

## Why attend HEAT 2009?

**Learn** about passive house, smart metering, and energy efficiency issues, investment in and policy for them

**Develop** a shared vision of the sustainable future with international business leaders

**Acquire, understand, keep** customers

**Transform** your business in cleantech and power generation

**Find** low carbon innovation partners

**Invest** in deep technology companies

**Market** your brand

## Plenary Sessions

### Introduction

**Passive House and Cities:** Design for low or no heating

**Energy efficiency:** Energy efficiency through smart metering

**Generation, Accumulation & Storage:** Clean, onsite, & distributed

**Final:** Strategy, investment and policy

## Who should attend?

Business leaders, technology providers, engineers, scientists, economists, politicians, investors, and other thought leaders

## Selected Speaker Biographies

### Nicky Gavron

Nicky is internationally recognised for her environmental expertise. She was a key figure in the establishment of the London Climate Change Agency and the C40 - a worldwide climate change action group made up of the world's largest cities. In 2006, Business Week Magazine cited her as one of the twenty most important people in the world in the battle against greenhouse gas emissions. She has called for a new Clean Air Act - a Low Carbon Act to fight climate change. She envisioned low carbon zones being rolled out across the country in the same way smokeless zones were in the 1950s.

### Nigel Brown OBE

Nigel is Chairman of the Greater Cambridge Partnership, and Chairman of IQ Capital. Nigel started his own business, NW Brown Group, in Cambridge in 1974 and by 2007, when he retired, it employed nearly 100 people and managed discretionary funds of over \$1bn. Nigel formed the GEIF and was co-founder of the Cambridge Network. His efforts on behalf of early stage companies achieved national recognition when he received an individual Queen's award for enterprise promotion in 2006, and an OBE in 2007. Nigel supports the arts, especially music through his own charity, The Stradivari Trust, which raises substantial funds for the purchase of rare stringed instruments for gifted musicians.

### David Howarth MP for Cambridge

David is an expert on economics and law, and has played a leading role in formulating Lib Dem economic policy. He was the Energy Spokesman for the Lib Dems in Parliament and Shadow Justice Minister. Recently he was appointed Shadow Secretary of State for Justice.

He has taught law and economics at Cambridge University and is a Fellow of Clare College.

## About CIR



CIR is an energy strategy consultancy based in Cambridge, England. CIR covers technology sectors: energy and sustainable built-environment offering project-based consulting solutions using its proprietary model 'energysmile', which minimises use and cost of energy and cost of energy management for executives.

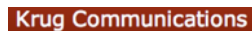
## Background to this Conference

CIR created the leading forum for High Value Manufacturing in 2002 and has since staged 12 conferences since then, covering sectors such as resource efficiency, sustainable transport, smart grids and clean power. This event focuses on the development of the sustainable, healthier, more efficient built-environment, and challenges delegates to discuss levers & why we cannot move faster towards this & what are reasonable, but ambitious targets.

## Silver Sponsors



## Media Partners



# HEAT 2009 4 December

## A CIR CONFERENCE AT CAMBRIDGE UNIVERSITY

[www.hvm-uk.com](http://www.hvm-uk.com)



"Modernising the energy infrastructure will require £5tn between 2005-2030"  
Siemens 2009

"The place with the most clean technology will have the most energy and economic security, innovative companies and global respect"  
Thomas Friedman, Nov09

"An excellent Conference"  
Hermann Hauser



YOU!



## Gold Sponsors



Hello Home



# Conference Programme HEAT 4 December 2009

Programme as of 23 November 2009.

