

MOSCOW URBAN FORUM 2019
QUALITY OF LIFE. PROJECTS FOR A BETTER CITY

Zaryadye Concert Hall, July 4-5 2019

BUSINESS PROGRAMME

* — invited to participate

<p>Day 1. July 4, 2019 A CITY FOR LIFE. QUALITY OF URBAN ENVIRONMENT AS A DEVELOPMENT PRIORITY</p>	
<p>Moscow Hall</p>	
<p>10:00 – 11:30</p>	<p><u>Urban Health Congress opening plenary session</u> Urban Health. Cities in a Quest for Wellbeing</p> <p>Health is one of the key elements of the quality of life. Over the past hundred years, humanity has achieved significant success in prolonging life expectancy by eliminating many centuries-old health risks. At the same time, the ongoing urbanisation is offering new challenges: how to make sure that the urban environment and lifestyle don't affect the well-being of residents, but on the contrary, promote an active and healthy life. The so-called diseases of affluence which modern residents face require a reaction by professionals not only in the field of health care but all the key areas of urban development - from urban planning to transport. The "health into all policies" principle is becoming more relevant for modern megacities which put the quality of life of residents as their key priority.</p> <ul style="list-style-type: none"> ● What “diseases of the century” does the modern city struggle with? ● How can we address the difficulty of promoting healthy lifestyles across the city? ● How can the Urban Health approach be applied in real life?
<p>11:45 – 12:45</p>	<p><u>Talk Show</u> Not just standardised. How do architects see modern housing?</p> <p>The demand for housing is growing at an unprecedented pace in both developed and developing countries. In many countries — in China, the USA, the Soviet Union — this issue was solved by constructing standard mass housing, which provided apartments or houses to a large number of residents in short time at a low cost. Today, however, the approach in which the entire metropolis or region is built up as a standard project is no longer viable, as the modern city involves many scenarios of life. Architects were among the first to try to rethink the legacy of the modernist era and offer alternatives to mass housing — they experiment with layouts, materials, mix residential and public functions, and develop solutions that consider a variety of interests of</p>

	<p>residents. Leading Russian and international architects present their views on modern housing.</p> <ul style="list-style-type: none"> • Who sets the trends in creating new types of living spaces — architects, developers or residents? • What kind of housing should there be according to the modern architect? What is missing in modern houses? • What additional functions should be considered in modern housing projects to meet the needs of residents? <p><u>Moderator:</u> David Basulto, Founder and Editor in Chief, ArchDaily</p> <p><u>Speakers:</u> Reinier de Graaf, Partner, OMA — Office for Metropolitan Architecture Yuri Grigoryan, Head, Project Meganom Winy Maas, Co-Founding Partner, MVRDV; Founder and Professor, The Why Factory, TU Delft Sergei Tchoban, Partner, SPEECH</p>
<p>14:00 – 15:30</p>	<p><u>Opening plenary session</u> Quality of life. Solutions for Global Megacities</p> <p>Until recently, the main indicator of the development for megacities was the rate of economic growth, but over time international organizations and city administrations have come to the conclusion that GDP is not the only criterion for assessing the well-being of residents. Therefore, modern cities are placing more emphasis on factors that determine the quality of human life, such as an engaging urban environment, good ecology, access to social services, business opportunities. Improving the people's quality of life is impossible without creating initiatives in the field of housing and urban environment, transport and technology, as well as enabling social change. Therefore, the leading metropolises, and Moscow is no exception, launch large-scale complex projects that allow them to achieve improvements in several areas of city life at once.</p> <ul style="list-style-type: none"> • What factors determine the quality of life in the city? • How do we measure the quality of life? • What projects and initiatives allow the largest megacities to improve the appeal of the urban environment and the quality of life in the city?
<p>15:45 – 17:00</p>	<p><u>Panel discussion</u> Environment for development. Quality of life as a driver of the urban economy</p> <p>Russia has been initiating projects and special documents such as the Housing and Urban Environment national project, Spatial Development Strategy, which are aimed at modernizing Russian cities and increasing</p>

	<p>the quality of life for residents, as well as turning cities into drivers of economic growth. Cities and the urban environment have a complex impact on the economy: it is about the areas directly involved in urban development like construction, development, technology, and industries which are focused in cities with an engaging and high-quality urban environment — creative industries, services, and small businesses.</p> <ul style="list-style-type: none"> • What opportunities do new projects and initiatives create for Russian cities? • How do we combine the tasks of improving the quality of life and developing the urban economy? • Do housing and environment design standards consider the economic aspects? • How do we involve residents in developing cities and the urban environment? • What does business expect from the urban environment? • What untapped resources do cities have and how can we help them use these resources? <p><u>Moderator:</u> Vladimir Soloviev, Founder, EVERYCO</p> <p><u>Speakers:</u> Marat Khusnullin, Deputy Mayor of Moscow Vladimir Yakushev, Minister of Construction, Housing and Utilities of the Russian Federation Michèle Laruë-Charlus, Head, Bordeaux's Metropole Mission 2050 Winy Maas, Co-Founding Partner, Principal Architect and Urbanist, MVRDV Rustam Minnikhanov, President of the Republic of Tatarstan Gil Penalosa, Founder & Chair 8 80 Cities; Ambassador World Urban Parks Maksim Reshetnikov, Governor of the Perm Region</p>
<p>17:15 – 18:15</p>	<p><u>Panel discussion</u> From a communal flat to a penthouse apartment. Russian housing culture</p> <p>Perceptions of housing in Russia changed along with the economic and political situation, leaving its mark on culture. Revolutionary and pre-war years were the time of compression, constructivist experiments, communal living. Khrushchev's Thaw, in addition to, or in conjunction with the general uplifting atmosphere was marked by a large-scale project to resettle people in compact, but their own, private apartments. The post-Soviet man began to reach his dream of fairytale castles, houses with turrets, beautiful and, in his opinion, western-like life.</p> <ul style="list-style-type: none"> • How has the perception of housing and living environment changed in Russia?

	<ul style="list-style-type: none"> • What kind of culture did the daily life of residents form over the past hundred years? • How does Russia define ideal housing today? What do residents expect from housing? • What social and cultural characteristics determine the ideal housing concept? <p><u>Moderator:</u> Tatyana Tolstaya, Writer</p> <p><u>Speakers:</u> Ilya Utekhin, Professor, dean, Department of Anthropology, EU SPb Grigory Revzin, Partner, Strelka KB Dmitri Gutov, Russian artist and art theorist</p>
<p>18:30 – 19:30</p>	<p><u>Interview</u> An open city. The new social agenda of the metropolis</p> <p>Richard Sennett, a professor at the London School of Economics, is one of the world's most important researchers working to understand how cities function today. Sennett's professional project is powered by two directions. Sennett the writer is exploring the city. His books are texts at the intersection of academy and literature, it's both research and intellectual non-fiction.</p> <p>Sennett the practitioner is a consultant involved in real city projects. He has been working with the UN for over 30 years. Sennett is the author of the mission, the Habitat III policy manifest, a conference that sets the UN priorities for urban development every 20 years.</p> <ul style="list-style-type: none"> • What is the concept of an “open city”? • What kind of space for life, work, social interactions does the modern city design? • Who is the resident of the modern city? How does he or she feel like? <p><u>Interviewer:</u> Ekaterina Shulman, Political scientist, Assistant Professor, Russian Presidential Academy of National Economy and Public Administration</p> <p><u>Speaker:</u> Richard Sennett, Professor emeritus of Sociology, LSE</p>
<p>Pakhra Hall</p>	
<p>11:30 – 12:30</p>	<p><u>Panel discussion</u> Escrow accounts. How do banks and developers cooperate in the framework of project financing?</p>

	<p>On the first of July, the residential real estate market started to work according to the new rules - now developers are required to sell apartments only through escrow accounts, not directly to buyers. The introduction of a new construction financing system will inevitably lead to a new format of communication between developers and banks. From now on, banks will not only finance development projects but also control the targeted use of the funds, as well as the timely completion of construction stages. While some experts fear that as a result of legislative changes the construction industry will become fully controlled by the banking sector, others claim that developers will receive a number of benefits from cooperating with banks in the form of steady financing, which will allow them to implement projects efficiently and on schedule.</p> <ul style="list-style-type: none"> • What impact will the transition to project financing have on the real estate market? • What new challenges and opportunities will open to the stakeholders of the residential real estate market? • How will banks and developers communicate with each other? How will the transition to escrow accounts affect the redistribution of profits between the banking and construction sectors? <p><u>Moderator:</u> Valeriya Mozganova, head of real estate department, “Business fm” radio</p> <p><u>Speakers:</u> Roman Antoschenkov, Vice President, VTB Bank Andrey Grudin, Chairman of the Board, Pioneer Group Aleksandr Nikolaev, President, INTECO Anastasia Pyatova, Head, Moskomstroyinvest Tatyana Tikhonova, Director General, RG-Development Svetlana Nazarova, Managing Director, Sberbank</p>
<p>12:40 – 13:50</p>	<p><u>Panel discussion</u> City management tools. Priorities and practices of urban development</p> <p>Cities compete to build the most effective governance systems — those that ensure inclusive growth, the interests of all residents, the steady functioning of urban systems and services. Over the past few years, Moscow has placed its bets on the introduction of advanced spatial, technological and management practices, which enabled it to modernize the post-Soviet city in the shortest possible time. Today, Moscow focuses its development on ensuring a high quality of life throughout the city, ensuring equal opportunities, high level of services.</p> <ul style="list-style-type: none"> • What management approaches and projects allowed Moscow to be successfully modernized?

	<ul style="list-style-type: none"> • How do Moscow and other cities of the world implement tasks related to balanced development, citizen engagement, digitalization? • What are the prospects for the development of management systems in global megacities? What trends should such cities take into account? How can cities communicate with residents? <p>Moderator: Hans-Paul Bürkner, Chairman, Boston Consulting Group</p> <p>Speakers: Natalia Sergunina, Moscow Deputy Mayor Andreas Trisko, Head, Department for Urban Development and Planning, Vienna City Administration Michèle Laruë-Charlus, Head, Bordeaux's Metropole Mission 2050 Liora Shechter, CIO & Smart City Director, Tel Aviv</p>
<p>15:45 – 16:45</p>	<p><u>Panel discussion</u> The recognition question. How to support young architects?</p> <p>Growing cities, changing lifestyles, digitalization, new demands for housing, public spaces, social facilities — all this requires new generations of architects who look at the profession in a new way, have up-to-date skills and can respond to new challenges. Competitions and biennales, regional programmes aimed at supporting young professionals, hackathons and conferences are becoming increasingly popular and diverse.</p> <ul style="list-style-type: none"> • What are the most common formats for working with young architects today? How effective are they? • What new skills do young architects need to train? • What new formats and tools are needed for the development of young architects? Who should commission and initiate such practices? <p><u>Moderator:</u> Natalia Fishman-Bekmambetova, Advisor to the President of the Republic of Tatarstan</p> <p><u>Speakers:</u> David Basulto, Editor-in-Chief, ArchDaily Syb Groeneveld, Director, Netherlands Foundation for Creative Industries Lara Kinneir, Director, New London Architecture Varvara Melnikova, CEO, Strelka Institute Luca Molinari, Honorary president of the Archmarathon jury Sergey Tchoban, Director, SPEECH studio</p>
<p>17:00 – 18:30</p>	<p><u>Panel discussion</u> Affordable housing in an unaffordable city. International Practices of Overcoming the Housing Market Imbalances</p>

The growth of cities leads to a rapid increase in housing prices. As a result - the purchase and rental of housing in the largest metropolitan areas often cannot be afforded by local residents or visitors. To overcome the housing market crisis cities use different urban planning schemes to facilitate the construction of affordable housing. For example, cities in the UK offer developers 'bonus' areas or a number of floors in exchange for building affordable housing. In turn, San Francisco's legislation mixes office and residential construction: for every 100 square meters of office space, the developer is obliged to build a certain number of units of affordable housing. Toronto also introduces a tax on unused housing, thereby encouraging owners to rent it or put it up for sale.

- What schemes do cities use to resolve housing imbalances?
- What determines the success of using certain tools?
- What programmes and initiatives from international practice could be relevant in Russia?

