

Netherlands Consulate  
General in San Francisco

One Montgomery Street  
Suite 3100  
San Francisco, CA 94104  
Phone: 414-539-7646

CONTRIBUTION  
to  
NETHERLANDS  
ECONOMIC  
MISSIONS abroad



Tuesday February 17, 2015



pt\_events  
teamwork

**California - Netherlands Sustainability Summit**  
A leadership meeting at the intersection of water and energy



SUMMIT  
SEMINARS MANUAL

## Table of Contents

<b>Introduction</b> .....	4
<b>Strategy</b> .....	4
<b>Objective</b> .....	5
<b>Overview of Events, Elements, and Action Items</b> .....	Error! Bookmark not defined.
<b>“Setting the Stage” Visits</b> .....	6
<b>Summit Seminar</b> .....	7
<i>Objective</i> .....	7
<i>Elements – Description “Day Of”</i> .....	7
<i>Lay-out</i> .....	7
<i>Schedule</i> .....	8
<i>Participants</i> .....	8
<i>Meeting of Dignitaries</i> .....	9
<i>Plenaries Sessions</i> .....	9
<i>Lunch</i> .....	9
<i>Build by Design Breakout Sessies</i> .....	9
<i>Closing</i> .....	11
<i>Partners</i> .....	11
<i>Pre-Event Action Items</i> .....	11
<i>Staff requirements</i> .....	11
<i>Venue</i> .....	12
<i>Volunteers</i> .....	12
<i>Invitations and Management of List of Participants</i> .....	12
<i>Contracting Logistics Companies</i> .....	12
<i>Print Materials and Banners</i> .....	13
<b>Networking Reception</b> .....	14
<i>Objective</i> .....	14
<i>Elements – Description “Day Of”</i> .....	14
<i>Pre-Event Action Items</i> .....	14
<i>Staff requirements</i> .....	14
<i>Venue</i> .....	14
<i>Invitations</i> .....	15
<i>Contracting Logistics Companies</i> .....	15
<i>Print Materials and Banners</i> .....	15
<b>Follow-Up Visits</b> .....	16

Registration for Dutch Delegation.....17

Banners and Print Materials .....17

Communications .....17

Transportation .....18

Operational Timeline.....21

Information specific to future Economic Missions in San Francisco .....23

Appendix .....25

*Dropbox –included in the CNSS Seminar folder.....25*

*Examples from the San Francisco Sustainability Summit Seminar .....25*

## Introduction

As part of the February 2015 Netherlands Economic Mission to California, the Netherlands Consulate General in San Francisco organized a Sustainability Summit Seminar at the conclusion of this weeklong event. Adding the Sustainability Summit Seminar to the already substantial scope of the Economic Mission required outside assistance from a variety of sources in addition to the accomplished Consulate General staff. These combined forces resulted in a resounding success for the Sustainability Summit Seminar. As such the decision was made to write a manual for future Summit Seminars to capitalize on the format and make it available as an *additional contribution to Netherlands Economic Missions Abroad*. This manual contains detailed information necessary to organize a Summit Seminar and secure its success, while presenting examples of the Sustainability Summit Seminar as illustration.

Included in the Appendix are references to additional informational documents, which can be found in the Dropbox folder “Summit Seminars Manual”. Most important among them is the *Checklist Economische Missie for Posten Buitenlandse Dienst and NBSO's* from the Netherlands Ministry of Foreign Affairs. It includes information about mission programs, print materials, lodging and travel arrangements, budgetary considerations, visits to companies (matchmaking), and specific instructions with regards to government officials. The Summit Seminars Manual is designed with the understanding that Summit Seminar organizers use this checklist as the basis for organizing an economic mission.

## Strategy

A Summit Seminar is seen as the focal point of multi-day Economic Missions in which Dutch delegates and their US counterparts will be presented with multiple and varied opportunities to meet each other and the organizations they work for.

A Summit Seminar is in line with the interests of the Dutch delegates and the purpose of each individual Economic Mission but is primarily driven by a particular market demand. This market demand will be generated by the specific geographical and cultural location in which the Mission takes place and it determines the theme and content of the Summit Seminar.

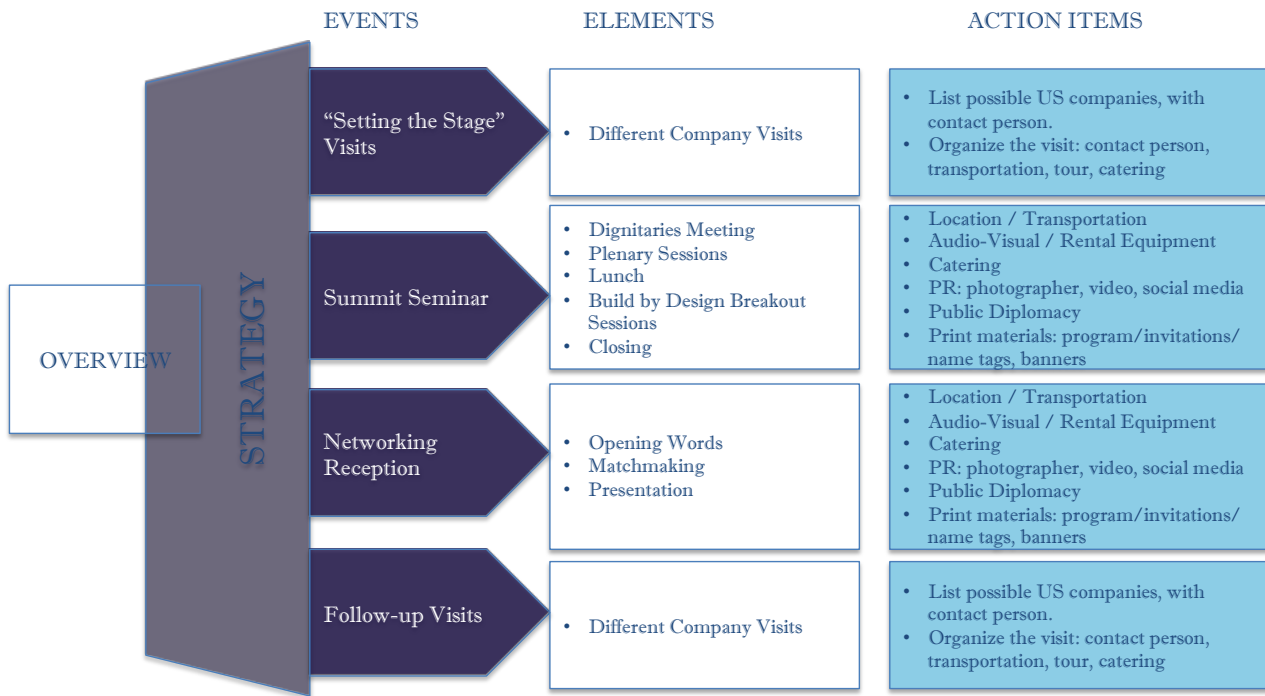
A Summit Seminar connects members of local and regional companies, research institutions, and governments with the intend to create new connections or strengthen existing ones. Partnerships between these organizations generate economic and social benefits for both the Netherlands and the host country.

## Objective

The objective of a Summit Seminar is to present a platform where representatives of the Netherlands and their host country meet at a practical and pragmatic level around real, realistic, realized, and integrated development solutions. In a collaborative setting, Dutch delegates will be able to profile their personal knowledge and expertise close up with their counterparts in the field. These direct personal interactions will result in concrete business partnerships, concrete public-private partnerships, local project opportunities, direct exchange of potential customers, or research partnerships with knowledge institutions.

Each individual event has its own specific objectives, which can be found in each section below.

## Overview of Events, Elements, and Action Items



## “Setting the Stage” Visits

### Objective

The objective of this first round of visits to companies, organizations, or knowledge institutions around the particular theme of each individual Economic Mission is to facilitate small group and individual meetings around previously identified programs, projects, and partners. This will lead to development of new partnerships and expansion of existing ones. Visits are primarily organized to companies and organizations that will be presenting their project at the Summit Seminar.

### Elements – Description “Day Of”

Depending on the theme and the scope of the particular economic mission, a variety of visits can be scheduled. Visits ideally will be conducted at the company/organization headquarters or other company locations pertinent to the visit’s purpose. Delegation members will have several different “track” choices. Included in the Dropbox folder are the documents *Program Netherlands Economic Mission to California February 2015* and *Schedule Energy Program SF Feb 2015*, which both provide a detailed example of visits within a multi-track economic mission.

