



Technical session 4: Empowering Energy Efficiency: Exploring Tools & Platforms for Building Sustainability

KeyNote Speakers

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RCREEE 
Regional Center for Renewable Energy and Energy Efficiency
المركز الإقليمي للطاقة المتجددة وكفاءة الطاقة



Adel Mourtada
ALMEE VP



Hussam Alherafi
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Riadh Bhar
BUILD_ME PM



Rima Sorour
LGBC VP



**Alessandra
Gugliandolo**
ENEA



Adel Mourtada

ALMEE Vice-President

Dr. Adel Mourtada is Member of the Board of Directors of the Mediterranean Association of National Agencies for Energy Management (MEDENER) and Vice-President of the Lebanese Association for Energy Saving and for Environment (ALMEE). He is also founding member of the LGBC (Lebanon Green Building Council).

Adel Mourtada (Two PhD in Thermal and Energy/Energy Conversion) has more than 28 years of experiences in developing or reviewing energy efficiency building codes including climate zones and Green Rating Systems, in implementing Renewable Energy, Energy Efficiency and Sustainable Mobility solutions. He conducted several monitoring and evaluation missions for the EU.

He has more than 140 papers published in international scientific journals.



Hussam Alherafi **Sustainable Energy Economics** **and Policies Expert**

Hussam Alherafi holds a MSc in international Economics Relations. He has extensive experience in the field of Energy Economics and Policies, Regulatory Frameworks, Laws, Regulations focusing on (EE&RE) for more than 12 years enables Alherafi to tackle the policy dialogue action.

He is working on design, planning and implementation of regional and national projects to promote sustainable energy policies and actions. In such a role, he has worked closely with the Energy Department of the League of Arab States, to work on the common projects and activities, the NEEAP (National Energy Efficiency Action Plan), NREAP (National Renewable Energy Action Plan), Knowledge Management, Energy Database and access to finance. Over the past 7 years he focused more on regional and international assignments, managing multicultural teams to contribute to achieve project's goals. His aspiration is to contribute to positive change in RCREEE member states through empowerment innovation and market development.



Selen İnal **Founder, EcoMuse Consulting**

Senior Expert, Energy Efficiency Finance and Digitalization of MeetMED Activity 5.2.1.

- Clean Energy and Green Transition Consultant at EcoMuse Consulting
- Country Advisor, Türkiye of EIT InnoEnergy, an independent body of the European Union and the world's largest sustainable energy innovation ecosystem
- Member of the Council of Engineers for the Energy Transition (CEET), an independent Advisory Council to the Secretary-General of the United Nations
- Over 22 years of experience in various areas of the energy sector
- B.Sc. Chemical Engineering, M.Sc. Energy Conversion and Management



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Riadh Bhar

BUILD_ME Project Manager

MSc/Dipl. Ing. Riadh Bhar studied architecture in Aachen and obtained his master degree in January 2004. Afterwards he worked as an architect in Cologne and simultaneously started graduate studies in resource management with an emphasis on renewable energies which terminated in another master degree in July 2007 at the University of Applied Science in Cologne.

Since January 2006, he works for Guidehouse (formerly Ecofys) Germany in Cologne.

The main areas of his activities are planning of energy concepts for new and existing buildings/city districts,

conception of sustainable building guidelines (incl. resource efficiency) and finally the improvement of political and financial frameworks for sustainable buildings.

Riadh Bhar functioned as project manager in several national and international projects with clients including both political institutions like the EU, the German Ministry of Environment, the GIZ and the private sector like McDonald's Europe, Procter&Gamble and Solidere.

Finally, he has a deep track record working on projects in the MENA region. As he was a technical key expert of the Europe-Aid financed project MED-ENEC (2006-2017) and is the PM of the ongoing BUILD_ME Project (<https://www.buildings-mena.com>, 2016-2025) and leads the output on capacity building of the COOL_UP programme (<https://www.coolupprogramme.org/>, 2021-2026).



Alessandra Gugliandolo **Engineer, ENEA**

She is part of the LAERTES laboratory within the DUEE SPS SIE department and is currently responsible for the research activity called EDI (Energy Efficiency of Buildings through the Adoption of Innovative Materials and Renewable Energy). She holds a Master's degree in Building Engineering for Refurbishment and is specialised in energy saving issues. She deals with energy audits, energy surveys and is an expert in stationary and dynamic energy modelling.

She has a particular interest in the design and study of near-zero energy buildings, as expert in energy efficiency of the building envelope and technical systems. She is involved in the study of innovative materials, energy saving technologies. Its activities also include energy audits and training and information activities.



Rima Sorour

Lebanon Green Building Council

V. President

Rima Sorour has wide multinational experience as an architect and designer. An author, activist and advocate for green buildings and environmentally responsible standards. She is the Principal Architect/Partner at Hints Design – Lebanon since 1990, Principal Architect at Founoun - Saudi Arabia since 2000. She is a consultant for the UNDP since 2014 and has a major research publication on Water conservation in Lebanon.

In the past 14 years, Rima has been concentrating on identifying and implementing opportunities for sustainable development in Lebanon's urban and rural areas.

The President of the 'Architects Association' at the Order of Engineers and Architects-Beirut, 2021-2023.

The Chair of 'Green Buildings & Sustainability Committee' at the Order of Engineers and Architects-Beirut, 2021-2023.

The President of the Saudi Sustainable Building Council, since 2021.

The President of the Lebanon Green Building Council (2019-2021) and currently the VP, and an active board member since 2011, where she has been assuming several key roles and leading projects.

Founding President of 'ESTIDAMA', targeting sustainability in multiple aspects since 2019.

A co-developer to 'ARZ' (Lebanese, Green Building Rating System).

A Jury member in several National and Regional Competitions & Awards.

A member of the 'Scientific Committee' at the Order of Engineers and Architects, 2021-2023

A Founding Member of the 'Women Engineers Committee' at the Order of Engineers and Architects, Beirut

The Vice President of AUB's World-Wide Alumni Association (WAAAUB), 2012-2016

Holds a BArch from American University of Beirut (AUB), and a Master Degree in Sustainable Urban Management and Development from Erasmus University, Netherlands.

