



DEMAND SOLUTIONS

MENDOZA 2018

PROPOSED AGENDA THURSDAY, 22 MARCH

8:30 AM Doors open

9:30 - 9:55 AM Welcome
Luis Alberto Moreno, President, IDB

9:55 - 10:20 AM The Future of Cities in Latin America and the Caribbean
Luis Alberto Moreno, President, IDB
Speaker will discuss scenarios for the future and technology in cities.

10:20 - 11:05 AM **SEGMENT #1: Sustainable Mobility: The New Imperative**

Video presenting challenges and opportunities

Visionary 1: TO BE CONFIRMED

Speaker will discuss the future of mobility in cities.

Expert panel

Panel will focus on improved use of land management.

- **Dario Hidalgo**, (USA), Director, Integrated Transport, World Resources Institute
- **María Fernanda Pacheco**, (ECUADOR-VENEZUELA), Municipality of Quito.
Gender mainstreaming in public transportation planning
- **Guillermo Dietrich**, (ARGENTINA), Minister of Transportation for Argentina

Audience participation - Q&A or questions through Slido

Transition video: Examples of cities in LAC that are implementing inspiring innovations.

Wrap-up, Agustín Aguerre, IDB

11:05-11:30 AM **COFFEE BREAK: NETWORKING OPPORTUNITY**

11:35 AM- 12:15 PM **SEGMENT #2: Urban resilience, environmental awareness, and the future of our cities**

Video presenting challenges and opportunities

Visionary: TO BE CONFIRMED

Speaker will discuss the growing impact of climate change in cities, the need to counteract its causes, and the role of innovation in resolving its effects.

Expert panel

Panel focuses on resilience to climate change. Innovative responses to flooding, hurricanes, and other natural disasters.

- **Belinda Tato**, (SPAIN), Architect, Ecosistema Urbano
- **Raisa Banfield**, (PANAMA), Deputy Mayor of Panamá District

Audience participation - Q&A or questions through Slido

Wrap-up, Tatiana Gallego, IDB

PROPOSED AGENDA THURSDAY, 22 MARCH *(continued)*

12:15 - 1:45 PM Lunch (general) / Creative time

Empanada Talks (only for those registered)

In a networking format, IDB experts—managers and specialists already part of the IDB delegation—will supplement the content by talking with participants in smaller groups.

1:50 - 2:35 PM SEGMENT #3 The future of work and the challenges of population growth in cities

Video presenting challenges and opportunities

Visionary: TO BE CONFIRMED

Speaker will discuss the second machine age with the rise of new automated technologies and artificial intelligence, and their impact on the future of jobs.

Expert panel

The goal is to show how today's entrepreneurs can contend with disruptive technology and adapt to new challenges.

- **Gloria Ortega**, (PARAGUAY), General Manager, Bancard
- **Mariano Tamburrino**, (ARGENTINA), Founding Partner of S4, Argentina's fastest-growing agtech company

Audience participation - Q&A or questions through Slido

Transition video: Examples of cities in LAC that are implementing inspiring innovations.

Wrap up Marcelo Cabrol, IDB

2:35 - 2:55 PM COFFEE BREAK: NETWORKING OPPORTUNITY

3:00 - 3:45 PM SEGMENT #4 Creative Districts: Tapping Heritage and Creativity to Revitalize Our Cities

Video presenting challenges and opportunities

Visionary: Charles Landry (UNITED KINGDOM), Author of *"The Creative City: A Toolkit for Urban Innovators"*

Speaker will discuss how cities can create the conditions for people and organizations to think, plan, and act imaginatively to solve problems and create opportunities. The notion of "creative city," which he coined, has become a global movement and changed how cities think about their capacities and resources.

Expert panel

Panel will focus on how to use data and technology to design and modernize our cities and make them more inclusive.

- **Paula Silva**, (COLOMBIA), Manager, British Council Arts Program
- **Luis Bruno**, (ARGENTINA), Dean of the Faculty of Architecture, Design, and Urban Development of the University of Buenos Aires

Audience participation - Q&A or questions through Slido

Wrap-up, Trinidad Zaldívar, IDB

3:45 - 3:55 PM Transition from Demand Solutions to IDB Urban Lab

Expression of thanks and transition by Julie T. Katzman.

The audience is invited to remain for the IDB Urban Lab awards.

4:00 - 6:00 PM IDB URBAN LAB AWARD CEREMONY