Within the overall theme of sustainability and integrated design thinking, one of the tracks in the Sustainability Summit included a boat tour on the San Francisco Bay which included visits to several key water and waterfront (re-) development projects. Onboard were several representatives of each project to provide additional background information and share current and scheduled development activities for each site (see additional information in Appendix). Some of these projects were featured during the Build by Design Studio Sessions of the Sustainability Summit, allowing the delegation members to acquaint themselves with the actual site situation in preparation for useful contributions during the Design Studio Sessions.

### Pre-Event Action Items

#### *List of companies and organizations*

- Generate this *List* with input from the Dutch delegation and Post experts and their local network contacts.
- *Reach out* to these companies and organizations to check interest level, availability, and compatibility.
- Schedule *Visits* and create informational *Company Profiles*.

#### *Organizing Visits*

- Line up *Contact Persons* for each visit.
- Organize *Transportation* to each location (see Transportation section p.18)
- Design a *Program* for each visit, including presentations and tours.
- Arrange for *Catering Services* if applicable

#### *List of Participants*

- Make a *List* of participants for each different site visit after delegation member have submitted their choice.
- Transmit this information to personnel responsible for each site visit and the transportation coordinators.

## Summit Seminar

### Objective

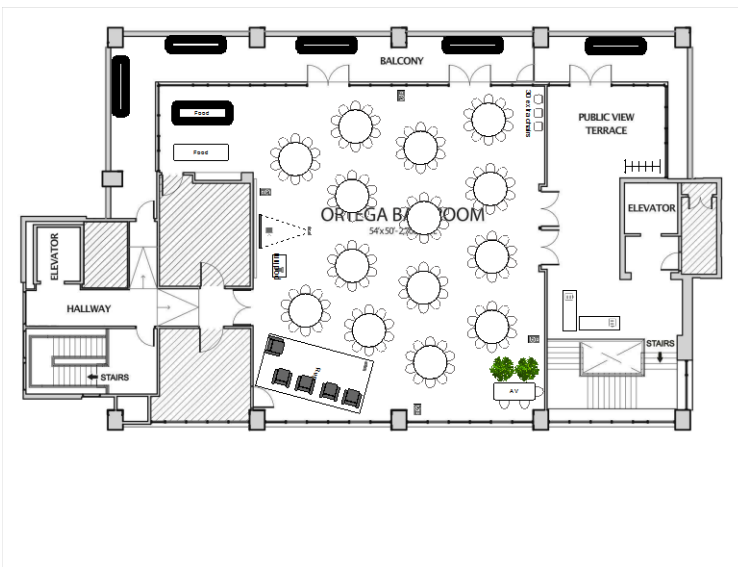
The morning plenary sessions feature international leaders from all sectors, within the theme of the particular Economic Mission, with the purpose to showcase leading examples of successful projects in a format that encourages open discussion and participation. The succession of plenary speakers present a journey where the best-of-the-best the Dutch have realized in terms of integrated solutions meets their host country's equals.

Organized around unique solution-driven “Build by Design Studios” the afternoon session are a forum where Dutch delegates can share their knowledge and their company's success story in small group settings face-to-face with other experts. In discussion with partners, clients, and competitors, participants explore finding efficient integrated solutions to specific local challenges. The sessions take place in an atmosphere of creative, integrated problem solving, and create awareness of the benefit thereof. They demonstrate that design thinking is possible even at a small and theoretical level.

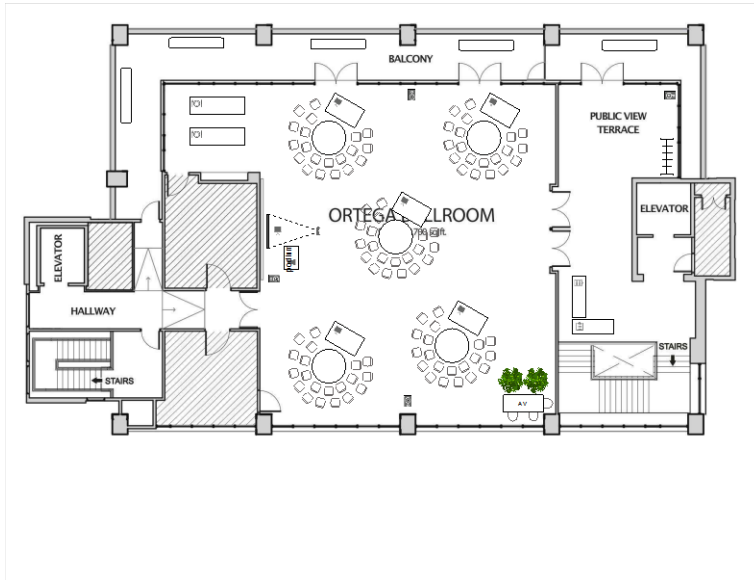
### Elements – Description “Day Of”

#### Lay-out

The physical layout of the plenary session is different from the layout of the breakout sessions (see Floor Plans below). During the plenary session participants find a place around 10-person tables while the breakout sessions organize participants in 4 to 7 groups around different projects. This necessitates moving around furniture during the lunch break, for which venue maintenance personnel will be responsible.



Floor Plan Plenary Session



Floor Plan Build by Design  
Breakout Sessions

### *Schedule*

8 AM Dignitaries Meeting

Part I – Plenary Sessions (9 AM to 1 PM)

8:30 AM Doors Open

9:00 to 9:30 AM Formal Opening Words

9:35 to 9:55 AM Presentation by a Dutch speaker (20 mins)

10:00 to 10:25 AM Presentation by a host country speaker (20 mins)

10:30 to 11:25 AM “Fireside Chat” with Dutch and local experts (55 mins)

11:30 AM to 12 PM Break

12:00 to 12:20 PM Presentation by a Dutch or host country speaker (or 2 speakers share the stage) (20 mins)

12:25 to 1:00 PM Presentation by a speaker who builds a bridge between Dutch and local initiatives (35 mins)

Lunch 1:00 to 2:00 PM

Part II – “Build by Design” Studio Sessions (2 to 5.30 PM)

2:00 to 4:15 PM Studio Sessions

4:15 to 4:30 PM Break

4:30 to 5:30 PM Debrief Studio Sessions and Closing Summit Seminar

### *Participants*

For highest participant quality and a low “no show” percentage, Summit Seminar organizers, their partners and sponsors, and delegation members extend personal invitations to the Summit Seminar, tapping into their professional networks. These invitations include all different categories of attendants: Opening and Plenary Speakers, Build by Design Breakout Session Project Leads, and “regular” attendants (including contacts from the Setting the Stage and Follow Up Visits). Send invitations 3 months ahead of time, or as soon as possible after the theme of the Summit Seminar has been developed. Include an RSVP deadline of maximum 2 weeks before the event.



The ideal number of participants depends on the size of the venue and the number of projects presented in the breakout sessions. Ideally each breakout session will have between 10 and 20 participants. The Sustainability Summit accommodated around 130 Dutch and Californian experts in the field of water and energy management, for (originally scheduled) 7 breakout sessions, 30 % of which were the Dutch delegation members. (For an overview of originally planned projects see *Matrix California Market opportunity list build environment* link in Appendix.)

Additionally, it is as advised to leave some flexibility in arrangements to be able to incorporate higher than anticipated attendance. Participant count for the Sustainability Summit was double initial estimation, which required several adjustments of logistical details.

### ***Meeting of Dignitaries***

The morning of a Summit Seminar is an excellent opportunity to organize a more informal meeting between the government officials who will be present at the Seminar.

*The venue* in which the Summit Seminar takes place will ideally have a separate room in which these conversations can take place. For instance, San Francisco's Presidio Officers' Club, where the Sustainability Summit Seminar took place, makes available the beautiful Moraga Hall (potentially with a fire in the fire place).

*Arrival* - one staff person will meet the dignitaries in front of the venue, present them with VIP parking tickets if necessary, and accompanies them to the room.

*Refreshments* - provide for coffee, tea, and water and possibly a light breakfast.

### ***Plenaries Sessions***

*Plenary Speakers* are invited at least 3 months in advance and scheduled at least 8 weeks in advance. They will be distributed between Dutch and host country experts in the field of the particular theme of the Economic Mission, as illustrated in the schedule above. The last plenary speaker will ideally be a person who builds a bridge between Dutch and host country initiatives within a specific theme of the Mission. The Sustainability Summit Seminar in San Francisco showcased Henk Ovink with Rebuild by Design, an initiative launched by HUD in the wake of Hurricane Sandy and pioneering new ways to design, fund, and implement a resilient future.

*Audio-visual presentations* for the individual plenary speakers ideally will be submitted to the contracted audio-visual company 24 hrs ahead of time. Inform the speakers about the required specifications for the digital presentations. Hiring a top quality professional audio-visual company is vital to the success of a Summit Seminar.

