

Agenda

day 1–24 February 2009

- 12.45–1.30 pm **Registration**
Networking opportunity and refreshments
- 1.30–3.00 pm **Conference: session 1**
- Introduction to Terra future 2009**
Chair **Vanessa Lawrence**, Director General and CEO, Ordnance Survey
- Why mass collaboration and community. Why now?**
Impacts on business, government and society
Keynote speaker **Charles Leadbeater**
- The role of geographic information and community in addressing grand challenges**
Keynote speaker **Charles Kennelly**, Chief Technology Officer, ESRI (UK)
- Chaired question-and-answer session
- 3.00–3.40 pm Break for refreshments and **idea generation**
Opportunity for networking and to view the exhibition
- 3.40–4.55 pm **Conference: session 2**
- Business leadership in tackling our grand challenges**
Ramon Arratia, EMEA Director Sustainability, InterfaceFLOR
- The environmental challenge**
Paul Marwick, Vehicle Certification Authority on Road Transportation
- Chaired question-and-answer session for all speakers
- 4.55–5.25 pm Break for refreshments and **idea generation**
Opportunity for networking and to view the exhibition
- 5.25–6.35 pm **Pecha Kucha: session 1**
A patented method for vibrant and entertaining, quick-fire presentations
- Pecha Kucha 1: 20 slides, 20 seconds each slide for each presenter
1. **Designing for sustainability**
Ben Reason, Director of Sustainability, LiveWork
 2. **Global innovation platforms**
 3. **Ordnance Survey innovation platforms**
Joe Greenwood, Ordnance Survey
 4. **Business in the community**
Jim Haywood, Environment Director BITC
 5. **Social networking for business**
Brendan Tutt, IBM
 6. **Ideas in transit**
David Overton, Ordnance Survey
- 6.35–6.45 pm Chair's summary and introduction to drinks and idea generation
- 6.45–8.00 pm Drinks and canapés
Opportunity for networking, viewing the exhibition and idea generation

Agenda

day 2–25 February 2009

- 9.00–9.10 am **Introduction to Terra future 2009 – day 2**
Dr Rita Gardner, Director RGS, Royal Geographical Society (with IBG)
- 9.10–10.45 am **Conference: session 3**
- UK 2000-2050**
Keynote speaker **Professor Mike Kelly**, Chief Scientific Advisor, Communities & Local Government
- Technology futures for addressing grand challenges**
Ian Pearson, Futurizon
- Positioning technology for addressing grand challenges**
Robin Mannings, BT Innovate
- Chaired question-and-answer session
- 10.45–11.15 am Break for refreshments and **idea generation**
Opportunity for networking and to view the exhibition
- 11.15–12.10 pm **Conference: session 4**
- Experiences from business tackling the challenges I**
Arlette Anderson, Head of Sustainability, RICS
- Experiences in tackling the challenges II**
Mark Carvill, Royal Mail
- Chaired question-and-answer session
- 12.10–1.15 pm Break for lunch and **idea generation**
Opportunity for networking and to view the exhibition
- 1.15–2.20 pm **Pecha Kucha: session 2**
A patented method for vibrant and entertaining, quick-fire presentations
- Pecha Kucha 2: 20 slides, 20 seconds each slide for each presenter
- Social networks for grand challenges**
Chris Thorpe, MySpace UK development Evangelist
 - Venturing ideas in the community**
Stewart McTavish, Mojo
 - Serious games and virtual worlds**
 - Venturing ideas with corporates**
Andrew Gaule, H-I Network
 - Discontinuous innovation in tackling grand challenges**
Professor John Bessant, Imperial College Business School
 - Sustainable transport**
Professor Glenn Lyons, Centre for Transport and Society, University of West of England
- 2.20–2.40 pm Conference: closing keynote speaker
- 'Gaming and geography' in tackling climate change.** A call to arms: from idea generation to implementation. **Lord David Puttnam of Queensgate, CBE**
- 2.40–3.00 pm Chair's closing remarks