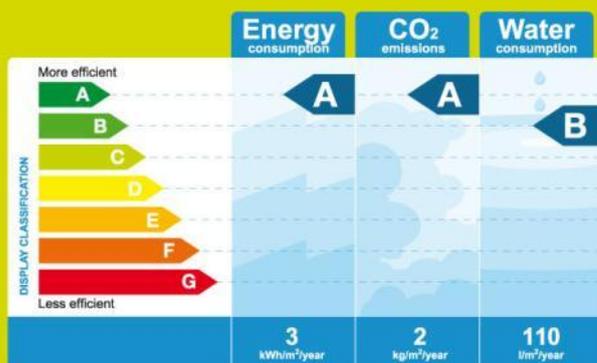




European  
Municipal Buildings  
Climate Campaign



## Towards Class "A" Award 2011

### JURY MEMBERS



energycities



## TOWARDS CLASS "A" AWARD 2011 JURY MEMBERS

### President of the Jury

**Pekka Sauri, City of Helsinki, Finland**



**Pekka Markus Sauri** is a Finnish psychologist and a Green League politician. He is currently the deputy mayor of Finland's capital city, Helsinki. Sauri attended Helsinki University, received his bachelor's degree in 1975, Master's in 1977 and licentiate degree in 1980. In 1990 he got his Ph.D. from Brunel University in London.

Pekka Sauri has been active in the municipal politics of Helsinki since mid-1980s. From 1993 to 2003 he was an elected member of the city council. In 2001 he became the chairman of the city council, and in 2003 he was appointed the deputy mayor of Helsinki, being the first Green politician to achieve such posts in any Finnish municipality.

He was the party secretary of the Green League (1990-1991) and its chairman (1991-1993). Sauri has written several books and his caricature cartoons have been published in many Finnish papers.

Since April 2009 he has represented Helsinki as vice-president of Energy Cities <http://energy-cities.eu/-Board-of-Directors,455->

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## TOWARDS CLASS “A” AWARD 2011 JURY MEMBERS

**Anna Jaskula, Deputy Director, The Association of Municipalities Polish Network “Energie Cites” (PNEC)**



Anna Jaskuła, MSc in Environmental Protection Planning and Managing, University of Science and Technology in Krakow, since 2000 actively involved in sustainable energy projects.

As a Deputy Director she is responsible for preparation and implementation of national and international projects, co-operation with member municipalities and counties, consulting for applying institutions and beneficiaries, representing the Association on national and international forums.

Currently she is managing two large European Projects in Poland: EURONET 50/50 (educational project which involves schools in activities for energy saving) and ENERGY FOR MAYORS (project supporting implementation of the Covenant of Mayors initiative in partner countries). She's also responsible for PNEC activities as a Supporting Structure of the Covenant of Mayors.

Anna was also a jury member in 2009 and 2010.

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## TOWARDS CLASS “A” AWARD 2011 JURY MEMBERS

**Arnaud Pêtre, UCL (University of Louvain) / consultant**



Arnaud Pêtre is a psychologist and marketing communication specialist. He has been focused on research in neuroscience and marketing in measuring advertising unconscious influences and their impact on consumer behavior at the University of Louvain for nearly 10 years.

He founded “*Brain Impact SPRL*”, neuromarketing consultancy that offers sophisticated tools for understanding the conscious and unconscious aspects related to brands and advertising communication. Working as a teacher at various universities, he is also keen to put his skills to the non-profit sector and advises many national and international institutions.

He is also known as “*The Godfather of Altermarketing communication*” - who's helping you change behaviour and improve your communication (*parce que vous aussi vous le valez bien!*)

He was also a member of the jury in 2007.

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## TOWARDS CLASS "A" AWARD 2011 JURY MEMBERS

### Philippe Bovet, Independent journalist



Since 1987 he has worked as an independent journalist. Since 2005 he has been specializing on energy related issues like renewable energy and environmental factors. He works for the Environmental Press in France, Germany and Switzerland.

He became the "Go-to Guy" as an author of "Eco-districts in Europe" published in 2009 by Editions *Terre Vivante*. He also founded and directed the "Les amis de l' EcoZAC de la Place de Rungis", a Parisian association that is the origin of the first eco-district of Paris, which is now under construction and will be completed around 2012. He currently lives in Basel, Switzerland.