0930 Registration		
1000	Justin Hayward, Director	CIR Strategies Introduction
1010	Michael McCreary, Chair	CIR HVM Chairman's Introduction
Built-environment Session Moderated by David Daniels		
1015	Peter Dawe	New Noah Revolution not Evolution
1020	Prof Michael Kelly	CU, ex-CSA to DCLG Large plans for Cambridge and existing low carbon cities
1040	David Daniels, Senior Consultant	Riverway & Carbon Lite Passive House standards as standard
1100	David Arkell, Director	smartLIFE IMC Key to net 0-CO2 Future
1115	David Howarth MP	MP Cambridge Cambridgeshire & Energy
Panel discussion		
Break		
Energy efficiency & smart meter Session Moderated by Hermione Crease		
1205	Hermione Crease	Sentec Introduction
1210	Simon Anderson, CEO	Green Energy Options Smart meters making energy visible
1235	Pilgrim Beart, CEO	Alertme Energy Dash & iGoogle
Panel discussion		
Rapid Pitches		
1330	EXPO and lunch	
Generation Session Moderated by Hugh Pamell & CIR		
1430	Juho Nuosmaa, Director	Akvatern Accumulating Energy
1445	Tony Bowen, President	FETA Accumulating via Heat Pumps
1500	James Macnaghten, MD	Isentropic Energy Storage
1510	Giles Hall	Ceres Power Clean CHP
1520	Alan South, CD	Solar Century Solar Inputs
Panel discussion		
Break		
Final Session Moderated by Jeremy Nicholson & CIR		
1620	Stuart Evans, Chairman	Novacem Carbon-negative cement to transform construction
1640	Nigel Brown OBE	GCP Chair The Cambridge Symphony: polyphony or squeaky gates?
1700	Nicky Gavron	GLA London's Low Carbon Zones
Panel discussion		
Networking reception		

# Themes of HEAT 2009 Cambridge

## Moving quickly toward the sustainable built-environment

### Background to themes

Over £GBP 5 trillion in investment in modernising energy infrastructures is needed globally between 2005 - 2030, according to Siemens, who say that improving energy efficiency of buildings is by far the most important factor in reducing energy consumption and costs.

It is clear from past events in this series that there is an urgent need to usher in energy efficiency through passive house, smart metering, distributed generation and other technologies for the built-environment, as well as bring about behaviour change. The way we construct, manage and interact with the built environment is changing; with building designs integrating natural heat stability; power demand being actively managed and homes becoming generators. This change brings with it new possibilities and challenges. "If any area is ripe for collaboration, it is green innovation," said Professor Mary Tripsas of HBS.

### Goals and attendees

The HEAT Conference is the most important Cambridge business gathering on the sustainable built environment in 2009. It is the best opportunity for global business leaders to meet with politicians, distinguished scientists, economists, and other thought leaders to address the most significant challenge of our time: how to stimulate a green recovery and put the global community on a path to a prosperous and sustainable low-carbon future, based on energy efficient buildings.

### Strategy and Policy frameworks

HEAT09 takes place at a time when the world is gearing up to the "new Kyoto": the UN Climate Change Conference (COP15) in Copenhagen, which aims to forge a new global framework on climate change. We have before us an unique chance to shape the approach that will determine our future; it is important that we get it right. The outcome of the HEAT conference will feed into the process.

### Your input

Your presence at the HEAT Conference – along with other CEOs – will be a critical force in positively influencing the route to energy efficient buildings and cities. Your leadership will send a strong signal that business is ready to work on practical solutions to shifting to the sustainable, low carbon economy. We look forward to welcoming you in Cambridge on 4 December 2009.



# Conference booking and practical information



## Registration Form

Name:

Company or affiliation:

Title or position:

Email:

Direct mobile number of key delegate:

## Practical Information

### Date of Conference EXPO

Friday, 4 December 2009, Registration 09:30 for 10:00 conference start.

Day ends 17:30

### Venue

Buckingham House Conference and Expo Centre, Murray Edwards College, Huntingdon Rd, Cambridge CB3 0DF, UK - For venue information please call +44 1223 762267

### Registration online

To register for the HEAT Conference EXPO, please go to [www.cambridgeinvestmentresearch.com/events/register.htm](http://www.cambridgeinvestmentresearch.com/events/register.htm)

### Contact

Please contact Project Director Justin Hayward at [jhayward@cambridgeinvestmentresearch.com](mailto:jhayward@cambridgeinvestmentresearch.com) or the conference office on +44 1223 303500 for more information.

### Pricing

There is a discounted flat rate (down from £295), for all delegates, of £199 plus VAT at 15% all in. £350 for SHIFT & HEAT 3-4 Dec.

### Payment details

**Option 1:** Please send cheques to: "CIR Ltd", The Old Bakery, Belgrave Rd, Cambridge CB1 3DE, England.

**Option 2:** Please call us on +44 1223 303500 for BACs / bank transfer information.

**Option 3:** Please pay with card online at the above registration page.