



Welcome

Welcome to the 15th International Conference 'Sustainable Innovation 2010: Towards Creating Breakthroughs: Green growth, Eco-innovation, Entrepreneurship and Jobs' organised by The Centre for Sustainable Design at the University for the Creative Arts in the UK.

Sustainable Innovation 2010 will take place on 8th & 9th of November at The RDM Campus, Rotterdam, the Netherlands.

This fact-file contains information to assist delegates in organising their participation at this high level event.

- Background - an introduction to the Conference
- Venue Information
- Hotels, Bed & Breakfast, Restaurants, Pubs
- Visitor Information
- Cancellation Policy & Contact

We hope you find the following information useful and look forward to meeting you in Rotterdam, The Netherlands.

Background

The world will see major changes resulting from the greening of economic stimulus packages that will create new investments, businesses, products, technologies and jobs. Korea and China are leading the way and have already been spending money. However, the majority of money is predicted to start being distributed in 2010. In parallel, both Korea and Japan have announced their aim to each create one million green jobs resulting from their investments. Behind the scenes, the United Nations and the World Economic Forum are contributing to the development of thinking and learning through their Green Economy projects. This coupled with growing media interest associated with the UNFCCC (United Nations Framework Convention on Climate Change) in Copenhagen in December 2009 will ensure that awareness of both threats and opportunities of climate change will be high profile. A key underlying theme being how global society moves towards a model of low carbon prosperity.

Major investors are now starting to move money, experience and expertise back into the space with a clear focus on energy and resource efficient solutions and technologies. George Soros has recently announced an investment of \$1 billion over ten years in The Climate Policy Initiative and Warren Buffet's 'Build Your Dream' (BYD) electric vehicle car company has completed major deals with thirteen provincial Chinese governments. In addition, there are likely to be more disruptive innovators entering the 'green' market aiming for mass market change and business opportunity e.g. the recent launch of the Google car by Google.

In addition, there is growing worldwide discussion over 'green' and sustainable products. This is going to be accelerated by, for example, the launch of Walmart's Sustainable Product Index which will have a major impact on global supply chains. This will be a challenge for the unprepared but an opportunity for those that are proactive. There is no easy answer. Global companies, innovators and entrepreneurs alike are grappling with the need to develop and implement strategies to create, produce and commercialise products, services, technologies and new business models that have lower environmental impact that generate social and financial benefits. Leadership and creativity will be needed, if the opportunities are to be recognised and accepted.

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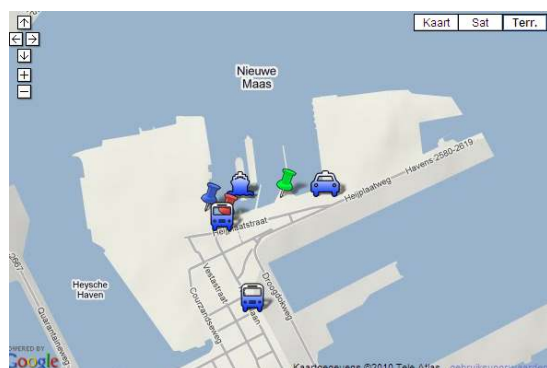


Venue

Contact details

RDM Campus Project Office
Heijplaatstraat 23
3089 JB Rotterdam
The Netherlands

Location



Map of Location available at:

http://www.multimap.com/maps/?qs=Heijplaatstraat+23%2C+3089+JB+Rotterdam%2C&countryCode=GB#map=51.8927,4.41985|15|4&bd=useful_information&loc=NL:51.89652:4.42076:16|Heijplaatstraat 23, 3089 JB Rotterdam,|3089JB

Transport to Rotterdam

Amsterdam Schiphol Airport

Amsterdam International Airport named Schiphol, is the most user friendly airport in the world and the fourth largest in Europe. Schiphol Station has four direct train connections per hour to Rotterdam Central Station. The new high speed train from Schiphol to Rotterdam Central Station takes only 25 minutes. <http://www.schiphol.nl>

Rotterdam Airport

Rotterdam Airport is just situated approximately 6 miles from the city centre. <http://www.rotterdam-airport.nl>

Train

International direct connections to Belgium, France and Germany depart frequently from Rotterdam Central Station. <http://ns.nl> & <http://www.nshispeed.nl>

Public Transport in Rotterdam

The Rotterdam Public Transport system comprises of a network of bus and tramway services as well as a metro (underground) network. <http://ret.nl>

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Transport to the RDM Centre

Car

On the Ring road Rotterdam Zuid (South, A15), take exit for Heijplaat /port numbers 2250-2750 and follow signs for Heijplaat / port number 2600.

