



WHERE GREEN BUSINESS MEANS GOOD BUSINESS



Good Business, Green Growth, Great Cities

*Preliminary program
 September 29 & 30, 2010 – Copenhagen, Denmark*

29 September 2010

	<i>Conference</i>	<i>Networking and private events</i>
0930		Registration opens
1030-1200		Private meetings Master classes Speed-networking Open for sponsor side events Lectures
1130		Exhibition opens to audience
1200-1300		Networking lunch (in exhibition area)
1300-1310	Welcome to Copenhagen and WCS 2010 Frank Jensen, Lord Mayor of Copenhagen (Denmark) with Bo Asmus Kjeldgaard Mayor for Technology and Environment, City of Copenhagen (Denmark)	

1310-1320	Welcoming statement from the dedicated business community Anders Eldrup, CEO, Dong Energy	
1320-1340	Opening Key Note Speaker Ted Nordhaus, author, researcher, and political strategist, Chairman of The Breakthrough Institute (USA)	
1340-1430	Building The Green Economy: <i>From vision to reality</i> Following the presentation by The Danish Commission on Climate Change Policy at xx on the plan to make Denmark free of fossil fuels, business leaders and experts will discuss how the vision of a green economy can become a reality. What are the drivers and roles in delivering sustainable growth? What is the interplay between technology, investment, policy and innovation? What is the role of public-private partnerships? The session should convey to the audience of how economies – whether cities, regions or countries - can make the transition to a truly green economy. Speakers: Chaired by Katherine Richardson, Chairman, Danish Commission on Climate Change Policy, (Denmark) Brice Koch, Exec. Vice President & Head of Marketing, ABB Group, (Switzerland); Michael K. Rasmussen, Chief Marketing Officer, VELUX (Denmark); Anders Eldrup, CEO, DONG Energy, (Denmark); Jules Kortenhorst, CEO, European Climate Foundation (the Netherlands)	
1430-1500	Coffee Break <i>(in exhibition area)</i>	
1500-1550	Driving the Green Economy: <i>Best practice & the global Frontrunners</i> Around the world, a number of economies have realized that green business is good business and are harnessing the potential of renewable energy without	Presentations and workshops Key sponsors and partners are invited to place a presentation or other event in the official program

	<p>waiting for new international policy frameworks or carbon markets to become reality. This session will present best practice and case studies from some of the most focused and ambitious. We present four cases:</p> <ul style="list-style-type: none"> - Republic of Korea’s semiconductor adventure - UK’s wind energy strategy - Germany’s leadership on solar - Aarhus– creating a world class cluster in wind <p>Speakers: Chaired by Jeff Anderson, Executive Director, Clean Energy Economy (US); Mr. Manuel Zarauza, Vice President, Seoul Semiconductor (Korea); Will Cavendish, Director General International Energy & Climate Change, DECC (UK); Dieter Salomon, Mayor of Freiburg (Germany) (TBC); Greg Clark, Sustainable City Expert, citiesandregions.com (Aarhus/UK/Denmark)</p>	<p>VELUX & the Active House</p>	<p>DONG Energy & climate partnerships</p>	<p>ABB</p>
<p>1550-1640</p>	<p>SUSTAINABLE CITIES TRACK: HOSTED BY CITY OF COPENHAGEN Green cities take the lead: Smart cities, smart growth</p> <p>Across the world, cities are taking leadership in the green economy. This session presents some of the worlds’ green city role models and will explore the role of cities in combating climate change and environmental challenges while at the same time creating new, sustainable growth. By collaborating with leading innovators from business, local governors are already sparking green development and practical solutions that help create better, cleaner and more attractive local communities. The session gives voice to mayors and cities to discuss what really works in growing sustainably.</p> <p>This session kicks off a number of discussions on sustainable cities during the two conference days. The overall sustainable cities track is exclusively hosted by the City of Copenhagen and Mayors Frank Jensen & Bo Asmus Kjeldgaard.</p> <p>Speakers: Moderated by Mark Kenber, Policy Director, The Climate Group (UK) Frank Jensen, Copenhagen (Denmark); David Miller, Mayor, Toronto (Canada); Boris Johnson, London (UK) (TBC), Oh Se-hoon, Mayor, Seoul (South Korea) (TBC); Mr. Chen Tian, Director General, Beijing Environmental Protection Bureau, Beijing Municipality (China)</p>	<p>Meet The Speakers Café (in the exhibition workshop area)</p> <p>Speakers from the plenary session sit down in informal surroundings to hear your comments or answer your follow up questions</p>	<p>Taking on the crowd (in the exhibition workshop area)</p> <p>A stage, a key figure in clean tech and a circle of delegates: Ask any question you like!</p> <ul style="list-style-type: none"> • The CEO takes on the crowd • The mayor takes on the crowd 	

