



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 neighbourhoods. 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.



Programme

## Day 1: Wednesday 24 March

9.00 - 9.30 am

### Opening



**Moderator:**

Mr. Cemil Giray Alyanak,  
President, mondogragilis 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-skinning 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 take advantage of emerging green opportunities in the urban arena.

**Moderator:**

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

**Key speakers:**



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

Mr. Helcio Tokeshi, Managing Director,  
Estruturadora Brasileira de Projetos,  
Brazil



Mr. Sergio Cavina Boanada  
Regional Director  
Siemens Rio de Janeiro

Ms. Sophie Paul  
Senior Executive  
Asahi Glass Co, Ltd



12.30 am - 1.00 pm

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



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. Niranjana 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. Zhang Xuezhou, President Elite Real Estate Research Academy, China



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)





The city of tomorrow is a city that is not only efficient and clean but also socially inclusive and economically vibrant. It must be a city where the private sector finds the right conditions for doing business and grow to address the needs of all.

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:**

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