

CURTIS&WYSS

# SMART CITY PLANNING & URBAN DESIGN SUMMIT

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November 7– 8, 2019  
Vienna, Austria



We specialize in organizing high-quality business events, which provide only need-to-know information from leading industrie's experts. Our long-term research of industries' needs and special selection of speakers ensure that we will bring the best content with latest techniques into your company. Each event provides you with the necessary tools to improve short term results, whilst simultaneously designing robust future strategies. We provide business opportunities to a target audience of executives, investors, leaders and thinkers who share our goal of making deals happen in the world's most liquid markets.

SUMMIT

AGENDA

[www.curtiswyss.com](http://www.curtiswyss.com)



# INFORMATION

Smart planning and urban design play a crucial role in building strong connections and productive cooperation between municipalities, business and society. Smart zoning is helping cities to achieve exceptional land-use goals, reduce traffic and so on, while brownfield and greenfield development becomes more and more important tool to help gentrification processes achieve various advantages such as: improving land value, socially restructuring and redeveloping unsafe and badly organized urban areas. Disruptive technologies are emerging to help build cities that are prepared for sustainable development, population growth and widespread internet access. There are limitless benefits from focusing more on smart development and urban planning & design to make city more smart: functional, ecological, connected, green and friendly place to leave, work and rest.

## WHO WE ARE

Curtis & Wyss offers business facilitation platforms for clients who want to develop in growth markets. We conduct exhaustive research, match buyers and sellers, then produce high profile events, all with a strategic focus on facilitating deals - all in the right place and at the right time.

## OUR VISION

Our vision is to help executives find real-world, timely, need-to-know solutions and become their trusted source of knowledge, ideas exchange and networking. We are excited to perform premier events around Europe, USA, MENA, Asia, Latin America

## HOW TO ENTER

Please send your registration form to:

[registration@curtiswyss.com](mailto:registration@curtiswyss.com)

## AUDIENCE:

Local Government  
and Municipality  
Real Estate Developers  
Chief of Operations  
Industry associations NGOs  
Engineering Contractors  
Smart Cities Councils  
Urban Planners & Master  
Planners

Architecture & Design Firms  
Head of Innovation  
Business Development  
Innovation Manager  
Head of Sustainability  
Project Management Firms  
Smart Cities research experts

## FROM AREAS:

Sustainability management  
Facility Management  
Design & Urban Planning  
Disruptive technologies  
R&D Innovation  
Housing and Infrastructure  
Urban Development  
BIM Monitoring and  
Testing Information  
IoT  
Digital Urbanism  
Real Estate

## HIGHLIGHTS OF THE EVENT:

**Smart Development to ensure wired and wireless connectivity**

**Smart zoning. Brownfield and Greenfield development**

**Data Management and communication systems.**

**Environmental monitoring, interactive portals. logistics**

**Disruptive technologies in urban planning. Digital Infrastructures**

**Energy and sustainability with IoT intelligent buildings**

**Smart housing and structure innovations. Housing affordability**

**Smart Mobility**

**Future proofing in Smart Cities**

# SUMMIT AGENDA

## THURSDAY NOVEMBER 7TH

9:00 Registration and Welcome Coffee

9:30 Opening Address from the Chairman

### **Smart City context, Global Village and Greenfield Development**

09:40 Case Study

Best & next practices and Lessons learned from a global village

-General introduction ASC

-Governance

-Focus areas: energy - mobility - data & circular

-Lessons learned

**Frans-Anton Vermast**

**Amsterdam Smart City Ambassador**

**Advisor public & international affairs**

10:20 Case Study

Humble Lamppost: An ideal start for the Smart Cities journey

-EU Smart Cities Context

-Sharing Cities Project EU

-Humble Lamppost Solution and initiative

-Packaging

-A Decision Support Toolkit

-Example with London

**Francesco Papa**

**Urban Consultant at UrbanDNA**

**Packaging Lead for Sharing Cities, EU funded project**

11:00 Morning Coffee and Networking Break

11:30 Case Study

Land use, planning and transport in Smart Cities

**Richard Elliott**

**Head of Local Planning & Infrastructure**

**Manchester City Council**

12:10 Case Study

GRÜNSTATTGRAU – Innovations for the green cities, opportunities, potential and best practice examples of building greening

-Greened buildings and Energy- optimisation of cooling demand

-Nature based solution on buildings for climate change adaption in Austria

-The performance of building greening for building optimization

-Innovation Lab approach

-Best practise and inspiration

**DI Susanne Formanek**

**Ceo & Co-Founder**

**GrünStattGrau and President IBO**

### **Digitalization and Data Management**

12:50 Case Study

Test Labs, Digitalization and data management.

