

Pioneer Name	Organisation
Ana Isabel Hidalgo Pérez	Green Building Council Finland
Host Name	Host Email
Jessica Karhu	jessica.karhu@figbc.fi
Department *	Period of Placement *
The 10YFP Programme on Sustainable Buildings and Construction	2017-09-20 to 2017-10-31

Profiles

1. Brief Description Of The Host Activity (Overall Activity And Activity Of The Unit Where The Pioneer Will Do His/Her Placement)

Green Building Councils around the world are non-profit, non-governmental organizations that promote sustainable building practices. Sustainable development has been the emphasis of the real estate and construction industries in Finland at an increasing rate. Actors in these fields saw the need for more cooperation and a set of common practices to follow within the industry. To fulfill these needs, Green Building Council Finland (GBC Finland) was founded on April 19th 2010. The association brings together knowledge and expertise in sustainable development and also represents its members in the field both domestically and internationally. GBC Finland is active on all levels of sustainable development and its life-cycle. The key focus of GBC Finland is to encourage and advance the use of practices and methods that support sustainable development in the built environment. It also functions as a platform for dialogue and the sharing of information and know-how in the industry. GBC Finland promotes new and innovative solutions and offers impartial information and studies to be used by the member organizations in their decision-making. The association provides its members with training in sustainability, information services, and development. GBC Finland also brings a national perspective on how to adapt international environmental certifications, such as LEED and BREEAM, to Finnish real estate. The Pioneer will work in the Preparation of a concept note about sustainable buildings and constructions supported by an in close collaboration with 10YFP SBC Programme <http://www.scpclearinghouse.org/sustainable-buildings-and-construction> key actors from governments, industry, civil society, academia and international organisations.

2. Brief Description Of The Pioneer Profile (Fields Of Work; Use Bullet Points)

Environmental Consultant with over 14 years of professional experience, I have developed a wide range of projects related to environmental sustainability, carbon footprint, climate change, ISO standards implementation, environmental impact studies, sustainable mobility, Agenda 21, Waste management, landscape, land management, environmental expertise reports, etc. Also, I have advised large companies on how to reduce their energy consumption and improve their environmental performance through the design of Sustainability Itineraries with which to incorporate environmental improvements in their business model. My participation in these projects has been at different levels (from information gathering, fieldwork, writing, mapping, planning, coordination, direction, etc.), allowing me to have a broad and complete view of all the factors which influence the development of projects, and thus, optimize results. During my professional career I have developed skills related to project management and technical direction, having in charge technical teams and carrying out the control and execution of the projects. Likewise, I have developed my business management profile, designing and launching commercial campaigns, CRM systems, market studies, marketing strategies, and finally, negotiation and closing of contracts. During the years 2012 and 2013, I was involved in the internationalization of a hazardous waste transport company, managing all related activities in the French market, mainly, and to a lesser extent actions related to the German, Dutch, Great Britain, Italy market, Poland, Hungary, Slovakia and Belgium (the latter countries only for obtaining authorizations specific to each country, and the search and negotiation of commercial agreements with local partners). During this period I lived in France, the main country in the international expansion. Later, after returning to Spain, and be part of a Program to Promote ICT, Innovation and Electronic Commerce, developed by Extremadura Avante, I decided to found Greenlab Idea, a Consultant focused on Environment, Sustainable Tourism, Innovation and Green Marketing, project in which I am still involved and in which I am in charge of the General Management, design and execution of the business strategy and implementation of environmental and innovative projects, proof of this, are the projects related to Sustainable Tourism made recently, which have been taken as examples of innovative initiatives at the international level by the International Tourism Organization in the Year of Sustainable Tourism. I collaborate with Business Accelerator related to green and circular economy, as business mentoring for StartUps. I recently developed a Research Study on "Climate Change and Insurance Activity. Impacts and Adaptation Challenges", classified as "cum laude" by CE CAS, dependent on the DGSFP, a study for which I have been a finalist of the best environmental award of the year 2015 Andalusia, awarded by the Professional Association of Ambientologists of Andalusia, award given by the Andalusia Government Councilor for the Environment, D. José Fiscal. This study is published in the online platform Mapfre Foundation, among other bibliographic funds. Last December 2016, I received an award as a finalist of the "Prizes Espiga", organized by the Caja Rural de Extremadura and the Environmental Counseling of the Extremadura Government. I participate in radio and television programs as an expert on environmental and climate change issues and I give lectures for organisms such as the Biodiversity Foundation.

Working plan / project description

1. Field Of Activity, Main Tasks Foreseen And Potential Results. Please Take Note That Due To Audit Requirements Any Activity Or Event Generating Additional Travel/Accommodation Expenses (Such As Visiting A Conference) Should Be Clearly Indicated Here For The Related Costs To Be Eligible For Reimbursement To The Pioneer.

To prepare a Concept Note about sustainable buildings and construction supported by and in close collaboration with 10YFP SBC Programme <http://www.scpclearinghouse.org/sustainable-buildings-and-construction> key actors from governments, industry, civil society, academia and international organisations. The Concept Note is a pre-requisite to discuss with donors project initiatives in this UN led global framework and its programmes. The aim is shifting to low-emission sustainable development pathways through energy efficient buildings, cities and industries and increasing climate-resilient sustainable development for resilient infrastructure and built environment to climate change. Aspects from sustainable public procurement, sustainable tourism, sustainable lifestyles and education as well as consumer information are also to be covered. The pioneer should do a trip to Paris during her stay to have meetings with UN Environment.

Systems Innovation & Transition Thinking

1. What Potential Systems Innovation Tools Could You Apply During This Placement?

Based on the needs initially detected in the project, I envisage the application of the following Perception tools, which will be used to obtain information from the stakeholders as well as the relationships between them. In this sense, the tools to be used may be Stakeholder Universe and Credential Cards. For a multilevel perspective analysis, I will use tools like Flourishing (Flourishing multi level gives a visual metaphor of the complex interplay of relations between the components in the three levels that make up a socio-technical system); Fishing4Barriers, which will allow us to identify the barriers that the project is facing and chunk them down into more concrete causes and manageable problems). In relation with the Visioning and Backcasting the Future, I will use tools like Ocean or Opportunities (used to identify elements for which there are no proposed solutions), or Future Radars (used to identify changes and actions that we will have to deal with to reach our goal). Niche Management. In the absence of any blueprints for guiding socio-technical transitions it is necessary to rely on a management strategy to ensure the quality and alignment of the process of leveraging the project from the experimentation level to the dominant sistema. Sis Systemics strengths, will help us to draw up a plan of action to reinforce the systemic vision of the Project. Solution. As for generating ideas to solve the challenges and make a selection of them, the following tools can be used: 6/3/5, SCAMPER and WOW / HOW / NOW. However, once a first approach to the project occurs, it may be decided to replace some of the pre-selected tools with others that are more suited to the needs of the project.

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Local Manager Approval Status

Status	Approved
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Host Approval Status

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