

# Sustainable Cities & Communities

*Creating greener living for a sustainable future*

President Wilson Hotel, Geneva, Switzerland ♦ 30 September - 01 October 2008

## Gain Practical Insight from Leading Experts, Including:



**James P Leape**  
Director General  
**WWF**  
**International**



**Prof. Peter Droege**  
Senior Advisor  
**Urban Climate**  
**Change Research**  
**Network**



**Stefan Behling**  
Senior Partner  
**Foster & Partners**



**Peter Head**  
Director of  
Planning and  
Integrated  
Urbanism  
**Arup**



**Stefan Behnisch**  
Architect  
**Behnisch**  
**Architekten**



**Dr. Jonathan**  
**Woetzel**  
Director – Shanghai  
Office  
**McKinsey & Co**



**Dr. Paul Toyne**  
Head of  
Sustainability  
**Bovis Lend Lease**  
**UK**



**Pierre Laconte**  
President  
**International**  
**Society of City**  
**and Regional**  
**Planners ISOCARP**

## Plus Practical Case Studies, Insight and Analysis from:

- ▶ **Bill Dunster**, Architect, **ZedFactory**
- ▶ **Nick Beglinger**, Co-Founder, **Maxmakers**
- ▶ **Holger Hagge**, Director Corporate Real Estate & Services, **Deutsche Bank**
- ▶ **Judy Lawley**, Councillor & Chair: Community and Culture, **Waitakere Ecocity**
- ▶ **Paulo Reis Silva**, Project Director – Mata de Sesimbra, **Pelicano**
- ▶ **Paul Ruysevelt**, Sustainable Futures Committee, **Royal Institute of British Architects**
- ▶ **Nils Larsson**, Executive Director, **International Initiative for a Sustainable Built Environment (iiSBE)**
- ▶ **Jean-Paul Jeanrenaud**, Director of Corporate Relations, **WWF International**
- ▶ **Prof. Peter Roberts**, Chair, **Academy for Sustainable Communities**
- ▶ **Hellen Lis Søholt**, Partner, **Gehl Architects**
- ▶ **Martin Tillman**, Associate, **Steer Davies Gleave**
- ▶ **Dr. Marie-Athena Papathanasiou**, Environmental Lawyer, **Global Sustainability Challenge**
- ▶ **Tom Carnac**, Program Manager – Public Sector, **Carbon Disclosure Project**

- ✔ Network with key players in planning, developing and managing urban infrastructure
- ✔ Learn how renewable energies can be successfully integrated into urban settings
- ✔ Understand the financing possibilities and risks involved in retrofitting existing infrastructure as well as new developments
- ✔ Identify sustainable transport solutions to tackle traffic, the need to commute and pollution
- ✔ Find out how urban and spatial planning can reduce a city's carbon footprint and improve quality of life
- ✔ See how innovative architectural designs can reduce overall energy demand and improve the environmental and energy quality of buildings
- ✔ Get the latest analysis on legislation and policies which help developing and setting up master plans for sustainable cities

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# Sustainable Cities & Communities

Endorsed By:



FIEC is the European Construction Industry Federation, representing via its 33 national Member Federations in 28 countries (26 EU & EFTA, Croatia and Turkey) construction enterprises of all sizes, i.e. small and medium-sized enterprises as well as "global players", carrying out all forms of building and civil engineering activities.



The inaugural **Sustainable Cities and Communities** conference organised by Green Power Conferences in cooperation with WWF's One Planet Living will focus on the practical challenges and opportunities cities and communities will face in order to tackle rising greenhouse gas emissions, energy consumption and congestion. The event will also see the official launch of WWF's global "One Planet" initiative.

With currently nearly 50% of the world's population living in cities and as the global majority goes urban, cities and communities face new challenges in terms of mobility and traffic, urban and spatial planning, building regulations, renewable energies and sustainability criteria.

This two day high profile business congress will bring together key players involved in planning, developing and managing new and existing urban infrastructure. Experts will convene to debate how municipal authorities and urban planners can reduce the environmental footprint of their cities, adapt and cut down their exposure to climate change and the associated threats. Case studies and best practice examples will be presented on the first eco cities: what they are, what they can achieve, how they can help us in retrofitting existing cities.

Attendees will learn more about campaigns, regulations and the abundant possibilities for cities and communities to reduce the environmental impact of their actions. They will meet pioneers and visionary architects, urban planners, mayors, financiers, mobility and traffic experts and sustainability professionals of eco cities.

