# Demand Solutions: Ideas for Improving Lives in Cities

In the framework of the Annual Meeting of the Boards of Governors of the IDB and IDB Invest

**Mendoza – 2018**

**Thursday, 22 March - Hotel Intercontinental**

## AGENDA

<table>
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<tr>
<th>Time</th>
<th>Activity</th>
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<tr>
<td>8:30 AM</td>
<td>Registration</td>
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<tr>
<td>9:30 - 9:35 AM</td>
<td>Welcome Remarks</td>
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<td>Guadalupe Gomez and Sergio Carlo, Masters of Ceremonies</td>
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<td>9:35 - 9:50 AM</td>
<td>Data-driven optimism</td>
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<td>Luis Alberto Moreno, President, IDB</td>
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<td>9:50 – 10:35 AM</td>
<td>SESSION 1</td>
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<td>Sustainable Mobility: The New Imperative</td>
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<td>➢ The Future of Mobility in Cities</td>
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<td>Gustavo Riart, Founder, TOPA</td>
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<td>Panel</td>
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<td>Why is it important to have better land management in cities?</td>
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<td>• Darío Hidalgo, Director, Integrated Transport, World Resources Institute</td>
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<td>• María Fernanda Pacheco, Municipality of Quito</td>
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<td>• Guillermo Dietrich, Minister of Transportation, Argentina</td>
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<td>• Agustín Aguerre, Manager Infrastructure and Energy Sector, IDB</td>
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<td>Video: Inspirational innovations in Latin American and Caribbean cities</td>
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<td>10:35-11:05 AM</td>
<td>COFFEE BREAK: NETWORKING OPPORTUNITY</td>
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### SESSION 2

**Urban resilience, environmental awareness, and the future of our cities**

- The growing impact of climate change on cities, the need to counteract its causes, and the role of innovation in resolving its effects
  - **David Rosenberg,** *Founder,* Aerofarms

**Panel**

**Innovative and resilient cities: How to contend with the adverse effects of climate change and natural disasters**

- **Alfredo Ramírez,** *Founder,* GroundLab
- **Belinda Tato,** *Architect,* Ecosistema Urbano
- **Raisa Banfield,** *Deputy Mayor,* Panama District
- **Tatiana Gallego,** *Housing and Urban Development Division Chief,* IDB

**Video:** Inspirational innovations in Latin American and Caribbean cities

### 11:50 AM – 1:35 PM

**Lunch**

*Empanada Talks* (VIP event, by pre-registration only)

### 1:35 – 2:20 PM

**SESSION 3**

**The future of work and the challenges of population growth in cities**

- How the rise of new automated technologies and artificial intelligence will impact the future of jobs
  - **Nicolás Jodal,** *CEO,* GeneXus

**Panel**

**How today’s entrepreneurs can contend with disruptive technology and adapt to new challenges**

- **Gloria Ortega,** *General Manager,* Bancard
- **Mariano Tamburrino,** *Founding Partner,* S4
- **Silvina Moschini,** *CEO* SheWorks & *Founder* TransparentBusiness
- **Marcelo Cabrol,** *Social Sector Manager,* IDB

**Video:** Inspirational Innovations in Latin American and Caribbean cities

### 2:20-2:45 PM

**COFFEE BREAK: NETWORKING OPPORTUNITY**
### SESSION 4

Creative districts: Tapping into heritage and creativity to revitalize our cities

- How cities can tap into the people’s creative talent to solve problems and create opportunities.
  - **Charles Landry**, Author, *The Creative City: A Toolkit for Urban Innovators*

**Panel**

- **Erin Baumgartner**, Assistant Director, MIT Senseable City Lab
- **Paula Silva**, Manager, British Council Arts Program
- **Luis Bruno**, Dean, Faculty of Architecture, Design, and Urban Development of the University of Buenos Aires
- **Trinidad Zaldívar**, Cultural, Solidarity, and Creativity Affairs Division Chief, IDB

**Presentation:** Juan José Campanella, *Film Director, Writer and Producer*

### 3:40– 3:50 PM

**Transition from Demand Solutions to IDB Urban Lab**

Demand Solutions concluding remarks
- **Julie T. Katzman**, Executive Vice President, IDB

### 4:00 – 5:15 PM

**IDB URBAN LAB AWARD CEREMONY**