### ***Lunch***

Because of the switch in layout from morning to afternoon session, flexibility will be required with regards to lunch arrangements. Options such as ready-made sandwiches and a simple salad will facilitate this. If an additional room is available for lunchtime, additional lunch arrangements are possible.

### ***Build by Design Breakout Sessies***

In these sessions Dutch and Californian participants share their knowledge and their company's success story in small group settings face-to-face with other experts, while exploring efficient integrated solutions to specific local projects and challenges. Shared knowledge, fresh ideas, and identified opportunities for collaboration are main objectives.

The name and format of these breakout sessions are inspired by Rebuild by Design, launched by HUD in the wake of Hurricane Sandy with lead support by the Rockefeller Foundation. Rebuild by Design is pioneering new ways to design, fund, and implement a resilient future. Rebuild by Design's method maximizes inter-agency and cross-sector communication to answer a region's greatest needs.

#### *Overall outline of each session*

- Introduction to the project.
- Key challenges/questions shared with the group.
- Discussion among multidisciplinary Dutch and US participants.
- Summary/debrief to all Summit Seminar participants. Summit Seminar organizers will designate a moderator to facilitate this last section.

#### *Logistics*

- Layout: see Floor Plan Build by Design Breakout Sessions.
- A table and a widescreen TV monitor will be available for each breakout session.
- Project leads are responsible for bringing their own laptop if they use digital presentation material.
- Additional project material (brochures, leaflets etc.) are encouraged.
- Volunteers (possible from a local college) will attend each breakout session to make notes to assist with the conversation, debrief session, and follow-up activities.
- Depending on the theme and the composition of the Dutch delegation members, value could be added by assigning each delegation member to a specific breakout session. Discuss this opportunity with the group ahead of time. Write and attach a list with names and projects if decision has been made to do so. The host country summit attendees will decide which breakout session to join on the day off.

#### *Methodology*

To conduct a successful studio discussion, it is important to have a consistent methodology for all projects. Below is a possible layout:

- Gathering of a group of experts from the United States and the Netherlands at each studio project table, selection depending upon interest and subject matter expertise.
- Project Lead briefly presents the project with a focus on overall goals and objectives and different aspects of the project, such as setting and scale.
- Project Lead shifts focus to the particular theme of the Summit Seminar, with emphasis on challenges.
- Group participants offer feedback, based on questions posed by the project lead (some suggestions from the Sustainability Summit below).
- This leads to a general discussion regarding opportunities to address challenges, with the focus on "co-creating" solutions.
- Build by Design Session end by taking inventory of what participants have learned and will take home with them to their own projects.

Below are suggested Build by Design Session Discussion Topics from the Sustainability Summit Seminar. It is, however, most important that the project leads not only have an excellent understanding of the subject matter but are also versed at managing a group process. It is recommended to have Post personnel at each table to assist.

- What is appropriate waterfront development (if applicable to the type of project)?
- What is the project's working definition of sustainable, resiliency, vulnerability, and adaptation?
- How does the project address sustainability, resiliency, vulnerability, and adaptation? Which other tools are available? Which professional disciplines are engaged and on the team? Who is missing?
- What is the planning process that is being used to address resiliency, vulnerability and adaptation? Which alternative planning approaches are available?
- What resources are needed to make the project most resilient, adaptive, less vulnerable, and more sustainable?

### *Follow-up*

Notes from volunteers will be gathered during (or up to one week) after the event and forwarded to project leads for their own information and with a request for comments. These comments will serve for follow-up efforts ranging from improving the Build by Design Session process itself to formulating concrete next steps for involvement of relevant Dutch parties, if this seems feasible and has been welcomed by the project leads. It is preferable to organize the follow-up in an organized manner, initially centralized, and by making use of existing instruments like Partners for International Business (PIB) if present. Depending on the level and specifics of the identified follow-up it is to be decided if the CG will maintain in the lead, a PIB will be instrumental, or de respectively Dutch party(ies) will act independently.

### *Closing*

Close the Summit Seminar with a summary of the process and outcome of the break-out sessions presented by the project leads as well as an overall summary of the presentations and activities that took place during the day. Restate the objectives of the Summit Seminar and emphasize the Netherlands' position as a world leader in the design of integrated and concrete solutions.

### *Partners*

The success of a Summit Seminar is in large measure dependent upon the presence of local partners. These partners can be selected from start-up or established companies, nonprofits, or knowledge institutions.

Partners can contribute in the following ways:

- Strengthened relationship
- Contribution of invitee names
- Introduction of plenary speakers
- Moderator for Fireside Chat Panel
- Volunteers for note-taking

The only investment necessary is time for communication and addition of logos to banners and print materials.

## Pre-Event Action Items

### *Staff requirements*

Many different staff members will be involved with the planning and running of a Seminar Summit. It is furthermore of utmost importance to have clarity around responsibility for different tasks. Careful consideration also needs to be given that personnel still responsible for "planning tasks" does not get assigned to "tasks during the mission" which will interfere with the former.

Assign Post personnel to three vital positions (one of which could also be overall project coordinator).

- project lead: mainly responsible for *content* and access to the required professional network.
- project lead: mainly responsible for “*customer service*” management and coordination of *logistics*.
- project assistant in charge of *logistical details* – which can be in-house or outsourced to event managers.

Additional Post staff will be required to assist with registration tasks such as handing out name tags, programs, etc.

### *Venue*

When choosing a venue, it is important to take the following elements into consideration

- The expected number of attendants, with regards to maximum occupancy rates and the possibility that numbers could grow beyond expectations, plan for this.
- Schedule venue maintenance staff to move furniture around for the change between morning and afternoon layout. Additionally, inform the catering company of this arrangement in case it impacts arrangements.
- Insure availability of an Internet/Wi-Fi connection.
- Check accessibility by public transportation or presence of enough parking.
- Arrange a smaller room for conversation between dignitaries (if choosing this option).
- Supervise installation of a registration table, staffed by Post interns or personnel.

### *Volunteers*

Within 4 months of the scheduled Summit Seminar, start reaching out to a local college, university, or other institution to recruit volunteers to be note takers during the Build by Design Breakout Sessions.

### *Invitations and Management of List of Participants*

Invitations are extended to the Summit Seminar, to the Networking Reception, and to possible other events associated with the economic mission. Suggestions for invitees will come from different sources: Summit Seminar organizers, their partners and sponsors, Dutch delegation members, and other departments within the Post. Because of the registration deadline (2 weeks before the date of the event) ask for a list from each source as early in the process as possible.

To design professional looking invitations and simultaneously have the ability to most efficiently manage the different participants lists, send invitations via *one central service*, such as the global marketplace platform *Eventbrite*.

- Familiarize yourself with the Eventbrite features and apps. Talk to a seasoned expert if necessary. Fully utilizing this service will save time and effort in the end.
- Include a “Company” column, which is important as additional information to help keep track of participants lists and to guarantee that the nametags Eventbrite will generate for you include this important information.
- Use “By Invitation Only” Invitations to guarantee that each person is registered by name. This will involve more effort in the beginning of the process because individual emails need to be entered instead of being able to use a general invitation. However, it has real advantages with regards to list-management and the goodwill generated by having official nametags for each individual participant.

### *Contracting Logistics Companies*

Contract with these company at least 3 months ahead of time to guarantee availability.

Included in the Dropbox are invoices from companies that were hired during the San Francisco Sustainability Summit Seminar, for detailed information. Below are general outlines per company.

- *Audio-Visual Equipment*

As mentioned before, hiring a highly professional Audio-Visual company will greatly impact the success of a Seminar Summit. Included in the contract will be

- labor costs – which amounts to 35% of the total cost.
- equipment such as microphones, projectors, TV monitors, extra laptops, and sound system.

- *Furniture Rental*

Set-up will add labor costs. Furniture to be rented includes

- tables and chairs in addition to what is included into the venue rental – when exceeding numbers included in the venue rental contract and for registration table and catering set-up
- “bar-stool”-type or lounge chairs for the Fireside Chat
- lectern for Plenary Speakers
- podium for Plenary Speakers / Fireside Chat

- *Catering*

Signing a contract with the same catering company for both Seminar and Networking Reception might generate a discount. Labor costs are in addition to food price per person

- for a buffet add 10% to total
- for full service Pass Around add 75% to total
- delivery costs add another 15%

- *Stage Setting*

Flower arrangements are not necessary but add a certain something to the overall atmosphere. Be advised that flowers are much more expensive outside of the Netherlands. Order in a timely manner.

- *Photography / Video*

A video film crew and/or a photographer adds value during the event and is invaluable for promotional material beyond the economic mission. Hire professionals.

### ***Print Materials and Banners***

Design information is outlined under the Communications section below.