The AECB is a unique organisation involved with all aspects of the building industry. Established in 1989 its main objective is to facilitate environmentally responsible practices within building. Its CarbonLite programme, based on Passivhaus helps in this respect. More information can be found at [www.aecb.co.uk](http://www.aecb.co.uk) and [www.carbonlite.org.uk](http://www.carbonlite.org.uk)



## Here's who you'll meet at the Sustainable Cities & Communities Conference 2008

- ▶ Municipalities & Local Government
- ▶ Central Government & Policy Makers
- ▶ Architects & Urban Planners
- ▶ Construction & Property Developers
- ▶ Building Systems & Solution Suppliers
- ▶ Investors, Banks & Financial Ministries
- ▶ NGO & Consultants
- ▶ Property Developers
- ▶ Lenders & Owners
- ▶ Real Estate Market & Business Consultants
- ▶ Design & Construction Professionals
- ▶ Public Sector Officials
- ▶ Academics



## One Planet Business

### This event is jointly organised by the WWF and Green Power Conferences

If a company's outgoings were consistently 25% greater than its revenue, it would not stay in business for long. Yet at a global level, humanity's ecological footprint is 25% greater than the earth's capacity to regenerate its natural resources. The progressive erosion of our natural capital is a growing threat to the global economy.

WWF is working in partnership with companies around the world to develop "One Planet Business" solutions which help them develop and thrive within the natural limits of our one planet. The One Planet Business conferences are for companies who want to understand their ecological footprint, and develop products and services that will appeal to increasingly conscientious consumers.

One Planet Business is about developing positive solutions to the critical challenges of the 21st Century, and builds on the successes of WWF's renowned corporate partnership programme in helping companies everywhere respond to the increasingly resource-constrained economic environment and adopt innovative new strategies.

## QUOTES FROM PREVIOUS GREEN POWER CONFERENCES

*Thank you for putting on such a wonderful conference.*

*It was a highlight to be surrounded by such knowledgeable and inspiring people,*

SAVANTA

*Fantastic – Great conference,*

OVUM

## Enhanced Delegate Networking

One of the fantastic new features of **Sustainable Cities & Communities** is the online networking system – all pre-registered delegates, speakers and guests can contact each other, organise meetings and network before, during and after the event using this easy to use, private networking system. For more information, please visit the website.

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08.15 Registration and Refreshments

## Launch of WWF's Global "One Planet" Initiative

WWF will officially launch the Global "One Planet" Initiative based on 10 principles of sustainable development. One Planet Business is about developing positive solutions to the critical challenges of the 21st Century, and builds on the successes of WWF's renowned corporate partnership programme in helping companies everywhere respond to the increasingly resource-constrained economic environment and adopt innovative new strategies.

08.45 **James P Leape**, Director General, WWF International

**Jean-Paul Jeanrenaud**, Director of Corporate Relations, WWF International

Requests for press passes should be sent to Pia Dorfinger, pia.dorfinger@greenpowerconferences.com

## Congress Agenda

This two day high profile business congress, following the launch of WWF's Global "One Planet" Initiative, will bring together key players involved in planning, developing and managing new and existing urban infrastructure. The event will address how municipal authorities and urban planners can reduce their urban environmental footprint, adapt and reduce their exposure to climate change and the associated threats.

10.15 Chairperson's Introduction

**Joanna Yarrow**, Director, Beyond Green

Joanna is an expert in green living. She presented *Outrageous Wasters* on BBC3, *Tonight and This Morning* on ITV1. She wrote "1001 Ways You Can Save the Planet" and her second book "How to Reduce Your Carbon Footprint" is out in March 2008.

### Keynote Session I – Towards Urban Sustainability

As urban populations expand past 50%, creating truly sustainable cities is critical to ensuring their long-term security. A series of keynote presentations will provide insights into how resources can be used more efficiently to create a roadmap to the sustainable city.

10.30 **Renewable City – Prosperity and Survival without Fossil Fuels or Nuclear Power**

- ▶ How can cities and communities reduce their dependence on fossil fuels?
- ▶ What is the roadmap to a sustainable city?
- ▶ Programs and incentives
- ▶ New regional lifestyles

**Professor Peter Droege**, Senior Advisor, Beijing Municipal Institute for City Planning and Design & Steering Committee Member, Urban Climate Change Research Network, Australia

Peter has won several urban design awards and is the author of the renowned book "The Renewable City, A Comprehensive Guide to an Urban Revolution". He recently published a new book called "Urban Energy Transition: From Fossil Fuels to Renewable Power".

10.50 **Designing Sustainable Cities**

- ▶ State of the art design, materials, technologies for sustainable construction
- ▶ Assessing the challenges
- ▶ What will future sustainable cities look like?

