



## Next Generation Sustainable Cities

Wednesday 16 and Thursday 17 May 2012

Aula Magna, Via Gobbi 5, Università Commerciale Luigi Bocconi

Registration at [www.gl4b.com](http://www.gl4b.com)

### **Wednesday 16 May**

**9.30 am** - Participant registration

**10 am** - *Sustainable Cities - an upcoming urban revolution*

#### **Opening Speech & Introduction**

*Edoardo Croci, Research Director IEFE - Università Bocconi and former Councilor for Mobility and Environment, Municipality of Milan*

#### **Sustainable Urban Planning**

*Isabella Goldmann, BAA Applied Sustainability, Manager Goldmann & Partners*

*Gianluca Di Pasquale, Senior Advisor for Between - Smart Cities project*

*Pietro Laureano, Advisor, UNESCO and UNCCD*

*Eugenio Morello, Research Scientist, Laboratorio di Simulazione Urbana "Fausto Curti"*

**1 pm** - Lunch break



**2.30 pm - Opportunities and Challenges in Administering Green Cities**

**The Sustainable Games – London 2012**

*Mario Kaiser, Principal Design Advisor, Olympic Delivery Authority for the 2012 Olympic Games*

**Administering Sustainable Cities**

*Alberto Bertone, Chief Executive Officer, Acqua Sant'Anna*

*Danilo Troncarelli, Partner, Accenture*

**5 pm - Coffee break**

**6 pm - Evening Workshop: Sustainability in the Luxury Sector**

**Introduction**

Luana Carcano, MBA Full-Time, Track in Luxury Business Management in partnership with Bulgari, SDA Bocconi

**Panel Discussion**

Sailing and Yacht Industry - *Libero Zucchelli, Head of Design and Engineering, Cantieri Vismara*

*Manolo Cacciatori, Business Advisor, Crossmind Strategies Srl*

Watch Industry - *Carlo Ceppi, Brand Manager Italy, IWC*



**Thursday 17 May**

**9 am** - Participant registration

**9.30 am** - *Sustainable Urban Lifestyle*

### **Introduction**

*Stefano Pogutz, Director, Master in Green Management, Energy and CSR, Università Bocconi*

### **Sustainable City Projects**

City of L'Aquila: Smart Ring Project

*Carlo Villante, Researcher, ENEA*

City of Milan: 2011 Environment and Mobility Referendum

*Edoardo Croci, Research Director IEFE - Università Bocconi and former Councilor for Mobility and Environment, Municipality of Milan*

Urban Visions: Sustainable Cities and Design

*Marisa Galbiati, Full Professor, Politecnico di Milano*

Green Awareness

*Marco Rinaldi, Ingegneria Senza Frontiere - Milano*

Politecnico di Milano: Sustainable Campus

*Alessandro Balducci, Prorettore, Politecnico di Milano*

### **Closing Speech**

*Marco Frey, Chairman, Global Compact Italian Network (tbc)*



**1pm** - Closing ceremony