*Print Materials* that need to be developed are

- Summit Seminar Program (example in Appendix).
- Nametags for Summit Seminar. Nametags are printed and put into clip-style badge holders or lanyards by personnel from het Bedrijfsbureau.

*Banners*

- Carefully consider where banners are to be placed to generate meaningful impact.
- Decide on the size and number of banners and “general use versus targeted”. The Sustainability Summit Seminar made the decision to have 3 “targeted” banners based on uniqueness of the event and acknowledgement partners/sponsors.

## Networking Reception

### Objective

The networking reception is an informal event where the delegation will meet local stakeholders, clients, and partners. It presents an opportunity to strengthen network connections that have been established between these parties during the previous days and introduce them to possible partners in business or research.

### Elements – Description “Day Of”

#### *Opening words*

Schedule a government official for opening words.

#### *Matchmaking*

The Networking Reception presents excellent opportunities for more targeted matchmaking. Personnel from the Economische Afdeling or an independent contractor could undertake this task. The purpose of targeted matchmaking is to ensure that business, government, or knowledge institution representatives from both countries who would benefit from knowing each other, have indeed met.

- Set aside an area where people can talk more privately.
- Generate and have a list of delegates who have expressed an interest in meeting other experts in their field and “matches” that have been suggested via other sources.
- The matchmaker needs to acquaint her or himself as much as possible with the different participants via company or LinkedIn profiles.

#### *Presentation*

Schedule a speaker who will make a presentation related to the theme of the particular Summit Seminar

#### *Stage Setting*

Projecting a slide show with images from the Netherlands and the host country, around the theme of the particular Economic Mission and Summit Seminar, on one of the walls of the venue is a meaningful and colorful way to emphasize collaboration and partnership between both countries.

### Pre-Event Action Items

#### *Staff requirements*

The project leads and assistant continue to collaborate organizing this event, schedule speakers, and put together a list of matchmaking partners after familiarizing yourself with them.

Post staff will be required to assist with registration tasks: handing out name tags, programs, and VIP tickets if the Networking Reception is followed by a performance to which tickets have been given.

#### *Venue*

When choosing a venue, it is important to take the following elements into consideration

- The expected number of attendants, with regards to maximum occupancy rates and the possibility that numbers could grow beyond expectations.
- Accessibility by public transportation or presence of enough parking.
- Space for matchmaking activities.

### *Invitations*

See comments in Summit Seminar section.

### *Contracting Logistics Companies*

Contract with these companies at least 3 months ahead of time to guarantee availability.

Included in the Dropbox are invoices from companies that were hired during the San Francisco Sustainability Summit Seminar, for detailed information. Below are general outlines per company.

- *Audio-Visual Equipment*  
Required are
  - microphones for the speakers
  - projector for slide show
- *Furniture Rental*  
Set-up will add labor costs. Furniture to be rented can include
  - tables and chairs
  - podium for Plenary Speakers / Fireside Chat
- *Catering*  
Signing a contract with the same catering company for both Seminar and Networking Reception might generate a discount. Labor costs are in addition to food price per person
  - for a buffet add 10% to total
  - for full service Pass Around add 75% to total
  - delivery costs add another 15%
- *Stage Setting*
  - Develop a slide show presentation.
  - Flower arrangements are not necessary but add a certain something to the overall atmosphere. Be advised that flowers are much more expensive outside of the Netherlands. Order in a timely manner.
- *Photography / Video*  
A video film crew and/or a photographer adds value during the event and is invaluable for promotional material beyond the specific economic mission. Hire professionals.

### *Print Materials and Banners*

Design information is outlined under the Communications section below.

The *Print Materials* that need to be developed are nametags for people attending the Networking Reception who were not present during the Seminar. Nametags are printed and put into clip-style badge holders or lanyards by personnel from het Bedrijfsbureau.

The *Banners* that have been ordered for the Summit Seminar can be moved and displayed during the reception.

## Follow-Up Visits

### Objective

The primary objective of these Follow-Up Visits is to facilitate a close-up look at the organizations and companies behind the projects presented during the Summit Seminar. Additional tracks can also be organized depending on interests expressed. For example see the document *Schedule Energy Program SF Feb 2015* and *Schedule Water Program SF Feb 2015*, included in the Dropbox folder.

### Elements – Description “Day Of”

Different tracks can be organized for both morning and afternoon based upon contacts developed during the economic mission itself and upon prior engagements of the economic department with local businesses and government and knowledge institution.

Develop a detailed schedule of the activities of this day early in the process and finalize 2 weeks ahead of time. This schedule can be consulted by the Dutch delegation members to assist in their decision making process.

### Pre-Event Action Items

#### *List of companies and organizations*

- Generate this *List* with input from the Dutch delegation and Post experts and their local network contacts.
- *Reach out* to these companies and organizations to check interest level, availability, and compatibility.
- Schedule *Visits* and create informational *Company Profiles*.

#### *Organizing Visits*

- Line up *Contact Persons* for each visit.
- Organize *Transportation* to each location (see Transportation section p.18).
- Design a *Program* for each visit, including presentations and tours.
- Arrange for *Catering Services* if applicable

#### *List of Participants*

- Make a *List* of participants for each different site visit.
- Transmit this information to personnel responsible for each site visit and the transportation coordinators.



## Registration for Dutch Delegation

The recommendation with regards to registration deadlines for Dutch delegation members is to schedule *the date for the registration deadline no later than 1 month before the start of the economic mission*. Deadlines closer to the actual starting date of the economic mission and/or a flexible deadline date will have negative consequences for almost all logistical preparations because of uncertainty with regards to final numbers and the need for constant updates. On top of this list are complications with regards to hotel and transportation reservations. Exceptions could be made but should be kept to a minimum. Invitations to participants from the host country will equally need to be sent in a timely manner and ideally include *an RSVP date no later than 2 weeks before the start of the economic mission*.

## Banners and Print Materials

Banners and other print materials such as invitations and programs ideally should be designed as early in the process as possible, to keep costs down and avoid a time crunch. To portray a professional appearance it is recommended to outsource designing and printing of materials, unless there is a designated staff person for these tasks with access to InDesign or Photoshop.

Outsourcing can be facilitated locally by cultivating a business relationship with one particular company – which is especially important because it is almost inevitable that last minute details will be part of the process. Alternatively, the sources in Den Haag could be tapped into. The “Rijksporaal” gives information about this service – the graphic design company used is Xerox – but this is only recommended when time is not of the essence.

For design examples and information with regards to legality of logo use etc., the website [Holland Toolkit](#) is helpful (it requires an employee log-in). The Rijksoverheid Mediatheek (visuals) and the Holland Trade website (information and info graphics) are also very useful.

Holland Branding, the Netherlands Enterprise Agency, is tasked with the economic promotion of Dutch top sectors via posts and embassies worldwide. It is possible to request funds for items such as banners and other print materials.

## Communications

“Communications” consists of a few different elements, including day-of, pre, and post –event activities. The information below is to be used as a reference for close collaboration between the Summit Seminar project lead and officers in the Public Diplomacy/Communications department. The sooner all details of the events are locked-in, the easier it is to avoid last minute edits and extra costs associated with late design of materials.

*Editing/proofreading written information* (“fiches”) for dignitaries and *communication with dignitaries’ spokesperson* about speeches and visits, including Consul General.

It is recommended to start this process as soon as possible because it is time consuming, even if last minute changes will be common.

*Communication with Rijksdienst voor Ondernemend Nederlands (RVO)* contact person for logistics and communication. RVO staff needs to be updated on local activities. Even though project management is in charge of designing an overall mission program (see example “Summit Seminars Manual Program Netherlands Economic Mission to CA”), communications staff needs to be knowledgeable about this program (see next element) and keeps in close touch with the RVO contact person with regards to design of print materials.

*Press Communication in the Netherlands, including articles in select newspapers*

Coverage of the event officially lies with the RVO, however the local Communications department has a deeper knowledge of the program. Clear communication and coordination between both departments will facilitate the public diplomacy process.

*Coordination of photography and video film crews*

Photographers and film crews on site generate post-event marketing materials and a record of the events, which is also highly appreciated by the participants. Communications staff needs to be present at the events themselves to supervise caption of the most important moments. This means the need for in-depth knowledge of the program and participants.

*PR elements to incorporate into the overall communications plan*

Public Diplomacy/Communications officers who have already developed a network in the local publication world and can contact local connections effortlessly will be able to more effectively get the news out.

