



Next Generation Sustainable Cities

Wednesday 16 and Thursday 17 May 2012

Aula Magna, Via Gobbi 5, Milan, Università Commerciale Luigi Bocconi

Free registration at www.gl4b.com

Wednesday 16 May

9.30 am - Participant registration

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

Opening Speech & Introduction

Robert Macchi, Presidente, Green Light for Business

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

Sustainable Urban Planning

Isabella Goldman, BAA Applied Sustainability, Manager Goldman & 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 - End of morning sessions



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

Pietro Di Maria, Manager, Accenture

Alberto Colorni, Mobility Management Responsible, Politecnico di Milano

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

Libero Zucchelli, Head of Design and Engineering, Cantieri Vismara

Manolo Cacciatori, Business Advisor, Crossmind Strategies Srl

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

European perspective: Regulations and financing for sustainable constructions

Sandro Serenari, CEO, Farest

Stefano Zappalà, Partner, Norton Rose

12.30 am - *Closing Speech - Promoting a culture of sustainability*

Marco Frey, Chairman, Global Compact Italian Network