



Pre-conference workshop,
Building Energy New York City 2018

OCT 3, 2018

2-5pm

WORKSHOP



The Sustainable Development Goals (SDG's)

– A New Business Opportunity for the Green Built Environment

In September 2015 the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development were adopted by 193 world leaders. These new Global Goals universally apply to all, and the built environment will play a significant role in meeting these targets. Green buildings and sustainable cities are a true catalyst for solving some of the world's most pressing challenges, and it is for this reason that the involvement from the built environment is so crucial.

Public and private building investors are increasingly setting requirements for sustainable buildings, and companies who adopt the SDGs into their business strategies and building designs will have a competitive advantage and make their company and building projects stand out.

This interactive workshop will explain how the built environment sector can benefit from and translate the SDGs into new business opportunities. We provide insight into international trends, New York State and New York City climate action plans in the context of the SDGs. The workshop presents how buildings and material standards, energy efficient buildings, such as the Passive Houses, and renewable energy and deep energy retrofitting can relate to the SDGs and what competitive advantages the SDGs open up for.

The presenters will share inspiring cases of how sustainable construction – both new design and retrofit projects – contribute to the SDGs and show how sustainability strategies can be communicated through the SDGs.

This workshop is sponsored by Danish Energy Management – www.dem.dk

SUSTAINABLE DEVELOPMENT GOALS



PROGRAM

- 2:00 pm** **Welcome**
Kirsten Mariager, Head of Sustainability & Energy Management, Danish Energy Management (DEM)
- 2:05 pm** **Keynote: Act Locally, Share Globally**
Yetsuh Frank, Managing Director – Strategy & Programs, Building Energy Exchange (BE-Ex)
A presentation of New York State's and New York City's climate action plans in the context of the SDGs.
- 2:20 pm** **A look at SDGs in the Industry – Innovation and New Business Opportunities**
Heather Louise Madsen, PhD, Strategy & Sustainability Consultant, Danish Energy Management (DEM) *How to translate the SDGs into a competitive resource and new business opportunities by anchoring the SDGs in business strategy/policies, and rethinking how companies generate business in the built environment.*
- 2:40 pm** **Deep Energy Retrofit is a true catalyst for addressing the SDGs**
Kirsten Mariager, Head of Sustainability & Energy Management, Danish Energy Management (DEM)
How deep energy retrofit projects contribute to achieving the SDGs. Demonstrating how impacts can be measured and communicated to keep visibility for sustainability high.
- 3:05 pm** **Designing for Excellence in Sustainability: 425 Grand Concourse and alignment with the SDGs**
Dylan Martello, Certified Passive House Designer, Steven Winter Associates
How to design for excellence in sustainability and how Passive Houses are aligned with the SDGs in the large multifamily building 425 Grand Concourse.
- 3:30 pm** **Break**
- 3:40 pm** **Peer-to-peer rapid innovation audience discussion**
Moderated by DEM
We will discuss unsustainable aspects of the built environment and sustainable solutions that would make the biggest positive impact.
- 4:00 pm** **Translating Material Health into Meaningful Impact**
Jack Dinning, Director of the Donghia healthier Materials Library, Parsons School of Design.
No designer wants to cause harm, but how do we get past the chemical names and industry jargon to start talking about the real impact? We will explore how the SDGs can provide a common language that contextualizes the litany of certifications currently used in practice.
- 4:25pm** **Aris Energy Solutions – Creating New Business and New Client Benefits with the SDGs**
Bill O'Brien, Chief Executive Officer, Aris Energy Solutions, LCC
How Aris Energy solution has used the SDGs as a framework to align offerings with clients benefits, win new business terrain and provide renewable and clean energy for communities while strengthening the global partnership for sustainable development.
- 4.50 pm** **Closing remarks**
Danish Energy Management
- 5:00 pm** **BENYC2018 Opening reception and tradeshow**

SIGN UP FOR THE WORKSHOP HERE: [BENYC2018 WORKSHOP REGISTRATION](#)

SPEAKER INTRODUCTION



Yetsuh Frank is Managing Director of Strategy & Programs for the non-profit Building Energy Exchange. Yetsuh has been instrumental in the creation of their energy efficiency resource centre in Manhattan and guides the focus of their education, research and exhibit

programs. Translating Material Health into Meaningful Impacts A central voice in New York City and State policy discussions, Yetsuh has developed myriad educational and stockholder engagement programs, and has authored multiple high-performance building briefings and reports, including Passive NYC (2015) and Pursuing Passive (2018.)



Heather Louise Madsen, PhD, is a Strategy and Organizational Sustainability Consultant at Danish Energy Management. Heather has worked closely with a number of international energy companies and consultancies, helping them to develop

strategies for short and long-term goal achievement. Heather is passionate about sustainability, equipping organizations to compete in today's dynamic and evolving markets, and the way in which knowledge and innovation evolves and flows in these networks. She is currently working on a major project funded by the Innovation Fund Denmark, as well as providing strategy, business development and expert services for sustainability projects regarding the United Nations Sustainable Development Goals (SDGs).



Kirsten Mariager is a Head of Sustainability & Energy Management at Danish Energy Management (DEM) and DEMs NYC representative. Kirsten works as team leader and senior technical expert and has more than 25 years of professional experience in

sustainability, energy management, energy efficiency and energy conservation consultancy through multiple private and public assignments all over the world. Kirsten is leading the team that developed a model that translates energy-related UN global Sustainable Development Goals (SDGs) into business opportunities. She is a former Associate Professor at Aarhus University and external examiner at the Technical Faculty at Danish Universities. She holds a B.Sc. in Civil Engineering from Aarhus University, Denmark.



Dylan Martello is a Senior Building Systems Consultant and Certified Passive House Designer with Steven Winter Associates specializing in Passive House consulting and energy modeling. After earning his degree in Sustainability from Stockton

University, he has continued applying the essential theories of sustainability to the real-world applications in the built environment, with a keen focus on reducing the carbon footprint of new and existing buildings. He currently is working on a range of project types from large multifamily buildings such as 425 Grand Concourse, high rise offices in Boston, and a manufacturing facility in Sri Lanka.



Jack Dinning is the Director of the Donghia healthier Materials Library at Parsons School of Design. With ten years of working in architecture, design-build, and materials toxicity, he has become a dedicated leader in the drive towards healthier building

practices with a consistent emphasis on "Design for Empowerment." His current work focuses on developing tools for architects serving vulnerable populations, particularly in the areas of affordable housing and early childhood settings. Jack holds a B.A. in Architectural Studies from Middlebury College and Masters in Architecture from Parsons School of Design.



Bill O'Brien is Chief Executive Officer at Aris Energy Solutions, LCC. Bill brings deep financial, operating, and information technology experiences. Bill's successful support growing data operations, manufacturing, and software-as-a-service businesses

across industrial, healthcare, and financial services spans 25 years and has created significant client and shareholder value for GE, Thomson, and Bloomberg. Bill has a BS in Mechanical Engineering from University of Massachusetts and an MBA from the University of Connecticut.

[Read more about DEM & the Sustainable Development Goals](#)