



IUCN  
World  
Conservation  
Congress  
Barcelona 2008



## IUCN Media Advisory

### **Green Construction for Sustainable Living**

**Sustainability Dialogue: Wednesday 8th October, 9:30-11:00, Auditorium**

#### **The Story**

According to a recent UNEP report, 30-40% of all primary energy is used in buildings. In high and middle-income countries this is mostly achieved with fossil fuels, while in low-income regions, biomass is still the dominant energy source. Both patterns of energy consumption are environmentally intensive, contributing to global warming – albeit in different ways. How can we break the cycle? Without proper policy interventions and technical improvements, these patterns are not expected to change in the near future.

As construction increases in BRIC countries and globally, and the threat of climate change continues to grow, it is critical that green building is addressed on the international agenda. The building sector has considerable potential to influence and implement positive change: to become more efficient in terms of resource use, less environmentally intensive and more profitable.

Sustainable buildings can also be used as a mitigating opportunity for greenhouse gas emission under the flexible mechanisms of the Kyoto Protocol and should be considered as a key focus for the post-Kyoto period. Decision makers must understand the logic behind the behavior of different players for the successful development and deployment of policy instruments and technological options. Providing and promoting benchmarks and standards for sustainable buildings is an essential step in moving forward.

This high-level discussion will bring together key representatives from the global green building movement including individuals from governments, the private sector, NGOs and civil society, to discuss and debate the best way forward to ensure green building standards are rapidly developed, promoted, accepted and implemented throughout the world.

#### **Key Issues**

1. What are the barriers to adoption of green building and green building standards?
2. Is there one green building standard that can be applied to all countries or regions?
3. What policies and technical improvements are needed to ensure progress on green building?

#### **World Headquarters**

IUCN  
Rue Mauverney 28  
1196 Gland  
Switzerland

#### **International Union for Conservation of Nature**

Tel +41 22 999 0000  
Fax +41 22 999 0002  
mail@iucn.org  
www.iucn.org



### **Participants**

1. Ken Yeang, Director of T. R. Hamzah & Yeang Sdn. Bhd. (Malaysia) and Llewelyn Davies Yeang (UK)\*.
2. Karan Grover, Karan Grover & Associates
3. Ahmet Lokurlu, CEO SOLITEM GmbH
4. Jonathan Rose, President and Founder of Jonathan Rose Companies
5. Michelle Moore, Senior Vice President Policy & Public Affairs  
U.S. Green Building Council
6. Mr Severin Lenel, Integrale Planung GmbH
7. Henk de Bruin, Senior Vice President Philips Corporate Sustainability Office
8. **Moderator:** Christian Kornevall; Director Advocacy and Communication  
World Business Council for Sustainable Development

**Meet the Press Session:** 8<sup>th</sup> October, 11:30-12:30, Media Lounge.

### **Focal Point**

Ms. Alison Rowles-Anobile  
Director Global Operations  
IUCN

[Alison.Rowles-Anobile@iucn.org](mailto:Alison.Rowles-Anobile@iucn.org)

*Version: 15<sup>th</sup> September 2008*  
*Congress ID:1610*

### **World Headquarters**

IUCN  
Rue Mauverney 28  
1196 Gland  
Switzerland

### **International Union for Conservation of Nature**

Tel +41 22 999 0000  
Fax +41 22 999 0002  
mail@iucn.org  
www.iucn.org



## Biographies of Participants

**Karan Grover** is the Founder of Karan Grover and Associates. He is a winner of all the Indian Awards for Excellence in Architecture and Interior Design, and almost single handedly won India's nominations for UNESCO's World Heritage Site status for Champaner after a 22 year old campaign. In 2004, Grover became the first architect in the world to win the U.S. GBC "Platinum" Award for the greenest building in the world. Today he is working towards the need for practicing "Green Architecture" inspiring students and fellow architects—a need based on ecological and environmental concerns; a need which involves us all as inhabitants of this planet.