Bus

From the Underground Station Zuidplein Ret – buses 68 & 61 go to Heijplaat / RDM. Details at: www.ret.nl

Fast Ferry

From Willemskade and Jobshaven, the Aqualiner sails to the RDM Campus. Details at: www.aqualiner.nl

Water Taxi

Take the Taxi boat. Details at: www.watertaxirotterdam.nl

About Rotterdam

Architecture

Rotterdam is truly a metropolis. The impressive skyline can be seen for miles around enhancing the city's imposing appearance. Rotterdam is known in the Netherlands and abroad as a city of great architecture, featuring many examples of innovative construction, with the Euromast and Erasmus Bridge as characteristic landmarks. The famous Cube Houses are certainly worth a visit and also recommended are the Grote or St. Laurenskerk, the Groothandelsgebouw and the first 'skyscraper' in Europe; the Witte Huis.

Abundance of Arts and Culture

A major exhibition in the Kunsthall, a stirring concert in De Doelen or a charming gallery in the Witte de Withstraat: in Rotterdam, arts and culture are literally all around you. The city offers large museums housing exceptional exhibitions, such as the Kunsthall and Museum Boijmans Van Beuningen, but also boasts numerous smaller galleries such as Studio Hergebruik and gallery Vivid.

Evening Entertainment

From concert to theatre performance and from casino to cinema, Rotterdam is the place to be for a fun evening on the town. For classical music, jazz and more the De Doelen houses all. The Rotterdamse Schouwburg and Hal 4 house contemporary theatre as well as opera and dance and the New Luxor Theatre is terra firma for major musicals.

For an evening of music and dance; from pop, to salsa and jazz, check out a spectacular clubbing location in the Maassilo, a massive complex formerly used as a grain silo. Catwalk is located in an old pedestrian tunnel under the Weena, while the ever-popular club Off-Corso is situated in a former cinema. Worth a visit too is Watt, the world's first Sustainable Dance Club, incorporating water-saving toilets and a relaxing roof lounge with solar panels.

For more details see <http://www.rotterdam.info>

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Hotels

Astoria, Emmaweg 13, 2202 CP Noordwijk

Tel: +31 (0) 71 - 361 00 14 Email: info@hotelastoria.nl Website: <http://www.hotelastoria.nl/>

Baan, Rochussenstraat 345, 3023 DH,

Tel: +31 (0) 10 477 05 55 Email: info@hotelbaan.nl Website: <http://www.hotelbaan.nl/>

Best Western Art Hotel Rotterdam, Munsherenlaan 9, 3081 GA

Tel: +31 (0) 10 279 41 11 Email: reservations@arthotel.com Website: <http://www.arthotelrotterdam.com/>

Bastion de Luxe, Adrianahoeve 8, 2131 MN Hoofddorp

Tel: +31 (0) 23 562 36 32 Website: <https://www.bastionhotels.nl/en>

Brainpark Novotel, K.P. Van Der Mandelelaan 150, 3062 MB

Tel: +31 (0) 10 253 25 32 Email: Website: <http://www.accorhotels.com/nl/hotel-1134-novotel-rotterdam-brainpark/>

Domina Hotel Rotterdam, Energieweg 2, 3041 JC

Tel: +31 (0) 10 713 90 00 Email: info@dominahotelrotterdam.com Website:
www.dominahotels.com/eng/blijdorp_domina_hotel_rotterdam/

Hotel Emma, Nieuwe Binnenweg 6, 3015 BA

Tel: +31 (0) 10 436 55 33 Email: info@hotelemma.nl Website: <http://www.hotelemma.nl/en/continue.html>

Grand Hotel Central, Kruiskade 12, 3012 EH

Tel: +31 (0) 10 414 07 44 Website: www.grandhotelcentral.nl

Home Hotel, Witte de Withstraat 81a 3012 BN

Tel: +31 (0) 10 411 21 21 Email: reservations@homehotel.nl Website: <http://www.homehotel.nl/indexUK.html>

H2otel Rotterdam, Wijnhaven 20a, 3011 WR

Tel: +31 (0) 10 444 56 90 Website: <http://www.h2otel.nl/>

Maritime Hotel Rotterdam, Willemskade 13 3016 DK Rotterdam

+31 (0)10 20 10 900 Email: info@maritimehotel.nl Website: <http://www.maritimehotel.nl/contact.php>

One, Westersingel 21, 3014 AP

Tel: +31 (0) 10 436 30 80 Email: hotelone@live.nl Website: <http://www.hotelonerotterdam.com/>

Tulip Inn Rotterdam, Willemsplein 1, 3016 DN

Tel: +31 (0) 10 413 47 90 Email: reservations@tulipinnrotterdam.nl Website: <http://www.tulipinnrotterdam.nl/>

For more details see: <http://www.rotterdam.info/cms.php?cmspageid=87&langid=2>

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Restaurants:

Euromast. The restaurant of the Euromast is located 100 meters above Rotterdam offering panoramic views of the city. The restaurant can seat 12 - 178 guests for private lunch or dinner. Alternatively, the restaurant can seat groups of up to 275 guests for a buffet style dinner.