- Press releases: write before and during the event timeline and publish a follow-up press release based upon feedback contributed by participants
- Write and send articles to be published in local print media and local on-line and TV news media coverage to journalistic and other publication contacts.
- Social Media: write articles and coordinate efforts by other CG staff. Design a Social Media Plan with the particular target population front and center. The Twitter tag worked. Outsiders did pick it up; sustainability theme seemed to attract traffic. Design a strategy around active use by all CG staff and event participants.
- Website: publish updates in the form of articles or newsletters.
- Conduct conversations and network with the Dutch delegates, focus on highlighting consulate general mission / activities.
- Follow-up: post-event write-ups and posting of images – asked participants for feedback. Publish in the appropriate sites on the website. The San Francisco Consulate General published these articles on the Holland in the Valley website.

## Transportation

Transportation of the Dutch delegation members can generate many complications when dealing with multidimensional events such as the full Summit Seminar program. When multiple “tracks”/visits are scheduled, the organization of transportation requires 2 staff people – with excellent people skills and lots of patience – to have a process that runs smoothly. Furthermore, policy and program decisions need to be streamlined with operational considerations, both because of cost and day-of coordination concerns.

## Pre-event

Establish a good relationship with one contact within the company chosen for this assignment. This is important because of the need for an emergency contact and the flexibility required from the company when travel arrangements invariably change at the last minute. Also take into consideration that the majority of people will sign-up for Economic Missions and events in general at the very last minute. Reservations with a transportation company will need to be made ahead of the delegation registration deadline, which necessitates estimating final numbers. The February 2015 San Francisco experience is that close to 50% of delegation members will register within the last couple of days.

Create a spreadsheet for each different “track” in as much detail as possible and continuously keep updated. Dignitaries often require individual transportation. The document *Summit Seminars Manual Program Netherlands Economic Mission to CA*, which is included in this Dropbox file, features a tab “Transportation SF” that illustrates how this can be done.

Organize Wi-Fi on cars and busses: it is highly appreciated by delegation members and worth the additional costs.

Send clear and up to date destination and route information to transportation company representative.

Have a participant list for each individual destination and hand out additional copies to key personnel.

## Days-of

Collect contact information for each driver and ask to be notified by the transportation company headquarter early in the morning if this information changes.

Assign a staff member to each bus trip for logistical and communication responsibilities. When this is not possible, ask a delegation member to serve that function. Drivers often are either unsure what their next destination is or didn't get route descriptions – the transportation company is responsible for this but it is good practice to have this information on hand.

Assign one staff person to be constantly available to coordinate all elements during each day “in real time” and to deal with changes and possible scheduling and other transportation related “emergencies”.

## Post Event

Check the company's invoice for accuracy.

## Budget

Important observation: the budget made available by the RVO for a traditional Economic Mission is based upon the number of Dutch delegates who partake. However, a Summit Seminar, and the accompanying Networking Reception, is attended not only by the delegates, but also by local representatives of companies, organizations, and knowledge institutions. The San Francisco Sustainability Summit Seminar hosted 130 participants, of which 70% were local experts. This percentage distribution was similar for the Networking Reception. As such, budget allowances based on Dutch delegate attendance will tend to fall short of cost projections for Economic Missions that include a Summit Seminar.

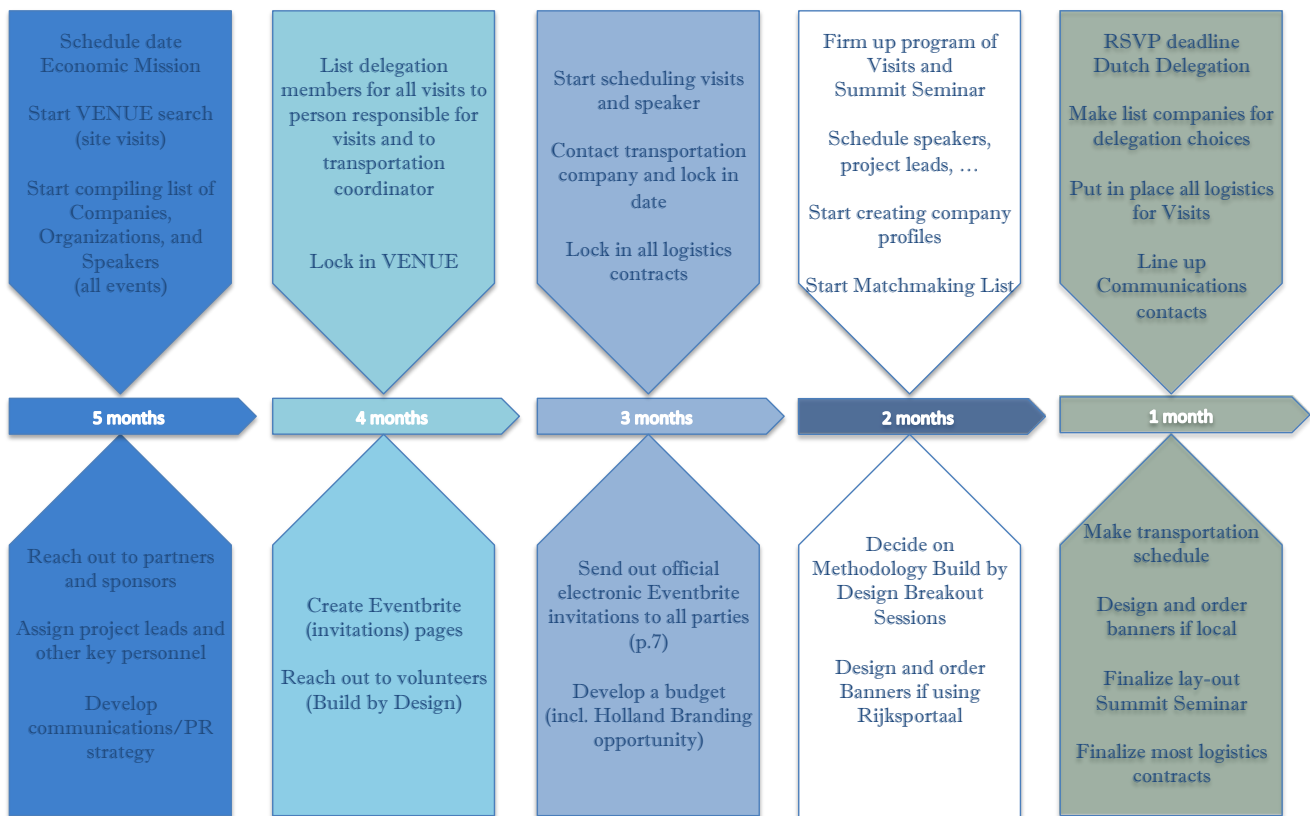
### Example – the San Francisco Sustainability Summit Seminar and Reception Budget

<b>BUDGET California - Netherlands Sustainability Summit February 16-17, 2015</b>			
Items	Costs	Companies	Comments
<b>Monday Palace Fine Arts February 16</b>			
Rent (16.00 - 19.00)+Labor Costs	\$ 1,042.19	City Dance (S.Lee)	\$150/hr - to be confirmed
Catering (#150 people)	\$ 7,384.00	Taste	(150 at \$25pp)
Beverages	\$ 544.00	Cow Hollow	
Event Manager	\$ 2,700.00	MKImpressions	
Event Furniture/Decoration/Glasses	\$ 2,420.90	Hartmann	
Audio/Visual/Stage	\$ 775.00	City Dance (S.Lee)	
Flowers	\$ 564.00	SPiLTD+	Reflected in MK final invoice
Gifts speakers	\$ -		
Tickets Nederlands Dance Theater	\$ 2,753.50	CityBoxOffice	(30 tickets at \$85 - \$10 discount)
<b>TOTAL Official Opening Reception</b>	<b>\$18,183.59</b>		
<b>Tuesday Presidio Officers' Club Ortega Ballroom February 17</b>			
Rent + Insurance + A/V	\$ 3,430.00	Presidio Trust	Rented 7 AM to 7 PM
Audio Visual Total	\$ 5,190.00	Billingly&Brown	
Event Manager	\$ 3,000.00	MTImpressions	
Event Decoration (stage/furniture)	\$ 1,272.50	Blueprint Studios	
Program Seminar	\$ 561.84	FedEx	
EXTRA gifts speakers	\$ -	Ask Judith	
Catering (# 160 people+equipment)	\$ 8,292.90	Presidio Catering	Breakfast/Lunch \$5190 - Equipment \$1263
Banners	\$ 2,000.00	Incl. banners for LA	
Photographer	\$ 1,420.00	Heidi Allezthausen	
Misc EXTRA?	\$ -		
Refund Security Deposit	\$ (500.00)	Presidio Trust	
<b>TOTAL Tuesday SEMINAR</b>	<b>\$25,667.24</b>		
<b>TOTAL COSTS Monday + Tuesday</b>	<b>\$43,850.83</b>		

