

Club of Amsterdam

the future of **Urban Energy**

June 2012



Supporter

Van Eesterenmuseum

Presentations

Kim Taylor, Marketing Manager, The New Motion

► **Attitudes towards mobility and the potential of EV's in energy supply**

Pauline Westendorp, Co-founder, Wij krijgen Kippen

► **Amsterdam Zuid lives, works and moves on clean local energy before 2020!**

Half of humanity – 3.5 billion people – currently lives in cities and by 2055 an estimated 75% of the world's population will live in urban areas. Cities occupy just 2% of the Earth's land, but account for over 70% of both energy consumption and carbon emissions.

However, cities present the world's population with the best chance of reducing our ecological footprint. Urban areas are uniquely positioned to lead the greening of the global economy through improvements in transport, energy, buildings, technology, water and waste systems, as well as producing a wide range of economic and social benefits.

To achieve this, existing and new-build cities will have to adopt sustainable development strategies, including efficiency gains, innovative infrastructures and technological advancements in order to meet the demands of this rapidly growing urban population. - *Sustainable Cities is being launched in June 2012 at Rio+20 – the United Nations Conference on Sustainable Development*

► **Laurens Tait**, Associate Civil Engineer, Arup
Adapting to a changing energy landscape

The art of adaptation relies on the capability to convert future-thinking into viable solutions. This requires the combination of commercial and technical innovation to push forward solutions. Laurens will present some of the trends observed in projects and in Arup R&D, where new (and old) ideas have been used to produce smarter energy solutions. In particular the combination of design with an understanding of energy to set new benchmarks in low-energy buildings, to retrofit, or to look to the future for low-carbon communities.

► **Kim Taylor**, Marketing Manager, The New Motion
Attitudes towards mobility and the potential of EV's in energy supply

Attitudes towards mobility have been shifting over recent years and new trends are forming. Kim will present the mobility market and behavior towards it as it is today and which trends we will see in the next few years. Kim will also talk about the potential for electric cars to play a role in the energy supply.

► **Pauline Westendorp**, Co-founder, Wij krijgen Kippen
Amsterdam Zuid lives, works and moves on clean local energy before 2020!

In 2007 we saw a strange phenomenon in Amsterdam: 60 electrical scooters, an electrical TNT lorry and an electric Lotus Elise Sports car (100 km/h within 4 seconds). Everybody was surprised, is it already possible to drive clean? My dream is, within 8 years to live in a part of Amsterdam, which is only accessible by clean vehicles. My interest: the lungs of my children, who will be 10 and 12 years old by then.

The same goes for buildings. My house and professional workspace are on clean energy, soon to be followed by schools and shops we visit. In 2020 my part of Amsterdam will be clean.

It is technically and financially possible, let's start!

19:00 - 20:00

Introduction by our Moderator

► **Paul Hughes**, Ten Meters of Thinking

Part I:

► **Laurens Tait**, Associate Civil Engineer, Arup
Adapting to a changing energy landscape

► **Kim Taylor**, Marketing Manager, The New Motion
Attitudes towards mobility and the potential of EV's in energy supply

► **Pauline Westendorp**, Co-founder, Wij krijgen Kippen
Amsterdam Zuid lives, works and moves on clean local energy before 2020!

20:00 - 20:30

Coffee break with drinks and snacks.

20:30 - 21:15

Part II:

Open discussion



Laurens Tait

Associate Civil Engineer, Arup

Laurens Tait currently leads the Cities and Masterplanning team of Arup in Amsterdam. The team offers technical advice to public organisations, private organisations, and designers in the fields of city planning and the development of large-scale urban projects. Over the last 15 years Laurens has been active in urban real-estate developments, urban road and rail infrastructure, and airport projects in Western Europe, the Middle-East and Asia. A dedication to the application of best practice and internal R&D knowledge to help resolve complex urban problems marks the Cities and Masterplanning team's work. As well as giving guest lectures at various technical universities Laurens is a Studio Tutor at the Berlage Institute of Postgraduate Urbanism.

www.arup.com



Kim Taylor

Marketing Manager, The New Motion

Kim Taylor has been working on clean tech mobility projects for the last 6 years. Starting out at Formula Zero, a start-up focused on the promotion of hydrogen fuel cell vehicles. For the past two years Kim has been leading the communications team at The New Motion, an Amsterdam start-up establishing a national network of intelligent fast and normal chargers, and providing the charging solutions for individuals and companies driving electric cars. Kim is also chairman of the Professional Passionates organisation which organised Europe's largest electric rally with 100 electric cars for 100 CEO's politicians and celebrities in 2011. In May 2012 Kim received the world's first electric driving license.

www.thenewmotion.com



Pauline Westendorp

Co-founder, Wij krijgen Kippen

Pauline Westendorp studied business in Groningen University. After 5 jobs for business, charity and governmental organisations and a tour around the world, she decided it was time to work for shareholders value: in the sense of gaining “true” value. In 2001 she decided to build residential or business parks, which are no longer using any energy from out of the compound. All energy harvested from roofs, air, wind, earth, of biomass.

Since 2010 Pauline works on the project WijkrijgenKippen, which supports the strengthening of 50 local energy corporations in Amsterdam Zuid, a central part of the metropole region of Amsterdam. A project, which is initiated by citizens, companies and the local and central government.

www.wijkrijgenkippen.nl



Paul Hughes

Ten Meters of Thinking

Paul Hughes left the rolling green hills of his native Ireland, shortly after completing his studies in Visual Communication, and arrived in the distinctive flat planes of the Netherlands, where he has worked in the creative industries since the mid-90's.

Having successful led a number of creative companies, including Design Machine in New York and Lava Design in Amsterdam, which was awarded the European Design Agency of the Year in 2010, he

now spends his time engaging with change makers to help organizations embrace design thinking to create adaptive strategies. He does this through a unique visual/verbal experience where he will draw on ten meters of paper as he speaks - he calls this '10 Meters of Thinking'.

'10 Meters of Thinking' highlights that we are facing global challenges across every aspect of life that we have never faced before. These challenges many seem overwhelming at first however Paul feels optimistic as he believes these challenges are in essence design challenges. Therefore he believes 'design is now the difference that makes the difference'.

www.tenmetersofthinking.com