



Going the "Last Mile": Using Web 2.0 to Engage Disney's Environmental Stakeholders

at the
Burke Auditorium, 195 Prospect St. New Haven CT
Lecture 4:30-6:00PM, March 24, 2009
Free and Open to the Public, Reception to Follow

Sponsored by the Industrial Environmental Management Program
Yale School of Forestry and Environmental Studies

Disney's Dr. Benedict Schwegler, Jr., will speak at the Yale University School of Forestry & Environmental Studies on Tuesday, March 24th, at 4.30 p.m. in the new Burke Auditorium, 195 Prospect St. His talk, entitled "*Going the "Last Mile": Using Web 2.0 to Engage Disney's Environmental Stakeholders*" is sponsored by the Industrial Environmental Management (IEM) Program.

The talk is part of the 2008/2009 IEM Speaker Series sponsored by the Yale IEM Program. In its 19th year, the IEM Lecture Series brings speakers from companies and organizations to the Yale School of Forestry & Environmental Studies to discuss the relationship between business and the environment. This year's lecture series explores Web 2.0 and its use in environmental management.

Web 2.0 refers to applications of Internet technology that rely on interconnectivity and interactivity of web-delivered content—especially user-supplied content—including Wikipedia, Facebook, del.icio.us and Second Life.

Dr. Benedict Schwegler is Vice President and Chief Scientist of Walt Disney Imagineering (WDI), Research & Development, Inc. Schwegler created and manages the Simulation-based Design Group. The overall goal of this team is to improve Disney's ability to simulate, predict, and manage the project delivery process. His team develops new software tools like 4D Simulation as well as formal information models to enable integration of a wide variety of design, construction, and operational data for all capital facility projects of The Walt Disney Company (especially theme parks and resorts).

In addition to the simulation-based design project, Dr. Schwegler's group has developed autonomous agent simulations; integrated infrastructure models resulting in the most energy efficient theme park and resort design ever built; novel water treatment technologies enabling the first closed-loop control of wastewater treatment plants, and next generation fireworks. He has been involved in nearly all of Walt Disney Imagineering's construction projects over the past 19 years. He will speak about many of these projects and his use of web 2.0 technologies and environmental management.

He is the recipient of the 2002 Henry R. Michel Award from the American Society of Civil Engineer's (ASCE), Civil Engineering Forum for Innovation (CEFI), and was awarded the Orange County (California) Engineering Council's Outstanding Project Management Award for 2001. As well as being an active member of CEFI's Board of Directors, Dr. Schwegler was co-chair of CERF's ad-hoc working group on the integration of Information Technology (IT) into the construction industry, and former National Chairman of CERF's Environmental Technology Evaluation Center (EvTEC). Schwegler is also a member of the Jet Propulsion Laboratory's Technical Divisions Advisory Board and a Consulting Professor of Civil and Environmental Engineering at Stanford University, where he has helped create the first university course on Sustainable Engineering.

The IEM Lecture Series is supported by the Joel Omura Kurihara Fund. For more information about the lecture series, please contact Melanie Quigley, program coordinator, at 203.432.6953 or Melanie.quigley@yale.edu.

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