

Energy Efficiency in Built Environment: Opportunities for Finland and Helsinki

Tuesday, 31st March, 2009 - the Cable Factory, Helsinki Finland
(Registration required)

Lowering the energy use of buildings is in key position when preventing the climate change. New approaches, solutions and innovations are needed. Sitra's Low2No Design Competition aims at developing a new approach for a sustainable building block in Jätkäsaari, the western harbour area in Helsinki.



08.30 Registration coffee

09.00 **Welcoming words**

Jukka Noponen, Executive Director, Energy Programme, Sitra

Opening panel: Towards Sustainable Building

Marco Steinberg, Director of Strategic Design, Sitra

Peter Sharratt, Director, WSP Energy, the United Kingdom

Wulf Daseking, Director of City Planning, City of Freiburg, Germany

Professor Helka-Liisa Hentilä, Head of the Department of Architecture, University of Oulu

09.50 Coffee Break

10.10 **Promoting Energy Efficient Buildings in Europe**

Jeff Huntington, Head of programme Air and Climate Change, European Environment Agency

Needs and Solutions for Systemic Changes

Lars-Erik Liljelund, Director General, the Prime Minister's Office, Sweden

Freiburg - a Green City - a Model for Sustainable Building

Wulf Daseking, Director of City Planning, City of Freiburg, Germany

Water-front Helsinki

Hannu Penttilä, Deputy Mayor, City of Helsinki

12.15 **Competition Launch: Low2No Design Competition**

Marco Steinberg, Director of Strategic Design, Sitra

12.30 Lunch break

13.30 **Competition brief in detail: Low2No Design Competition**

Marco Steinberg, Director of Strategic Design, Sitra

15.00 **End of seminar**

For questions and comments during the programme, please visit

webcast.magneetto.com/sitra.

The moderator will pick up messages for the speakers to respond to.



Speakers and panelists



Jeff Huntington is Head of Air and Climate Change programme at the European Environment Agency (EEA) since 2009. After joining the EEA in 2000, he has held several positions in the fields of environmental assessments and corporate affairs. Before that, Jeff was Member of Cabinet (Environment) at the European Commission. He has held several positions as an environmental adviser at the EU, the Scandinavian Airlines System and the Danish Environment Protection Agency.



Dr. Lars-Erik Liljelund became Director General of the Prime Minister's office in Sweden in June, 2008, with responsibility for climate issues and the Baltic Sea strategy. He is also a member of China Council. He holds a doctor's degree in plant ecology and has, since 1981, worked at the Swedish Environment Protection Agency during three separate periods. Prior to this, Lars-Erik has worked as Director of the Environmental Advisory Council at the Ministry of Environment. Since 1985, he has acted as an expert in several governmental taskforces and his opinion is valued especially on issues regarding the environment and sustainable development.



Wulf Daseking has been the Director of City Planning in Freiburg, Germany, since 1984. For six years before that, he had a similar role at Müllheim/Ruhr. At Freiburg, he is responsible for urban development, land development, landscape planning, master plan development and individual projects. Wulf is an associate member of the German Federation of Architects, a member of the German Academy of Urban and Rural Development/Berlin and a member of the expert committee city planning of the German Congress of Cities. He also lectures on city planning at Freiburg University and at Darmstadt University of Architecture.



Hannu Penttilä (M.Sc. Tech) became Deputy Mayor of the City of Helsinki in 2008, responsible for City Planning and Real Estate. Prior to this, he has worked as Executive Director at the Helsinki Metropolitan Area Council. Hannu has also worked as Executive Director for the Regional Council of Häme, as Chief Engineer at the Ministry of the Environment, and as Head of Office at the Finnish Association for Nature Protection.



Peter Sharratt is Divisional Managing Director of WSP Energy, as well as board member of WSP Environmental, another WSP Group company. He has vast international experience in delivering sustainable solutions across the public, corporate and development sectors and is responsible for driving energy, climate change and sustainable development consultancy services, as well as further developing the energy and environmental business in China. Before joining WSP, Peter worked at Short Ford Associates as architect.

He also lectures widely both in the UK and overseas. He sits on the management committee of the Business Council for Sustainable Development UK, is an examiner and PhD supervisor to various institutions, including the Energy and Environment Programme of the AA School in London and is on the Board of Councillors of the China-US Center for Sustainable Development.



Professor, Dr. Helka-Liisa Hentilä, (Architect SAFA) is Head of the Department of Architecture, Head of Laboratory of Urban Design and Planning and Professor in Urban Design and Planning at the Department of Architecture, University of Oulu. She is specialized in sustainable urban design and planning, and is an author of 15 awarded national and international architecture competition entries mainly in the field of urban design and planning.



Marco Steinberg is Strategic Design Director at Sitra, where his responsibilities include meeting internal strategic design needs as well as charting new forward oriented opportunities to help Sitra meet its mission of national innovation and well being. Steinberg is also an Associate Professor of Architecture at the Harvard Design School. With extensive experience in Italy, Finland and the US, Marco is an active participant in numerous national innovation programs including member of Italy's Lombardy region's "Meta-district" committee, advising government on SME funding to promote industry's competitiveness through design research.



Jukka Noponen (M.Sc. Tech) is Executive Director of Energy Programme in Sitra, the Finnish Innovation Fund. The five year long programme focuses on improving the energy efficiency of the built environment. Before Energy Programme Noponen was the Executive Director of Environmental Programme. Prior to joining Sitra in 2005, Jukka worked for Pöyry, a global consulting and engineering firm focusing on the energy, forest industry and infrastructure & environment sectors. Jukka was Commercial Director of Pöyry's Infrastructure and environment business group.

Energy Programme 2008-2012