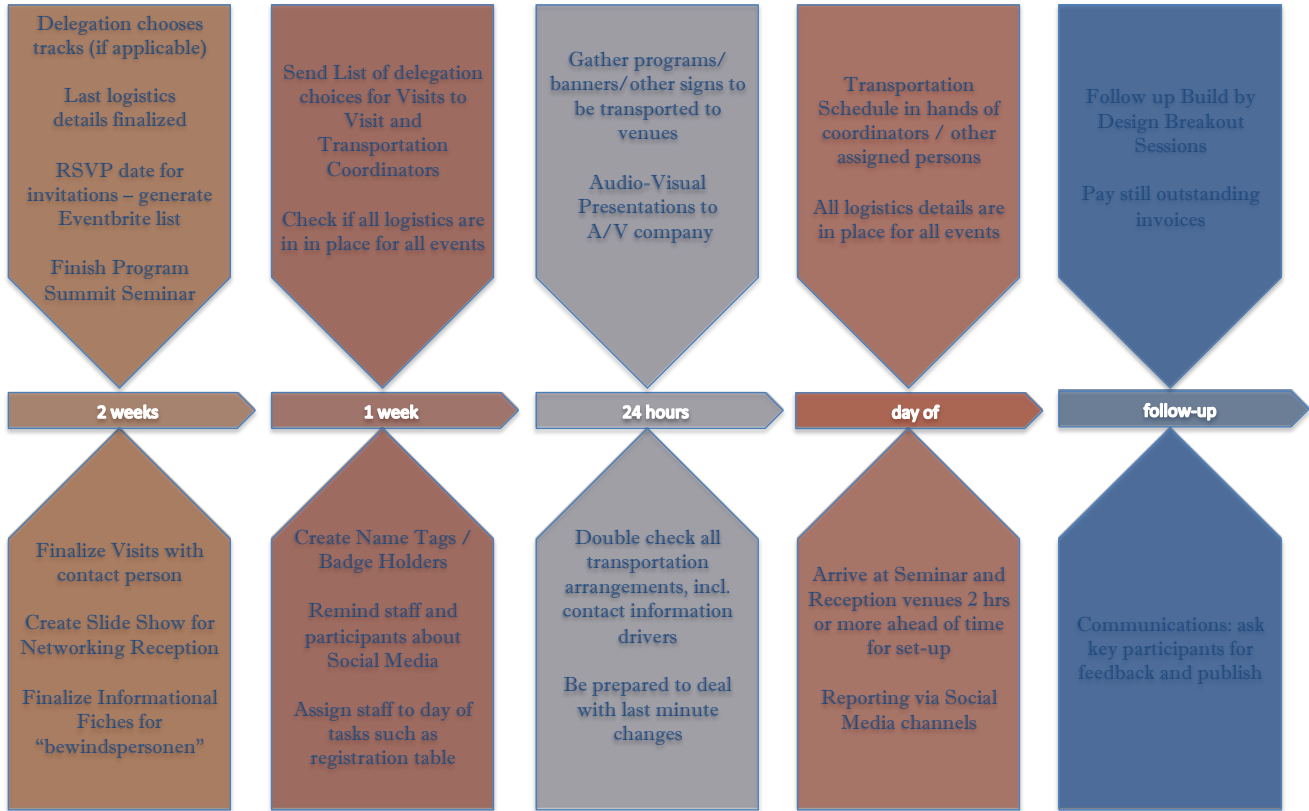
## Operational Timeline

Details to be found in body of this Manual.

### OPERATIONAL TIMELINE - 5 month to 1 month out



OPERATIONAL TIMELINE – 2 weeks to follow-up



## Information specific to future Economic Missions in San Francisco

Below specific logistical information regarding organizing a Summit Seminar in San Francisco: all contacts come highly recommended.

### *Event Management*

MK Impressions  
Margaret Karl  
109 Liberty Street #3, San Francisco  
451-238-2960  
mk@mkimpressions.com

### *Venue*

Ortega Ballroom in de Presidio Officers' Club  
Rowan Solomon - via Presidio Trust  
50 Moraga Avenue, San Francisco  
415-561-5085  
rsolomon@presidiotrust.gov

### *Audio-Visual*

Billingsly & Brown  
900 Doolittle Drive #7B, San Leandro  
510-639-0591

### *Equipment Rental*

Hartmann Studios  
70 West Ohio Ave, #H, Richmond  
510-232-5030

Blueprint Studios  
352 Shaw Rd, South San Francisco  
415-822-8833

### *Catering*

Presidio Foods Catering  
Heather Clark (Director)  
101 Montgomery Street, San Francisco  
415-561-2789  
catering@presidiotrust.gov

Taste Catering  
3450 Third Street #4D, San Francisco  
415-550-6464

***Flowers***

SPiLD+  
Sita Priya Venkataraman  
415-531-6309  
sita.priva@gmail.com

***Photography***

Heidi Alletzhauser Photography  
Heide Alletzhauser  
415-971-9558  
heidiaphotography@gmail.com

***Video Productions***

Seasons Production  
Cristina Gastelu-Villarreal  
38 Mason Street  
415-992-7153  
cristina@seasonsproductions.com



## Appendix

### Dropbox –included in the CNSS Seminar folder

- Overview of the February 2015 Netherlands Economic Mission to California Program in excel spreadsheet – *Program Netherlands Economic Mission to California February 2015*
- Checklist for additional aspects of economic missions, including mission program, overall mission instructions, travel en hotel arrangements, transportation, matchmaking, and budget considerations - *Checklist for Posten Buitenlandse Dienst en NBSO's*
- Example of detailed Energy Program of the February 2015 Netherlands Economic Mission to California – *Schedule Energy Program SF Feb 2015*
- Example of detailed Water Program of the February 2015 Netherlands Economic Mission to California – *Schedule Water Program SF Feb 2015*
- Original Template for Build by Design Projects *Matrix: California Market opportunity list built environment*
- Contracts as illustration of budgetary details
  - MK Impressions – Event Management
  - Presidio Trust – Ortega Ballroom venue
  - Billingsly & Brown – Audio-Visual Company
  - Hartmann Studios – Equipment Rental
  - Blueprint Studios – Equipment Rental
  - Presidio Foods Catering – Catering Company
  - Taste – Catering Company
  - SPiLD+ - Flower Arrangements
  - Heide Alletzhauer Photography

### Examples from the San Francisco Sustainability Summit Seminar

- Official Invitation to the Sustainability Summit
- Banners
  - Sustainability Summit Banner
  - Build by Design Projects Banner
  - Partners Banner (example OrangeGoesGreen)
- Economic Mission to California - Itinerary Boat Tour February 16. 2015
- Official Program of the Sustainability Summit
- Description Build by Design Breakout Session Projects of the San Francisco Sustainability Summit Seminar
- Thank You Card for California participants



Kingdom of the Netherlands

Ms. Lilianne Ploumen  
Cabinet Minister for Foreign Trade and Development Cooperation  
and Mr. Ahmed Aboutaleb  
Mayor of Rotterdam

would like to invite you to the

## California - Netherlands Sustainability Summit

*a leadership meeting at the intersection of energy and water*

*Centuries of innovative water management combined with the Netherlands' high population density has led to unique countrywide resiliency strategies in the areas of energy, water, sustainable transport, and sustainable agriculture. Out of this integrated approach to solving complex problems, the concept of considering the country as one greater sustainable urban delta has emerged.*

Monday February 16 and Tuesday February 17, 2015

An initiative of the Consulate General  
of the Netherlands in San Francisco  
in partnership with  
[Bioneers](#)  
[Meeting of the Minds](#)  
[Presidio Graduate School](#)  
[C2C E-Mobility](#)  
[OrangeGoesGreen](#)



### Goal

Build partnerships and economic opportunities between Dutch and US key players in business, government, and knowledge institutions around the topics of Energy, Water, Climate Change Mitigation and Adaptation, Sustainable Transport, and Smart Cities.

### Objective

Present a platform where the Netherlands and California meet at a practical and pragmatic level around real, realistic, realized and integrated sustainable development solutions. In a collaborative setting, Dutch and Californian businesses and civic leaders will be able to profile their personal knowledge and expertise close up with their counterparts in the field, resulting in solidifying, initiating, or expanding partnerships and business opportunities.

### Focus

Creating resiliency based on solid business cases and improving ROI, plus applying integrated approaches to solve complex challenges based on the smart combination and crossover of functional solutions.





Kingdom of the Netherlands

### *Opening Reception*

Monday February 16 (5:30 pm – 7:30 pm)

Palace of Fine Arts

3301 Lyon Street, San Francisco

Followed by a Nederlands Dans Theater2 performance

### *Seminar*

Tuesday February 17

Ortega Ballroom in the Presidio Officers' Club

50 Moraga Avenue, San Francisco

Morning plenary session (8:30 am – 1:00 pm)

International leaders from all sectors showcase leading examples of successful sustainable solutions to water and energy management in a format that encourages open discussion and participation. Cabinet Minister Ms. L. Ploumen and Mr. Matt Rodriguez, [California Secretary for Environmental Protection](#), will officially open the Seminar after opening words by Hugo von Meijenfeldt, Consul General of the Kingdom of the Netherlands.

