

Greening the City: Sharing Sustainable Urban Planning and Green Building of LA and Eco-Cities in Japan

Co-organized by the City of Los Angeles, USGBC-LA and JETRO Los Angeles

Date: Monday, March 15, 2010

Location: Kyoto Grand Hotel and Gardens / 120 South Los Angeles Street Los Angeles, CA 90012

Time: 1:00 pm – 6:00 pm

Cost: Free. Refreshments will be served.

Program Overview

The city of Los Angeles continues their environmental efforts to improve the quality of life through projects and programs such as Green LA, green building retrofits, electric vehicle (EV) development, CleanTech LA, and the Clean Tech Corridor initiative. By working closely with research institutions, focusing on key technologies such as solar and EV, implementing policy and attracting foreign investment, the city aims to become greener while creating more green jobs.

In Japan, progressive efforts are now taking place at the city-level to lower carbon emissions and incorporate innovative green technologies. For example, Japan's "Eco-Model Cities" project features 13 cities with unique and specific plans to achieve drastic reductions in greenhouse gas emissions. The "EV Town" project involves a large-scale deployment of EVs into selected cities, incorporating EV infrastructure development and consumer education.

By sharing experiences and lessons related to municipal initiatives, emerging technologies, and actual case studies of city programs and effectiveness, this seminar aims to provide an opportunity to exchange information about city greening efforts, for the purpose of realizing collaborative initiatives between individuals, businesses, universities, and governments to green our city, develop business, and create jobs in the Los Angeles area.

Opening Remarks

- ❖ Mayor Antonio Villaraigosa, City of Los Angeles*
- ❖ Junichi Ihara, Consulate General of Japan in Los Angeles

Speakers

- ❖ Romel Pascual, Associate Director for Environment, Los Angeles Mayor's Office
- ❖ Lance Williams, Executive Director, USGBC-Los Angeles Chapter
- ❖ Diana Huffaker, Professor, UCLA*
- ❖ Shuzo Murakami, Professor, Keio University, Chief Executive, Building Research Institute
- ❖ Rob Schmitz, Los Angeles Bureau Chief, KQED*
- ❖ Shigeru Inoue, Deputy General Office, Area Planning Office, Mitsubishi Estate Co., Ltd.
- ❖ Reiji Hitsumoto, Director, Eco-Model City Kitakyushu

Agenda

Registration and Check-In
Opening Remarks
Session 1: Greening the City
Session 2: Green Building
Session 3: EV Infrastructure
Networking

Registration

For registration and additional information about this event, please contact:

Email: stephen_tanaka@jetro.go.jp

Phone: (213) 624-8855 ext. 112

*Speakers have been invited.