Financing of Smart City projects

**Juraj Hostak**

**InnovEYtion Hub Manager**

**Ernst & Young, s.r.o.**

13:30 Business Lunch



# SUMMIT AGENDA

## THURSDAY NOVEMBER 7TH

### 13:50 Case Study

Digital transformation of cities:  
the social, ecological and techno-economical challenge

Joachim Schonowski

Head of Innovation

Smart Sustainable City Berlin

### Smart mobility and Transportation Ecosystems

### 14:30 Case Study

Smart City Logistics - urban intermodal transportation ecosystems

«Cargo sous terrain – Coopetition to overcome impossible hurdles »

-The dilemma of City-Logistics ( reducing traffic, emissions and noise versus an ever increasing amount of small size, individual transportation needs )

-How could City-Logistics work ( involving ALL stakeholders and changing paradigms )

- What does Cargo sous terrain do different to become successful

-How would YOU approach the problem or what are YOUR experiences (15 min.)

Stefan Goldlücke

Projektleiter Smart City / Intercity Logistics

Cargo sous terrain AG

### 15:10 Networking Coffee Break

### 15:40 Case study

The last mile and urban development: integrated solutions for a sustainable future

- Where is too much traffic caused by commuters, we put coworking-spaces at train stations in the suburbs to manage traffic

and congestion by implementing solutions addressing the roots

- Where is no well-developed public transportation network in the suburbs, we implement ridesharing-solutions..

- Delivery traffic. "Smart Lockers" at train stations

Tobias Maennel

Digital Innovation & Strategy

Deutschebah

### 16:20 Case Study

Building a vision for people and goods mobility

- Mobility in smart living areas : from city centres to suburban and rural context. Door-to-door issues.

- Mobility service operators : transport, information, aggregators, trusted third parties.

Toward Mobility as a Service

- Governance, regulation, entrepreneurship

- Cases on promising technologies, solutions and behaviours

Gilles Betis

Founder and CEO

Orbi Cite

### 17:00 Panel Discussion

Open government

- impact of open wifi network

- innovative applications for city-community use in different fields

Carlos Mascarell Vilar

Carlos has a premium account Policy Officer on

Governance and Citizenship at Council of European Municipalities and Regions (CEMR)

### 17:30 Chairman's Closing Remarks and End of Day One

### 17:40-19:00 Cocktail Reception

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# SUMMIT AGENDA

## FRIDAY NOVEMBER 8TH

9:30 Registration and Welcome Coffee

9:50 Opening Address from the Chairman

### Smart Housing and digital solutions

10:00 Case Study

IoT for intelligent buildings

- Energy: energy consumption monitoring
- People or spaces: measure occupancy, space utilization, how many people have passed through a certain entrance

Hans-Martin Neumann

Thematic Coordinator for Urban Resilience and Transformation

AIT Austrian Institute of Technology

10:40 Case Study

Smart building technology

- how Smart Building Technology is Changing Facilities Management
- smart building technology
- financial benefit of reducing utility spending and equipment costs
- productivity or behavioral benefit to IoT devices

Nicolaos Tsirigotis, MBA

Head of Smart Energy/IoT

Energie Steiermark Kunden GmbH

11:20 Networking Coffee Break

### Smart Planning, Sustainability and Environment Protection

12:00 Case Study

"Embedding sustainability, resilience and Smart City criteria in Urban Planning Processes"

- Sustainability and Resilience in Urban Areas
- Smart City Development
- Urban Planning as an essential tool for urban sustainability and resilience and Smart City development
- Developing a strategy to embed the appropriate criteria in Urban Planning Processes
- Key elements
- Implementing the strategy

Hector Rodal

Urban Planner - Architect

Barcelona City Council

13:00 Business Lunch

14:00 Case Study

The Refill Campaign and Global Expansion

- Refill is an award-winning campaign to prevent plastic pollution at source by making it easier to reuse and refill your water bottle on the go than buy a single-use plastic bottle.
- How is the campaign work?
- The Refill App
- Connectivity. Participants and cooperation.
- Future perspectives: Refill is now expanding globally and we are on the search for Delivery Partners around the world.