Moderator:

Tatyana Polidi, Executive Director, Institute of City Economics

I.

Key Speech:

Hazem Galal, Partner, PwC

II.

Speakers:

Sonam Velani, Senior Advisor for Housing and Economic Development, New York City Mayor's Office

Manfred Kuehne, Head, Urban Planning and Projects Directorate

III.

Speakers:

Sergei Levkin, Head of the Department of Urban Development Policy of Moscow

Claudio Acioly, Chief of Training and Capacity Development, UN-Habitat

Mikhail Dmitriev, President, Economic Partnership "New Economic Growth"

Tadashi Matsumoto, Head of Sustainable Development and International Affairs, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD

Klyazma Hall

11:30 – 12:30

Panel discussion

	<p>Live-work space. Mixed-use development as a recipe for a sustainable city</p> <p>According to UN-Habitat, creating multifunctional areas is one of the basic principles of sustainable urban development. Combining different functions in one space — commercial, business, residential — allows to overcome the problem of circular migration, reduce the load on public transport, contributes to the development of pedestrian and transport infrastructure, additional employment opportunities in residential areas, and also helps to increase the variety of land use scenarios. But in practice, the transition from mono-functional areas to districts with various functions is quite slow, because the development of such areas is expensive: properties and facilities are sold slower and management requires significant resources.</p> <ul style="list-style-type: none"> • What benefits does the city receive from creating mixed-use neighbourhoods? • Why can it be profitable for developers to create such neighbourhoods? • How is a functional balance in the suburbs of Russian cities achieved? <p><u>Moderator:</u> Denis Sokolov, Partner, Head of Research and Marketing, Cushman & Wakefield East Europe</p> <p><u>Speakers:</u> Ignaity Danilidi, CEO, A101 Milena Ivkovic, Member of the Board of Directors, ISOCARP Sergey Kuznetsov, Chief Architect of Moscow Mark Williams, Director, LDA Design Bart Goldhoorn, Chief Architect, Brusnika</p>
<p>12:40 – 13:50</p>	<p><u>Master-class</u> Citizen Initiative. Working with the residents' ideas and designing the perfect neighbourhood</p> <p>Involving residents in the design of buildings and urban spaces is a new standard of urban planning. Projects that don't consider the needs and problems of the residents are not viable. Participatory practices are applied all over the world, various engagement approaches and techniques are being developed: public hearings, seminars, game formats. Russian and international experts will use their case studies from different cities across Russia and in the world to examine how to define the boundaries of engagement, how to work with people's needs and choose the most valuable ones for implementation.</p> <ul style="list-style-type: none"> • At what stage of urban planning should urban residents be involved?

	<ul style="list-style-type: none"> ● How can dialogue be maintained throughout the project design and delivery process? ● What tools are used to involve residents in implementing Moscow projects? ● How are the engagement boundaries determined? Which processes should the residents be involved in? <p><u>Moderator:</u> Tatiana Zhuravleva, Head, Center of urban competence, Agency for Strategic Initiatives</p> <p><u>Speakers:</u> Milena Ivkovic, Member of the Board of Directors, ISOCARP Manfred Kühne, Head of the Berlin Senate Urban Development Department Klaus Overmeyer, Managing Partner, Urban Catalyst GmbH Alexandra Nenko, Head, Quality of Urban Life Laboratory, co-founder, ART4CITY Gil Peñalosa Ambassador, World Urban Parks; President, Gil Penalosa & Associates, Canada</p>
<p>15:45 – 16:30</p>	<p><u>Panel discussion</u> Finding a balance between the new and the old. What is considered heritage today?</p> <p>Just a mere decade ago, the architecture of the twentieth century was neglected - Soviet residential and cultural buildings seemed to be an outdated relic of the past. By 2019, the situation had changed dramatically, and the reconstruction and return of the modernist heritage to the city had become the main architectural events of recent years. In 2016, a programme to modernise Soviet cinemas was launched in Moscow; OMA designed the buildings of the Central House of Artists and the Garage Museum of Contemporary Art; in 2019, the reconstruction of the book-like building on Novy Arbat was completed. Difficulties arise with residential objects of the modernist era like bringing them up to modern standards. The only outstanding example in Moscow is the project of the Narkomfin building, where all the architectural elements will be preserved. Cultural centres are renovated more often: the large and open spaces allow to give these buildings additional functions. In Alma-Ata, a center of modern culture will open in the once deteriorated Tselinniy cinema by 2020, while Moscow plans to reconstruct the famous 1930s Rodina cinema.</p> <ul style="list-style-type: none"> ● How can the city work with the architecture of modernism, choose the most important objects for redevelopment and integrate them into the modern environment? ● How do we find a balance between heritage and modern architecture? ● How does the reconstruction of Soviet cultural centres affect the life of neighbourhoods?

	<p><u>Moderator:</u> Denis Romodin, Architectural ethnographer, Local History Union of Russia</p> <p><u>Speakers:</u> Tatiana Zhuravleva, Head, ASI Center for Urban Competence Sergei Mirzoyan, First Deputy Head of the Department of Cultural Heritage of Moscow Anna Bronovitskaya, Research Director, Institute of Modernism Alexey Ginzburg, Founder, Ginzburg Architects Manfred Kühne, Head of the Berlin Senate Urban Development Department Asif Khan, Founder, Asif Khan Ltd.</p>
<p>16:40 – 17:40</p>	<p><u>Panel discussion</u> Home for millennial. Real Estate Formats for modern citizens</p> <p>Home buyers are gradually getting younger - in the next two years, the main new class of property buyers will be representatives of the millennial generation. Their lifestyle and consumer preferences differ significantly from those of their predecessors. In a chase after the buyer, developers strive to offer modern residents not just a living room, but a product that will fully meet their lifestyle. Not only the layout of apartments and their functionality changes but new housing formats are designed. For example, co-livings are gaining popularity among young people, mixing different functional zones and creating a holistic environment focused on life, work and communication.</p> <ul style="list-style-type: none"> • What does the new generation of consumers demand from housing? • What new housing formats can developers offer to the generation of millennials? • What functions other than residential should modern house projects provide to respond to the needs of young residents? <p><u>Moderator:</u> Vasily Esmanov, Strategy Consultant, Make Sense</p> <p><u>Speakers:</u> Pyotr Isaev, Chief Commercial Officer, Capital Group Mikhail Alekseyevskiy, Head of the Center for urban anthropology, KB Strelka Marko Mihić Jeftić, Head of the Product, PIK Oke Hauser, Creative lead, BMW MINI LIVING Michel Rojkind, Senior Vice President of Architecture, WeWork *</p>
<p>17:45 – 18:30</p>	<p><u>Panel discussion</u> Office for rent. What will the future workplace look like?</p> <p>Comfortable working conditions are the key to productivity and creativity of employees. When Steve Jobs commissioned a new Apple campus from Foster+Partners in 2009, he sought to create the best office</p>

	<p>building in the world where workspaces are designed to inspire employees. At the same time, some large companies are abandoning traditional spaces and are moving to co-working, which provide business space to companies that gather representatives of a wide range of business sectors. Such an environment facilitates networking, as well as provides companies with the opportunity to find contractors, customers or partners from the comfort of their offices.</p> <ul style="list-style-type: none"> • What should a comfortable and stimulating office be like? • Who sets the trends and creates demands for workspace organization today? • How do offices of the "old kind" adapt to new requirements? • How does office design affect performance? How can we design an office that considers the biorhythms of a person and has a positive impact on his/her health? <p><u>Moderator:</u> Olga Polishchuk, Founder, Place to rest</p> <p><u>Speakers:</u> Alyona Vladimirskaia, Founder, Antirabstvo Alexi Marmot, Director, Alexi Marmot Associates, UK Michel Rojkind, Senior Vice President of Architecture, WeWork Denis Bondar, Managing partner, Today</p>
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Neglinka Hall

<p>11:30 – 12:30</p>	<p><u>Round table</u> Smart city today. How does the digitization of Russian cities help improve the quality of life?</p> <p>Digital technologies have changed cities, bringing residents together into a single information field. They transformed our vision of mobility and gave instant access to a variety of services. The digital development of cities is directly linked to the quality of life in them: openness to innovation is reflected in the level of human capital, which in turn affects the quality of life. Digitalization has also affected urban governance. The state has automated processes through the opportunity to collect and analyze city data: the mobility of residents, their habits and needs. Technology has ensured transparency in public administration and financing, contributed to the development of the social sphere. Remote medical care and e-school are good examples.</p> <ul style="list-style-type: none"> • How do digital services affect the quality of life and lifestyle of residents? • How do technologies impact urban processes - mobility, access to healthcare, communication with the government, etc.? • How do the key participants of the process - the state, telecommunications, financial and technology companies - see
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	<p>their role in the development and implementation of smart city solutions?</p> <ul style="list-style-type: none"> • What elements of a smart city is Moscow planning to introduce at the next stage? How will artificial intelligence influence urban development? <p><u>Moderator:</u> Oleg Smirnov, Member of VTB Bank Management Board</p> <p><u>Speakers:</u> Alexander Gorbatko, Deputy head, Department of Information Technologies of Moscow Vladimir Kirienko, First Vice President, Rostelecom Harold Goddijn, CEO, TomTom Carlos Moreno, Mayor of Paris' special envoy for Smart Cities Liora Shechter, CIO & Smart City Director, Tel Aviv Sergei Emdin, CEO, TELE2 Bertrand Camus, CEO, SUEZ</p>
<p>12:40 – 13:50</p>	<p><u>Round table</u> Housing renovation projects. The politics of urban renewal</p> <p>In 2017, the Moscow authorities launched a renovation programme — redeveloping the old housing stock with a new one that meets modern standards. A year later, the city authorities started a full-scale implementation of the project - 2018 saw the launch of construction of 61 houses. The launch of the programme raised practical questions for the city administration - how to determine the number of storeys of the new houses, how to carry out the resettlement of residents, how to provide new neighborhoods with social infrastructure and green areas. During the session, the Moscow authorities will present the first results of the renovation programme and discuss how to coordinate the launch and delivery of similar mega-projects in the housing sector with experts.</p> <ul style="list-style-type: none"> • At what stage of implementation is the Moscow programme of renovation? What challenges and tasks do the city authorities face? • How is the balance between quality, the scale of development, economy and regulatory side of the project achieved? • How does the programme consider the international experience in housing renovation? <p><u>Moderator:</u> Alexandr Kozlov, Chairman, Public Headquarters for Monitoring the Implementation of the Renovation Program</p> <p><u>Speakers:</u> Sergei Lyovkin, Head of the Department of Urban Development Policy of Moscow Markus Appenzeller, Director and partner, MLA+</p>

	<p>Sergei Kuznetsov, Chief Architect of Moscow Pierfrancesco Maran, Deputy Mayor of Milan for Urban Planning, Green Areas and Agriculture Xiao Pei, Deputy Director of the Municipal Commission of Housing, Urban Development and Management, Shanghai Maksim Reshetnikov, Governor of the Perm Region</p> <p><u>Expert:</u> Ilya Kievskiy, CEO, «Developed cities»</p>
<p>15:45 – 17:15</p>	<p><u>Round table</u> Water asset. Moscow River as a citywide recreation</p> <p>Most of the largest cities in the world developed around waterways. Rivers not only helped to provide cities with all necessary resources but also stimulated the economic development of the regions. Today, coastal areas also offer many opportunities for urban development, influencing the economy and transport infrastructure, social and environmental sectors. New development projects and new public and recreational spaces start appearing near the rivers, which attract both local residents and tourists.</p> <p>Moscow is also actively developing the areas of the Moscow River, creating lively public spaces and implementing major development projects. By 2035 Moscow plans to improve all of the city waterfronts, as well as to redevelop 19% of industrial zones along the river. The Moscow River has the potential to become a new hot spot for residents and tourists and a driver for the development of urban areas.</p> <ul style="list-style-type: none"> • What is the status of improvement of the Moscow River embankments? How can we improve the quality of life in the metropolis by developing the areas along the river? • What social and environmental benefits do cities receive from coastal development? • How can city authorities, developers and local communities cooperate in coastal development projects? <p><u>Moderator:</u> Pyotr Kudryavtsev, Партнер, Citymakers</p> <p><u>Speakers:</u> Pyotr Biryukov, Deputy Moscow Mayor for Housing, Utilities and Amenities Victoria Wagner, Project Director, Publica Yuri Grigoryan, Head of Project Meganom Architecture studio Sergei Kuznetsov, Chief Architect of Moscow Olga Tkacheva, Deputy Director General for Strategic Development and Marketing, Flotillia Radisson Royal Alexandros Washburn, Founder & Director, DRAW Brooklyn LLC, former Chief Urban Designer of NYC Alexey Shaposhnikov, Chairman of the Moscow City Duma</p>