Further presentations by, among others,

- Arnoud Molenaar ([CRO Rotterdam](#)), meeting Chief Resiliency Officers [Patrick Otellini](#), [Timothy Burroughs](#), and [Victoria Salinas](#) in a Fireside Chat, moderated by William Shutkin ([CEO Presidio Graduate School](#)).
- Henk Ovink ([Rebuild by Design](#))

Lunch by Presidio Catering

Afternoon “Build by Design Studios” (1:30 pm – 6:00 pm)

Dutch and Californian participants share their knowledge and their company’s success story in small group settings face-to-face with other experts, while exploring efficient integrated solutions to specific local projects and challenges:

- Berkeley Global Campus with Terezia Nemeth, Development Manager (TBC)
- San Leandro Shoreline Development with Ed Miller, CEO of Cal Coast
- Port of Oakland with Richard Sinkoff, Environmental Director
- Hunters Point Shipyards SF with Thor Kaslofsky (OCII / Lennar Urban)
- California Department of Water Resources (moderator TBD)
- Dutch Integrated Water/Energy Project (TBD)

Participants will have the opportunity to continue conversations one-on-one or in small groups in the beautiful Moraga Hall or at *Arguello*, a restaurant by chef Traci Des Jardins.

**Please sign up for our events via the following  
link on the Netherlands Consulate General website.**





## California - Netherlands Sustainability Summit

A leadership meeting at the intersection of energy and water

An initiative of the Consulate General of the Netherlands in San Francisco  
in partnership with:





# California - Netherlands Sustainability Summit



San Francisco  
**Water  
Power  
Sewer**



**Berkeley**  
UNIVERSITY OF CALIFORNIA



**PORT OF OAKLAND**







# ORANGEGOESGREEN

Transatlantic Green & Clean Tech Cluster

OrangeGoesGreen, a public-private partnership acting at the intersection of Energy, Water and Food



## Economic Mission to California Itinerary Boat Tour February 16, 2015

### BOAT TOUR OF THE BAY VISITING SEVERAL KEY URBAN AND WATERFRONT DEVELOPMENT PROJECTS IN THE SAN FRANCISCO BAY AREA

Accompanying Mayor Aboutaleb you will board the ‘Osprey’, the fastest passenger vessel on the SF Bay, to join the water delegation and tour several key water and waterfront (re-) development projects along the SF Bay. Project sites which will be visited are: Hunters Point Shipyard, San Leandro Shoreline Development Project, Port of Oakland, UC Berkeley Global Campus, and if time allows, Treasure Island. On-board will be representatives of each project to provide additional background information and share current and scheduled development activities for each site. These projects will also be featured during the Design Studio Sessions of the Sustainability Summit on February 17 so delegates have seen the actual site situation in preparation of useful contributions during the Design Studio Sessions.

#### Participants:

Dutch Water and Energy delegates (see page 3 for more details)

#### Tour guides:

- Richard Sinkoff (Port of Oakland)
- Ed Miller (Cal-Coast)
- Laura Tam (SPUR)
- Peter Wijsman (Arcadis)
- Wietske van Erp Taalman Kip (OrangeGoesGreen)
- Paul Vosbeek (Consulate General)

#### Schedule:

- **8:30am** Depart Pier 1.5, San Francisco
  - Arrive Mission Creek, float around.
  - Arrive Hunters Point Shipyard, float around.
  - Pit stop at Pier 40 for partial departure.
- **1:30pm** Arrive Port Redwood City. Pick up additional group of people.
  - Arrive San Leandro Shoreline Redevelopment. Boat pass by (No offloading here)
  - Arrive Port of Oakland / Jack London Square. Boat pass by. Possible group depart @ JLS.
  - Arrive Richmond Field Station Berkeley Global Campus. Boat pass by.
- **5:00pm** Arrive Crissy Field/Marina, San Francisco. Group departure.

#### Important information:

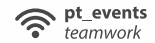
- Wear comfortable and warm clothing and non-slippery shoes.
- For full day attendees: lunch is provided on board
- For full day attendees: there is no time to hop by the hotel prior to the network reception. As the reception is informal and has no dress code, the day outfit would do fine for the evening program.
- The drop-off is conveniently close (walking distance) to the Palace of Fine Arts where the reception takes place

# Program and Speakers

- 9:00 Official Seminar Opening**  
Mr. Hugo von Meijenfeldt *Consul General of the Netherlands*  
Ms Lillianne Ploumen *Dutch Cabinet Minister for Foreign Trade and Development Cooperation*  
Mr. Matthew Rodriquez *California Secretary for Environmental Protection*
- 9:35 Paul Marshall**  
Department of Water Resources, Bay Delta Office
- 10:00 Water & Energy, What's New?**  
Eddy Moors and Karel Heynert
- 10:30 Fireside Chat: Resilience is the New Sustainability**  
William Shutkin and Chief Resilience Officers
- 11:30 Break**
- 12:00 You Are the Weakest Link, Goodbye!**  
Douwe Jan Joustra and Jan van der Grift
- 12:25 Rebuild by Design: the Hurricane Sandy Rebuilding Task Force**  
Henk Ovink
- 1:00 Lunch**
- 2:00 Build By Design Breakout Sessions**  
Karen Kubik - SFPUC, SSIP  
Richard Sinkoff - Port of Oakland  
Terezia Nemeth and Sean Wihera - Berkeley Global Campus  
Ed Miller and Scott Cooper - San Leandro Shoreline Development  
Thor Kaslofsky and Jeff Martin - Hunters Point Shipyard
- 4:15 Break**
- 4:30 Debriefing of Breakout Sessions and Closing of Seminar**



Tuesday February 17, 2015



## California - Netherlands Sustainability Summit

A leadership meeting at the intersection of water and energy



**EDDY MOORS**  
Head Unit Climate Change and Adaptive Water Management  
**ARerra**  
Moors is Head of the research group Climate Change and Adaptive Land & Water Management (CALM) of Alterra Wageningen UR. He is also professor "Water and Climate" at VU University, Amsterdam, the Netherlands. Before coming to Wageningen he worked for the World Meteorological Organization.



**LILLIANNE PLOUMEN**  
Dutch Minister for Foreign Trade and Development Cooperation  
**Dutch Ministry of Foreign Affairs**  
Ploumen has been Minister for Foreign Trade and Development Cooperation in the second Rutte cabinet since November 2012. She was also the chairwoman of the Labour Party (PVDA) from October 2007 until January 2012.

**MATTHEW RODRIQUEZ**  
Secretary for Environmental Protection  
**California Environmental Protection Agency**



As Secretary, Rodriguez oversees the activities of the California Air Resources Board, the Department of Resources Recycling and Recovery, the Department of Toxic Substances Control, the Department of Pesticide Regulation and the Office of Environmental Health Hazard.



**WILLIAM SHUTKIN**  
President and CEO  
**Presidio Graduate School**  
Shutkin has led several organizations at the forefront of the sustainability field, including the nation's premier environmental justice law center, Alternatives for Community & Environment, which he cofounded as an Echoing Green Fellow in 1993.



**ARNOUD MOLENAAR**  
Chief Resilience Officer  
**City of Rotterdam**  
Molenaar led the City of Rotterdam towards a leading position on innovative urban water management and climate adaptation. Molenaar is first editor of the third Connecting Delta Cities book "Resilient Cities and Climate Adaptation Strategies"



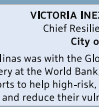
**PATRICK OTELLINI**  
Chief Resilience Officer  
**City and County of San Francisco**  
Otellini spent the last decade in the private sector dealing with complex planning, building, and fire code issues. He was appointed to the San Francisco forward-thinking Soft Story Task Force with the goal of retrofitting approx. 3,500 dangerous soft story buildings.

**PAUL MARSHALL**  
Chief, Bay Delta Office  
**California Department of Water Resources**

Paul Marshall has been working in California Water for a quarter century. Marshall is now the Chief of the Bay Delta Office leading research to protect native fish species and plan for climate change activities. He has also led several efforts for the completion of Flood Management Plans in California.



**TIMOTHY BURROUGHS**  
Chief Resilience Officer  
**City of Berkeley**  
Burroughs is the Berkeley's lead staff for advancing community readiness for a range of hazards, such as natural disasters and the impacts of climate change. Before this Burroughs led development and managed Berkeley's ambitious Climate Action Plan.



