

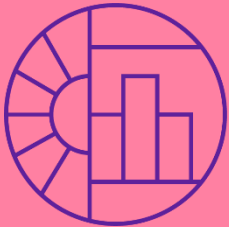


GLOBAL BUSINESS DISTRICTS
**INNOVATION
CLUB**



Learning Expedition 2020

October 28-30 – Paris La Défense



GLOBAL BUSINESS DISTRICTS

**INNOVATION
CLUB**

01_PRACTICAL POINTS

PRACTICAL POINTS



LOCATION

Paris La Défense, France



DATES

October 28-30, 2020



TOPIC

Embracing Sustainable Innovation



DURATION

3 days



TARGET

- Leaders and managers of business districts, key accounts, urban planners and other stakeholders
(maximum 4 participants per company)



LANGUAGE AND MODERATION

English
Moderator (to be announced)

PARTICIPANTS



GLOBAL BUSINESS DISTRICTS EXPECTED

Europe

- Paris La Défense, France
- City of London/Manchester BID/ Liverpool BID, Birmingham BID, Great Britain
- Edimburgh Business Improvement District, Scotland
- City of Barcelona, Spain
- City of Stockholm, Sweden
- Amsterdam Zuidas, Netherlands
- Porta Nuova, Milan, Italy
- Frankfurt, Germany
- Moscow City, Russia

Africa

- Casa Anfa, Morocco

North America

- Montreal Destination Centre-Ville, Canada
- Downtown Vancouver, Canada
- Downtown Toronto, Canada
- Chicago Loop, USA
- San Francisco, USA
- Seattle, USA
- Downtown New York, USA
- Hudson Yards, New York, USA
- Los Angeles, USA

Oceania

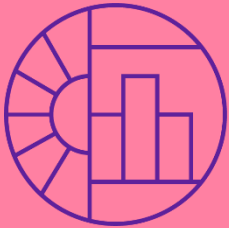
- City of Sydney, Australia

- City of Bogota, Columbia

Asia

- Beijing CBD, China
- Guangzhou CBD, China
- Shenzhen CBD, China
- Marunouchi Tokyo, Japan
- Hong Kong CBD
- City of Osaka, Japan
- Gangnam Gu, Seoul, South Korea
- Songdo IBD, South Korea
- DIFC, Dubai

...



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02_Program

DAY 1: “GREENING” THE CURRENT SYSTEM // MORNING SESSION

+ **Welcome Breakfast**

- **Welcome speech** by the President of GBD Innovation Club
- Review of the program

+ **Group introduction**

+ **Walking tour of Paris La Défense** (map + speakers + Q&A)

Started in 1958, Paris La Défense business district is the first business district in Continental Europe and one of the oldest. Built on a slab, the huge pedestrian area represents a major asset for the 180,000 workers, 20,000 residents and 40,000 students. The transportation network and roads are located underneath, which allow people to benefit from a generous playground. Taking into account the evolution of mobility and the will of being greener, Paris La Défense is involved in a deep transformation of uses.

- Focus on mobilities: eco-friendly mobility, bicycle lanes and greening initiatives in the business district
- Green areas, housing, schools, hospitality and amenities : presentation of the “Jardins de l’Arche Promenade” and Paris La Défense Arena, European largest indoor sport and concert hall
- **Tour of Paris La Défense Arena and presentation of its new green certification**

Lunch

DAY 1: “GREENING” THE CURRENT SYSTEM // AFTERNOON & EVENING SESSION

+ **Sustainable development: working towards the circular economy and energy efficiency**

How can business districts step up as essential and committed players to fight climate change? Greater awareness must lead to implementation of proactive policies focusing on sustainable products and services: responsible purchases, waste management and new architectural models.

- Presentation of innovative solutions to reduce energy consumption

+ **Nature in the city**

Transforming cities by offering residents and employees greener surroundings: for several years, that has been the shared ambition by all the GBD Innovation Club members. Urban visionaries combine development and nature in the city by “greening” public spaces, planting rooftop gardens and creating new labels.

- Presentation of Paris La Défense green areas and the greening strategy
- **Tour and presentation of the world's largest rooftop urban farm in Paris**

+ **Co-creation session - 1:15**

Welcome Dinner reception

DAY 2: MAKING A GLOBAL BUSINESS DISTRICT IN A CHANGING WORLD // MORNING SESSION

Coffee reception

+ **Corporate Social Responsibility and new ways of working**

The number one indicator of an appealing business district is the ability to attract and retain talent. How can a district truly integrate CSR and implement actions to win over this target audience? In responding to the Covid19 crisis, insight into the role of businesses in society, occupational transformations and CRS issues.

- Presentation of CSR and HR policies in international leading companies
- **Tour of Paris La Défense offices**

+ **Cooperation between companies and associations in a global business district**

What types of commitment should a district adopt to promote unity? Skill sponsorship, food wastage, charity runs, micro-donations, solidarity days, etc.

- Presentation of international associations involved in social commitment and responsible foundations

Lunch

DAY 2: MAKING A GLOBAL BUSINESS DISTRICT IN A CHANGING WORLD // AFTERNOON AND EVENING SESSION

+ **Case study: underground spaces project**

By 2022, an innovative project will be developed over 20,000 sqm of underground spaces in Paris La Défense. This ambitious project will be directly connected to the pedestrian slab and a new public promenade. A large location dedicated to events, arts and leisure as well as a brand new restaurant offer will take place at the heart of Paris La Défense.

- Presentation of the project by the international team of architects

+ **Build more responsible**

New construction methods (reused materials, wooden construction, rubble management...) to reduce the climate impact.