1640-1710	<p style="text-align: center;">Key Note Speaker <i>Professor Lord Anthony Giddens, London School of Economics</i></p>	
1715-1800	<p>State of the green market: <i>Preparing for the next boom</i> <i>(on exhibition area stage)</i></p> <p>Clean tech investments globally are rocketing, even in a time of economic uncertainty. Leading thinkers from politics, business and science will join this panel to discuss the business opportunities for clean tech in coming years. Will the Tigers still be rising and the Giant still be sleeping? Will Europe continue to lead if reduction targets are easily met? Will the new superpower China push even harder to be the green frontrunner? What are the most promising technologies and investments?</p> <p>Speakers: Chaired by Björn Stigson, President, WBCSD (Switzerland) Daniel Kammen, Professor, Lawrence Berkeley Lab (US), Preben Sørensen, Partner, Deloitte (Denmark); Ditlev Engel, CEO, Vestas Wind Systems A/S (Denmark); Jukka Pertola, CEO, Siemens Denmark (Denmark)</p>	
1930-	<p style="text-align: center;">Networking Dinner (reservations only)</p>	

30 September 2010

	<i>Conference</i>		<i>Networking and private events</i>
0815	Registration opens		
0830-0915			Sponsor & partner side events Exhibition open Global Cleantech Cluster workshops
0915-0955	From Brussels to Boulder : Leading the green revolution Connie Hedegaard, Commissioner for Climate Action Bill Ritter, Governor, State of Colorado (US) <i>(on exhibition area stage)</i> Leaders of two of the world’s most ambitious green economies meet for the first time. Colorado is becoming the Clean Economy champion in the US and the world’s smart grid hub, attracting companies and investors from all over the world. EU is a long time champion in green policies, but at the moment also divided on the issue of reduction targets for CO2. What can the two leaders learn from each other – and are their respective green models replicable? Moderated by: Per Meilstrup, Climate Director, Monday Morning		
	Break-out sessions and workshops in parallel with moderated panels of business leaders, experts and policy makers		Hosted workshops (in exhibition area) Join the partners and sponsors for interactive discussions and presentations
	SUSTAINABLE CITIES TRACK: HOSTED BY THE CITY OF COPENHAGEN		
	<i>Smart cities, smart grids</i>	<i>Smart City Development</i>	
1000-1055	Plugging in the intelligent buildings: The next giant step for the future energy systems is connecting offices, industry and homes to the grid, establishing	Exploring smart city initiatives and best practices: Cities are able to push forward technologies and practices that create	Inspiring sustainable leadership: Being green needs to go beyond reactive CSR plans. Today, too many organizations regard CSR as a cost rather
			The green gap roundtables: Hosted by University of Aalborg, University of Aarhus, University of Copenhagen, university of Southern Denmark and Technical University of Denmark, Risoe – DTU 1000-1200: Biomass and Bioenergy Lead by Jørgen E. Olsen, research professor, Department of

