

DREES &
SOMMER

Join us at Green Agora!
**INTEGRATED URBAN
SOLUTIONS**
@SMART CITY EXPO 2022

15 – 17 NOVEMBER | BARCELONA



Dear Smart City Expo Green Agora Visitors,

We are witnessing megatrends that deeply impact our society, communication, collaboration and the way we live, recreate and work in our cities. In our current time, we are witnessing megatrends that deeply impact our society, and the way we deal with the built environment. We believe in a network and a partnership approach throughout all our projects.

Drees&Sommer, therefore, established the urban innovation ecosystem [“Re-Building Europe”](#) comprised of organisations that thrive on fostering change: A mix of corporates, investors, property companies, architects, engineers, municipalities and occupiers/residents. This exclusive group of experts and game changers keep an eye on the future, aware of the risks and challenges we will be facing.

They are motivated to be part of a solution that positions us as leaders and innovators. Driven by sustainability, digitization and preparedness to adapt to changing future trends - we redefine urban & district development in future cities.

As part of this mission, the team of Integrated Urban Solutions of Drees & Sommer decided to become the main host of this year’s Smart City Expo Barcelona Green Agora and organizes Panels discussing topics of high relevance in today’s agile world of district & city development.

Tuesday, November 15th, 13.45 - 14.45

FUTURE CITY PLANNING LABORATORIES

Urban form cannot be reduced to the physical space as cities are the result of social construction under the influence of experts and accidents. Unconcluded urban processes respond to political interests, economic pressure, and cultural inclinations, along with the imagination of architects and planners and the informal powers at work in complex urban adaptive systems. Understanding the city as a hands-on planning laboratory encourages the involvement of various stakeholders - the municipality, the planner, the architect, the start-up, and the citizen - in one conversation. But how can we amplify this mixing pot of various perspectives of experiencing the city and turn the initial interest into capacity and potential to act?

Speakers & Panelists:

- Haris Piplas, Integrated Urban Solutions, Drees&Sommer
 - Chris Luebke, Foresight ETH Zürich, ex-Director for Global Foresight ARUP
 - Francesca Spagnoli, Head of Capacity Building & Research, European Network of Living Labs
 - Peter Sailer, Head of International Smart Cities Network, GIZ
 - Alfonso Vergara, Founder and President of the Fundación Metròpoli, Fondacio Metropol
- Moderation: Ramona Schmid

Wednesday, November 16th, 16.30 - 17.30

IMPLEMENTING THE URBAN TRANSFORMATION

Integrated urban development concepts of high complexity are extremely challenging to implement, moreover in current times of crisis and uncertainty. First, the physical design of cities, buildings or infrastructure often fails to correspond in the long term to the reality of its surroundings, as well as to the actual needs of its users. Second, the financial planning of projects is often unreliable, as unforeseen parameters, such as climatic factors, drive up costs for initial construction, as well as for operation. How can we streamline, our analogue and digital methods to make organizations and processes more efficient? How should future-oriented and evidence-based planning and consulting enable the integration of a wide array of processes from different disciplines and how can it curate the often conflicting interests of stakeholders who are shaping the urban reality?

Speakers & Panelists:

- Michael Beckert, Leading Consultant, Project Management Office (PMO), Drees&Sommer
 - Wim de Kinderen, Eurocities & Program Director European Affairs, Brainport Eindhoven
 - Orna Rosenfeld, Housing and Urban Affairs Advisor, Adjunct Professor, Sciences Po
 - Fernando Vilariño Freire, Ass. Director Computer Vision Centre, Uni. Autònoma de Barcelona
 - Piero Pelizzaro, Agenzia Demanio Rome, Ex-Chief Resilience Officer, Cities of Milano & Bologna
- Moderation: Haris Piplas & Joelle Mastelic

Thursday, November 17th, 10.30 - 11.30

INCLUSIVE DIGITAL HABITATS

How can we harvest collective urban intelligence? Are digital tools helping us to generate urban scenarios and to encourage the implementation potential of projects with the insight of local and international knowledge? By understanding the condition and history of a particular city through interactive components that include collaborative input allows anyone to participate in contributing to their knowledge of the city - which would ordinarily go without record. Therefore, are we able to respond

to the critique that the smart city paradigm endangers privacy and excludes vulnerable groups? Can we claim that digital tools help us to create genuinely inclusive strategies for our habitats, where multi-disciplinary, inter-sectorial and divergent thinking combines both “bottom-up” and “top-down” approaches.

Speakers & Panelists:

- Iris Belle, Professor for Smart City Solutions, Stuttgart Applied University of Technology
- Jean Barroca, Global Public Sector Digital Modernisation Leader, Deloitte
- Lou Celi, Chief Executive and Founder, ThoughtLab
- Teresa Kerber, Project Director, Sustainable Urban Development - Smart Cities II, GIZ
- Gianluca Galetto, Urban Tech & Finance, Ex-Managing Director, Technology and Innovation Partnerships, New York City Housing Authority

Moderation: Haris Piplas

Best regards,

Ramona Schmid

Dr. Haris Piplas

Mobile: +49 172 7698801
ramona.schmid@dreso.com

Mobile: +41 79 154 70 24
haris.piplas@dreso.com

DREES & SOMMER SE
Obere Waldplätze 12
70569 Stuttgart
Germany

DREES & SOMMER Switzerland
Aemtlerstrasse 201
8003 Zürich
Switzerland

