

Wednesday 24 March Thursday 25 March

9.00 am to 12.00 noon Room W 3-14



Business Caucus

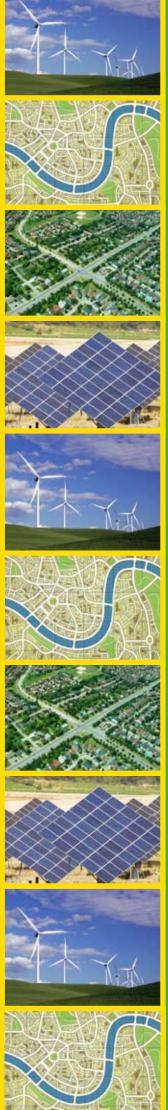
Greening Cities Bridging the Urban Divide

The Business Caucus is the main platform tailored to the private sector to present best practices and innovation for sustainable cities.

The central theme of the Fifth Session of the World Urban Forum is: *The Right to the City: Bridging the Urban Divide*.

For the private sector, this theme entails issues of affordability and accessibility that can bridge the divide between the wealthy and less wealthy urbanites, between the developed and the dysfunctional city, between the connected and unconnected city, between the safe and unsafe neighbouhoods. In this equation, comes innovation through new partnerships and business models that can address the bottom of the economic pyramid and provide more inclusive solutions to the lower segments, for the benefit of all, and towards more inclusive cities.

While clean mechanisms are encouraged, private sector's practices should be geared towards affordable solutions that can address the middle and bottom income segments of the economic pyramid.



Day 1: Wednesday 24 March



9.00 - 9.30 am Opening

Moderator:

Mr. Cemil Giray Alyanak, President, mondofragilis group



Welcome message:

Mrs. Anna Tibaijuka Executive Director UN-HABITAT



Key speakers:

Mr Harrie Noy Chief Executive Officer Arcadis



Mr. Klaus Andersen Chief Operating Officer Veolia Water Systems Industrial

Ms. Marina Grossi Director, Business Council for Sustainable Development (CEBDS), Brazil



Mr. Steve Jordan, Senior Vice President, US Chamber of Commerce and Director Business Civic Leadership Council



9.30 - 10.00 am

Re-skinning Award and ZEROprize Presentation by Zerofootprint

We need to retrofit our cities to address an urgent global need. The ZEROprize and Re-skining awards promote state-of-the art technology for retrofitting that create more beautiful cities with a lower footprint. The winners of the 2010 Re-skinning awards will be presented.

Award Presenter:

Dr. Ron Dembo, Founder & CEO, Zerofootprint



10.00 - 12.00 am

Global Debate: Sustainable Infrastructure

The World Business Council for Sustainable Development will bring together leaders from the business community to present and debate leading edge practices in urban infrastructure that that take advantage of emerging green opportunities in the urban arena.



Mr. Christian Kornevall, WBCSD, Coordinator, Urban Infrastructure Initiative



Key speakers:

Mr. Stéphane Quéré, Senior Vice President, Sustainable Urbanization GDF SUEZ



Mr. Sergio Cavina Boanada Regional Director Siemens Rio de Janeiro Mr. Helcio Tokeshi, Managing Director, Estruturadora Brasileira de Projetos, Brazil







12.30 am - 1.00 pm

Press conference and Signing Ceremony for the World Urban Campaign (Press room)

Day 2: Thursday 25 March China, Brazil, India, Greening Cities



9.00 - 9.30 am **Opening**

Moderator:

Mr. Zeca Camargo, Television Presenter Globo Television, Brazil



Key speakers:

Mr. Luiz Chor, Vice-President, Federation of Industries of the State of Rio de Janeiro



Mr. James C. Jao Chief Executive Officer Long On Group

Mr. Niranjan Hiranandani, Real Estate Committee Chairman, Federation of Indian Chambers of Commerce and Industries and Managing Director, Hiranandani Constructions Pvt Ltd



9.30 - 11.00 am

Greening Cities, Bridging the Urban Divide: Profitability versus Affordability

Brazil, China and India will bring together a panel of experts to debate on the issue of profitability of green processes in order to address the growing urban demand for basic services and housing for better urban living.



Moderator:

Nicholas You, Senior Advisor, UN-HABITAT



Key speakers:

Mr. Oded Grajew, President Emeritus, Ethos Institute of Business and Social Responsibility and Our São Paulo Movement



Mr. Deepak Jolly Vice-President Coca-Cola India

Mr. Marcos Simões Vice-President of Communication Coca-Cola Brazil



Mr. Hu Jianxin, Deputy General Manager, China Merchants Properties Development, China



11.00 - 12.00 am

Green Standards and Cleans Mechanisms for Better Cities

Brazil, China and India will bring together a panel of experts to debate on green standards and clean mechanisms for better cities, highlighting best practices in their respective countries.

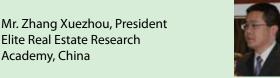
Moderator:

Mr. Nicholas You, Senior Advisor, UN-HABITAT



Key speakers:

Mr. Eduardo Campos de São Thiago, Global co-secretary, ISO Working Group on social responsibility, Brazilian Association of Technical Standards (ABNT)





Mr. Bibhu Prasad Acharya, Metropolitan

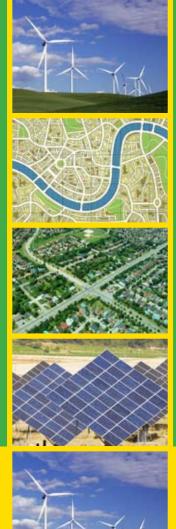
Commissioner, Hyderabad Metropolitan Development Authority, India

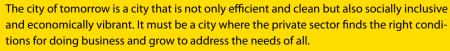
Invited Expert:

Mr. Casius Pealer, Manager of Affordable Housing, United States Green Building Council (USGBC)









UN-HABITAT is well aware that the private sector is not only part of the solution, but a vital part that must be engaged if the world's cities are to achieve sustainability. The private sector and the United Nations share common objectives of more efficient, productive and inclusive cities.

UN-HABITAT seeks alliances with the business community that can help fulfill its mission to promote socially and environmentally sustainable towns and cities.

You may want to join the World Urban Campaign

The World Urban Campaign is a global partnership designed to promote the positive role of cities and place the urban agenda at the highest level in development policies. Its mission is to promote sustainable cities by mobilizing partners from public, private and social sectors worldwide and convince them that investing in creative, resilient and sustainable cities and communities is essential to our future.

For more information, contact:

Christine Auclair Chief, Private Sector Unit UNITED NATIONS HUMAN SETTLEMENTS PROGRAMME

Tel: +254 20 7623694



Email: christine.auclair@unhabitat.org

