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.
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-skimming Award and ZEROprize Presentation by Zerofootprint

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

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)
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

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

Invited Expert:
Mr. Casius Pealer, Manager of Affordable Housing, United States Green Building Council (USGBC)
Jean-Michel Herrewyn, Chief Executive Officer, Veolia.

Born in 1961, a graduate from the École Polytechnique and the École nationale d’Administration, Jean-michel Herrewyn started his career in 1986 as an engineer in the Avionics division of Thomson CsF. in 1991 he joined the Compagnie Générale de Chauffe (now dalkia) as technical manager then general manager of the home automation subsidiary. in 1993 he became attaché to the managing director and in 1996 ran dalkia’s German subsidiary and later subsidiaries in Austria and Switzerland. At the beginning of 2000 he was also appointed general manager of Veolia Transport’s German subsidiary, and also supervised developments in Austria and Switzerland. in 2000 he was appointed chairman of Valorec, a joint subsidiary of dalkia and Veolia environmental services, created from the outsourcing of energy and waste management by Novartis plants in Basel (Switzerland). in March 2003 he joined Veolia Water as managing director of Veolia Water solutions & Technologies. in December 2009 he was appointed Chief executive officer of Veolia Water, the Water division of Veolia environnement.

For more information, contact:
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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.

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