

## Invitation to Open Days 2010 workshop

### LOCAL COMMUNITIES DRIVING SUSTAINABLE INNOVATION

### BEST PRACTICES FROM PHILIPS WORKING WITH LOCAL PARTNERS

6 October 2010, 14:30 – 17:00

JDE52 Jacques Delors building, Rue Belliard 99-101, 1040 Brussels

Workshop CODE: 06A46



“As a global health and well-being company, Philips turns the global sustainability challenge into business opportunities by enabling efficient energy use and by making healthcare available and affordable. To succeed in this ambition, Philips is building alliances, notably with cities and regions, as catalysts of change and innovation. Today’s workshop offers a testimonial of our public-private partnerships to date, in three fascinating and distinct areas: sustainable street lighting, ‘brighter schools’ and personal lifestyle management. Our aim is to assist local decision makers to make informed decisions when considering switching to a greener and more healthy urban environment.”

Register online: [www.opendays.europa.eu](http://www.opendays.europa.eu) (Workshop CODE: 06A46)



## LOCAL COMMUNITIES DRIVING SUSTAINABLE INNOVATION BEST PRACTICES FROM PHILIPS WORKING WITH LOCAL PARTNERS

6 October 2010, 14:30 – 17:00  
JDE52 Jacques Delors building, Rue Belliard 99-101, 1040 Brussels

### 14:00 REGISTRATION

### 14:30 WELCOME AND INTRODUCTION TO PHILIPS VISION FOR *LIVABLE CITIES* Katy Hartley, Director, Philips Center for Health & Well-being

### 14:40 SUSTAINABLE LIGHTING IN *LIVABLE CITIES*

- Introduction by **Albert Zomer**, Marketing Manager Professional Luminaires, Philips
- Case study: Imagine your perfect street: **Mark Davies**, Lighting Team Leader | Transport Operations and Technology, Mouchel, UK
- Case study: Better light, better grades in school: **Jane van der Heijden**, Primary school Director, Veldvest Wintelre, The Netherlands
- Panel debate on Public-private partnerships for sustainable lighting:
  - **Lena Ek**, MEP (ALDE), Sweden
  - **Richard Elelman**, Deputy Mayor and Head of Environment, Institutional Relations and Culture of Figueres, Spain, representing Energy Cities

### 15:55 TOWARDS SUSTAINABLY HEALTHIER LIFESTYLES IN *LIVABLE CITIES*

- Introduction by **Dr Annelies Goris-Vreugdenhil**, Scientific Affairs Manager for Innovation & Emerging Businesses, Philips
- Case study: Healthy in the neighbourhood: **Sandra van der Berg**, Community Care Service GGD Zuid Oost Brabant, The Netherlands
- Panel debate on Public-private partnerships fostering healthier lifestyles:
  - **Madi Sharma**, UK Member, Employers Group, European Economic and Social Committee
  - Representative from the European Commission (tbc)

### 16:50 CLOSING REMARKS

### 17.00 COCKTAIL & EXHIBITION

Interpretation: English – French - German

Register online: [www.opendays.europa.eu](http://www.opendays.europa.eu) (Workshop CODE: 06A46)

Contact: Mara Lesina, Philips European Affairs Office in Brussels, [mara.lesina@philips.com](mailto:mara.lesina@philips.com); tel.: +32 2 525 80 40