- Presentation of new kinds of building developments
- **Tour of responsible buildings (wooden construction, low carbon building)**

+ **Co-creation session - 1:15**

Dinner on your own

DAY 3: SHAPING THE FUTURE OF GLOBAL BUSINESS DISTRICTS // MORNING SESSION

Coffee

+ **Fintech revolution**

Banks and insurance companies are dealing with deep transformation processes. Faster, easier, cheaper and digital, these are now the pre-requisite of any transformation in the industry. Fintech leverages innovation and change to transform the sector into business opportunities.

- Presentation of incubators based in France and abroad

+ **Data intelligence**

How can data be leveraged to optimize services and the overall experience in the business district?
Background and case studies.

- Rush hour monitoring
- Flow monitoring in a global business district

+ **Co-creation session - 1:15**

Lunch

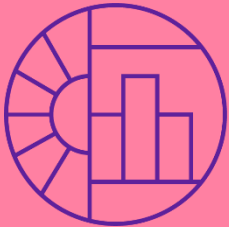
DAY 3: SHAPING THE FUTURE OF GLOBAL BUSINESS DISTRICTS // AFTERNOON AND EVENING SESSION

+ **Global business districts embrace sustainable innovation**

- Presentation of Paris La Défense survey: carbon evaluation and global sustainable development strategy
- Co-creation session on a collaborative common initiative designed to highlight global business districts and position them as economic and innovative influencers

+ **Learning Expedition 2020 evaluation**

Closing cocktail reception and evening experience



GLOBAL BUSINESS DISTRICTS
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03_ Join the Learning Expedition 2020

03_Participation fees

PARTICIPATION FEES

 **1 300 EUR** GBD Innovation Club members

 **1 500 EUR** Non-members registration

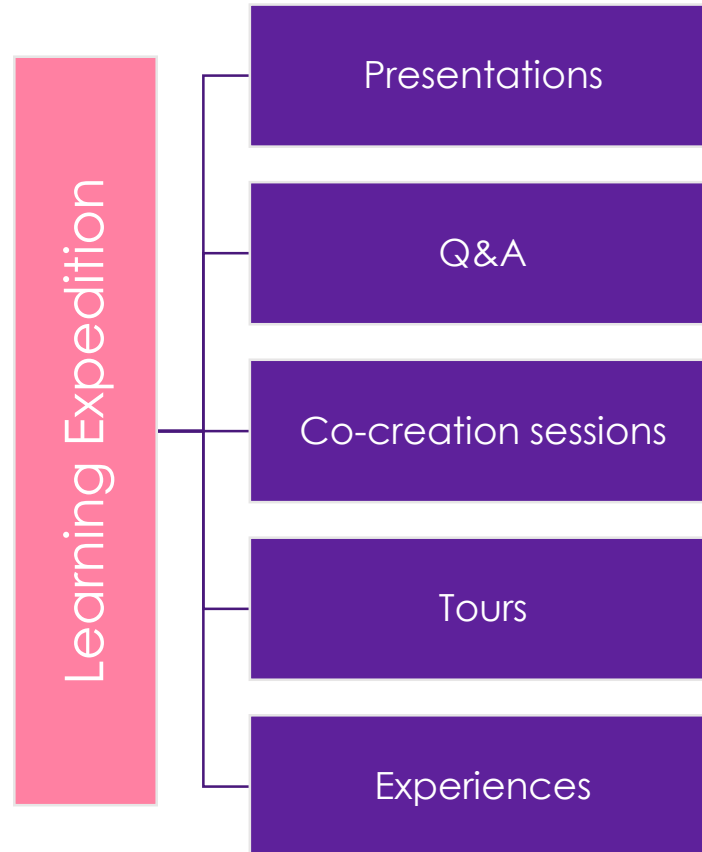
Included

- + 3 days of learning sessions and tours
- + Welcome coffees and breaks
- + Lunches
- + Welcome dinner
- + Closing cocktail

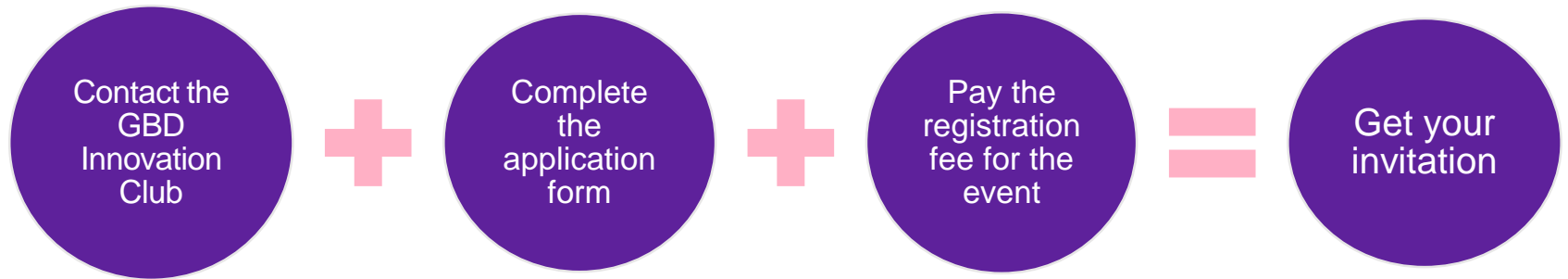
Not included

- + Flight
- + Accommodation
- + Visa fees
- + 1 Dinner

FORMAT



EVENT REGISTRATION



Thank you!

www.gbdinnovationclub.com

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