

PANEL: “Innovation in construction industry: Codes, Standards and enforcement. Barriers and challenges in Mexico”

Panelists:

Lourdes Salinas, THREE Consultoría Medioambiental, S.A. de C.V., Principal

Arturo Echeverría Aguilar, AEAE/ALENER President, and Aislantes Minerales, S.A de C.V., Principal

Eleazar Acuña Cabrera, Vinte Inmobiliaria, Special Projects Manager

Evangelina Hirata Nagasako, ONNCCE Director General

Mexico has developed the first *Energy Conservation Code for Mexico* and the first two editions of the *Residential Building Code* under ICC’s guidance. This panel will discuss Mexico’s experiences to achieving the acceptance of these codes as well as the difficulties to disseminate them among Federal, State and local governments, builders, manufacturers, academia and other stakeholders involved in the development of regulations and their implementation.

Innovation in buildings not only includes new product technologies and systems, but also standards, certifications and technical capacity for the utilization of building of products, rules and regulations to grant construction permits and its enforcement. The real-estate market demands: high-quality buildings; how to identify and optimize building energy performance, based on proper maintenance, and capacity building. Innovation also refers to the communication and integration of devices and building information models for sustainability.

The panelists will address the challenges Mexico is facing; and the barriers to develop a harmonized system for new buildings committed to innovation, performance and market recognition. Within this context, the panelists intend to highlight current perspectives in Mexico, based on international best practices while Mexico transitions between two realities:

- Governments continue to apply old models of public regulation in an isolated manner with scarce resources;
- Modern reality where digital media and a more prepared demanding society, are pushing the modernization of laws with positive repercussions in building regulations, integrating technological developments towards energy efficiency and sustainability.



Lourdes Salinas

THREE Consultoría Medioambiental, S.A. de C.V., Principal

Lourdes's passion in life is to create positive impact on people and the Environment through her profession.

Lourdes has been involved in the Green Building Industry since 2006, and has worked in internationally recognized firms and projects in U.S.A., Australia, Southeast Asia, and Mexico; performing investigation and providing environmental consultancy from small low-income housing buildings to large infrastructure projects, such as the New International Mexico City Airport.

Since 2010, she leads the firm THREE Consultoría Medioambiental, specialist in environmental technology consulting services; which recently received the first LEEDv4 Platinum certification for their office building. THREE has completed LEED certification for 17 buildings and are currently in the process of certifying 32 individual projects and 2 volume projects of 25 buildings each. Besides LEED, they have designed passive ventilation systems, performed Energy models and provided environmental consulting to over 20 projects since 2010.

Lourdes is a LEED AP since 2008 and a BREEAM AP since 2016 and has received other recognitions such as Enlace E+E, BID Network, Santander Scholarship for Small businesses, and the E-100 prize for high value entrepreneurs.

**Arturo Echeverría Aguilar,
AEAAE/ALENER President, and Aislantes Minerales, S.A de C.V.,
Principal**

Mr. Arturo Echeverria is the founder, with the Nacional Energy Efficiency Commission (CONUEE) in 2002, of the Asociacion de Empresas para el Ahorro de la Energia en la Edificacion, A.C. (Energy Efficiency in Buildings Coalition – AEAAE/ALENER). Since May 2017, he is the President of the Board of Directors.



In 2010, he organized a Mexican government sponsored side event for the COP-16 in Cancun, Mexico. Mr. Echeverria with relevant stakeholders of the building sector and the Mexican government showcased Net-Zero energy housing projects in Mexico and around the world.

Mr. Echeverria’s efforts to expand the energy-efficiency code programs in Mexico, have been through active participation in the Board of Directors and as Energy efficiency in buildings coordinator to Calidad y Sustentabilidad en la Edificación, A.C. (CASEDI) who published in 2016 the Mexican Energy Conservation Code (IECC-Mexico). This code is becoming the “model code” for the implementation of energy efficiency in buildings in Mexico’s more than 2,000 municipalities.

Mr. Echeverria is a member of the Board of Governors of the North American Insulation Manufacturers Association (NAIMA), he has also served as a member of the Alliance to Save Energy (ASE) EE-Global international steering committee.

Mr. Echeverria is the President of the Board and CEO of Aislantes Minerales, S.A. de C.V., he also participates actively in other Boards of Directors, Espumados de Estireno and EPS de Michoacan. He holds a Post-Graduate Diploma from IPADE and a bachelor degree in business administration. He is married and a father of four.

Eleazar Acuña Cabrera
Vinte Inmobiliaria, Special Projects Manager

Eleazar Acuña design of several urban developments in different locations of Mexico, with 13 years of experience in the housing field. Mr. Acuña is a member of *Consejo Asesor del Código de Edificación de Vivienda (CACEV)* by *Comisión Nacional de Vivienda (CONAVI)*, 2005-2010; President of *Calidad y Sustentabilidad en la Edificación (CASEDI)*, NGO oriented to promotion and dissemination of building codes in Mexico, in coordination with the International Code Council (ICC) USA; Coordinator of several urban projects addressed to compete on the National Housing Award in Mexico, winning 8 prizes in different categories since 2005; Project Leader of Certified Urban Development Real Castilla, 7,250 homes, 2015.

Mr. Acuña participates as an expert collaborator in the elaboration of the *Código de Conservación de Energía para las Edificaciones de México (IECC-MEXICO)*, 2016, by CASEDI-ICC and as an expert collaborator for updating the *Código de Edificación de Vivienda, Versión III*, by *Comisión Nacional de Vivienda (CONAVI)*, 2017-2018.

Mr. Acuña participates as speaker and listener at several forums, conferences and events in Mexico and the United States, related to urban design, housing, sustainability and building codes.