Rebecca Burges

Chief Executive

City to SEA



# SUMMIT AGENDA

## FRIDAY NOVEMBER 8TH

### 14:40 Case Study

Breakthrough Innovation for a sustainable built environment:

- The VUCA world: Key trends affecting the future of our cities
- A process of sustainable innovation: moving from incremental change to breakthrough through development of regenerative business models
- The leadership skills required to deliver transformation in cities, including case study examples

Cat Hirst

Director

Switch On

### 15:20 Case Study

Energy management and planning:

- Smart energy systems
- renewable district energy
- impact of smart energy systems on urban planning

Available

Speaker will be announced soon

### 16:00 Networking Coffee Break

### 16:30 Sum-up discussions with speakers of the day

Better solutions for smart Cities:

- challenges and barriers
- future trends and perspectives

Moderated by the Chairman

### 17:00 Chairman's Closing

Remarks and End of Summit



# REGISTRATION FORM

Please send your registration form to [registration@curtiswyss.com](mailto:registration@curtiswyss.com)

Package Name  Promo Code  Date //

①	Name	<input type="text"/>	Surname	<input type="text"/>	③	Name	<input type="text"/>	Surname	<input type="text"/>
	Position	<input type="text"/>				Position	<input type="text"/>		
	Email	<input type="text"/>				Email	<input type="text"/>		
②	Name	<input type="text"/>	Surname	<input type="text"/>	④	Name	<input type="text"/>	Surname	<input type="text"/>
	Position	<input type="text"/>				Position	<input type="text"/>		
	Email	<input type="text"/>				Email	<input type="text"/>		

Billing Address

Company Name

Company Address

City  Post-code

Phone Number

Signature  VAT

## Terms and conditions

By sending this form, I confirm that I have read and accepted the terms and conditions detailed below.

**Confirmation:** We will confirm your participation after receiving signed registration form. The delegate will receive the invoice within 24hrs of sending the signed form. The hotel details will be sent two to three weeks before the start of the conference.

**Cancellations:** Made one month prior to the start of the conference will be refunded less 50% administration charge. Refunds will be made after the conference. Cancellations made within one month of the conference start date will receive no refund. Substitutes are accepted up to 3 days before the conference. Any cancellation will be accepted latest one month before the event and should be informed in written form.

☐ I agree with the terms and conditions

	Delegate ■ €1,995	Exhibition ■ €6,995	keynote ■ €4,995
People attendance	1	2	1
Discussion with industry experts, Business Lunches and Cocktail Reception	◆	◆	◆
Branding at post-event communication activities			◆
Logo on conference website and program		◆	◆
Speaking Slot [30 Mins.]			◆
Discount for additional passes			10%
Acknowledgement during the opening of the conference		◆	◆
Exhibition Booth		3 Sq.m	





## SPONSORSHIP PACKAGE

Our sponsorship packages are designed to offer optimum exposure for the budget that are available. For more information on the packages and to discuss your sponsorships requirements, please contact [sponsorship@curtiswyss.com](mailto:sponsorship@curtiswyss.com)

If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference.

	Platinum €14,999	Gold €9,999	Silver €7,999
People attendance	5	4	3
Logo on conference website, program and other marketing materials or post-event communication activities	◆	◆	◆
Social media promotion	◆		
Ad placed in final conference program	Full Page	Half Page	Quarter Page
Discount for additional passes	25%	20%	15
Promo materials in conference bags (1 A4 flyer ) provided by sponsor	◆	◆	◆
List of attendees	◆	◆	◆
Acknowledgement during the opening of the conference	◆	◆	
Opportunity to give a speech at the beginning of conference	40 mins	20 mins	10 mins
Exhibition Booth	6 Sq.m.		
VIP table at selected social event	◆		
Business Lunches and Cocktail Reception	◆	◆	◆



# CURTIS & WYSS

## Contact information

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