Global Forum on the Culture of Innovation:
Growing More Ideas per Square Foot
How Cities Can Harness Talent, Place, and Culture to Drive Innovation
Balboa Park, San Diego, CA
September 5-6, 2012

Overview

In partnership, ULI - the Urban Land Institute and the Aspen Institute present the Global Forum on the Culture of Innovation. This convening will serve as a platform to share the latest thinking and explore successful innovation ecologies across a variety of scales – from building, to cluster, to district, to city. The goal of the Forum is to illuminate the conditions and strategies conducive to building sustainable, idea-generating environments in order to drive 21st Century economic development and generate real estate value.

Over two days, a group of 150 policymakers, leaders in real estate development and technology, artists, scientists, and intellectuals from around the world will come together to share experiences. They will engage their peers and define actions to address the challenges and opportunities of creativity and innovation in land use and socioeconomic development. This Forum will identify critical issues to further inform the agenda of a World Summit on the Culture of Innovation to be organized in conjunction with the 2013 ULI Spring Meeting next May and the 100th Anniversary of Balboa Park in 2015.

The Forum will be held at Balboa Park in San Diego, September 5-6. The program will consist of keynote addresses, plenary sessions, in-depth discussions in small groups, workshops, artistic and cultural events, and the showcasing of creative and innovative experiences at the intersection of technology, culture, and business.
**Daily Schedule**

**WEDNESDAY, SEPTEMBER 5**

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<td>14:30 – 21:00</td>
<td>FORUM</td>
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| 16:00 - 16:30 | OPENING | BALBOA PARK | PRADO BALLROOM | Opening Ceremony: Welcome & Opening Remarks  
Introduction: Carol Coletta, President, ArtPlace  
Opening Remarks: Dan Van Epp, ULI Trustee and Executive Vice President and Chief Investment Officer, Newland Communities  
Elliot Gerson, Executive Vice President, Policy and Public Programs, International Partners, The Aspen Institute  
The Honorable Jerry Sanders, Mayor, San Diego |
| 16:30 – 18:00 | PLENARY SESSION | BALBOA PARK | PRADO BALLROOM | Reinventing San Diego: The Next Chapter of an Innovation Economy Story  
Introduction: David Malmuth, Co-Founder, I.D.E.A. Partners  
Presenters: Duane J. Roth, CEO, CONNECT  
Dr. Joseph Smith, Chief Medical Officer and Chief Science Officer, West Wireless Health Institute  
Moderator: Mary Walshok, Dean, UCSD Extended Studies |

Reinventing San Diego will open with a lively conversation among leaders from San Diego’s most innovative clusters, each representing a market maker. The West Wireless Health Institute is developing wireless applications to reduce the costs of health through smart band aids and prenatal monitoring devices working with the Carlos Slim Institute of Health. Life Technologies is creating exciting, affordable advances in diagnostics and gene sequencing. The sports innovators cluster is utilizing engineering and composite materials science to improve the performance of products such as surfboards, skateboards and golf equipment. Lastly, a conversation about innovation in San Diego must include the contributions made by the military; SPAWARS will showcase their latest communication technology. This session will provide a window into San Diego's cutting-edge innovation economy.

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<td>18:00 – 19:00</td>
<td>NETWORKING RECEPTION</td>
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| 19:00 – 19:15 | CULTURAL PROGRAM | BALBOA PARK | PRADO BALLROOM | Meeting of the Minds: An Art, Technology & Innovation Interlude  
Finding the Lost da Vinci  
Introduction: Kelly Bennett, Arts Editor, Voice of San Diego  
Presenter: Maurizio Seracini, Associate Director, Center for Interdisciplinary Science for Art, Architecture, and Archaeology, UCSD California Institute for Telecommunications and Information Technology |
Without an environment that supports a business culture of entrepreneurship, an enterprise cannot thrive. Culture plays a vital role in creating enabling environments for the development of comprehensive and integrated systems of entrepreneurship. In today’s globalized economy, behaviors that enhance the flow of ideas, capital, and other resources are key to ensuring the success and competitiveness of an organization and a community. This session will address critical issues affecting policymaking and management practices in the innovation economy. Panelists will explore the challenges to fostering political will, leadership, good governance, civic engagement, and networking in order to cultivate an innovative and innovation-based environment.

Thursday, SEPTEMBER 6

7:30 – 8:30  BREAKFAST | BALBOA PARK | PRADO BALLROOM
Networking Breakfast

8:30 - 9:30  PLENARY SESSION II | BALBOA PARK | PRADO BALLROOM
Presenter Fred Dust, Partner, IDEO
Moderator Carol Coletta, President, ArtPlace

As a Partner at IDEO, Fred works with leaders and change agents to unlock the potential of innovation networks in business, government, and society. On Growing More Ideas per Square Foot, he will discuss the importance of ideas and design thinking at the local level and on the global scale. Are design-oriented business models working? Does design entrepreneurship hold the potential of propelling businesses to the next level of success and sustainable growth? In answering these questions, Fred will touch upon the role played by education, the culture of innovation, and start-up cultures for community development.
PIXAR’s success rests on the company’s keen appreciation for place, culture, and exceptional talent to beat the Hollywood odds and produce an unprecedented string of blockbuster animated films. In a conversation moderated by Andy Cohen, CEO of Gensler, Thomas Robinson, Principal of LEVER and lead architect of the most recent expansion of the PIXAR headquarters, will join Greg Brandeau, Senior Technology Officer at Pixar, to discuss the successful case study of PIXAR and the evolution of its unique organizational culture.