<p>two way communications between energy producers and energy consumers. This session will present state-of-the-art technology and models for intelligent buildings that help users make smart choices when consuming energy and in some cases producing energy themselves. Intelligent use of energy is a prerequisite for low carbon cities, whether it is in their own institutions and buildings or in the homes, companies and offices of its citizens. We explore how cities can promote intelligent buildings and benefit from the latest innovations and what business opportunities this represents.</p> <p>Moderator: Rolf Ask Clausen, Managing Editor, Community, Mediehuset Ingeniøren</p> <p>Colin Calder, CEO, Passiv Systems (UK) Chris Twinn, Arup (UK) (TBC)</p>	<p>smarter, better and more livable cities for citizens and businesses. This session explores the planning aspects from idea and vision over master plans and drawings to implementation, construction and use. What are city leaders looking for as they plan to grow their cities? What are the most promising technology solutions? And who are making the leap from vision to reality? Architects and city planners will engage in a discussion with visionary leaders from green cities to test and discuss how smart city initiatives work and how good practice and bold ideas can be transformed into best practice. The panel will discuss what technologies and solutions work today and which policies are being adopted. City leaders will tell what inspires them and will seek to inspire the audience to put forward their ideas for better and smarter city</p>	<p>than a strategic tool to generate new growth. Now is the window to change your CSR policy from a cost to an income perspective. Because still more consumers are demanding that companies think sustainability in their core business. CSR window dressing – for instance by bragging that your organization is saving paper or tuning off the lights – will no longer impress. Only when companies start thinking CSR and sustainability as part of their product/service deliveries will consumers pay attention. Overall, consumers will choose companies which not only think shareholder management, but stakeholder management. Consumers demand that companies actively acknowledge and support the community in which they operate. You might call this a true paradigm shift which calls</p>	<p>Agroecology and Environment Research Centre Foulum, Aarhus University. Lead author, IPCC</p> <ul style="list-style-type: none"> •The roundtable will consider the bottlenecks in research and development related to the following critical points: •How large is the global biomass resource and how can this be increased? •Which sustainability issues need to be considered for biomass use and how can this be ensured? •What are the technology bottlenecks in conversion of biomass to energy carriers and materials (including biorefineries)? <p>1300-1500: Energy Efficiency Lead by Carsten Rode, Professor, head of section, Technical University of Denmark The roundtable will focus on energy efficiency in buildings, especially in terms of retrofitting, and efficiency in industrial processes, including SMEs</p> <p>1500-1700: Intelligent Energy Systems Lead by Henrik Bindslev, Director at Technical University of Denmark, Risoe/DTU, chairman of European Energy Research Alliance (REEA) The roundtable will address the development of a highly flexible and intelligent energy system which facilitates substantial higher amounts of renewable energy. Both with regard to necessity and perspectives in OECD countries and rapidly developing economies in the far East with focus on what and why and explore challenges and opportunities. Will address stimulus packages in China and US. The roundtable will cover supply, grid, end use as well as International cooperation (electrons) with focus on Gap analyses and the aim to set the research agenda and stimulate cooperation between industry and research.</p>
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	<p>Harry Veerhar, Director, Philips Lighting (Holland) (TBC)</p>	<p>solutions that can spark intelligent growth and better life in our urban areas. <i>This session will present cases from: Copenhagen, Paris, London</i> Moderator: International Herald Tribune</p> <p>Bo Asmus Kjeldgaard, Mayor for Technology and Environment, Copenhagen (DK) Helle Lis Søholt, CEO and Partner, Gehl Architects (DK) Denis Baupin, Deputy Mayor of Paris (France) (TBC) Peter Head, Director, Arup (UK) (TBC) Nicky Gavron, London (UK) (TBC)</p>	<p>for new leadership skills. And this session will discuss the needed mindset, the needed skills and the implications and rewards of implementing 'Sustainable leadership'. Moderator: Asger Daugbjerg, Director, Monday Morning</p> <p>Andrew J. Hoffman, Professor, University of Michigan (US) (TBC) Bjørn Kj. Haugland, COO Sustainability & Innovation, DNV (N) Niall Dunne, Saatchi & Saatchi S (US) (TBC) Thomas Nagy, EVP Novozymes (DK) Schneider Electric</p>	
1100-1200	<p>Powering the future with smart energy: The deployment of large scale smart grids and connecting to national or transnational grids is a viable next step in many cities and local areas. Without it, many cities will not be able to meet their</p>	<p>Private-public partnerships for clean development: Smart city models are seen as key to reaching ambitious goals for CO2 reductions while sustaining growth and quality of life in local communities. A number of cities are exploring innovative</p>	<p>Creating a world class cluster: Aarhus - the wind capital of the world Based on Aarhus as a case study, this session explores how a region can build on strongholds and create a hub for a specific sustainable technology – wind. Aarhus region has</p>	<p>Hosted workshop: Danish Standards Foundation</p>