<p>17:30 – 18:30</p>	<p><u>Round table</u> Scope of responsibility. What kind of chief architect is needed for Russian cities to develop?</p> <p>Within the context of new national goals to create a comfortable urban environment, it is the chief architects who need to form horizontal communication of influence in the management hierarchy and be in charge of the comfortable environment on the whole, while making the position more universal and integrated. Who is better for the job - an architect, an urban planner or a city manager? Or perhaps an anthropologist or an economist?</p> <ul style="list-style-type: none"> • What is the area of responsibilities and limits in decision making of a chief architect of a city? • What position should the chief architect have in the city hierarchy, his or her chain of command and motivation? • What personal and professional qualities should a chief architect have? What are the key KPI of his work? <p><u>Moderator:</u> Petr Kudryavtsev, Партнер, Citymakers</p> <p><u>Speakers:</u> Ilsur Metshin, Mayor of Kazan Maksim Egorov, Deputy Minister of Construction, Housing, and Utilities of the Russian Federation Sergei Kuznetsov, Chief Architect of Moscow Artem Gerasimenko, Project Director, Architects.Rf, Strelka Institute for Media, Architecture and Design Vicente Guallart, Chief Architect of Barcelona (2011-2015), Research Supervisor, Laboratory for Experimental Urban Design, Graduate School of Urbanism, National Research University HSE Tatyana Prokofyeva, Chief Architect of Kazan (2009-2019)</p>
<p>Setun Hall</p>	
<p>11:40 – 12:30</p>	<p><u>Panel discussion</u> Smart Neighborhood. Digital transformation of urban environment</p> <p>Technology is changing all industries and real estate is no exception. New building technologies are emerging: from the development of more environmentally friendly materials to new building modelling tools (BIM). New sensors and smart technologies make it easier to manage real estate by collecting statistics on the condition of properties and preventing the need to repair or replace items. The use of new technological solutions allows city authorities and developers to create a new quality urban environment that considers the needs of residents of the city. At the session, Russian and international experts will share their experience in using smart technologies in the field of construction and design of the urban environment.</p>

	<ul style="list-style-type: none"> • How does smart technology impact the development of real estate? • What technologies are the most relevant today? • What benefits do the city and residents get from the use of new technological solutions in real estate? <p><u>Moderator:</u> Ilya Doronov, Managing Director, RBC TV Channel</p> <p><u>Speakers:</u> Mars Gazizullin, CEO, Mosinzhproekt Jonathan Sparrow, Vice-President for Russia and CIS, Cisco Emmanuel Forest, Executive Vice-President, Bouygues Group; CEO, Bouygues Europe Vitaliy Lutz, Head of Perspective Projects Department, Institute of the General Plan of Moscow Maksim Berlovich, Head of Moscow Territorial Administration, Etalon Group Alexey Shcherbinin, professor, Tomsk State University</p> <p><u>Experts:</u> Anna Kurbatova, Founder, QuiteWhite Aleksei Rrashodcikov, Co-chair, Foundation Moscow center of Urbanistics "The City"</p>
<p>12:40 – 13:50</p>	<p><u>Panel discussion</u> Moscow and Moscow region. How to balance spatial development of the agglomeration?</p> <p>While the volume of housing in the central areas of Moscow decreased to almost a minimum and account for only 1% of the total housing stock, New Moscow and the Moscow region, on the contrary, demonstrate high rates of housing construction. This spatial imbalance in the intensity of housing construction forces Moscow residents wishing to improve living conditions and visitors from other regions to move from the core to the periphery. However, the increase in population density in the agglomeration can lead to a number of negative consequences - exceeding circular migration, increased load on transport infrastructure, imbalance in the quality of the urban environment and, consequently, in the quality of life of residents. In order to overcome this disparity, the authorities of Moscow and the Moscow region need to balance housing policy.</p> <ul style="list-style-type: none"> • Which tools can adjust the imbalance in the housing market in Moscow and the Moscow region? • Can the renovation programme help improve the housing imbalance?

	<ul style="list-style-type: none"> • How can the district of New Moscow and the suburban areas switch from being a place for sleeping into a place for living? <p><u>Moderator:</u> Iliya Zalivukhin, CEO, Yauzaproekt</p> <p><u>Speakers:</u> Mikhail Blinkin, Director, Institute for Transport Economics and Transport Policy Studies, HSE Mikhail Dmitriev, President, New Economic Growth Tatyana Poldi, Executive Director, Institute of City Economics Sergey Skuratov, President, Sergey Skuratov Architects Denis Sokolov, partner, Cushman & Wakefield Natalia Trunova, Vice-President, Head of "Spatial Development", Center for Strategic Development</p>
15:45 – 16:45	<p><u>Panel discussion</u> Development reserve. Redevelopment of industrial zones as a way to a compact city</p> <p>Urban industrial zones have a huge potential for redevelopment and growth. In Moscow alone they occupy 17% of the urban area. The low density of the built environment and road networks allows creating a modern multifunctional environment with residential and commercial real estate, business and social facilities. But the approach to the redevelopment of each zone should be differentiated and determined by its location and potential. The industrial zone areas are developed not only as residential and office buildings, but also as innovative, creative and sports clusters.</p> <ul style="list-style-type: none"> • How can the system of transferring industrial zones for redevelopment be simplified? How can the city and developers be in dialogue about the development of industrial zones? Is there a need for a federal programme regulating the redevelopment of industrial zones in Moscow and the regions? • How can industrial zones be turned into alternative urban centres? What functions should they have? • How can a balanced transport and pedestrian accessibility of the renovated areas be ensured? • Should the production function be maintained in redevelopment projects or should it be moved outside the city? <p><u>Moderator:</u> Alexei Muratov, Partner, Strelka KB</p> <p><u>Speakers:</u> Pierre de Meuron, Founding Partner, Herzog & de Meuron Anastasia Pyatova, Chairman, Moscow Committee on Constuction Investments Pavel Poselenov, CEO, InGrad Mark Williams, Director, LDA Design</p>

	<p>Mikhail Khvesko, Executive Director, Capital Group</p>
<p>17:00 – 18:00</p>	<p><u>Business dialogue</u> Eating out. The evolution of urban food culture</p> <p>Food culture in major cities is changing rapidly. The life of residents is so saturated that grocery shopping and cooking fell out of the daily list of things to do. The rise of the delivery system played a role — every month more than three million Muscovites make orders through aggregators like Yandex.Food and Delivery Club. Residents are used to the fact that in 30 minutes food can be delivered anywhere in the city. Cafes and restaurants, in turn, become primarily a place for communication. Restaurants and food malls are not only about delicious food, but they also provide a unique experience for residents. The popularity of the Danilovsky market, Depot and other similar projects is explained by the fact that they unite different cultural traditions and create new urban communities.</p> <ul style="list-style-type: none"> • Will ready-made meals and delivery replace cooking at home for the residents? • How has the culture of urban food changed in recent years? What do residents expect from modern cafes and restaurants? • How to develop a culture of eating out, attracting different groups of people and popularizing the industry? • How can we make sure that the new food culture stimulates healthy eating? <p><u>Moderator:</u> Aleksandr Sysoev, Founder, Russian restaurant Festival, co-founder, Russian Wine Awards</p> <p><u>Speakers:</u> Dmitriy Stepanov, Director New Product Development, Yandex Daria Lisichenko, Founder, Gorod-Sad Vladimir Farafonov, Head of the project, VkusVill</p>
<p>Yauza Hall</p>	
<p>11:30 – 12:00</p>	<p><u>Case</u> Mini-housing – a trend or a necessity? Presentation of solutions from BMW Mini Living</p> <p>With prices for apartments rapidly rising in modern cities, mini-housing is one of the ways to respond to the housing crisis. Architects and developers offer projects that guarantee a high quality of life in a small space. One of the successful examples is the BMW Mini Living project: by eliminating unnecessary functions the initiators of the project reduce the area of the apartment. Oke Hauser, creative director of BMW MINI LIVING, will talk about the efficient use of living space and trends in housing development in megacities.</p>

	<p><u>Moderator:</u> Alexandr Ostrogorsky, Architectural journalist, lecturer at MARCH architecture school</p> <p><u>Спикер:</u> Oke Hauser, Creative lead, BMW MINI LIVING</p>
<p>12:10 – 12:40</p>	<p><u>Presentation</u> To live in heritage. The case of Narkomfin</p> <p>Preserving heritage and creating functional living spaces is not an easy task. The facades of historic buildings often hide inconvenient layouts and old utilities. The choice is between redevelopment and restoration. The most common option in Russia is the preservation of the facade and complete renovation of the internal structure. It is more difficult to preserve the building by maintaining its historical features. One of the most striking full renovation projects in Moscow including interiors is the legendary Narkomfin building. When restoring old buildings, it is important to find a compromise between the desire to create a maximum of good space and the need to preserve historical features.</p> <p><u>Moderator:</u> Alexandr Ostrogorsky, Architectural journalist, lecturer at MARCH architecture school</p> <p><u>Speakers:</u> Aleksey Ginzburg, Head, Ginzburg Architects</p>
<p>12:50 – 13:50</p>	<p><u>Presentation</u> Guardians of history. How do city administrations and activists work with the heritage</p> <p>In 2021 Nizhny Novgorod will be 800 years old. By this time, the city and the region seek to identify and restore the most valuable historical buildings of the XXth and XIXth centuries. Unique wooden houses, which are almost gone in Europe, are being restored today: started by volunteers of Tom Sawyer Fest, the initiative is now joined by the authorities. The city, initiative organizations and volunteers come together to draw attention to the value of the historical environment, to restore the most valuable monuments of architecture and to reclaim its heritage for the region.</p> <p><u>Moderator:</u> Alexandr Ostrogorsky, Architectural journalist, lecturer at MARCH architecture school</p> <p><u>Speakers:</u> Andrey Kochetkov, founder, Tom Sawyer Fest Julia Bychkova, Curator, ART OVRAG project Daria Shorina, Head, Institute of urban environment development in Nizhny Novgorod Oblast</p>

<p>15:45 – 16:30</p>	<p><u>Book discussion</u> Four walls and a roof. The complex nature of a simple profession</p> <p>The profession of an architect is very simple - all you need is to design four walls and a roof. This aphorism became the title of Dutch architecture studio partner Reinier de Graaf's book. However, he immediately specified that architecture is a world of compromise between city officials, investors and consultants who determine how the city looks to the same extent as architects. As part of the presentation, the author of Four Walls and a Roof discusses the current state of the architectural profession, and how a simple profession is incorporated into the intricate world of global economic and political processes and how these processes ultimately determine its significance.</p> <p><u>Moderator:</u> Xenia Adjoubei, Architect, director, AdjoubeiScottWhitbyStudio — Russia</p> <p><u>Спикер:</u> Reinier de Graaf, Partner, OMA — Office for Metropolitan Architecture</p>
<p>16:45 – 17:30</p>	<p><u>Book discussion</u> Vertical. The City from Satellites to Bunkers</p> <p>Skyscrapers are for the elites, as Steve Graham writes in his book Vertical. The City from Satellites to Bunkers. In overpopulated cities, wealthy residents seek a place in a tall building with excellent views, fresh air and plenty of entertainment on the top floors of the buildings. In the interview, Professor Steve Graham will talk about the history and modern development of multi-level cities, about the technologies that make it possible to create "ultra-high" skyscrapers, as well as how high-rise housing becomes a new luxury.</p> <p><u>Moderator:</u> Elena Trubina, Professor, Ural Insitute of Humanities Department, Ural Federal University</p> <p><u>Спикер:</u> Stephen Graham, Professor of Cities and Society, Newcastle University</p>
<p>Urban Health Hall</p>	
<p>10:00 – 11:15</p>	<p><u>Panel discussion</u> Greater Paris — Greater Moscow. Sustainable development practices</p> <p>The regular "Big Paris" - "Big Moscow" discussion with the participation of government representatives and experts is becoming a traditional</p>

