

DEMAND SOLUTIONS

IDEAS FOR IMPROVING LIVES IN CITIES

SEPTEMBER 29 / 2015 INTER-AMERICAN DEVELOPMENT BANK

THE AGENDA

8:00 AM

Doors Open

9:00 - 9:30

Welcoming Remarks

LUIS A. MORENO, President, Inter-American Development Bank

RICHARD C. BLUM,

Chairman, Blum Capital Partners & Founder and Trustee, Blum Center for Developing Economies

9:30 - 10:00

Opening Session

JAN GEHL Founder, *Gehl Architects*

Followed by a conversation with JANETTE SADIK-KHAN - Principal, Bloomberg Associates

10:00 - 10:20

The Revolution of Last-Mile Logistics

PAOLA SANTANA - *Founder & COO, Matternet ONE*

Imagine a world where you can send anything through the air with the

Imagine a world where you can send anything through the air with the touch of a button. Paola, a native from the Dominican Republic, is trying to make this vision a reality through the first smart drone for transportation - Matternet ONE. Matternet aims to revolutionize last-mile logistics, transforming the way people have access to goods and overcoming major infrastructure challenges, such as traffic congestion and lack of roads.

10:20 - 10:40

The Future of City Mobility

JERRY SANDERS – *Chairman & CEO, Skytran*

Congested traffic is a global phenomenon that affects the daily life of the urban-suburban population worldwide. Jerry Sanders, SkyTran's CEO, will address how Skytran can shape the future of city mobility with its elevated, automated, high-speed, low-cost, silent and "green" transportation solution.

10:40 - 11:10

Break

11:10 - 11:30

Designing Cities According to Nature

YANIV PEER - *Associate, Exploration Architecture*

Could nature be the source for urban design? Biomimicry draws from 3.8 billion years of nature's experience to produce ingenious adaptations for urban settings. Yaniv explores different projects and how biomimicry sheds light on some of the challenges we face in cities today.

11:30 - 11:50

Innovative Solutions to Urban Mobility

RYAN CHIN - *Managing Director
MIT Media Lab*

What if we look beyond the obvious to ask the questions whose answers could radically improve the way people get from one place to another in

could radically improve the way people get from one place to another in cities? Ryan Chin will showcase the latest disruptive technology and innovation that can lead to new models of sustainable urban mobility.

11:50 - 12:10

Feeding the World from City Rooftops

MOHAMED HAGE - CEO & Founder, Lufa Farms

*Followed by a conversation with Chef **Laura Hernández Espinosa***

Can rooftop farming gain high ground in cities? While rooftop space represents as much as 30% of the surface areas of major cities, very little of it is being used for productive purposes. The Lufa Farms model provides fresh, local, and responsible food for urban populations by introducing agricultural technology to metropolitan rooftops.

12:10 - 2:10

Lunch Break

2:20 - 2:40

Adapting Cities to Climate Change

KAI-UWE BERGMANN - Partner, BIG - Bjarke Ingels Group

*Followed by a conversation with **NANCY KETE** - Managing Director, Rockefeller Foundation*

Is New York City more resilient after Hurricane Sandy? This session provides innovative ideas for cities to adapt to climate change. Led by the idea of "social infrastructure", Kai-Uwe shows us the use of architecture to increase environmental awareness.

2:40 - 3:00

Natural Disaster Emergency Housing

NICOLÁS GARCÍA MAYOR - *Founder, CMAX System*

*Followed by a conversation with **ROSA MALANGO** - Head, Resident Coordinator's Office, UNDP Guatemala*

How do we improve the lives of over 70 million people around the world made homeless due to natural disasters, armed conflict and other humanitarian crises? Through innovative research and design, a young Argentine has given rise to a mobile shelter that improves the quality of life of those who have been displaced from their homes.

3:00 - 3:20

The Route to Happiness

DANIELE QUERCIA - *Visiting Scientist, University of Cambridge, UK*

Mapping apps help us find the fastest route to where we're going, but what if we chose our daily commute based on our mood? Researcher Daniele Quercia demos "happy maps", which take into account not only the route you want to take, but how you want to feel along the way.

3:20 - 3:40

The Roads of the Future

STEN DE WIT – *Lead Innovator, SolaRoad*

*Followed by a conversation with **ROBERT PUENTES** -Senior Fellow, Brookings Institution*

Wouldn't it be nice if our roads could act like solar panels? And if we could drive our vehicles with the generated solar power? In 2009, these questions formed the beginning of a vision for the future: the large-scale generation of renewable energy with the sunlight that falls on road surfaces every day. Sten de Wit will showcase what he calls a breakthrough in the field of sustainable energy supply, with the potential to supply power to homes, streetlights, traffic lights and even to the vehicles driving over the roads.

3:40 - 4:10

Break

4:10 - 4:30

Using Big, Small and Open Data to Improve Urban Experiences

BETH SIMONE NOVECK - *Director, Governance Lab at NYU*

How can we use technology to create more open and collaborative cities? Beth will showcase the importance of using Open Data to foster collaborative approaches that strengthen the ability of people, governments and institutions to solve problems, make decisions, and resolve conflicts more effectively and legitimately.

4:30 - 4:40

Closing Session

4:40 - 5:00

MINGLING AND WARM-UP

Transition between closing of Demand Solutions and Venture Night kick-off.

5:00 - 7:30 PM

VENTURE NIGHT

Demand Solutions will close with an exciting Venture Night, an intense competition among innovative and disruptive startups established by young entrepreneurs from Latin America and the Caribbean. A total of 15

startups have been selected to pitch their solutions or products that are improving lives in cities. Each pitch will be evaluated by a panel of expert judges who will provide feedback to the startups. Prizes will be awarded!

STARTUP PITCHES

SPECIAL GUEST SPEAKER

AWARDS CEREMONY

COCKTAIL & NETWORKING