**VICTORIA INEZ SALINAS**  
Chief Resilience Officer  
**City of Berkeley**  
Prior to becoming CRO, Victoria Salinas was with the Global Facility for Disaster Reduction and Recovery at the World Bank, where she contributed to international efforts to help high-risk, developing countries better understand risk, and reduce their vulnerabilities.



**JAN VAN DER GRIFT**  
Landscape Architect  
**Bureau Plano**  
Van der Grift is active in the Room for the River program office. Here he is in charge of the spatial quality, the second main goal of the program. He is secretary to the national Quality team, which keeps an eye on the spatial quality of the 34 projects involved.

**Build By Design Breakout Sessions**  
*In these sessions Dutch and Californian participants share their knowledge and their company's success story in small group settings face-to-face with other experts, while exploring efficient integrated solutions to specific local projects and challenges.*

**Port of Oakland**  
The Port of Oakland consists of two projects. The first one is the Reconstruction of the Perimeter Dike at Oakland International Airport. This is a phased project to reconstruct the protective levee at the South Field of Oakland International Airport to meet both current seismic (i.e. earthquake) and FEMA (i.e. flooding) standards. The second project is the Redevelopment of the former Oakland Army Base. This includes redevelopment into new seaport terminals, wharves, rail yards, and warehouse facilities for growth in import and export cargoes.

**Berkeley Global Campus**  
The Berkeley Global Campus (BGC) at Richmond Bay is a bold vision to create an entirely new form of international research hub on a 134-acre site. The BGC will be located at university owned property in the City of Richmond. Over time the 1.1 million square feet of existing structures will be demolished and the site will be redeveloped into a 5.4 million square feet campus with multiple story structures housing academic, research and development activities, meeting space, office, retail and if feasible, residential use. The redevelopment can also act as a catalyst for related development on nearby properties, and would be a key element in the ongoing revitalization of the Richmond waterfront.

**SFPUC Sewer System Improvement Program (SSIP)**  
The San Francisco Public Utility Company is the City and County Department that provides three essential service utilities: water, wastewater and power. The SSIP is a 20-year, multi-billion dollar citywide investment required to upgrade San Francisco's aging sewer infrastructure to ensure a reliable and seismically safe sewer system. San Francisco's current sewer facilities have an increasing need for emergency repairs. Among the in total 6 levels of SSIP Service Goals, there are: providing a resilient and flexible system that can respond to catastrophes and can adapt to climate change and integrating green and grey infrastructure to manage storm water and minimize flooding.

**Hunters Point Shipyard**  
Hunters Point Shipyard - Candlestick Point is the largest redevelopment effort in San Francisco since the 1906 earthquake. The master plan consists of approximately 775 developable acres that include entitlements for 12,000 homes, 350+ acres of parks and open space, 3.1 million square feet of R&D/office space, 885,000 square feet of retail and 100,000 square feet of community facilities, including a 10,000 seat performance venue. The City has selected Lennar Urban as the development partner. In 2012 the master plan received the LEED for Neighborhood Development Gold certification from the US Green Building Council for its commitment to sustainability on a wide variety of levels.



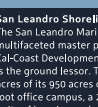
**DOUWE JAN JOUSTRA**  
Associated Partner  
**IMSA Amsterdam**  
Joustra is managing sustainable development processes in the fields of urban development, construction and housing. He advises governments and businesses in policy and strategy development.



**HENK OVINK**  
Principal  
**Rebuild By Design**  
Ovink is a senior advisor to HUD Secretary Shaun Donovan's Hurricane Sandy Rebuilding Task Force and former Director General of the Netherlands' Spatial Planning and Water Affairs.



**KAREL HEYNER**  
Specialist, Rivers & Coasts  
**Deltares**  
Heynert has participated in research and advice projects focusing on water resources and flood risk assessment and management. On behalf of Deltares he has been responsible for the Flood Control 2015 research project on flood risk.



**San Leandro Shoreline Development**  
The San Leandro Marina Park at the San Francisco Bay is planned to become a multifaceted master planned development. It is a public/private partnership between Cal-Coast Development and the City of San Leandro who owns the underlying land and is the ground lessor. Together they are in the process of developing approximately 75 acres of its 950 acres of publicly owned shoreline that will include a 150,000 square foot office campus, a 200 room hotel, a 15,000-square-foot conference center, 352 units of housing and a man-made beach, along with almost 2 miles of public promenade. The Draft Environmental Impact Report review and comment period has recently been concluded.



## Sustainability Summit Seminar

### San Francisco 2015

## Build By Design Breakout Sessions

*In these sessions Dutch and Californian participants share their knowledge and their company's success story in small group settings face-to-face with other experts, while exploring efficient integrated solutions to specific local projects and challenges.*

#### Project Leads

- Port of Oakland: Richard Sinkoff (Director of Environmental Programs and Planning)
- San Leandro Shoreline Development: Ed Miller (CEO Cal-Coast) and Scott Cooper (Director of Acquisitions Cal-Coast)
- Berkeley Global Campus: Terezia Nemeth (Development Manager) and Sean Wihera (Analyst)
- SFPUC, Sewer System Improvement Program: Karen Kubick (Program Manager)
- Hunters Point Shipyard: Thor Kaslofsky (Project Manager City of San Francisco) and Jeff Martin (Environmental Manager Lennar Urban)

#### Port of Oakland

The Port of Oakland consists of two projects. The first one is the Reconstruction of the Perimeter Dike at Oakland International Airport. This is a phased project to reconstruct the protective levee at the South Field of Oakland International Airport to meet both current seismic (i.e. earthquake) and FEMA (i.e. flooding) standards. The second project is the Redevelopment of the former Oakland Army Base. This includes redevelopment into new seaport terminals, wharves, rail yards and warehouse facilities for growth in import and export cargoes. The Project site is located within the Port Area of the Port of Oakland and is a joint project between the Port of Oakland and the City of Oakland.

#### San Leandro Shoreline Development

The current San Leandro Marina Park at the East side of the San Francisco Bay is planned to become a multifaceted master planned development. It is a public/private partnership between Cal-Coast Development and the City of San Leandro who owns the underlying land and is the ground lessor. Together they are in the process of developing approximately 75 acres of its 950 acres of publicly owned shoreline that will include a 150,000 square foot office campus, a 200 room hotel, a 15,000-square-foot conference center, 352 units of housing and a man-made beach, along with almost 2 miles of public promenade. The Draft Environmental Impact Report review and comment period has recently been concluded.

#### Berkeley Global Campus

The Berkeley Global Campus (BGC) at Richmond Bay is a bold vision to create an entirely new form of international research hub on a 134 acre site. The BGC will be located at university owned property in the City of Richmond. Over time the 1 million square foot of existing structures will be demolished and the site will be redeveloped into a 5.4 million square foot campus with multiple story structures housing academic, research and development activities, meeting space, office, retail and if feasible, residential use. The redevelopment can also act as a catalyst for related development on nearby properties, and would be a key element in the ongoing revitalization of the Richmond waterfront.

#### SFPUC Sewer System Improvement Program (SSIP)

The San Francisco Public Utility Company is the City and County Department that provides three essential service utilities: water, wastewater and power. The SSIP is a 20-year, multi-billion dollar citywide investment required to upgrade San Francisco's aging sewer infrastructure to ensure a reliable and seismically safe sewer system now and for generations to come. San Francisco's current sewer facilities have an increasing need for emergency repairs. Amongst the in total 6 Levels of SSIP Service Goals, there are: providing a resilient and flexible system that can respond to catastrophes and can adapt to climate change, integrate green and grey infrastructure to manage storm water and minimize flooding, provide benefits to impacted communities.

#### Hunters Point Shipyard

Hunters Point Shipyard – Candlestick Point is the largest redevelopment effort in San Francisco since the 1906 earthquake. The master plan consists of approximately 775 developable acres that include entitlements for 12,000 homes; 350+ acres of parks and open space; 3,1million square feet of R&D/office space; 885,000 square feet of retail; 100,000 square feet of community facilities and a 10,000 seat performance venue. The City's selected Lennar Urban as the development partner. In 2012 the master plan received the LEED for Neighborhood Development Gold certification from the US Green Building Council for its commitment to sustainability on a wide variety of levels.



**Hugo von Meijenfeldt**  
Consul General of the Netherlands  
in San Francisco

and his team members

Anne, Annemarie, Ard, Bouk, Danielle, Jeroen, John,  
Joost, Judith, Laurens, Martijn, Odile, Paul, Peter,  
Pui San, Robert, Summer, and Wietske

*would like to extend a heartfelt*

***“Thank You”***

*for your contribution to a very successful*

***Netherlands Economic Mission to California***

A leadership gathering at the intersection of water and energy  
February 11-18, 2015