



Italian National Commission



*Ministero dell' Ambiente  
e della Tutela del Territorio e del Mare*



*Creativity  
and Innovation  
European Year 2009*

*Conference Agenda*

**KYOTO OF THE CITIES**

*Smart Cities in the Post-Crisis Era*

**26 - 28 MARCH 2009**

**NAPLES, Italy**

**Castel dell'Ovo**



**26<sup>th</sup> March 2009**

**8:00pm – 10:00pm**

**Welcome Dinner**

**Keynote Speakers:**

**Sir CRISPIN TICKELL**, James Martin Institute, Oxford University

**27<sup>th</sup> March 2009**

**9:00 a.m. Opening of the first day**

**Introduction of**

**FRANCESCO GRILLO**, Vision and London School Economics and Political Science

**Opening remarks**

*Time 9:15 a.m. (duration 0.5 h)*

**ANA MAGRANER**, Principal Administrator, DG Education and Culture, European Commission

**1<sup>st</sup> Session**

**Kyoto of the Cities as an approach to global governance**

*Time 9:45 a.m. (duration 1, 5 h)*

Can a cities led initiative increase the effectiveness of environment and energy policies? What is the potential of a *Kyoto of the cities* to grow into a more general approach to improve governance of global concerns?

**Chair:**

**Sir CRISPIN TICKELL**, James Martin Institute, Oxford University

**Speakers:**

**MARTIN POWELL**, Director of Project Delivery - Design, Development & Enviroment, LDA

**AUSTIN WILLIAMS**, Author of The Enemies of Progress

**Discussant:**

**PHILIPP RODE**, Director Urban Age, London School of Economics and Political Science

**Q&A**

**2<sup>nd</sup> Session**  
**Eco cities and the house of the future**  
*Time 11:15 a.m. (duration 1,5 h)*

How is the house of the future going to look like? What is the vision for the cities of the 21<sup>st</sup> century? How are advances in ICT going to change infrastructure?

*Chair:*

**MARCO GRASSO**, Vision and Università Bicocca, Milano

*Speakers:*

**FRANCO BECCHIS**, Scientific Director, Fondazione per l' Ambiente  
**ALEJANDRO GUTIERREZ**, Associate Director of ARUP Integrated Urbanism  
**BILL WATTS**, Senior Partner, Max Fordham LLP

*Discussant:*

**DAVID ZHANG**, Professor in Shanghai Jiao Tong University, China

**Q&A**

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**1:00 p.m. – 2:00 p.m.**  
**Lunch**

**Guest Speaker:**

**VISION & VALUE**, the case for flexible congestion charge (research findings)

**3<sup>rd</sup> Session**  
**Traffic-less public space and the intelligent car**  
*Time 2:15 p.m. (duration 1,5 h)*

What is the role of public transportation? Is there a future for intelligent infrastructure? Is flexible congestion charge a solution? Is the dream of the intelligent car about to reshape our world?

*Chair:*

**MAURO COPPINI**, SKY Nuvolari TV

*Speakers:*

**GABRIELE GREA**, Centre for Regional Economics, Transport and Tourism, Bocconi University

**AZEEM UDDIN**, Lead Analysis Engineer, General Motors, India

**ENRICO PAGLIARI**, ACI per la Mobilità Sostenibile

**RAMON CRUZ**, Vice-President, Energy and Environment, Partnership for New York City

**AGOSTINO NUZZOLO\***, Head of Transportation, City of Naples

**SANDRO RAMBALDI**, Professor of Experimental Physics, University of Bologna

*Discussant:*

**FRANCESCO CALABRESE**, SENSEable City Laboratory, MIT

**Q&A**

**4<sup>th</sup> Session**  
**The post-waste society**  
*Time 3:45 p.m. (duration 1,5 h)*

How will consumption and production models look like in a post-waste society? How do we minimize the impact on environment and maximize the energy that can be produced out of waste management cycles ?

***Chair:***

**ANA MAGRANER**, Principal Administrator, DG Education and Culture, European Commission

***Speakers:***

**ALESSANDRO MENGOZZI**, Researcher, University of Bologna

**ROBERTO CAVALLO**, Adviser, ACR+

**GENNARO NASTI**, Head of Environment, City of Naples

***Discussant:***

**LORENZO VALERI**, Rand Corporation

**Q&A**

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***8:00 p.m. – 10:00 p.m.***

**Dinner**

**Guest Speaker**

**MARTIN LEES**, Secretary General, Club of Rome

**MARIO GAMBERALE**, CEO, Kyoto Club

**28<sup>th</sup> March 2009**  
*Time 9:00 a.m. Opening of the second day*

**Introduction of**  
**FLAVIUS STAN, Vision**

**5<sup>th</sup> Session**  
**The next big thing: energy internet and the bottom up generation models**  
*Time 9:15 a.m. (duration 1,5 h)*

Are models of community and individual based energy generation processes realistic? What is the profitability and cost – benefit balance of renewables? Are markets failing to prompt innovation fast enough and would governments do any better? What are sound strategies for energy companies?

*Chair*  
**GERARDO GRECO, Vision and StudioGreco**

*Speakers:*  
**STEFANO CASERTANO, Potsdam University**  
**FABIO GRAZI, Centre International de Recherche sur l'Environnement et le Developpement**  
**MASSIMO SCALIA, Co- President of Italian Committee UNESCO DESD**  
**RAMON CRUZ, Vice-President, Energy and Environment, Partnership for New York City**  
**GIANNI SILVESTRINI\*, Scientific Director, Kyoto Club**

*Discussant:*  
**MARTIN LEES, Secretary General, Club of Rome**

**Q&A**

**6<sup>th</sup> Session**  
**Everyday democracy**  
*Time 11:15 a.m. (duration 1,5 h)*

How can Kyoto provisions become individual and families responsibilities? How can citizens be engaged in the development of the cities of the future? Can climate change policies and instruments represent an opportunity for new forms of public engagement?

*Chair:*

**FEDERICA ROLLE**, Italian National Commission for UNESCO

*Speakers:*

**ADRIAN HORNSBY**, Director of Kilometer Zero  
**LUDOVICO CIFERRI**, Research Manager ISMB-Politecnico di Torino, Italy

*Discussant:*

**SILVIA GUGLIELMI**, Researcher, Demos

**Q&A**

**Closing remarks and the G8**  
*12:45 p.m. (duration 0,5 h)*

*Speakers:*

**ROSA RUSSO IERVOLINO\***, Mayor, City of Napoli, Italy  
**WALTER GANAPINI\***, Head Environment, Regione Campania, Italy  
**LUDOVICO CIFERRI**, Research Manager ISMB-Politecnico di Torino, Italy

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*Hours 1.15 p.m. – End of the conference*

*\*Speakers to be confirmed*