<p>targets for reducing emissions and improving energy efficiency. This session will discuss the public-private partnerships needed, the interplay between policy and innovation and will showcase how cities can function intelligently with smart grids at their core. The city context can accelerate the development of an intelligent energy grid system with energy storage capacity and controllability of network and customer demands; Leading experts will demonstrate how renewable energy can be integrated in the city energy mix and how the smart grid is a part of the bigger grid picture and essential for the growth of the green development. <i>The session will present cases from: Colorado, Richmond, Stockholm and Amsterdam.</i> Moderator: Martin Lidegaard, Chairman, Concito</p>	<p>models for collaboration with private businesses and institutions and are finding new ways of shaping the city infrastructure to create optimal conditions for growth and jobs that goes hand in hand with sustainability. These smart cities can serve as important points of reference for creating green growth in all cities around the world and for rolling out and scaling new technologies and business models. This session will explore models for private-public collaboration that work. Cities and private companies will join this session and share their experiences and be challenged by experts in investigate the most important challenges for reaching better cross sector collaboration. <i>This session will present cases from: Kalundborg and Colorado</i> Moderator: Lars Johansen, Director, Monday Morning</p>	<p>already attracted a large number of companies and competencies within the global wind sector.</p> <p>Hosted by Nicolai Wammen, Lord Mayor of Aarhus and Laura Hay, Councillor of Aarhus. Moderated by Greg Clark, Sustainable City Expert, citiesandregions.com</p> <p>Speakers: Stephan Karl Mey, CEO, Suzlon Wind Energy A/S Ove Poulsen, Director of Aarhus School of Engineering (DK)</p>	
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<p>1200-1330</p>	<p>Smart grid lunch seminar <i>Hosted by UK Trade & Investment</i> Our panel discusses the projects and policies shaping the future of Britain's energy infrastructure. Massive investment in renewable power generation in the UK necessitates a step-change in the way our energy system operates, from connection of the world's largest offshore wind farms to the incorporation of increasingly sophisticated ICT on the demand-side. Our panel will outline the current state of the system and discuss the opportunities and</p>	<p>Networking lunch <i>(in exhibition area)</i></p>	<p>Private lunches <i>(sponsor hosted)</i></p>	

	<p>challenges that this presents for government and industry over the coming years. 30 min. networking lunch followed by 60 min. panel discussion.</p> <p>Steve Aughton, Siemens T&D National Grid (TBC) Renewable UK (TBC) DECC (TBC)</p>		
<p>1330-1355</p>	<p>Exclusive Exhibition Speaker Bjarke Ingels, BIG <i>(on exhibition area stage)</i></p>		

PROGRAM CONTIUNES ON NEXT PAGE

	Break-out sessions and workshops in parallel with moderated panels of business leaders, experts and policy makers			Side Events	
1400-1450	<p>Building the future energy grid: Building national and transnational intelligent and integrated energy systems is essential to the transformation from “old” energy to “new” energy on country-, city- and regional level. Achieving energy security, pushing forward and utilizing the full potential of renewable energy sources – e.g. wind, solar, biomass, geothermal and cutting down on energy consumption all comes down to the development of “super highways” for electrons.</p> <p>Based on concrete, applied solutions and real life case studies the session explores the full perspective of national and transnational grids. You will learn about the development of one of</p>	<p>ESCO – guide to the revolutionary business model:</p> <p>This session will focus on the Energy Service Companies (ESCO) business model for energy efficiency, one of the green business models in the world gaining the most momentum with local and national governments and business.</p> <p>ESCO implements energy saving projects in public and private organizations; in buildings, plants, installations and infrastructure, against getting a share of the future saving of energy.</p> <p>Leading experts within the business will map the best cases in and depict the possibilities of the model and benefits for all parts of</p>	<p>Green and lean workshop</p> <p>Lean became the leading business process model during the 1990’es, improving efficiency and quality in businesses all over the world. Now Green Lean is repeating its success, improving energy efficiency and driving down emissions.</p> <p>Brett Wills, The author of <i>Green Intentions</i> will present how to lean and green and show the specific steps a firm must take to achieve environmental sustainability.</p>	Nordic Council of Ministers – Presentation of	Municipality of Kalundborg

	<p>the worlds’ most advanced national grids, about the storage challenges, about the prospects of how a supergrid can revolutionize the European energy supply and meet leading policy and business experts who push forward the agenda.</p> <p>The purpose of the session is to give an understanding and answers to what the future energy grid should look like, what it will take and who can make it happen.</p> <p>This session will present cases from: Denmark and the rest of Europe</p> <p>Moderator: New Economics Forum</p> <p>Søren Dupont Kristensen, Head of Strategic Planning, Energinet.Dk (DK)</p> <p>Tom Plant, Director of the Colorado Governor’s Energy Office (US)</p> <p>Pierre Bernard, Secretary General, ELIA, member of Friends of the Supergrid (Belgium)</p> <p>Eurelectric (EU) (TBC)</p>	<p>the cooperation – and ways to improve the models. The audience will share information, be inspired from other ESCO activities and learn how to proceed with the model in order to promote energy efficiency.</p> <p>Moderator: Danish Energy Association</p> <p>Jeppe Rasmussen, VP Buildings and Business, Schneider Electric (France)</p> <p>Scott Petersen, Marketing Director – Energy Solutions, Honeywell Building Solutions (UK)</p>			<p>Taking on the crowd (in the exhibition area)</p> <p>A stage, a key figure in clean tech and a circle of delegates: Ask any question you like!</p> <ul style="list-style-type: none"> • The Communicator takes on the crowd
1455-1545	<p>Green Mobility: The transportation sector is in many ways “the wicked</p>	<p>Building for the future: How new and old built environment can be an</p>	<p>Green procurement: Intelligent and strategic focus on buying green</p>	<p>Meet The Speakers Café (in exhibition area)</p>	

