



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

8:30 AM	Registration
9:30 - 9:35 AM	<p>Welcome Remarks</p> <p>Guadalupe Gomez and Sergio Carlo, <i>Masters of Ceremonies</i></p>
9:35 - 9:50 AM	<p>Data-driven optimism</p> <p>Luis Alberto Moreno, <i>President, IDB</i></p>
9:50 – 10:35 AM	<p><u>SESSION 1</u></p> <p>Sustainable Mobility: The New Imperative</p> <ul style="list-style-type: none"> ➤ The Future of Mobility in Cities Gustavo Riart, <i>Founder, TOPA</i> <p><u>Panel</u></p> <p>Why is it important to have better land management in cities?</p> <ul style="list-style-type: none"> • Darío Hidalgo, <i>Director, Integrated Transport, World Resources Institute</i> • María Fernanda Pacheco, <i>Municipality of Quito</i> • Guillermo Dietrich, <i>Minister of Transportation, Argentina</i> • Agustín Aguerre, <i>Manager Infrastructure and Energy Sector, IDB</i> <p>Video: Inspirational innovations in Latin American and Caribbean cities</p>
10:35-11:05 AM	COFFEE BREAK: NETWORKING OPPORTUNITY

11:05 – 11:50 AM

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

2:45 – 3:40 PM

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

How to use data and technology to design, modernize and make our cities more inclusive.

- **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