**Stefan Behling**, Senior Partner, Foster & Partners, UK

Stefan is working for Foster & Partners, one of the leading architectural firms in the United Kingdom. They are working on the Masdar Initiative, a 6 million sqm sustainable development in the United Arab Emirates. He is the author of various books including "Sol Power".

11.10 **Integrated Urbanism – Self Contained Sustainable Cities**

- ▶ Masterplanning sustainable (mega)cities
- ▶ How can cities and communities be developed and retrofitted to increase resource efficiency?
- ▶ Practical Case Study: Dongtan, China
- ▶ What are the next steps to ensure the right framework for self contained sustainable cities?

**Peter Head**, Director of Planning and Integrated Urbanism, Arup, UK

Arup is the world's market leader in multidisciplinary engineering consultancy with three main global business areas – buildings, infrastructure and consulting. Peter is the project director for the planning and development of the Dongtan Eco City project and was named by the Guardian newspaper in January 2008 as one of the "50 global Green Heroes who could save the planet".

11.30 **Sustainable Architecture**

- ▶ Which factors need to be taken into account when it comes to sustainable architecture?
- ▶ Analysing different approaches around the world
- ▶ What are the new directions in sustainable architecture?

**Stefan Behnisch**, Architect, Behnisch Architekten, Germany

Behnisch Architekten with its offices in Germany as well as the United States is renowned for sustainable architecture on both continents. Stefan was nominated for the Global Award for Sustainable Architecture (one of five) and named Honorary Fellow of the AIA – American Institute of Architects.

11.50 Interactive Discussion Session with Speakers

12.30 Networking Lunch Break and Exhibition Visit

### II Policy Drivers, Risk Management and the Financial Challenge

Climate change, urbanisation and the continuing increase of environmental degradation are driving the sustainable re-planning of cities. How can change be implemented? What policy and risk management tools are available? What key challenges need to be overcome? How can change be financed? What models can be adopted? What are the risks of non-action?

13.50 **One Planet Living in the Construction and Development Sector**

- ▶ What are the innovations in the construction and development sector that lead towards One Planet Living and how can they be applied?
- ▶ What legislation and regulations enable us to move towards One Planet Living?
- ▶ How can all parties in the built environment be integrated in this process?
- ▶ What are the challenges, where are we heading?

**Paul Toyne**, Head of Sustainability, Bovis Lend Lease, UK

Bovis Lend Lease is one of the world's leading project management and construction companies. Operating in more than 40 countries it is part of Lend Lease, one of the world's leading project management, design and construction companies. Paul has addressed and briefed Ministers of State, the UN and several other major fora on the environment.

14.10 **Financing Sustainable Cities**

- ▶ Criteria for investing in sustainable cities
- ▶ Feasibility of projects
- ▶ Challenges and risk management
- ▶ Trends

**Nick Beglinger**, Co-Founder, Maxmakers & Foundation for Global Sustainability, Switzerland

Maxmakers is active in innovative and sustainable real estate and infrastructure development serving investors as well as governments. Current projects include the Sustainable City and Sustainable Urban Community in the United Arab Emirates.

14.30 **The Development of a Global Example: The Deutsche Bank's Headquarters are Becoming a "Green Building"**

- ▶ The renovation and modernization of the twin towers in Frankfurt am Main
- ▶ How they are converted into a green building
- ▶ What is the risk and financial challenge involved?
- ▶ How this project is going to set global benchmarks

**Holger Hagge**, Director Corporate Real Estate & Services, Deutsche Bank, Germany

Deutsche Bank's Real Estate Group is a global leader in real estate financing and capital markets. The Corporate Real Estate and Services looks after all Deutsche Bank buildings globally and is responsible for managing the bank's property leases.

14.50 **Key Factors for a Sustainable Community**

- ▶ Which policies and guidance need to be in place to create a sustainable community?
- ▶ Tools to create sustainable communities
- ▶ The risks of non-action

**Prof. Peter Roberts**, Chair, Academy for Sustainable Communities, UK

Peter is Professor at the Sustainable Research Institute, University of Leeds, Vice-President of the Town and Country Planning Association, Hon. Vice-Chair of the Regional Studies Association, Chair of the Planning Exchange Foundation and an advisor to the Local Government Association. He is the author of various publications, the latest being on "Planning for Climate Change".

15.10 Interactive Discussion Session with Speakers

15.30 Networking Refreshment Break & Exhibition Visit

### III EcoCity Case Studies – The Path to Sustainability

How can city leaders develop sustainable masterplans? What can be done now to reduce urban ecological footprints? What solutions provide the greatest benefits: car clubs, road tariffs, public transport, bicycle lanes, renewable energy plans, water management etc. How can change be implemented and retrofitting occur? How can we both adapt and mitigate the urban climate challenge? What are the key success factors? How can the first eco cities help us in retrofitting existing cities? What can be achieved?