10:45 – 11:00 Break

PLENARY SESSION IV | BALBOA PARK | PRADO BALLROOM

11:00 – 12:15 Building Clusters that Catalyze Growth: Innovation Engines

Introduction Carol Coletta, President, ArtPlace

Presenters Amy Neches, Partner, TMG Partners

Honorable Chris Riley, Council Member, City of Austin

John Rosato, Principal, Seaholm, LLC

Alexa Arena, Forest City

Moderators Elliot Stein, Urban Land Institute, San Francisco

David Knoll, Urban Land Institute, Austin

The shift from vertically integrated to networked organizations has led to the development of clusters that have enabled innovation engines to thrive. In the context of growing competitive market forces, the importance of clusters and the challenges to their further development call for a shift in the strategies used to attract talent. Businesses that wish to remain globally competitive will need to provide sustainable, walkable, diverse, culture–rich, and amenity-rich environments to attract the best talent. In cities such as Austin and San Francisco, urban development has taken place organically. Communities that wish to invest strategically in public sector projects that will spur innovation and entrepreneurship are looking to emulate the successes of Austin and San Francisco, among other cities. This panel will discuss the factors and conditions under which companies have thrived and developed vibrant innovation cultures.

LUNCH | BALBOA PARK | PRADO BALLROOM

12:15 - 13:30 Working Lunch: Special Presentation

Introduction Carol Coletta, President, ArtPlace

Presenter Alan Webber, Author and Entrepreneur

As a nationally-acclaimed author, Alan Webber’s books, articles, columns, and talks have inspired policymakers, business executives, and entrepreneurs around the world. In his keynote address, Webber will examine the redevelopment battle that is taking place in cities around the world and discuss the new incentives for developing the urban infrastructure of the future. Focusing on the intangible factors that make up the urban environment, Webber will address some of the key elements of the imagined cities of the future.

PLENARY SESSION V | BALBOA PARK | PRADO BALLROOM

13:30 – 14:30 Sustaining Innovation: Holistic Ecologies

Introduction Carol Coletta, President, ArtPlace

Presenters Josep Pique, CEO, 22 @ Barcelona Innovation District
Sustainable innovation is a key challenge that creative business and civic leaders grapple with in their quest to attract and retain talent, as well as create the necessary conditions for economic prosperity, social mobility, and a better quality of life. Unlike past urban experiments that focused on a single sector of economic growth, creative cities around the world are diversifying their approaches to the innovation economy. Many opt for building sustainable linkages between diverse resources and fields to create holistic ecologies. This multidisciplinary panel will share ideas on the ways and means of sustaining innovation from the perspectives of an innovation district, a leading cultural institution, and a research and development firm.

**PLENARY SESSION VI | BALBOA PARK | PRADO BALLROOM**

14:30 – 15:45 **Harnessing the Power of Creativity, Policy, and Technology: The Better Buildings Challenge**

**Introduction**
Alina Dumitrasc, Program Advisor, The Aspen Institute

**Presenters**
Erica Cochran, PhD Candidate, Carnegie Mellon University
Enes Hosgör, PhD Candidate, Carnegie Mellon University
Imran Sheikh, PhD Candidate, UC Berkeley
Logan Soya, MBA Candidate, Georgetown University

**Moderator**
Brad Dockser, CEO, Green Generation Solutions

What innovative solutions, policy frameworks, cultural factors, and tools can we draw from to address some of the toughest energy efficiency challenges facing commercial building owners? This session will discuss the latest energy efficiency policies and the arsenal of tools currently available to commercial developers operating in the American innovation economy. Three case studies at the intersection of policy, technology and innovation will provide not only tangible energy efficiency and cost-cutting strategies, but also pragmatic approaches to leverage existing models and technologies. Featured cases (City of Houston, Marriott Hotels, and Walter Reed Hospital) will build on recent presentations by young professionals from leading Business, PhD and Masters programs that the Department of Energy selected for its Better Buildings Challenge competition at the White House. The competition was related to President Obama's comprehensive plan to make commercial buildings in the United States 20 percent more energy efficient by 2020. The Better Buildings Challenge urges decision makers from the public and private sectors to take bold and innovative steps to achieve the sustainable development goals set by the Administration.

16:00 – 17:15 **Developing an Innovation Economy: Small Groups Reflections**

**Introduction**
Carol Coletta, President, ArtPlace

This practical exercise will enable participants to develop their own strategies for building an innovation economy. A facilitated small group (max 10 participants) discussion will allow for personal interaction between attendees and presenters, and create an opportunity to build an action plan that will inform the agenda of the 2013 World Summit on the Culture of Innovation. A moderator will be assigned to each group to lead the discussion.
PLENARY SESSION VII | BALBOA PARK | PRADO BALLROOM

17:15 – 18:00

Taking Stock: Conclusions and Recommendations

Presenters

Mary Lydon, Executive Director, Urban Land Institute San Diego/Tijuana
Damien Pwono, Executive Director, Global Initiative on Culture & Society, The Aspen Institute

Moderator

Carol Coletta, President, ArtPlace

What are the key insights drawn from the Forum?
What are the key questions that have emerged in the panel discussions?
How do we use the knowledge we gained effectively?
Did the Forum achieve its objectives?
What topics can we harvest from the Forum to further explore at the 2013 World Summit on the Culture of Innovation?
How can we reward innovation stewardship?

CULTURAL EVENT | BALBOA PARK

18:00 - 22:00

Art San Diego 2012

Experience the 4th Edition of Art San Diego (September 6–9, 2012), an annual fair of contemporary art that has become one of the most popular cultural events in the city, attracting over 8,000 collectors, curators, museum directors, and art enthusiasts from around the world. Organized under the theme of New Art City, Art San Diego 2012 will introduce a thoughtful and multifaceted approach to the planning, design, and the curation of the fair's public realm in order to unite people and provide a unique way of experiencing the Art Fair and San Diego.