**Christian Kornevall** is the Director of Energy Efficiency in Buildings, at the World Business Council for Sustainable Development (WBCSD), in Geneva, Switzerland. Before joining WBCSD in October 2005 he was the Senior Vice President, Group Function Sustainability Affairs at ABB. Originally from Sweden, he studied Economics, Business Administration and Statistics at Stockholm University before exploring the world on various assignments in South America, Asia and Europe. He has also worked with WWF International; the International Committee of the Red Cross; the International Labour Union (ILO) and the Swedish International Development Authority (SIDA).

**Jonathan Rose** founded Jonathan Rose Companies LLC, in 1989. The firm's innovative development, planning, investment, new construction, conversion and historic preservation work has won awards from a wide range of notable organizations including: the National Trust for Historic Preservation, the Natural Resources Defense Council, Global Green USA, Urban Land Institute, American Planning Association and the American Institute of Architects. A thought leader in the Smart Growth, national infrastructure, green building, and affordable housing movements, Mr. Rose is a frequent speaker and writer. His work has received widespread media attention from CNN to The New York Times and was recently profiled in e<sup>2</sup>, a PBS series on sustainable development.

**Michelle Moore** is the Senior Vice-President for Policy & Public Affairs at the US Green Building Council. At USGBC, Michelle is helping the green building movement grow from a niche market to defining the mainstream by leading the organization's outreach efforts, including marketing and communications, public policy, development, and residential programs. Prior to joining USGBC, Michelle was VP of Marketing for BlueBolt, a tech start-up in the building industry. She holds degrees from Emory University and from Georgetown's School of Foreign Service.

**Dr. Ken Yeang** is a Malaysian architect and writer best known for developing environmental design solutions for high-rise buildings. As a principle of T.R. Hamzah & Yeang in Kuala Lumpur, he pioneered the passive low-energy design of skyscrapers, what he has called "bioclimatic" design. In 2005 Yeang became a director of Llweleyn Davis Yeang, a multidisciplinary firm of urban designers, architects and landscape architects and is now based in London. He also serves on advisory committees for numerous academic and professional organizations such the ARCHIVE Institute and the Skyscraper Museum both located in New York City.

### World Headquarters

IUCN  
Rue Mauverney 28  
1196 Gland  
Switzerland

### International Union for Conservation of Nature

Tel +41 22 999 0000  
Fax +41 22 999 0002  
mail@iucn.org  
www.iucn.org



**Dr Ahmet Lokurlu** is a Turkish engineer, entrepreneur and the founder of Solitem GmbH, a pioneering company at the forefront of eco-technology. He studied mechanical engineering in his native Turkey, before moving to the University of Essen in Germany to study energy engineering. In 1993 he began to investigate methods for harnessing the power of the sun for environmental gain, the work forming the centre of his PhD research. The system he developed during his doctoral studies uses solar power to provide air conditioning for buildings. In 2000 he founded Solitem to take the system from a research project to a commercially available solution for clients across the world.

Based in Aachen, Germany, Solitem is now a thriving business and Dr Lokurlu's belief in environmentally beneficial engineering has seen him recognised as a leading figure in eco-technology. In 2007 he was named as one of Time Magazine's 'Heroes of the Environment'. He is currently working on his second PhD thesis.

**Severin M. Lenel**, the panels standards expert, began as an architect executing projects with a focus on energy efficiency and ecology then moved onto to lead a department with the same focus in the canton of St. Gall, Switzerland. He then launched a consulting firm focusing on sustainable construction and today is CEO of Intep GMBH in Zurich where he also manages the certification of the Swiss standard MINERGIE – ECO, which focuses on indoor ventilation, air quality, low emission materials, temperature and lighting control and noise pollution.

#### **World Headquarters**

IUCN  
Rue Mauverney 28  
1196 Gland  
Switzerland

#### **International Union for Conservation of Nature**

Tel +41 22 999 0000  
Fax +41 22 999 0002  
mail@iucn.org  
www.iucn.org