16.05 **Mata de Sesimbra – The First One Planet Living Community**

- ▶ How to integrate sustainable building, tourism, transport and nature conservation
- ▶ Is zero carbon and zero waste reality?
- ▶ Challenges faced

**Paulo Reis Silva**, Mata de Sesimbra – Project Director, Pelicano, Portugal

Pelicano S.A. is a Portuguese property developer and founding partner of the WWF One Planet Living Programme. With the Mata de Sesimbra project they are part of the world's first "integrated sustainable building, tourism, nature conservation and reforestation program".

16.25 **San Francisco's Way to Sustainability**

- ▶ How San Francisco became a role model for sustainable cities in the USA
- ▶ How to integrate all stakeholders on the way to a sustainable city
- ▶ The "3 R's"

**Jared Blumenfeld\***, Director, San Francisco Department of the Environment, USA

The San Francisco Environment Department's mission is to improve, enhance, and preserve the environment and to promote San Francisco's long-term well being. Ever since the 1990ies San Francisco has been working on implementing and improving its sustainability program and its recycling program has won national awards.

16.45 **Waitakere – New Zealand's First Eco City**

- ▶ How the fastest growing city in New Zealand combines growth and sustainability
- ▶ The Twin Streams project
- ▶ How bottom up and top down have to work together
- ▶ Future plans

**Judy Lawley**, Councillor & Chair: Community and Culture, Waitakere Ecocity, New Zealand

Waitakere became New Zealand's first eco city in 1993. Fifteen years later it has become one of the world leaders in sustainability and is a recognised best practise example of an eco city.

17.05 Interactive Discussion Session with Speakers

17.25 **Sustainable Cities & Communities Networking Reception**

\*Awaiting final confirmation

09.00 Chairperson's Introduction

**Dr. Marie-Athena Papathanasiou**, *Environmental Lawyer and Legal Counsel, Global Sustainability Challenge, UK*

*Marie-Athena is an environmental lawyer and legal counsel to the think tank Global Sustainability Challenge. She is Board Member for Ambiente Milano Foundation, member of ULI and has been proposed as an executive member for the new Athens branch of ULI.*

## IV The Designers – New Paradigm of Renewable Urbanism

How can architects and urban planners develop workable design solutions to ensure urban sustainability? How can design and urban planning reduce energy, transport use and the need to commute? What practical steps can help develop sustainable communities? How can spatial planning influence the creation of communities within cities and break down single purpose, and therefore often empty, spaces?

09.10 **How to Design a Zero Energy Development**

- ▶ The eco architecture of BedZed
- ▶ The key factors of low energy and sustainable development
- ▶ Challenges

**Bill Dunster**, *Architect, ZedFactory, UK*

*The ZedFactory is one of the leaders in the zero-carbon design and development field in the UK. Bill Dunster has designed the UK's largest carbon-neutral eco-community and the first of its kind – BedZED.*

09.30 **Urban Planning – Urban Sustainability**

- ▶ How can urban planning ensure urban sustainability?
- ▶ The importance of public spaces
- ▶ Spatial planning as a driver in creation of sustainable communities

**Helle Lis Søholt**, *Partner, Gehl Architects, Denmark*

*Gehl Architects are leading experts in the field of sustainable urban planning and urban design. They are renowned for focusing on improving the quality of urban life all around the world. Helle is a founding partner of Gehl Architects and teaches architecture and urban design at the Denmark International Study Program.*

09.50 **Existing Homes – The Sustainability Challenge**

- ▶ How can existing homes be refurbished in a sustainable way?
- ▶ How can carbon emissions be reduced and sustainability be improved?
- ▶ How to integrate all parties in the planning and the role of each sector in making it a reality?

**Paul Ruysevelt**, *Sustainable Futures Committee, Royal Institute of British Architects, UK*

*Paul is a member of the Royal Institute for British Architects' Sustainable Future Committee and a member of DIAG, which is advising the UK Government on the implementation of the EU Energy Performance of Building Directive.*

10.10 Interactive Discussion Session with Speakers

10.30 Networking Refreshment Break & Exhibition Visit

## Policy Drivers, Risk Management and the Financial Challenge

What solutions can be adopted now? What are the most eco-effective citywide technologies? City integrated photovoltaics, solar roofs, district heating and cooling, water reuse, rooftop gardens, geothermal cooling systems, sustainable transport, urban green spaces and linking to extra-urban renewable power sources. How can stakeholders really assess the environmental footprint of new developments and retrofits as eco-labelling becomes common.