<p>problem” for all cities, first and foremost because of the increase in emissions and air pollution from cars and trucks.</p> <p>Smart grids offer, however, one of the most promising emerging solutions. Charging electric vehicles with clean energy sources from the grid in the right place at the right time is a way forward. It means not only low carbon cars and trucks, but also solves the energy security challenges that any energy system would meet if we all bought EVs and plugged them in the wall.</p> <p>Leading expert from the industry, policymakers and energy suppliers will shed light on how the electric vehicles and fuel cell vehicles should be rolled out as an integrated part of a future smart city energy system, including infrastructure.</p> <p><i>The session will present cases from: Bornholm, London, Copenhagen,</i></p> <p>Moderator: Bjarke Møller, Chief Editor, Monday Morning</p>	<p>asset in going green</p> <p>The built environment is the major consumer of energy and emitter of CO2 and is thus core to any low carbon city development. Showcasing examples of how to design new, green city areas and reshape and retrofit existing buildings, this session introduces state-of-the-art models, ideas and technologies for greening our built environment. While pushing forward sustainable growth, smart, green houses, offices and neighborhoods is also a way to improve the quality of 21 Century city life.</p> <p>Moderator:</p> <p>Tomas Gustafsson, chief strategist, Stockholm (Sweden)</p> <p>Michael Schäfer, Die Grünen, Berlin (D) (TBC)</p> <p>Ole Gustavsen, CEO, Snøhetta (Norway) (TBC)</p> <p>Ilmar Reepalu, Mayor of Malmö (Sweden) (TBC)</p>	<p>products for your business, public or private organization is an effective way of improving your carbon footprint – and also an important way to drive new, green markets.</p> <p>The session will focus on the challenges to innovative and green procurement and provide solutions to meet them.</p> <p>Moderator: World Business Council for Sustainable Development</p> <p>Jonas Engberg, Social & Environmental Coordinator, IKEA Danmark</p> <p>Gitte Seeberg, Secretary General, WWF (TBC)</p> <p>Søren Jakobsen, CEO Danish National Procurement Ltd (DK)</p> <p>Nordic Council of Ministers</p>	<p>Speakers from the plenary session sit down in informal surroundings to hear your comments or answer your follow up questions</p>	<ul style="list-style-type: none"> • The Innovator takes on the crowd
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	<p>Jens Moberg, CEO, Better Place Denmark (DK) (TBC) Kai Karring, The Mobility House (Austria) (TBC) Lene Grønning, Business Center Bornholm (DK) Nils Dullum, CEO, CleanCharge Solutions (DK)</p>				
Coffee served in exhibition area					
<p>1550-1650</p>	<p>Nordic Ministers Session: Green Global Competitiveness from a Nordic Perspective <i>(on exhibition area stage)</i> <i>Presented by the Nordic Council of Ministers and Nordic Innovation Center</i></p> <p>The Nordic region has been a point of reference for global clean tech for many years and the Nordic countries are all pursuing aggressive green strategies, based on established clean tech strongholds and a history of successful public-private partnerships.</p> <p>But what will it take to sustain this competitive position as a global point of reference for green economies?</p> <p>In this session, Ministers from Nordic countries will meet to discuss how they view national strengths and challenges and how the Nordic countries can collaborate to stay competitive in the global clean tech markets</p> <p>This session also invites key companies from the Nordic region and selects foreign market representatives to challenge the ministers with questions and ideas for Nordic collaboration.</p> <p>Speakers: Introduced by Halldór Ásgrímsson, Secretary General, NCM (Iceland), (TBC) Panel participants: Lykke Friis, Minister of Energy & Climate (Denmark) Trond Giske, Minister of Trade & Industry (Norway), (TBC) Mauri Pekkarinen, Minister of Economic Affairs (Finland) , (TBC)</p>				

	Katrín Júlíusdóttir, Minister of Industry Energy and Tourism (Iceland) , (TBC) <ul style="list-style-type: none"> • Prepared questions from industry leaders from Nordic countries and key foreign markets 	
1650-1655	Wrap up: See you next year at World Climate Solutions 2011	
1700-	Climate Cup award ceremony	Nordic minister's reception at Nordic pavilion