	<p>platform for addressing the current results of the implementation of these mega-projects, sharing experiences and exploring new ideas and approaches. This time the representatives of the two capitals will discuss the necessary conditions for sustainable development of the annexed territories, modern approaches to this problem and successful effective practices.</p> <ul style="list-style-type: none"> • How do efficient resource and asset management become the key to sustainable development? • What new investment opportunities are provided by the transport infrastructure in the annexed territories? • What standards of ecological development should modern architecture meet? <p><u>Moderator:</u> Ilya Doronov, Managing Director, RBC TV Channel</p> <p><u>Speakers:</u> Vladimir Zhidkin, Head of Department of development of new territories of Moscow Patrick Ollier, President, Metropolis of Greater Paris, France Alexey Dobashin, CEO, KROST Company Diane Galbe, deputy CEO, SUEZ Sylvia Casi, architect, urbanist-consultant, partner Castro-Denissoff Moris Leroy, deputy Director General for international affairs and perspective objects, Mosinzhproekt Artem Malgin, vice-rector, MGIMO MID RF Anna Kurbatova, urbanist, founder of QuiteWhite, director of Institute for complex territorial development Alexey Raskhodchikov, co-chairman of Moscow center of urbanism “Gorod” foundation Ignaity Danilidi, CEO, A101 Laurent Bouillot, president, SIRADEL</p> <p><u>Experts:</u> Timur Bashkaev, head, ABTB Lyubov Tsvetkova, chairman of the board, Association of Moscow Investors</p>
<p>11:45 – 13:00</p>	<p><u>Panel discussion</u> Healthy space. How to implement healthy standards into construction</p> <p>The environment and the urban facilities themselves are able to maintain the physical and mental health of citizens. The standard of “healthy” construction implies a responsible attitude to materials and energy sources, while at the same time considering the many sides of user behaviour. A “healthy” development creates a comfortable environment in which a person is able to feel valued and full of life, feel emotional stability, experience positive emotions. In addition to</p>

	<p>psychological comfort, this type of organised living space allows increasing physical activity.</p> <ul style="list-style-type: none"> • What are the parameters of a “healthy” quarter? • How can architecture and design improve health? • Which indicators should be considered when designing "healthy" buildings? <p><u>Moderator:</u> Guy Eames, Co-Founder, Green Building Council Russia</p> <p><u>Speakers:</u> Andrey Bochkarev, Head of the Construction Department, Government of Moscow Ann Marie Aguilar, Director of Operations, International WELL Building Institute in Europe Rufus Logan, Head of International Services, BRE Group Alexey Muratov, Partner, Strelka KB Sergey Kuzmin, Head, Scientific support and global operations office, Rospotrebnadzor Roman Sychev, Vice-President, strategic development and investments, Ingrad</p>
<p>13:15 – 13:45</p>	<p><u>Master-class</u> Active city. An environment that promotes movement</p> <p>Nowadays, it takes a lot less effort than even a decade ago for a resident to get what he or she wants: delivery services, electronic services and taxis are rapidly taking away the people's need to move around. The downside of technological progress are diseases developing because of obesity, which is one of the most serious problems of the XXI century, caused by the lack of regular physical activity. The solution of the problem is “programming” the urban environment and buildings, which can stimulate active movement. Alexi Marmot is not only an expert in creating special zones that motivate physical activity but is also a researcher of “healthy buildings” and their impact on the well-being of people.</p> <ul style="list-style-type: none"> • What does the environment that motivates residents to be more active look like? • How can a comfortable environment be organised for all categories of the population? <p><u>Moderator:</u> Artem Gerasimenko, Project Director, Architects.rf (Архитекторы.рф), Strelka Institute</p> <p><u>Speakers:</u> Alexi Marmot, Director, Alexi Marmot Associates, UK</p>

<p>15:45 – 16:45</p>	<p><u>Discussion</u> My Health Center. Moscow Health Center standard in action</p> <p>In 2016, the Moscow Health Department approved methodological recommendations aimed at improving the efficiency of metropolitan medical organizations. This document is based on common requirements for accessibility and quality of medical services — all residents must be satisfied with the level of assistance provided. Medical organizations of the city received additional equipment for this purpose, professional development for physicians, specialized doctors, nurses were launched, and a unique Unified Medical Information and Analytical System (EMIAS) designed to replace a paper file cabinet was integrated. The very structure of health centres is gradually changing today, including largely due to digital technologies. In 2019, the second phase of integrating new standards of medical care was launched and will last several years. In addition to regulations, the Department of Health uses additional reward systems to improve the quality of service for visitors of metropolitan health centres: medical institutions can receive grants to pay bonuses to medical personnel.</p> <ul style="list-style-type: none"> ● How can the quality of medical services be improved and maintained in urban health centres? ● What is the world experience in improving the quality of health centre services? ● How can digital technology affect health facilities? <p><u>Moderator:</u> Bernath Oliver, Partner, Health Consulting Strategy&, PwC</p> <p><u>Speakers:</u> Andrey Asadov, CEO, Asadov Architectural bureau Sanna Vesikansa, Deputy Mayor for Social Services and Health Care, Helsinki Sergey Kim, Professor, International medical center of Seoul national university Bundang Hospital Dmitry Petrukhin, Founder, DocDoc Andrey Tyazhelnikov, Head doctor, Consultative and diagnostic polyclinic №121</p>
<p>17:15 – 18:15</p>	<p><u>Dialogue</u> Stress test. How the urban environment influences the psychological state of residents</p> <p>The city is always controversial: it provides residents with opportunities every day and at the same time challenges them. This model also applies to the field of urban mental health: to be successful, residents are ready to accept the high pace of urban life and constant psychological pressure. However, only as long as they have the opportunity to rehabilitate. The subject of mental health has become more critical in recent decades. Medical professionals battling mental</p>

illnesses, opening research centers and hospitals of a new type are trying to find the answer.

- How does the urban environment influence the psychological state of residents?
- How can mental disorders be prevented among urban residents?
- How can we teach residents to deal with depression

Moderator:

Alexandr Ostrogorsky, Architectural journalist, lecturer at MARCH architecture school

Speakers:

Mazda Adli, Chair Fliedner Klinik Berlin, psychiatrist, stress researcher

Colin Ellard, Cognitive neuroscientist, director of Urban Realities Laboratory

Day 2. July 5, 2019
CITY IN MOTION. SOLUTIONS FOR DYNAMIC MEGALOPOLISES

Moscow Hall

10:00 – 11:30

Plenary session on the results of the Forum «My District»
Quality for everyone. Balanced urban development

A large metropolis is always a heterogeneous territory. The irregularity is determined by a wide range of factors: from the period and nature of the built environment to the location of landmarks on a city scale in a particular area. One way or another, the modern approach to developing cities implies an emphasis on shaping the identity of its different territories, while ensuring a consistent level of quality and availability of services for all residents. The My District programme is Moscow's response to the challenge of ensuring a consistent level of quality of life throughout the city, shaping the identity of neighbourhoods, and recognising the needs of residents.

- How do the cities of the world respond to the challenges of ensuring a high quality of life throughout the city?
- What are the modern standards of quality urban environment and urban services?
- How can the opinion of residents and local features of the territories be recognised when implementing such initiatives?

11:45 – 12:45

Panel discussion
New Urban Agenda. What values do cities focus on today?

The largest megacities of the world realize while putting efforts in economic growth, they should also solve the questions connected with social and environmental development. Therefore, many cities are committed to achieving sustainable development goals: from resource conservation to addressing issues in the field of education, health, social security and employment, formulated and adopted by the UN in 2015. In addition, city administrations realize that they will not be able to achieve these goals alone, so they create partnerships that help find an integrated approach to solving global problems.

- How do cities adapt their own development priorities to the UN sustainable development goals?
- What programmes aimed at achieving sustainable development is Moscow and other major megacities working with today?
- What global alliances is Moscow part of? What benefits does the city get from participating in international partnerships?

Moderator:

	<p>Andrei Sharonov, President, Moscow School of Management SKOLKOVO</p> <p><u>Key Speaker:</u> Maimunah Mohd Sharif, United Nations Under-Secretary-General, Executive Director, UN-Habitat</p> <p><u>Speakers:</u> Vladimir Yakushev, Minister of Construction, Housing and Utilities of the Russian Federation Nor Hisham Ahmad Dahlan, Mayor of Kuala Lumpur Anton Kulbachevsky, Head of the Department for Environmental Management and Protection of Moscow Virginia Raggi, Mayor of Rome Zoran Radojicic, Mayor of Belgrade Woni Kim, Deputy Mayor of Seoul Mansur Yavaş, Mayor of Ankara</p>
<p>13:00 – 14:15</p>	<p><u>Briefing</u> Development priorities. Projects changing Moscow</p> <p>Increasing the quality of life of residents is one of the key priorities of Moscow's development. This goal is achieved by implementing large-scale projects in the housing and transport industries and creating quality public spaces. Such projects include the renovation programme, transport mega-projects — the Moscow Central Ring and the Moscow Central Diameters, Zaryadye Park, which has won many awards, including a special MIPIM Jury Award. Large-scale projects change the city, creating a new quality of life for millions of residents. The ability of the city to implement mega-projects in the shortest possible time brings Moscow to being one of the global leaders of urban development.</p> <ul style="list-style-type: none"> • How do the projects implemented in Moscow correspond with the priority of improving the quality of life in the city? • How will the city change with the implementation of such large-scale transport projects as the Moscow Central Ring and the Moscow Central Diameters? How will the residents benefit from the implementation of these projects? • How fast is Moscow developing in comparison with other major megacities? • What are the challenges facing the city in the future? <p><u>Moderator:</u> Vladimir Soloviev, Founder, EVERYCO</p> <p><u>Key Speaker:</u> Marat Khusnullin, Deputy Mayor of Moscow</p>

	<p><u>Speakers:</u> Tadao Kamei, President and CEO, Nikken Sekkei G�rard Mestrallet, Director, Chairman of Honour, SUEZ Patrick Ollier, President, Greater Paris Metropolis Guy Perry, Vice President, Urban Planning and Design, Dubai McKinsey & Company Jeffrey Seider, Vice President, WSP Robert Cervero, Professor Emeritus of City and Regional Planning, UC Berkeley Vladislav Boutenko, Managing Director and Senior Partner, Chairman BCG Russia</p>
<p>14:30 – 15:45</p>	<p><u>Panel discussion</u> Transport for the quality of life. New priorities of urban mobility</p> <p>Digital transformation is changing our vision of urban transport. Thanks to the applications in our smartphones, we know when the right bus will be at the stop. We can create complex routes that combine different modes of transport around the city. Digitalization makes public transport more and more customized. At the same time, we more often prefer carsharing and taxis to private cars. For example, digital technology helps cities to reduce their dependence on personal transport. This, in turn, allows us to control the amount of CO2 emissions and therefore determines the kind of air we breathe. The transport model determines the quality of life of the residents - whether we are driving for two hours or walking or cycling. Understanding this encourages cities to adopt new transport solutions that consider the health, well-being and environmental factors.</p> <ul style="list-style-type: none"> • How is the approach to defining transport development strategies for megacities changing? • What technologies will connect the different modes of urban mobility into a single system? How will the advent of driverless transport change urban mobility? • How can we ensure that urban transport has a positive impact on the health and well-being of residents? <p><u>Moderator and speaker:</u> Maksim Liksutov, Deputy Mayor of Moscow, Head of the Moscow Department of Transport and Road Infrastructure Development</p> <p><u>Speakers:</u> Andrei Novikov, Deputy Mayor of Tallinn for Urban Planning and Public Transport Kent Larson, Director of the City Science Group, MIT Tigran Khudaverdyan, Managing Director, Yandex Lucy Saunders, Director, Healthy Streets</p>

