Bas Boorsma

Lead, Connected Urban Development
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Bas Boorsma leads Cisco's Connected Urban Development effort, a commitment under the Clinton Global Initiative to help cities reduce carbon dioxide emissions through comprehensive organizational approaches and broadband strategies. In this capacity, he is primarily responsible for coordinating the program's Amsterdam commitment and cooperation with other CUD partner cities such as Seoul and San Francisco.

Traditional approaches to reducing carbon emissions have focused on using less energy (or alternative forms), and on capturing and storing carbon. CUD takes a different direction by changing how cities deliver services to residents, how residents work, how traffic flow is managed, how public transportation operates, and how real estate resources are utilized and managed. The role of Boorsma and his colleagues in other CUD cities is to ensure that groundbreaking CUD projects are initiated, evolve, and can be scaled and replicated in cities around the world.

Boorsma has broad, in-depth experience in projects that concentrate on e-community development and broadband deployment worldwide. In his previous capacity as executive director of the International Network of E-Communities (2003-2007), he oversaw and managed the exchange of know-how and facilitated cooperation between member communities in all areas associated with e-community development and the deployment of high-end broadband, such as regulatory issues, service development, user engagement and business model development. Bas has also been responsible for several broadband related projects in the Netherlands, including the national Connecting the Dots program of the Dutch Ministry of Economic Affairs to stimulate the exchange of broadband deployment among local players in the Netherlands.

Boorsma obtained a master's degree with honors in political science (international relations) and Asian history at the University of Amsterdam.