



## Agenda

### **Green Building in North America: A Mexican Perspective**

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**20–21 February 2007**

#### **Tuesday, 20 February**

9:00–9:45

##### **Welcome**

Adrián Vázquez  
Executive Director, Commission for Environmental Cooperation (CEC)

##### **Opening Remarks**

Adrián Fernández  
President, National Institute of Ecology, Mexico

Luis Felipe Carrillo Neri  
Director, Undersecretariat of Urban, Environmental and Tourism Promotion, Secretariat of Environment and Natural Resources (Semarnat), Mexico

Carolina Cárdenas Sosa  
Undersecretary for Tourism Planning, Tourism Secretariat, Mexico

Juan Mata Sandoval  
General Director, National Energy Savings Commission (Conae), Mexico

Martha Delgado Peralta  
Secretary of the Environment of the Federal District Government, Mexico

Carlos Sandoval  
Representative, CEC Joint Public Advisory Committee

9:45–11:15

##### **The Importance of Green Building**

**Moderator:** Esperanza García López  
Professor-Researcher, Environment Department, Division of Design Sciences and Arts, Metropolitan Autonomous University – Azcapotzalco (UAM-A), Mexico

David Morillón Gálvez  
Researcher, National Autonomous University of Mexico (UNAM), Mexico

José Picciotto  
Picciotto Architects, Mexico

**Tuesday, 20 February (continued)**

Peter Busby  
Managing Director and founder of Busby Perkins + Will, Vancouver, Canada

Jonathan Westeinde  
Managing Partner, Windmill Development Group, Ottawa, Canada; Chairman of CEC Advisory Group

11:15–11:30 **Break**

11:30–1:00 **Energy, Climate Change and the Building Sector**

**Moderator:** David Shields  
Editor, *Energía a Debate*, Mexico

Julia Martínez  
Coordinator, Climate Change Program, National Institute of Ecology, Mexico

Ing. Rodolfo Lacy, Coordinator of Projects and Programs, Mario Molina Center, Mexico City

Odón de Buen  
Chairman, Energy, Technology and Education (ENTE), Mexico City

Steven Selkowitz  
Head, Building Technologies Department at Lawrence Berkeley National Laboratory,  
California, United States

1:00–2:15 **Lunchtime Presentation**

Doctor Mario Molina is professor of Environmental and Physical Chemistry at the University of California at San Diego and founder and Director of the Mario Molina Center for Strategic Studies in Energy and the Environment, located in Mexico City. In 1995 he was awarded the Nobel Prize in Chemistry for his work in atmospheric chemistry, particularly concerning the formation and decomposition of ozone. His current work focuses on air quality and global change issues.

2:15–3:45 **Working Towards Green Financing and Market Consolidation**

**Moderator:** Arturo Echeverría Aguilar  
President, Association of Building Energy Savings Companies (AEAAE), Mexico

Luis Antonio García Díaz  
SinergiaCapital, Mexico City

Leanne Tobias  
Principal, Malachite LLC, Washington, DC, United States

Rubén Chávez  
HSBC México, Financial Risk Management, Mexico City

Ernesto Gómez Gallardo  
Technical Coordinator, National Workers' Housing Fund Institute (Infonavit), Mexico

3:45–4:00 **Break**

4:00–6:00 **Institutional Efforts for Green Building**

**Moderator:** Geoff Garver  
Commission for Environmental Cooperation

César Ulises Treviño  
Founding Chairman, Green Building Council of Mexico; Secretary, World Green Building Council.  
Monterrey, Mexico

Jorge Wolpert  
National Energy Savings Commission (Conae), Mexico

## Tuesday, 20 February (continued)

Luis Felipe Carrillo Neri

Director, Undersecretariat of Urban, Environmental and Tourism Promotion, Secretariat of Environment and Natural Resources (Semarnat), Mexico

Miguel Ángel Tellez

Director of Projects, Department of Strategic Projects, Secretariat of Housing and Urban Development, Government of the Federal District, Mexico City

Alison Kinn Bennett, Office of the Federal Environmental Executive, White House Council on Environmental Quality, Washington, DC, United States

## Wednesday, 21 February

### 9:00–9:30 Opening

Tim Whitehouse, Commission for Environmental Cooperation

Francisco de la Vega Aragón

Adjunct Director for Planning and Technical Assistance,  
National Fund for Tourism Development (Fonatur), Mexico

### 9:30–11:00 Working Towards Accessible and Sustainable Housing

**Moderator:** Angela Griffiths

Chief Executive Officer, The Sheltair Group, Vancouver, British Columbia, Canada

Evangelina Hirata Nagasako

General Director, Housing Growth Development, National Housing Development Commission of Mexico (Conafovi), Mexico

Fernando Mayagoitia

Lean House Consulting, Mexicali, Mexico

Steven Winter

Founder, Steven Winter Associates, Inc. (SWA), Norwalk, Connecticut, United States

Christopher Godlove

Clinton Foundation, Washington, DC, United States

### 11:00–11:30 Break

### 11:30–1:00 The Global Marketplace

**Moderator:** Albert Zapanta

President, Chamber of Commerce Mexico-USA

James J. Grogan

President and CEO, Loreto Bay Company, Scottsdale, Arizona, United States

Charles R. Zimmerman, P.E.

Vice President, Prototype and New Format Development, Wal-Mart Stores, Inc., Bentonville, Arkansas, United States

### 1:00–3:00 Lunch

Viewing and discussion of *An Inconvenient Truth*, a documentary on former US Vice President Al Gore's campaign to make the issue of global warming a recognized problem worldwide.

Discussion leader: Huston Eubank

Executive Director, World Green Building Council

## Wednesday, 21 February (continued)

### 3:00–4:30 **Topics and Opportunities for Green Building in Mexico**

**Moderator:** Tim Whitehouse, Commission for Environmental Cooperation

Peter Busby

Managing Director and founder of Busby Perkins + Will, Vancouver, Canada

Guillermo Casar Marcos

Civil Construction Superintendent, Ingenieros Civiles Asociados (ICA), Mexico

Eric Hernández

Director, Sustainable Engineering and Integral Design, Mexico City

### 4:30–5:00 **Closing Remarks**

David Morillón Gálvez

Researcher, National Autonomous University of Mexico (UNAM), Mexico

Representative from the Commission for Environmental Cooperation

### 5:00 **Tour of Fiesta Inn Insurgentes Viaducto**