<p>16:00 – 17:00</p>	<p><u>Talk Show</u> Future Street. A Walk with an Urbanist, Mobility Expert and Futurist</p> <p>For decades, cities around the world have turned streets into roads - expanding the roads, parking, limiting space and pedestrian rights. The street is not just a road, but a place where we spend time, walk, talk.</p> <p>But the transformation is not over. Technology is changing the balance between transport and pedestrians. Driverless cars, uber, maas systems, micro-mobility services promise to change the structure of street use again. We don't know what the current transformation will lead to. But it is absolutely certain that the street will become an arena where the future will be most noticeable.</p> <ul style="list-style-type: none"> • How is the city street changing? • What will transport be like and what role will it play? • How will technology change the way people interact with each other and with machines? • What completed projects in the world can give us a glimpse of the street of the future? <p><u>Moderator:</u> Mikhail Khomich, Deputy Chairman of the Government of the Udmurt Republic</p> <p><u>Speakers:</u> Vicente Guallart, Head of the Programme «Prototyping Future Cities», Graduate School of Urbanism at HSE, Former Chief Architect of Barcelona Kent Larson, Director of the City Science Group, MIT Greg Lindsay, Senior Fellow, Mobility, NewCities</p>
<p>17:15 – 18:15</p>	<p><u>Interview</u> Between Society and Territory. Why do Architects Need to Be Involved in Urban Planning?</p> <p>A truly unique, iconic architecture is rather an exception for the city than the rule. Cities consist of ordinary buildings — a residential building, a business centre, a shopping centre (the list can go on) — the standard dictionary of any city. Landmark architecture stands out from this list. Unique objects create new solutions, shapes, qualities, which weren't there before. The transformation of the historic Bankside power plant into the Tate Modern Museum, designed by Herzog and de Meuron in London, has created a new scenario for the development of a whole class of buildings. The building of the Moscow GES-2 power plant is reconstructed into the center of modern art of the V-A-C foundation in a similar to the Tate Modern scenario.</p>

	<ul style="list-style-type: none"> • What is the role of landmark architectural projects in urban development? • What projects are considered avant-garde architecture today? In which projects do the main discoveries and inventions take place? • “Star” architecture is often criticized for wasteful and unjustified eccentricity. What is the need for unique projects? <p><u>Moderator:</u> Natalia Fishman-Bekmambetova, Advisor to the President of the Republic of Tatarstan</p> <p><u>Speaker:</u> Pierre de Meuron, Partner, Herzog & de Meuron</p>
Pakhra Hall	
11:45 – 12:45	<p><u>Panel discussion</u> Streets for pedestrians. From “My Street” to “My District” project</p> <p>Moscow has been implementing a large-scale public design programme My Street since 2015. It resulted in the transformation of the urban environment of the central districts of the capital: pedestrian zones, expansion of sidewalks, increase in the number of green spaces. The results of the project have already had a significant impact on the lifestyle of Muscovites, making the city more friendly for pedestrians, stimulating the development of street life, food services, services, new types of mobility. The logical next step is to extend the public design programme beyond the central regions. The My District programme is also designed to meet the demands of the residents regarding the improvement of the whole city.</p> <ul style="list-style-type: none"> • How can the My Street experience be applied to areas outside the centre? • How can the quality of the environment in micro districts be improved? How can they compete with the city centre? • How do we consider the unique features of the areas when implementing the programme of urban public design? • How do we consider the interests of residents when implementing the programme? <p><u>Moderator:</u> Alexei Muratov, Partner, Strelka KB</p> <p><u>Speakers:</u> Petr Biryukov, Moscow Deputy Mayor for housing and communal services and improvement Dominique Alba, architect, main director, APUR Carlo Castelli, head, Cities Solutions, Jacobs</p>

	<p>Michèle Laruë-Charlus, head, Bordeaux's Metropole Mission 2050 Grigory Revzin, partner, Strelka KB Oleg Shapiro, partner, Wowhaus Architecture Bureau Mark Williams, director, LDA Design</p>
<p>13:00 – 14:00</p>	<p><u>Foresight session</u> Disruptive mobility. Foresight of transport technologies</p> <p>It seems that the world has frozen in anticipation of a major transformation of transport systems. There is a number of technologies and ideas on the agenda, each of which can change our perception of mobility in the city. Electrification and driverless transport are a matter of the coming years. Carsharing is changing the paradigm of transport ownership right in front of our eyes. The advent of 5G networks creates new opportunities to regulate traffic in real time.</p> <ul style="list-style-type: none"> • What technologies will have the greatest impact on the mobility of the future? • What opportunities will the 5G standard create for mobility? • How do we regulate autonomous transport? <p><u>Moderator:</u> Francois-Joseph Van Audenhove, Partner, Arthur D. Little, Belgium</p> <p><u>Speakers:</u> Assaf Biderman, founder, CEO, Superpedestrian Mikhail Blinkin, Director, Institute for Transport Economics and Transport Policy Studies, HSE Oliver Lah, Research Unit Lead, Wuppertal Institute Alexander Lewald, executive advisor, Kapsch Mukhit Seidakhmetov, Vice-President, Micro Kapital Group Artur Shakhbazyan, Deputy head, Center of road traffic organization (Moscow) Greg Lindsay, Senior Fellow, Mobility, NewCities Ralf-Peter Schäfer, Vice-President, Traffic and Travel Information Product Unit, TomTom</p>
<p>14:15 – 15:15</p>	<p><u>Panel discussion</u> Digitized streets. Data that transforms the city</p> <p>Data is a new decision-making tool. It is produced in a huge amount and is required by most urban services from public transport to a health centre. The two main data sources in Moscow are urban systems and telecommunications. In Moscow, there are more than 170 thousand cameras, every year about 100 million SIM cards are sold, which allow you to collect anonymous data about the residents of cities. Maps, tools and strategies used by the city are developed based on this data.</p>

	<ul style="list-style-type: none"> • How does the city use the data? What data strategies can different megacities have? • How do cities and businesses deal with data streams that cannot be stored but must be processed? • Is collaboration possible between the city and entrepreneurs in terms of data management? <p><u>Moderator:</u> Elena Novikova, Head of business communications, Department of information technology</p> <p><u>Speakers:</u> Sonam Velani, Senior Advisor for Housing and Economic Development, New York City Mayor's Office Alexei Novikov, President, Habidatum Ralf-Peter Schäfer, Vice-President, Traffic and Travel Information Product Unit, TomTom Andres Sevtsuk, Associate Professor, Urban Planning, Harvard Graduate School of Design Vadim Yuriev, Head, Center of road traffic organization (Moscow)</p>
<p>15:30 – 16:30</p>	<p><u>Panel discussion</u> Collect and recycle. Worldwide experience in waste management</p> <p>Waste management is one of the most difficult questions for modern cities. The infrastructure can't keep up with urbanization and modern waste and recycling plants should be appearing instead of landfills. Moscow alone produces more than 10 000 tons of waste every day. A new law regulating the system of managing solid municipal waste should help to overcome the crisis. In addition to issues related to infrastructure development, issues regarding the transition to recycling, regulating the prices and creating a market for recycled materials will be addressed. Recently, Moscow announced the transition to recycling by 2020. Another relevant topic for the city is managing construction waste.</p> <ul style="list-style-type: none"> • How are Moscow and other cities working on creating infrastructure for waste collection and recycling? • Does the government plan to create new markets for recycled materials? • What are Moscow's policies regarding construction waste and what innovations are planned in this area? <p><u>Moderator:</u> Kirill Nikitin, Partner, PwC Russia</p> <p><u>Speakers:</u> Aleksandr Soloviev, Head, Housing and communal services and improvement department, Moscow City Government</p>

	<p>Martina Ableidinger, Head of External Affairs, Vienna's Municipal Department for Waste Management Graham Alabaster, Chief, Sanitation and Waste Management UN-Habitat Denis Butsaev, Head, Russian Ecological Operator Diane Galbe, Senior Executive Vice-President, SUEZ Shawn Rosenmoss, Manager, SF Carbon Fund, Development and Community Partnerships, Senior Environmental Specialist Artem Sedov, Director General, "Bolshaya Troyka"</p> <p><u>Experts:</u> Jean-Philippe Dugoin-Clement, Sustainable Development Vice-President, Paris Region Council Oleg Mizerkov, Head of Division Second Corporate Division Public Sector — Vice-President, VTB</p>
<p>16:45 – 17:45</p>	<p><u>Business dialogue</u> Business opportunities. How to attract private investment in transport projects</p> <p>The transport sector accounts for the majority of projects in the public-private partnership sector. Motorways, railways, ports, airports, transfer hubs, etc. are often built with the participation of private investors. A number of transport projects are being implemented in Russia and Moscow using the public-private partnership model; the government estimates investment needs at hundreds of billions of rubles.</p> <ul style="list-style-type: none"> • What transport projects are being implemented in Russia and Moscow using private funds? • How attractive is the transport industry to investors today? • What projects and terms are they most interested in? <p><u>Moderator:</u> Pavel Chistyakov, Vice-President, Infrastructure Economics Centre, Russia</p> <p><u>Speakers:</u> Robert Puentes, President and CEO, the Eno Center for Transportation Evgeny Trusov, Deputy Head of Infrastructure Capital and Project Finance, VTB Capital Jeffrey Seider, Vice President, WSP Global Inc. Leonid Kostroma, Head, City agency of the investment management Thomas Spiegelberg, Vice-President, Bartholet Maschinenbau AG</p>
<p>Klyazma Hall</p>	
<p>11:45 – 12:15</p>	<p><u>Presentation</u></p>

	<p>Stop on request. How will the MaaS market develop?</p> <p>Mobility as a service is the main rule of most megacities of the XXI century. Cities strive to minimize the number of cars in the city, creating convenient systems of public transport and sharing services. Getting from one point of the city to another becomes easier, more comfortable and faster without using a private car. The MaaS market is not only about public transport, but also maps, navigation, aggregators and any services that make mobility more accessible for residents.</p> <ul style="list-style-type: none"> • What kind of projects does the MaaS market include? Which niches are already covered, and which ones have yet to be discovered? • In which cities is mobility as a service in demand? Do all megacities agree with such a strategy? • What is a single transport ecosystem? Is it possible to create it? <p><u>Moderator:</u> Elena Novikova, Head of business communications, Department of information technology</p> <p><u>Speakers:</u> Sergio Fernández Balaguer, Head, Research and Innovation Projects Department, EMT Francois-Joseph Van Audenhove, Partner, Arthur D. Little, Belgium</p>
<p>12:25 – 13:10</p>	<p><u>Panel discussion</u> Technology and a law. Regulating new modes of transport</p> <p>Over the past 10 years, mobility in the city has changed dramatically. In some cities bicycles have replaced cars, in others electric scooters gradually replace pedestrians. The first drones are appearing on the roads in China and San Francisco. In Russia, Yandex is launching the first 100 driverless cars on the road this year. New types of transport should be integrated into the existing infrastructure not only physically — with the launch of sharing models, cycle paths, electric vehicle stations, but also legislatively — bicycles and scooters should have their own traffic rules, and drones should have a new system of legal responsibility.</p> <ul style="list-style-type: none"> • How should the existing traffic regulations change to consider the interests of all road users? • What is the international experience of managing new mobility? • What legislation can help make transport more environmentally friendly? What are the world practices? <p>Moderator:</p>

