

Webinar

Sustainability in the building sector: a winning tool for SMEs on international markets */Sostenibilità nell'edilizia: chiave vincente per i mercati internazionali/*

11.03.2021 H. 15:30 -17:00

@GOTOWEBINAR

AGENDA

- h. 15.30 *Log in and introduction*
Enrica Demichelis & Daniele Guglielmino, Piemonte Agency
- h. 15.40 *How sustainability affects market development in building supply chain: the view of a global player*
Nadia Boschi- Head of Sustainability EMEA, Lendlease
- h. 16.00 *Trends from Europe: overview on relevant case studies*
Kay Killmann- Head of Europe, GBCI Europe
- h. 16.20 *Sustainability and Design: successful stories and global opportunities*
Giovanni De Niederhäusern – Senior Vice President, Pininfarina Architecture
- h 16.40 *Wrap up and discussion*

Speakers and outlines (in order of appearance)



**Nadia Boschi, Architect PhD,
Head of Sustainability Italy & Continental Europe
Lendlease**

Transforming the building industry towards sustainability is in Nadia's professional DNA. Nadia has been working for Lendlease since 2015 as responsible for the development and implementation of the Corporate Sustainability program in Italy and in Continental Europe, including market transformation activities, climate fit strategies for urban re-development, internal and external environmental third party reporting, strategic advising for big developments.

- Lendlease: overview of the company and approach to sustainability
- The role of the key player / developer as a boost towards sustainability
- Requirements of sustainability all along the supply chain
- Sustainability as a key asset and a competitive advantage for SMEs (*the vision of the key player*)



Kay Killmann
Head of Europe
GBCI Europe

Head of GBCI Europe, advocates for benchmarking and performance monitoring of the built environment as critical paths to our sustainable future. He believes technology, through platforms like Arc and LEED, will be accelerants of Europe's urban transformation. Mr. Killmann has two decades of international experience as a consulting architect and nonprofit leader and is the co-founder of the German Green Building Association | GGBA.

- GBCI: brief overview
- European overview of the market and the expected impact of European Taxonomy for sustainable initiatives
- Overview on main sustainable urban regeneration initiatives, today under development in Europe
- Sustainability as a key asset and a competitive advantage for SMEs (*the vision of the certification body*)



Giovanni de Niederhäusern
Senior Vice President
Pininfarina Architecture

Starting from his days in academia, with an engineering and architecture degree in 2008, and in prominent professional experiences before and after (MIT Senseable City Lab as Research Affiliate, 2009 and Carlo Ratti Associati, initially as designer and PM and then as CEO in 2017), Giovanni is now at the helm of the Architecture division to expand the company's range of activities in design and architecture, reinterpreting the company's philosophy and proposing a new perspective that equates impact with the combination of beauty and technology.

- Pininfarina Architecture: brief overview
- A new vision that merge design, sustainability and people wellbeing
- From Piemonte to the world: experience from the global market
- Sustainability as a key asset and a competitive advantage for SMEs (*the vision of the supply chain*)