11.00 **Developing an International Assessment Tool for Sustainable Buildings**

- ▶ What current tools are available, what are their weaknesses and strengths?
- ▶ What are the new tools, how do they work, why are they better than the existing ones?
- ▶ The need for an international assessment method
- ▶ Outlook

**Nils Larsson**, *Executive Director, International Initiative for a Sustainable Built Environment (iISBE), France*

*Nils is an architect who has worked with the Canadian government on the C-2000 Program for Advanced Commercial Buildings. He developed a formal implementation for the IDP (Integrated Design Process) and is the Director of the Canadian Construction Innovation Council and of the EcoSmart Foundation.*

11.20 **The Tools to Make Buildings More Sustainable**

- ▶ What are the most effective solutions that can be adopted to make buildings more energy efficient?
- ▶ How can they be employed?
- ▶ Who can use them?

**Gunnar Liehr**, *Vice President - Head Europe Energy & Environmental Solutions, Siemens, Switzerland*  
*Siemens Building Technologies is active worldwide at more than 500 locations in 51 countries and is one of the industry's leading players.*

Additional speakers to be announced

12.10 **Interactive Discussion Session with Speakers**

## VI Panel Discussion – Sustainable Transport

The increase in population and mobility leaves cities to deal with a rise in traffic, congestion and pollution. With various solutions to choose from i.e. congestion charging, road pricing schemes, low emission zones, car free days, electric vehicles etc, which are the most effective ways of tackling urban traffic?

12.40 **Martin Tillman**, *Associate, Steer Davies Gleave, UK*

**Dr. Marie-Athena Papathanasiou**, *Barrister and Legal Counsel, Global Sustainability Challenge, UK*

**Oliver Greenfield**, *Head of Sustainable Business and Markets, WWF, UK*

13.20 Lunch Break

## VII Towards One Planet Living?

What is the roadmap to a sustainable urban environment? What is achievable? How can we increase the information flow between cities and communities to reach more effective green city solutions? Will we be able to live in a way where we do not use more resources than we have available on one planet?

14.45 **China's Cities: Urbanizing a Billion People Sustainably**

- ▶ How can the world's fastest growing economy move towards One Planet Living?
- ▶ Which urban policies help to direct urban sprawl into a sustainable direction?
- ▶ Getting the process right

**Dr Jonathan Woetzel**, *Director – Shanghai Office, McKinsey & Co., & Author "Preparing for China's Urban Billion", China*

*Before publishing his book on China's Urban Billion Jonathan has published two other books on China: "China's Economic Opening to the Outside World" and "Capitalist China: Strategies for a Revolutionized Economy". He has worked for McKinsey & Co in Hong Kong, Los Angeles, New York and Zurich.*

15.05 **Trends in Urbanisation: Are We Moving Towards a Sustainable City?**

- ▶ Are we moving towards a sustainable city?
- ▶ How will spatial planning bring us towards a more sustainable future?
- ▶ What are the future policies and trends in urbanisation, traffic and building developments?

**Pierre Laconte**, *President, Foundation for the Urban Environment, Belgium*

*Pierre is also the President of the International Society of City and Regional Planners and Honorary Secretary General of the International Association of Passenger Transport. He represented Belgium at Habitat I and II and at the Kyoto Conference and received the UN Habitat Scroll of Honour Award.*

15.25 **The Power of Transparency: Disclosing Greenhouse Gas Emissions and Climate Change Risk in Cities**

- ▶ In 2008 CDP ran its first ever City Disclosure Project with 32 cities including Chicago, Las Vegas, Seattle and New Orleans
- ▶ How does this process work?
- ▶ How has CDP helped companies and how is it helping cities?

**Tom Carnac**, *Programme Manager – Public Sector, Carbon Disclosure Project, UK*

*CDP is the gold standard for corporate climate change reporting – the largest registry of corporate emissions in the world. CDP is now, in partnership with ICLEI, expanding and in 2009 will write to over 1,000 cities globally, requesting disclosure.*

15.45 Interactive Discussion Session with Speakers

16.05 End of Conference



# Sustainable Cities & Communities



## Sponsorship & Exhibition Opportunities

The inaugural **Sustainable Cities & Communities** conference will offer an integrated solution of brand positioning, business development and face-to-face networking opportunities with senior decision makers.

## Connecting you with the right people

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# Sustainable Cities & Communities

President Wilson Hotel, Geneva, Switzerland  
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