



Sustainable Business Models on Circularity in the Built Environment

Date 28th of March 2018, 14:00-15:00 CET

Please register for the webinar [here](#)

The webinar “Sustainable Business Models on Circularity in the Built Environment” is the result of collaboration between two programmes of the One Planet network: Sustainable Building & Construction and Sustainable Tourism. This collaboration pools knowledge of sustainability experts to further reflection on application of circular economy principles on the ground.

The construction sector is the largest consumer of resources including raw materials. Therefore, embracing long-term design thinking, technology and innovation and adopting new production and consumption models and collaboration throughout the supply chain of construction can lead to sustainable business models which create further financial, social and environmental benefits.¹

The tourism sector is growing exponentially and also responsible for decoupling its growth from environmental degradation. Given the extensive supply chain of the sector and its connection with the built environment, whether in the form of infrastructure, accommodation or other facilities, integrating approaches for more sustainable construction in tourism can result in enhanced competitiveness, environmental benefits and overall destination image.

The objectives of the webinar are to:

- Provide testimonials of frontrunning organizations developing and implementing circular models in the built environment;
- Explore examples of profitable business cases of circular construction and management of buildings within the tourism industry.

Participants will have the opportunity to raise questions and more broadly obtain access to top sustainability experts working on the implementation of circular economy models.

¹ <https://www.bam.com/en/press/press-releases/2017/3/new-report-reveals-benefits-of-circular-business-models-for-the-built>



Moderator & Speakers

Mr. Pekka Huovila, Coordination Desk Officer, Sustainable Building and Construction Programme of the One Planet network



Mr. Pekka Huovila coordinates the One Planet network Sustainable Buildings and Construction Programme that is led by the Ministry of the Environment, Finland. Pekka has practical experience from building design and construction in Europe and in developing countries. During the past 20 years he has actively contributed to leading international sustainable built environment research collaborating closely with international companies.

Mr. Nitesh Magdani, Group Director of Sustainability, Royal BAM the Netherlands



Mr. Nitesh Magdani is a Group Director of Sustainability at Royal BAM Group, a major European construction company focused on design, construction, maintenance and property development. Nitesh's remit is to embed sustainability throughout the business's strategy and operations. His passion is related to sustainable design and resource efficiency. He is a Royal Institute of British Architects member and architect.

Nitesh's work highlights the importance of the design process, quality and end of life of materials. He is involved in several circular economy projects, as well as advising the Green Construction Board and LWARB on government policies. Nitesh co-authored a Circular Business Models in the Built Environment publication, together with Arup and the Ellen MacArthur Foundation. Nitesh is actively engaged in scaling up BAM's circular economy business models, by understanding the internal and external business drivers, and the promotion of new circular opportunities.

Dr. Ke Wang, Circular Economy Business Model Researcher, VITO Belgium



Dr. Ke Wang is a circular economy business model researcher at VITO. She is currently active in business model development in the EC funded Horizon 2020 BAMB (Buildings as Material Banks) Project. She is passionate about synergizing environmental and economic interests. Ke holds a Ph.D. in Applied Physics (Stanford, 2006) and an MBA (Rotterdam School of Management, 2015). She previously worked as a Senior Scientist and Project Leader at Philips Research in the

Netherlands.





Dr. Robert Wimmer, Executive Director/Chairman, GrAT - Center for Appropriate Technology



Dr. Robert Wimmer is the chairman of GrAT since 1996. He is running capacity building programmes in Europe, Asia and Africa for environmental improvement of companies and society. Dr. Wimmer has built up this research group and coordinates national and international research and demonstration projects. He is lecturing at several universities in Austria and Japan, holds a number of patents for renewable energy devices and efficient products and provides consulting for governments and companies. Best practice demonstration accomplishments include the sustainable building demonstration “S-HOUSE”, new building materials based on renewable resources, and a supportive toolset for product service system development. Especially with regard to the extreme resource and energy efficiency of the S-HOUSE, GrAT has won many national and international awards. Recently a demonstration building in tropical conditions has been completed, the ZCR Showcase Cottage in Palawan. He is the consistent lead project manager of the Zero Carbon Resorts project (2009-2014) and ZCR for Sustainable Tourism (2014-2018). He has a degree in Process Engineering and a PhD from Vienna University of Technology, Austria.

Agenda	
14:00-14:05	Introduction by Mr. Pekka Huovila, Sustainable Building and Construction Programme of the One Planet network
14:05-14:15	Circular business models for the built environment, Mr. Nitesh Magdani, Royal BAM the Netherlands
14:15-14:25	Challenges and Opportunities of circular models for building & construction businesses, Dr. Ke Wang, VITO Belgium
14:25-14:35	3R methodology for Zero carbon Resorts, Dr. Robert Wimmer, GrAT - Center for Appropriate Technology
14:35-15:00	Discussion, stepping stones ahead





For more information on the webinar, please kindly contact the Coordination Desk below.

Sustainable Building and Construction Programme, pekka.huovila@figbc.fi

Sustainable Tourism Programme, stp10yfp@unwto.org

About One Planet network

The One Planet network is the network of the 10-Year Framework of Programmes on Sustainable Consumption and Production (10YFP), which since February 2018, have been rebranded. The One Planet network consists of six programmes: (1) Consumer Information for SCP (2) Sustainable Buildings and Construction (3) Sustainable Food System (4) Sustainable Lifestyles and Education (5) Sustainable Public Procurement and (6) Sustainable Tourism. The programme continues to operate as a global framework of action designed to enhance international cooperation to accelerate the shift towards SCP in both developed and developing countries. It promotes transformation for sustainability through efficiency, innovation, and adaptability.