Tel: +31 (0) 10-2066533

E. mpost~@euromast.nl

W. www.euromast.nl

Humphrey's Restaurant Kop Van Zuid. The newest restaurant of Humphrey's Restaurants has recently been established in the Montevideo building in Rotterdam, set in an Industrial style environment, with a traditional twist. The restaurant has an international kitchen offering cuisine to suit a variety of tastes. The menu changes monthly, offering a selection from six starters, main and desert dishes and caters for vegetarians. The restaurant can seat up to 220 guests with special prices available for groups of over 25.

Tel: +31 (0) 10-4844544

E. Rotterdam@humphreys.nl

W. www.humphreys.nl

Restaurant Café Courzand. Courzand in Rotterdam-Heijplaat was originally built as celebration space for the employees of the RDM and has since become a well known restaurant in the area. The interior is atmospheric organized with all sorts of harbour attributes, as particularly fine 'scheepsmodellen'. Many of these attributes have been donated through the years by visiting guests.

Tel: +31 (0) 010-429 70 90

E. courzand@kpn-officedsl.nl

W. www.courzand.nl

Wereldmuseum. Recently renovated, Wereldmuseum has been transformed from a traditional museum into a dynamic centre for world cultures, acting as a cultural meeting point that tantalises all the senses. The new permanent exhibition has been expanded to 1,800 star exhibits and is open to the public free of charge.

Wereldmuseum also acts as a venue for meetings, dinner parties and conferences, accommodating between 8-350 guests.

Tel: +31 (0) 03110 2707100

E. gtheeuwes@wereldmuseum.nl

W. www.wereldmuseum.nl

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Pubs:

Boudewijn Beer Café, Nieuwe Binnenweg 53a-53b, 3014 GD, Rotterdam
Tel: +31 (0)10 – 436 35 62 Website: <http://www.bbcboudewijn.nl/>

Café Pol, De meent 46-48, Rotterdam
Tel: +31 (0)10 - 411 23 35

Café Ari, Nieuwe Binnenweg 142-A, 3015 BG Rotterdam
Tel: +31 (0) 10 - 436 26 00 Website: <http://www.cafeari.nl/>

De Witte Aap, Witte de Withstraat 78, Rotterdam
Tel: +31 (0)10 - 414 95 65 Website: <http://www.dewitteaap.nl/>

Dizzy Jazz Café, Gravendijkwal 127, 3021 EK, Rotterdam
Tel: +31 (0)10 - 477 30 14 Website: <http://www.dizzy.nl/>

Le Vagabond, Nieuwe Binnenweg 99, 3014 GG, Rotterdam
Tel: +31 (0)10 - 436 52 93 Website: <http://www.levagabond.nl/>

Tiki Bar, Hartmanstraat 16a, 3012 VA, Rotterdam
Tel: +31 (0)10 - 201 95 76 Website: <http://www.tikis.nl/> Email: info@tikis.nl

Westerpaviljoen, Nieuwe Binnenweg 136, 3015 BE, Rotterdam
Tel: +31 (0)10 – 436 26 45 Website: <http://www.westerpaviljoen.nl/>

More ideas and information available at: <http://hilton.org.uk/rotterdam.phtml>

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Useful Links and Visitor Information



Rotterdam Visitor Information

Website: <http://www.rotterdam.info/>



RDM Campus, Rotterdam

Website: <http://www.rdmcampus.nl/>



Hilton Harbour Reviews; cafes & restaurants

Website: <http://hilton.org.uk/rotterdam.phtml>



Spotted by Locals; Experience Rotterdam

Website: <http://www.spottedbylocals.com/rotterdam/>

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Creating Breakthroughs: Green growth,
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RDM Campus
Rotterdam
The Netherlands
8th & 9th November 2010

Cancellation policy

If you find yourself unable to attend after booking your place, you may nominate a substitute up to five working days before the event by informing us in writing. Cancellation may be made up to 21 working days prior to the event. There will be an administration fee for such cancellation of £25.00 (plus VAT). Cancellations made after this time, up to 10 working days prior to the event, are eligible for a return of 50% of the fees paid but will receive a copy of conference proceedings. No refunds for cancellation are available after this point.

Contact

For more information please contact:

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GU9 7DS
UK

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Fax: +44 (0) 1252 892747
Email: rcarruthers.t1@ucreative.ac.uk
Website: <http://www.cfsd.org.uk/>

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