	<p>Evgeny Kuznetsov, General Director, Orbita Capital Partners</p> <p><u>Speakers:</u> Andrej Neznamov, Head, the Research Center of the Problems of Regulation of Robotics and Artificial Intelligence Greg Lindsay, Senior fellow, NewCities, Canada Aleksandr Khodakov, Deputy head, Center of road traffic organization, Moscow</p>
<p>13:20 – 14:20</p>	<p><u>Panel discussion</u> Energy of comfort. How to ensure energy security of the city</p> <p>The most important factor in the comfort of the urban environment and the key to the stability of modern metropolises is to ensure its energy security. This concept includes not only the maintenance of failsafe operation of the power system at all stages, from generating and transporting energy to its use by direct consumers, but also the environmental factor of energy, as well as the available reserve capacity to ensure the stable economic development of the city.</p> <ul style="list-style-type: none"> • What experience can form the basis for assessing the reliability of urban energy systems? • How can a metropolis be provided with eco-friendly energy, avoiding shortfalls in energy supply to consumers and creating capacity reserves? • What methods are used to manage risks in this industry? <p><u>Moderator:</u> Mikhail Tykuchinskiy, Director of Development, Energy Efficiency Cluster, Skolkovo Foundation</p> <p><u>Speakers:</u> Petr Biryukov, Moscow Deputy Mayor for housing and communal services and improvement Evgeny Gasho, Chairman, Commission on Ecology, Energy and Sustainable Development of the Public Chamber of Moscow Shawn Rosenmoss, Manager, SF Carbon Fund, Development and Community Partnerships, Senior Environmental Specialist Andreas Trisko, Head, Department for Urban Development and Planning, Vienna City Administration</p> <p><u>Expert:</u> Valery Seleznev, First Deputy Chairman of State Duma committee on energetics</p>
<p>14:30 – 15:00</p>	<p><u>Presentation</u> Mobility 4.0. Why does Moscow have to become a leader of new transport development?</p>

	<p>The world is on the verge of another transport revolution. Driverless cars, sharing systems, MaaS, EV-transport, the boom of urban rail transport are the technologies and trends that promise, if not today but tomorrow to change the system of urban mobility. Moscow should become a leader in integrating technologies and solutions of the new transport paradigm Mobility 4.0, argues Professor Mikhail Blinkin. In his lecture, Mikhail Blinkin will talk about the reasons that will make Moscow become a leader of Mobility 4.0 and what innovations in urban transport are waiting for us in the coming years.</p> <p><u>Moderator:</u> Aleksey Mityaev, Adviser to the head of the Department of Transport and Road Infrastructure Development of Moscow</p> <p><u>Speaker:</u> Mikhail Blinkin, Director, Institute for Transport Economics and Transport Policy Studies</p>
<p>15:10 – 15:40</p>	<p><u>Case</u> Urban planning startup. How to rethink the New York City transport model</p> <p>The New York City transport system is one of the best in the world. The only drawback is that the system is built to connect the city's neighbourhoods to Manhattan. The system does a great job of getting the residents to and from downtown. But in the case of journeys between districts, the transport model is not so effective. ReThinkNYC is a startup that aims to change the transport system of the city so that all neighbourhoods of the city are connected.</p> <p><u>Moderator:</u> Aleksey Mityaev, Adviser to the head of the Department of Transport and Road Infrastructure Development of Moscow</p> <p><u>Speaker:</u> Jim Venturi, Founder, principal designer, ReThinkNYC Daniel Roche, editor, ReThinkNYC</p>
<p>15:50 – 16:35</p>	<p><u>Panel discussion</u> New city centers. Development of public spaces in the megacity</p> <p>What makes space public? Parks, embankments, shopping malls all attract people and create traffic, but that's not enough. Modern public spaces must be accessible and inclusive, they become a platform for recreation, they form communities and improve communication between people. Spaces are assembled like a puzzle - based on the expectations of people, the history of the place, new functions, emphasizing the features of local culture, stimulating the development of neighbourhoods and becoming a safe space for residents. It is important not only to create comfortable and attractive areas but also to plan how they can be</p>

	<p>used. One of the most striking examples in Russia is the VDNKh exhibition complex, where reconstruction will soon be completed. Lectures and festivals are held in the park and there are cafes, museums and sports grounds.</p> <ul style="list-style-type: none"> • How do we design a comfortable public space? What kind of tools do we need? • How do we consider historical and functional features of the territories when planning public spaces? • What educational, cultural and sports projects are modern residents interested in? <p><u>Moderator:</u> Sonia Elterman, Editor-in-Chief, Strelka Magazine</p> <p><u>Speaker:</u> Alexandros Washburn, The former Chief Urban Designer of NYC, the principal of Draw Brooklyn LLC Gil Penalosa, Founder & Chair 8 80 Cities; Ambassador World Urban Parks Vitaliy Emmanuilov, Deputy General Director, VDNH</p>
<p>16:45 – 17:45</p>	<p><u>Panel discussion</u> A city as a cultural space. Theatres, museums, festivals on the streets of Moscow</p> <p>Culture can exist not only within museums, concert halls and art centres. In recent years there are more and more formats in which art gets the opportunity to take to the city streets and connect with all residents. Large-scale street festivals, continuing the traditions of carnivals, major exhibitions of contemporary art — Manifesta, Documenta, Ruhr Triennale — such projects form the urban environment and identity. Street art, large-scale opera and music open-air festivals that popularize the high genre of opera; electronic music festivals that produce spontaneous communities around themselves; theatre and dance festivals: such projects make the city its stage, encourage residents to become involved in culture and interact with art.</p> <ul style="list-style-type: none"> • How does the trend towards strengthening the interaction between cultural institutions and street life manifest itself? • How can the city be perceived as a cultural space? • How do cultural events of different sizes — international, urban, district - affect the city? Should we look for synergies between them? <p><u>Moderator:</u> Anna Trapkova, Deputy CEO for Reconstruction and Development at Garage Museum</p>

	<p><u>Speakers:</u> Sergei Perov, First Deputy head, The Department of Culture of the city of Moscow Dmitry Bertman, Director general – artistic director, Helikon–Opera Lutz Leichsenring, Executive Director, Berlin Clubcommission Teresa Mavica, Director, V-A-C FOUNDATION Hedwig Fijen, Director Manifesta, The European Nomadic Biennial</p>
<p>Neglinka Hall</p>	
<p>11:45 – 13:00</p>	<p><u>Panel discussion:</u> Mobility as a product. What kind of innovations will passengers of Moscow Central Diameters have access to?</p> <p>Moscow Central Diameters is a new type of transport, which will connect suburban areas with the urban public transport system. Unlike suburban trains, the MCD trains will not be tied to the train stations, they will pass through the city and make stops throughout the route. The MCD stops will be integrated with the underground and MCR stations. Launching a new type of transport is essentially the same as creating a new product. In order for a new service to be in demand, it must respond to a wide variety of customer requests. The launch of the MCD means creating a whole class of new products: new types of tickets, applications, navigation, which will determine how users will accept the new transport and how popular it will be.</p> <ul style="list-style-type: none"> • How do we launch a new type of transport and make it popular? • What "software" solutions will ensure integration of MCD and urban transport? • What new services and solutions will become available to passengers? <p><u>Moderator:</u> Tina Kandelaki, General producer, Match TV</p> <p><u>Speakers:</u> Maksim Liksutov, Head of the Moscow Department of Transport and Road Infrastructure Development Artemy Lebedev, Fonder, CEO, Art. Lebedev Studio Dmitry Snesar, Head of Client coverage – Senior Vice President, VTB Bank Chua Chong Kheng, Deputy Chief Executive, Land Transport Authority Oleg Toni, Deputy Managing Director, Russian Railways Andrei Panov, Deputy chief executive for the strategy and marketing functions, Aeroflot</p>
<p>13:15 – 14:15</p>	<p><u>Panel discussion</u></p>

	<p>Transport hub. Transport interchange hubs as centers for urban development</p> <p>Creating public, multifunctional spaces together with large transport facilities is a global trend of urban development. Today, stations, transport and interchange hubs are not just practical transport infrastructure, but also centres of urban development. Transport hubs are places where visitor traffic intersect. Stations and transport hubs allow you to concentrate more functions on a compact territory — transport, business, service (and sometimes residential), attracting tenants, employers and employees. A large-scale programme of transport hubs construction is already being implemented in Moscow, and it is planned to build the largest objects of European type in the city.</p> <ul style="list-style-type: none"> • How can a transport hub be turned into a complex, multifunctional public space? • What development opportunities does the design of new large transport facilities create? • What are the economic and investment hallmarks of the development of modern transport hubs? • Is it possible to strategically plan a polycentric development of the city with the help of transport hubs? <p><u>Moderator:</u> Federico Parolotto, Senior partner, Mobility in chain</p> <p><u>Speakers:</u> Andrey Grudin, CEO, Pioner Group of Companies Fadi Jabri, Executive Officer Principal, Nikken Sekkei Steve Yiu, Principal Advisor – Property Planning, MTR Corporation Limited Mels Crowel, Cofounder, Benthem Crowel Architects Pierfrancesco Maran, Deputy Mayor for Urban Planning, Green Areas and Agriculture, Italy Andrei Malygin, COO, Mosinzhinvest Igor Bakhirev, Deputy head, Genplan Institute of Moscow</p> <p><u>Expert:</u> Ruben Arakelyan, Co-Founder and Head, Architectural Office WALL</p>
<p>14:30 – 15:30</p>	<p><u>Panel discussion</u></p> <p>Designing mobility. Approaches to production of user experience in subways</p> <p>The underground is going through a new golden age. Worldwide, major cities are investing in the construction of new underground lines and improving their existing networks. New stations are being built and, at the same time, new standards of design, accessibility and functionality of the environment are emerging. In addition, the</p>

	<p>marketing of the underground is changing. The underground aims to operate as a modern service that offers a wide range of services to users: from transport cards to free wi-fi. Time underground is becoming more diverse: exhibitions and excursions are held in the underground, cultural projects are realised.</p> <ul style="list-style-type: none"> • How can the quality of the user experience be improved in the underground? • How does the architecture of the modern underground function? • What services are developed in the underground? <p><u>Moderator:</u> Roman Latypov, Deputy Chief, Moscow Metro</p> <p><u>Speakers:</u> Olga Aleksakova, Partner, Buromoscow Svetlana Batova, Founder and editor, Telegram channel "We drive around Moscow" Oksana Bondarenko, Co-author and project manager, "Hello, Moscow!" Sara Vinterhav, Architect, founder, Studio Vinterhav Aleksei Kirichek, Vice-President, head of the acquiring department, VTB Mels Crowel, Cofounder, Benthem Crowel Architects Tom Quay, CEO, Passenger Technology Group Maksim Orlov, Founder, ONY</p>
<p>15:45 – 17:00</p>	<p><u>Round table</u> Attraction point. Tourism as a resource for the internal development of the city</p> <p>Tourism and travel are one of the main drivers of the global economy. The tourism industry accounts for 10% of global GDP and provides about 320 million jobs worldwide. In addition, the growth of tourist traffic has a positive impact on related sectors — the development of urban areas, service economy, transport. At the same time, many cities, becoming very popular with tourists, begin to suffer from emerging imbalances. The concept of "sustainable tourism" is gaining popularity: it recognises not only the interests of the tourism industry but the entire city and residents, stimulates the creation of a spatially distributed hospitality infrastructure in cities.</p> <ul style="list-style-type: none"> • How does tourism affect cities? How can the positive effects of the industry be optimised? • What consequences can we expect from the intensive development of urban tourism? • What is the concept of sustainable tourism? To what extent is it applicable to cities that have not yet experienced excessive tourist flows?

