Energy Solutions Maria Graca Carvalho, Principal Advisor, Bureau of European Policy Advisors Paul Marcoux, Vice President, Cisco Rick Nicholson, Vice President, Energy Insights Company Jim Rogers, Chairman, President and CEO, Duke Energy Corporation Stephen Selkowitz, Program Head, Building Technologies Department, Lawrence Berkeley National Laboratory Kurt Yeager, Executive Director, Galvin Electricity Initiative	Breakout — B-120
10:45 am	CONNECTED AND SUSTAINABLE MOBILITY Todd Litman (Moderator), Research Director, Victoria Institute of Transportation Policy Robin Chase, CEO, GoLoco Bob McQueen, Senior Vice President, PBS and J Jose Luis Moscovitch, Executive Director, SFCTA, City and County of San Francisco J.D. Stanley, Director, Cisco Lloyd Wright, Executive Director, Viva	Breakout — B-110

10:45 am	CONNECTED AND SUSTAINABLE WORK Anthony Townsend (Moderator) , Research Director, Institute for the Future Howard Jones , Development Director, Eden Project Andrew Laing , Managing Director, DEGW North America Hans Tijl , Deputy CEO, Development Corporation of Amsterdam Douglas Vanenburg , Director, Cisco	Breakout — B-130
12:15 – 1:30 pm	LUNCH THE CONNECTED BUS: OPEN DURING LUNCH FOR DROP-IN VISITS	11th Floor — Sky Garden Courtyard
1:30 pm	USING INNOVATIVE TECHNOLOGIES TO UNDERSTAND CLIMATE CHANGE Dr. S. Pete Worden , Director, NASA Ames Research Center	General Session — B-040
2:00 pm	FUTURE OF CONNECTED URBAN DEVELOPMENT Nic Villa (Moderator) , Global Director, Connected Urban Development, Internet Business Solutions Group, Cisco Mayor Antonio Costa , City of Lisbon Clive Dutton OBE , Director of Planning and Regeneration, City of Birmingham Angel Luis Fernandez , General Director of Urbanism, City of Madrid Dr. Wolfgang Grimme , County Executive, Metropolitan Area of Hamburg	General Session — B-040
3:00 – 3:15 pm	BREAK	
3:15 pm	KEYNOTE: SMART CITIES William Mitchell , Director, Design Laboratories, MIT	General Session — B-040
3:35 pm	SUSTAINABILITY THROUGH PUBLIC PRIVATE PARTNERSHIPS Gary Bridge , Senior Vice President, Internet Business Solutions Group, Cisco	General Session — B-040
3:55 pm	CLOSING REMARKS / ADJOURN Nic Villa , Global Director, Connected Urban Development, Internet Business Solutions Group, Cisco Jared Blumenfeld , Director, Department of Environment, City and County of San Francisco Chris Vein , CIO, City and County of San Francisco	General Session — B-040