Philippe was also a member of the jury in 2010.

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## TOWARDS CLASS "A" AWARD 2011 JURY MEMBERS

### **Vlatka Berlan Vlahek, City of Ivanic-Grad**



She lives and works in Ivanic-Grad, Croatia.

She graduated in foreign trade and achieved a master's degree in business administration at the Faculty of Economics and Business in Zagreb. In 2006, she entered the public sector and has been employed in the City Administration of the City of Ivanic-Grad as the Head of the Department of city development since then.

She manages numerous projects in various fields, namely physical planning, communal systems, city construction, investments, environmental protection, energy efficiency (EE) and cooperation with international institutions.

She is responsible for the implementation of the Display Campaign while also running the Covenant of Mayors, SEAP and several EU EE and RES projects.

Ivanic-Grad won the first place at the 2010 Towards Class A Display Award and were one of the three finalists for the 2009 European Mobility Week Award.

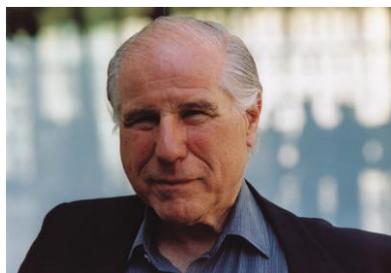
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## TOWARDS CLASS “A” AWARD 2011 JURY MEMBERS

### **Pierre Laconte, Foundation for the Urban Environment**



Dr of Laws & Dr of Economics (Catholic U. of Louvain); Dr h.c. Edinburgh Napier U. President of Foundation for the Urban Environment. Member (since 2004) and Vice-Chairman (since 2008), Scientific Committee of the European Environmental Agency for the urban and spatial matters of the Agency. These included the reports “Urban Sprawl in Europe” (2007) and “Quality of Life in Cities” (2009).

President of International Society of City and Regional Planners 2006-2009 Congress themes (Dalian 2008): “Urban Sprawl”; (Porto 2009): “Low Carbon Cities”. Honorary Secretary General of the International Association of Public Transport – UITP. Among its publications, the Millennium Database (2001/2006) compares 100 conurbations as to mobility, land-use and environment. Among his publications in English “Brussels: Perspectives on a European Capital”, co-edited with Carola Hein, shared the Society for Human Ecology 2008 Award for best publication of the year. His publication in French “Mutations urbaines et marchés immobiliers: le développement des immeubles de bureaux à Bruxelles » received the Law-Economics Award 1974-1978 of the Belgian Crédit Communal and is presently being updated.

Was one of the three partners (with R. Lemaire, co-founder of ICOMOS, and J.P. Blondel) of Groupe Urbanisme-Architecture, created in 1968 by the Catholic U. of Louvain to produce the Master plan of a new university town, near Brussels, and co-ordinate its implementation. Called Louvain-la-Neuve, it is now a regional service centre, built along the model of traditional European university towns. It has many energy and water-saving features and its centre is car-free. Abercrombie Award 1982 of the International Union of Architects. Among his publications about it: “La recherche environnementale et urbaine – Le cas de Louvain-la-Neuve (Belgique); Lyon ; Éditions du Certu, 2009.

Member of the Lee Kwan Yew World City Prize council for 2010 and for 2012 and also member of the evaluation team for the European Green Capital Award 2012 and 2013.

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## TOWARDS CLASS "A" AWARD 2011 JURY MEMBERS

**Pedro Guertler, Association of the Conservation of Energy / Head of research**



Pedro joined ACE in 2003. He was born in Teheran, grew up in London, Portugal and Germany, returning to London to study. He read for a degree in Environmental Policy with Economics at the London School of Economics and has an MSc in Environmental Technology from Imperial College London. Since joining ACE, he has been promoted to Head of Research - in addition to carrying out research - he manages all aspects of the Team's work including its strategy and direction, budget, recruitment and so on. He is a member of the Energy Efficiency Partnership for Homes' Fuel Poverty Strategy Group and the Islington Climate Change Fund's advisory panel.

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