	<p><u>Moderator:</u> Xenia Chudinova, Editor-in-Chief, Snob</p> <p><u>Speakers:</u> Ekaterina Pronicheva, Head, Moscow Tourism Committee Alexis Delaroff, CEO, AccorHotels Marina Loshak, Director, the Pushkin State Museum of Fine Arts Amiran Mutsoev, Member of the Board of Directors, Island of Dreams Leoluca Orlando, Mayor of Palermo Ioannis Pappas, Director Mediterranean Region, Global Sustainable Tourism Council Olga Tkacheva, Deputy Head of Strategic Development and Marketing, Flotilla Radisson Royal Signe Jungersted, Генеральный директор и партнер-основатель, Group NAO</p>
<p>17:15 – 18:15</p>	<p><u>Panel discussion</u> Improving the quality of life in CIS cities Joint UN-Habitat-MUF training</p> <p>The urban planning laboratories, which UN-Habitat conducts jointly with the Moscow Urban Forum, are aimed at raising awareness of international approaches to spatial planning promoted by UN-Habitat. Experts will share practical and proven approaches that enhance the economic value of cities and improve the quality of life of residents. The laboratories are a unique platform for representatives of CIS countries to gather and demonstrate their new approaches to planning. Experts will discuss how cities from the CIS region can benefit from Moscow's urban regeneration experience.</p>
<p>Setun Hall</p>	
<p>11:45 – 12:45</p>	<p><u>Panel discussion</u> World clinics under one roof. Moscow Medical Cluster Experience</p> <p>In September 2018, the Israeli Hadassah Clinic opened in the Moscow Medical Cluster - the first fully international place in Russia of this kind. A special federal law allows medical institutions and specialists from OECD countries to work according to the standards of their countries in the cluster. The Special Medical Zone gives international professionals the right to work without special permits, without confirming their qualifications, and also to use medical technologies and medications that are not yet certified in Russia. This system allows the Medical Cluster to cooperate more closely with world leaders in the medical field: cooperation and exchange</p>

	<p>of experience are the priority.</p> <ul style="list-style-type: none"> • How can cluster policy influence the development of medicine on a global scale? • What are its privileges and dangers? • How does globalization affect the health sector? <p><u>Moderator:</u> Natalia Polushkina, Vice-President, CEO at Biomedical Cluster</p> <p><u>Speakers:</u> Mikhail Yugay, CEO, Skolkovo International Medical Cluster Foundation Zeev Rotstein, CEO, Hadassah Medical Organization Jheon Sanghoon, President and CEO, Seoul National University Bundang Hospital Elena Callay, CEO, ORPEA Russia Ekaterina Timofeeva, Partner, BCG</p>
<p>13:00 – 14:00</p>	<p><u>Panel discussion</u> Postbranding era. New strategies for promoting cities</p> <p>Image and culture become the hallmark of cities, they not only provide recognition but also help attract tourists, contributing to economic growth. The tools of creating urban branding that used to work before - bright logos and slogans - are becoming a thing of the past. Modern cities offer tourists a unique experience, new products and services, creating a unique and interesting space, one you want to come back to again. By highlighting new architectural, gastronomic and museum routes, creating original souvenirs and introducing new technologies, the city focuses on a new generation of tourists.</p> <ul style="list-style-type: none"> • What resources do cities use to build their own image? • What effects can be achieved with the right city marketing? • How can technology be used effectively to promote cities? <p><u>Moderator:</u> Ksenia Chudinova, Chief editor, Snob</p> <p><u>Speakers:</u> Ekaterina Pronicheva, Head, Moscow Tourism Committee Lutz Leichsenring, Executive Director, Berlin Clubcommission Nicholas Hall, CEO, Digital Tourism Think Tank Alexander Elzesser, Founder, Heart of Moscow Anna Melikian, Film director Sergei Tchoban, Partner, SPEECH</p>
<p>14:15 – 15:15</p>	<p><u>Panel discussion</u> Hybrid Park. Public spaces working all year round</p>

	<p>Seven years have passed between the reconstruction of Gorky Park and the opening of Zaryadye. During this time the view towards parks in Moscow has changed dramatically. Both central urban and local public spaces are being modernised - parameters such as inclusion, unique natural landscapes, and hard landscaping are becoming increasingly important. Parks are also becoming cultural centres, providing residents with entertainment and educational programmes. By influencing the quality of life of residents, creating new leisure formats and improving the ecology, modern parks increase the attractiveness of districts and have a positive effect on the image of cities.</p> <ul style="list-style-type: none"> • What functions should modern parks have? • How can residents be engaged in creating entertainment and educational programmes for parks? • Is it worth commercializing park spaces? • How can capital be sourced for reconstructing park spaces? <p><u>Moderator:</u> Petr Kudryavtsev, Partner, Citymakers</p> <p><u>Speakers:</u> Sergey Kuznetsov, Chief Architect of Moscow Denis Kusenkov, Partner, Arteza Felix Loh, Chief executive officer, Gardens by the Bay (Singapore) Gil Penalosa, Founder & Chair 8 80 Cities; Ambassador World Urban Parks Alisa Timoshina, Head, "Bureau of Space Development" («Бюро пространственного развития») Pavel Trekhleb, Director, Zaryadye park Natalia Fishman-Bekmambetova, Advisor to the President of the Republic of Tatarstan</p>
<p>15:30 – 16:30</p>	<p><u>Panel discussion</u> Creative redevelopment. Creative industries as a factor of urban transformation</p> <p>Creative industries attract the youngest and highly educated part of the population and serve as drivers for the development of urban economy and territories. Creative clusters have been rising in Moscow for a long time now, mostly instead of old industrial zones. Today, the city pays more and more attention to the development of a creative economy and is looking for ways to institutionalize support for companies in the creative industries.</p> <ul style="list-style-type: none"> • What are the expectations of creative entrepreneurs and companies from urban infrastructure and urban policy? • What models of financial support for creative industries exist in the world and what practices are there in Russia? • Creative clusters, technology parks and media hubs — how does the creative economy relate to urban space?

	<p><u>Moderator:</u> Evgeniya Murinets, Director, Urban Policy Institute</p> <p><u>Speakers:</u> Alexei Fursin, Head, Moscow Department of Entrepreneurship and Innovations Anton Belov, Director, Garage Museum of Contemporary Art Vitaly Bykov, Founder, CEO, REDKEDS Syb Groeneveld, Executive director, Creative Industries Fund (Netherlands) Lutz Leichsenring, Executive Director, Berlin Clubcommission Sofia Trotsenko, Founder, Center for contemporary art "Winzavod" Ekaterina Cherkes-zade, Head, Universal University</p>
<p>16:45 – 17:45</p>	<p><u>Panel discussion</u> Hyperlocality as a new trend. How do services change the life of neighbourhoods?</p> <p>Saturation and quality of life in neighbourhoods depend on many factors: recognising the need to develop commercial and public planning functions, the availability of green areas, and local business activity. Many problems and demands of the residents are gradually being solved by developers and the city, but it takes time. It does not always take a lot of resources and city supervision to solve a local problem. Often the problem can be solved by the residents themselves: with the support of the community and entrepreneurs, they can initiate and implement independent decisions that will spread to other neighborhoods.</p> <ul style="list-style-type: none"> • How are the neighbourhoods developing? Who determines the quality of life in neighborhoods? • What is the role of entrepreneurs in the development of neighbourhoods? What are communities forming around? • How can the development of small business and grass-roots initiatives be stimulated in the neighbourhoods? <p><u>Moderator:</u> Nikita Kim, Managing partner, Inc</p> <p><u>Speakers:</u> Evgeny Kozlov, Deputy Head of the Office of the Mayor and the Government of Moscow Andrei Burdin, Founder, Chisto-Chisto Alexey Dobashin, CEO, Krost Vadim Izotov, Vice president, Head, Special electronic products division, VTB Bank Ekaterina Khaletskaya, Founder, CEO, Impact Hub Moscow</p>

Yauza Hall

11:45 – 12:30

International dialogue

City as an area for innovation. How should the technological ecosystem develop?

City development and the quality of life of residents directly depend on creating and actively integrating modern technologies and services. Many cities are working to create special conditions for technological research and entrepreneurship. Such conditions can be new funds, grants, platforms, which together form an ecosystem of support for projects at different levels. Moscow actively invests in its ecosystem and creates communication platforms, media resources, research and small business support systems. One of the recent initiatives was the opening of an innovative cluster — a platform designed to optimize the communication between startups, the state and investors and capable to significantly improve the environment for innovative business in the city.

- What is the ecosystem of technological projects? How can the city support them?
- What technologies are in demand in the city and affect the quality of life of residents?
- What is the role of innovative platforms in the development of the city? How can entrepreneurs participate in the development of such platforms?

Moderator:

Alexey Gusev, Director for Innovation Ecosystem Development

Speakers:

Alexei Fursin, Head, Moscow Department of Entrepreneurship and Innovations

Liora Shechter, CIO & Smart City Director, Tel Aviv

Experts:

Alexandr Hanin, Director General and founder, VisionLabs

Alexei Khokhlov, Vice-president, Russian Academy of Sciences

Mikhail Fonarev, Director, «Moscow Endocrine Plant»

12:35 – 13:05

Panel Discussion

Share it! Leadership strategies of carsharing

The sharing economy is most evident in the transport sector. This is where it has a huge impact on the efficiency of resource use, reducing road congestion, consumer costs, the environmental burden on the city, and thus improves the quality of life. Carsharing is a strong trend around the world. Moscow just joined this race but has already made a bid for leadership. In the autumn of 2018, JP Morgan Bank analysts called the Moscow car sharing market the

	<p>fastest growing in the world in their report, and in the spring of 2019, the Mayor of Moscow called the capital's park of carsharing the largest in Europe. By the end of this year, according to the Department of Transport, Moscow will have reached the world's leading positions.</p> <ul style="list-style-type: none"> • What are the results of developing carsharing for the transport systems of megacities - do they already lead to significant indicators of switching from a private car? • How does the carsharing economy work and what will the market look like in terms of key players, rates, service in a few years? • How do dynamic rates help attract new users to carsharing? What kind of company innovations attract new users? <p>Moderator: Aleksey Mityaev, Adviser to the head of the Department of Transport and Road Infrastructure Development of Moscow</p> <p><u>Speakers:</u> Simon Broesamle, Chief Business Development Officer (CBDO), SHARE NOW, Germany Mukhit Seidakhmetov, CEO, Delimobil, Delisamokat, Anytime Vincent Carré, Deputy Director International Sales Development, Groupe Renault Loriana Sardar, Managing Partner, BelkaCar</p>
<p>13:10 – 13:40</p>	<p><u>Mutual Interview</u> Museum to the city. Culture as a tool for urban regeneration</p> <p>The opening of Garage Museum of Contemporary Art in its time changed Gorky Park. It was Garage that brought Gorky Park back the status of the main public space in Moscow. Modern museums are often seen as a tool to regenerate urban areas and territories. The opening of a museum attracts a new audience, returns prestige to the district or even the entire city, helps local communities organize themselves. Often the opening of a museum resurrects and creates new content for the empty or even ruined objects. Thus, thanks to Garage the ruins of the Soviet restaurant Seasons were reconstructed in Gorky Park.</p> <ul style="list-style-type: none"> • What role do museums and cultural spaces play in urban development? • What does the opening of a new cultural space give local communities? • What is the role of contemporary art museums in working with architectural heritage? <p>Speakers: Anton Belov, Director, Garage Museum of Contemporary Art</p>

	<p>Asif Khan, Founder, Asif Khan Ltd.</p>
<p>13:45 – 14:15</p>	<p><u>Presentation</u> 2040 Plan. Presentations of metropolises' transport strategies</p> <p>High-speed, safe, inclusive - this is the ideal transport system of modern megacities according to the residents of Singapore. In 2019, the country's government presented a strategy which plans to build new railway stations and transfer hubs, increase investments in public transport taking into account the routes of the first and last mile, develop bicycle infrastructure. Moscow is devising a similar plan for the development of transport infrastructure which uses the data on the spatial behaviour of people in the agglomeration.</p> <p><u>Speakers:</u> Pavel Chistyakov, Vice-President, Infrastructure Economics Centre Chua Chong Kheng, Deputy Chief Executive, Land Transport Authority</p>
<p>14:20 – 14:50</p>	<p><u>Lecture</u> Transit-oriented development. Solution for megacities</p> <p>Urban development and transport infrastructure development are inextricably linked. Transport development creates opportunities for new construction, and development, in turn, loads the urban transport system.</p> <p>The right mix of real estate construction and mobility infrastructure is a prerequisite for sustainable megapolis development. Cities use different strategies to maintain this balance. Regulatory systems are often the focus of attention, which once again emphasize the link between development and the organization of the transport system.</p> <p><u>Moderator:</u> Pavel Chistyakov, Vice-President, Infrastructure Economics Centre, Russia</p> <p><u>Спикер:</u> Robert Cervero, Professor emeritus of city and regional planning, UC Berkeley</p>
<p>14:55 – 15:55</p>	<p><u>Book discussion</u> An open city. How does urban life affect our psychological comfort?</p> <p>Quality of life is defined today through a wide range of indicators, including psychological comfort: self-perception, satisfaction with what's happening, a sense of control over one's own life. Mazda Adli is a professional psychiatrist and director of a well-known Berlin clinic which works with the psychological suitability of cities for living. For the 2019 Forum, the Moscow Urban Forum published a Russian</p>

	<p>version of his acclaimed book <i>Stress and the City. Why Cities Make us Ill</i>. During the book presentation Dr. Adli will talk about the main arguments of his work and have a Q&A session.</p> <ul style="list-style-type: none"> • How do environmental factors influence the level of stress experienced by residents? • Is stress necessary in the city and should we try to avoid it? • How do we consider factors influencing the psychological comfort when designing cities? <p><u>Speakers:</u> Ilya Utekhin, professor, anthropology department, European University of Saint Petersburg Mazda Adli, Chair, Fliedner Klinik Berlin, psychiatrist, stress researcher</p>
<p>17:10 – 17:30</p>	<p><u>Presentation</u> I wanna park my bicycle. Presentation of the world's largest bicycle parking</p> <p>The bicycle parking, designed by the Dutch studio Ector Hoogstad Architecten, is probably the first building of this kind to be awarded the prestigious MIPIM Award 2019. The jury's attention is obvious: the bicycle parking is the largest in the world and accommodates 12,5 thousand bicycles. The scale of the project is connected with the fact that the structure is a part of the infrastructure of the new Utrecht central station. Three floors of the parking lot are located directly under the main square of the station.</p> <p>Moderator: Aleksey Mityaev, Adviser to the head of the Department of Transport and Road Infrastructure Development of Moscow</p> <p><u>Speaker:</u> Joost Ector, CEO, Ector Hoogstad</p>
<p>17:35 – 18:05</p>	<p><u>Presentation</u> Healthy Streets. New approach to street design in London</p> <p>In February 2017, the London Department of Transportation (TfL) approved a plan to implement projects that meet the concept of the Healthy Streets. The total value of these projects is £2.1 billion. In 2018, the Mayor of London, Sadik Khan, proposed a strategy for the development of urban transport in London over the next 25 years for the public discussion. One of the central elements of the programme is the concept of Healthy Streets.</p> <p>In terms of investment and influence on urban policy, the Healthy Streets project is approaching the level of the largest infrastructure projects, such as the construction of the new Crossrail underground line, although, it is just about the design of public spaces. In her</p>

	<p>presentation, Lucy Sanders, author of the Healthy Streets concept, will talk about how to make the health and well-being of residents a priority of urban policy.</p> <ul style="list-style-type: none"> • How does the design of public spaces affect the health of residents? • What are the guidelines of the Healthy Streets programme? • How do we make the design of public spaces a priority of urban policy? <p><u>Moderator:</u> Aleksey Mityaev, Adviser to the head of the Department of Transport and Road Infrastructure Development of Moscow</p> <p><u>Speakers:</u> Lucy Saunders, Consultant in Public Health, Greater London Authority and Transport for London</p>
Urban Health Hall	
11:45 – 13:00	<p><u>Panel Discussion</u> Lifestyle diseases as a new challenge. How can megacities cope with the diseases of the 21st century?</p> <p>The environmental parameters affecting the health of residents are documented in the sanitary regulations. Compliance with established standards guarantees the epidemiological sustainability of urban spaces to some extent, but nevertheless, megacities residents still remain at risk.</p> <p>Today's health risks are often caused by habits that signal a bad lifestyle - poor diet, sleep disorder, low physical activity. It's not easy to deal with the sad consequences of these manifestations: obesity, type 2 diabetes, coronary heart disease, strokes, Alzheimer's require a special approach.</p> <ul style="list-style-type: none"> • What lifestyle diseases pose a threat to humanity in the twenty-first century? • What innovations are there to prevent such diseases? How can cities combat lifestyle diseases? • What is the role of preventive medicine in national public health systems? <p><u>Moderator:</u> Oliver Bernath, Partner, PwC, Health Consulting Strategy&</p> <p><u>Speakers:</u> Mazda Adli, Chair Fliedner Klinik Berlin, psychiatrist, stress researcher Sanna Vesikansa, Deputy Mayor for Social Services and Health Care</p>

	<p>Maxim Zhurilo, Founder, I Love Running Francesca Colombo, Head of the Health Division, OECD Niels Lund, Vice President, Novo Nordisk, head, Cities Changing Diabetes program Irina May, Deputy Head, Federal Scientific Center for Medical and Preventive Health Risk Management Technologies</p>
<p>13:10 – 14:10</p>	<p><u>Panel Discussion</u> Hygiene regulations. Are epidemics still on the agenda of cities?</p> <p>The twenty-first century is known as the century of lifestyle diseases, but the health of urban dwellers continues to be affected by infections that have not yet been defeated. The flu, measles, HIV are not imaginary epidemics, but a potential threat, considering also the fact that viruses are progressing while we are combating them. Especially dangerous in this case is the “anti-vaccination movement”, included in 2019 by the World Health Organization in the top ten threats to human health. Preventive measures are an important function of protection, which the city is certainly involved in today.</p> <ul style="list-style-type: none"> ● How do cities deal with epidemics today? - What are the dangers of outbreaks of “old” epidemics? ● How can city management and its urban planning influence the epidemiological situation? ● How does refusing to be vaccinated affect the epidemiological situation? <p>Moderator: Yury Krestinskiy, Chief of Advisory Board, Healthcare Development Centre, Moscow School of Management Skolkovo</p> <p><u>Speakers:</u> Anna Popova, Head of Federal Service for the Oversight of Consumer Protection and Welfare, Chief State Sanitary Physician of the Russian Federation Graham Alabaster, Chief, Sanitation and Waste Management UN-Habitat Sanna Vesikansa, Deputy Mayor for Social Services and Health Care, Helsinki Konstantin Voytsekhovich, Advocacy Adviser, UNAIDS RST EECA Vladimir Kutyrev, Head, Russian Research Anti-Plague Institute "Microbe" Marit van Lenthe, President, Médecins Sans Frontières, Holland</p>
<p>14:20 – 15:20</p>	<p><u>Panel Discussion</u> Pollution factors. Practices reducing environmental risks</p>

	<p>Environmental pollution is one of the most serious challenges facing humanity today. Pollution of air, water, soil, noise and light pollution, the negative effects of climate change are not imaginary threats, but quite real challenges for the growing cities of the planet. Most of these problems have significant consequences for urban health, ecosystems and urban economic indicators. Today is the time to look for ways to deal with threats that may be invisible at first but have extremely negative consequences. An increasing number of cities and megacities in the world are beginning to implement ambitious environmental and climate policy projects aimed at reducing environmental pollution, emissions, greenhouse gases and adapting to climate change.</p> <ul style="list-style-type: none"> • What are the consequences of such factors as noise and atmospheric pollution, extreme temperatures on the health of residents? • What solutions are there to regulate the microclimate of a large city? • How can the adverse impacts of climate change on the physical condition of residents be decreased? • How should public services respond to extreme temperature fluctuations? • What measures can reduce air and water pollution? <p><u>Moderator:</u> Angelina Davydova, Director, Environmental Information Bureau</p> <p><u>Speakers:</u> Anton Kulbachevsky, Head, Department for Environmental Management and Protection Anne Girault, Director General, Parisian Climate Agency (APC) Irina May, Deputy Head, Federal Scientific Center for Medical and Preventive Health Risk Management Technologies Marco Martuzzi, Manager, Environment and Health Impact Assessment Programme, WHO Esa Nikunen, General Director, Environmental Services of Helsinki City Boris Revich, Professor, Institute of Economic Forecasting, Russian Academy of Sciences Saeed Alabbar, Emirates Green Building Council Chairman, Board Director of the World Green Building Council</p>
<p>15:30 – 16:45</p>	<p><u>The final discussion of Urban Health Congress</u> Urban Health in Russia. Next Steps</p> <p>Russia is experiencing a boom of interest in urbanism and urban development: a comfortable urban environment, public design, citizen engagement become a priority of many programmes and dozens of urban transformation projects are being implemented in the country. Integrating well-being and health guidelines into the</p>

	<p>development agenda of Russian cities seem, first of all, relevant and, secondly, important in the long term. However, the Urban Health approach requires not only developing guidelines and a grand design project but also coordinating various branches and levels of government, engaging residents and business, international organizations, the third sector.</p> <p>During the final session of the congress, participants will discuss the main ideas developed during the two days and their relevance to the realities of Moscow and other Russian cities and regions.</p> <p><u>Moderator:</u> Kirill Kaem, Senior Vice-President for Innovations, Skolkovo Foundation</p> <p><u>Speakers:</u> Sergey Lyovkin, Head of the Moscow Department of Urban Development Policy Anna Popova, Head of Federal Service for the Oversight of Consumer Protection and Welfare, Chief State Sanitary Physician of the Russian Federation Jo Ivey Boufford, President, The International Society for Urban Health Yaroslav Kuzminov, Rector, National Research University Higher School of Economics Andrei Volkov, rector, Moscow State University of Civil Engineering</p>
<p>17:00 – 18:00</p>	<p><u>Panel Discussion</u> Age-friendly city. How do we prolong a healthy age?</p> <p>Today, the problem of ageing in large cities has two specific features: on the one hand, the proportion of the elderly in the total population is increasing, and, on the other, the ‘old age’ cut-off is shifting further and further away. According to WHO, by 2050, one in five people on the planet is expected to be over 60 years of age. The state of health plays a major role in how the senior generation feels which is also influenced by individual liability to disease and the environment. Today we are in a situation where it is necessary to change the perception of ageing and older people, to learn how to include the elderly in active social life, to create spaces that consider age-related transformations, adapt the health system to the needs of the senior generation, and develop long-term health care systems.</p> <ul style="list-style-type: none"> • Should we redefine the boundaries of ageing? • How can the urban environment support the health of older generations in large cities? • How can cities adapt to become more inclusive for older people?

	<p><u>Moderator:</u> Vladimir Filippov, Deputy Head, Department of Labor and Social Protection of Population</p> <p><u>Speakers:</u> Jo Ivey Boufford, President, The International Society for Urban Health, USA Niels Lund, Vice President, Novo Nordisk, head, Cities Changing Diabetes program Olga Tkacheva, Head, Russian Clinical and Research Center of Gerontology Andreas Trisko, Head, Department for Urban Development and Planning, Vienna City Administration Aleksandr Shkrebelo, Head, foundation «Starshiye» Maria Grudina, Development Director, ideologist and co-founder of the resort «First Line. Health. Care.Resort»</p>
<p>18:10 – 18:50</p>	<p><u>Master-class</u> Food deserts. Urban food policy</p> <p>Every day, doctors all over the world prescribe myriad of medication to their patients against various ailments. However, all of these appointments are designed to overcome diseases which are already underway, when instead preventive measures could have been taken and a proper diet suggested. According to a study conducted at the Friedman School of Science and Politics at Tufts University (Massachusetts, USA), eating the necessary amount of vegetables and fruits can, on the one hand, prevent cardiovascular diseases, diabetes, and on the other - reduce the potential costs of treatment. At the same time, it is important to understand that the problem is not only about promoting good nutrition. In order to form healthy eating habits among residents, it is often necessary to deal with the so-called food deserts - areas where fresh and healthy food is absent or is extremely expensive.</p> <ul style="list-style-type: none"> ● How can legislative initiatives, zoning principles and social programmes influence food deserts? ● How can we change the way people think about food and healthy nutrition? ● How do nutrition habits affect people’s health? <p><u>Moderator:</u> Maria Vasilyeva, Advisor to the Deputy Head of Department of Health of Moscow</p> <p><u>Speaker:</u> Joanna Frank, President, CEO, Center for Active Design</p>

19:00 – 19:30	<p><u>TED talk</u> Healthier than ever. Myths and truths about a healthy lifestyle</p> <p>It's important to be vigilant if you don't want your health investments to fall through: behind the promotion of a healthy lifestyle is often a successful marketing strategy. Nutrition and lifestyle habits are suddenly not a matter of conscious choice, but the result of successful social programming.</p> <ul style="list-style-type: none">● Who is behind the most well-known myths about a healthy lifestyle?● Why does modern society condone myths?● What information about healthy lifestyles can you trust and how can you check it? <p><u>Speaker:</u> Aleksei Utin, Head Doctor, SMART CheckUp clinic</p>