

Returning Guest: Sustainability Visionary Alicia Silva Villanueva on Greening Stadiums, Hospitality, and Resilience | Transcript

00:02

Speaker 1

Welcome to Green Building Matters, the original and most popular podcast focused on the green building movement. Your host is Charlie Cicchetti, one of the most credentialed experts in the green building industry and one of the few to be honored as a lead fellow. Each week, Charlie welcomes a green building professional from around the globe to share their war stories, career advice, and unique insight into how sustainability is shaping the built environment. So settle in, grab a fresh cup of coffee, and get ready to find out why. Green building. Green Building Matters. Hey, everybody. Welcome to the next episode of the Green Building Matters podcast. Today I have an amazing guest, someone that's become a friend in this industry to me. And I'm in Atlanta, Georgia, and she's just south, she's in Mexico City.

00:47

Speaker 1

I think she's a rock star in Latin America when it comes to sustainability. But one of my good friends and elite fellow, I've got Alicia on today. How you doing?

00:54

Speaker 2

I'm very happy to be here and just, you know, having a great talk with you.

01:00

Speaker 1

Yeah, I mean, you just always have the best energy towards this work, towards this industry, towards young professionals, towards entrepreneurship. And I just, I know we're going to have a great chat. I'm excited for our podcast listeners to kind of hear more of your story. It's an amazing story. So take us back. Where did you grow up and where did you go to school?

01:17

Speaker 2

I grew up in Mexico City and I went to, you know, different schools in Mexico City, but then I have college in Puebla, which is a little bit on the east of Mexico, like two hours. It's an international campus, very forward thinking. And then I lived in Seattle for nine years where I studied my sustainable building advisor and became very green. I was already green, but then being in

Seattle in the Ecotopia region of the US really kick it off really hard. So that's kind of my background. I think I've been influenced by being born and raised in Mexico City, having all this international exposure and then living in Seattle really, you know, are very big influences in how I develop my career.

02:08

Speaker 1

Yeah. And I wanted to start there again for our listeners. It's important for you to get that. I've actually had Alicia on the podcast before, but it was over 100 episodes ago. So I just want to make sure you get that origin story. And so today we're going to spend a little more time about where this industry's really transitioned and some hot topics today because I think we all know if you're listening and if you're doing the work we're doing, like, you know, it can be challenging times. We may need to call this work something else. So. So I'll just ask a couple of my normal podcast questions and then we're just going to have some dialogue about what's going on today as we are getting into 2026. So just a little bit more about that background, though.

02:48

Speaker 1

And again, for our listeners, I'm going to link to episode 300, believe it or not. And now I'm over 400. So I want everybody to go back and listen to Alicia's inter. Let's talk about your company and how did you first get into some of this lead work and when did you start doing that?

03:04

Speaker 2

So my lead work started in 2006 in Seattle. I did my Sustainable building advisor. My thesis to become an architect in Mexico was about how to create spaces for human development. And I opened a store called Greener Lifestyles. So everything was about sustainability. I was even a little bit ahead of my time in Seattle because it was just like the coming up of this movement. It was 2002, somewhere around that, and I was really passionate. So I started working on some of the very early projects, even for residential, with Pride and Johnson in Seattle, we did the Lead for Homes. That project that is kind of the initiation for the whole movement for Lead for Homes. And it's where Cascadia was starting. I was really at the hub in a way where everything was flourishing. Paladino was there.

04:08

Speaker 2

Everybody was just really moving the needle, and Seattle was really emerging as that. So I basically started with that, and then we decided to move back to

Mexico. And so when I came back, I started writing about sustainability and the importance of that, and I started to give some conferences. So, you know, part of my first jobs was Torre Mayor, which is an iconic building that had won a lot of awards and things like that. And I come back to Mexico and I got these projects. So it was kind of my. My. My godfather, in a way. The administrator for Toromajor has become my mentor. And that really kick it off for me because then we started to do a lot of projects because we had that expertise.

04:59

Speaker 2

And of course, at the beginning, I had to call my Seattle friends to give me support and really have me at the highest possible performance level. And of course, these had been people that have been working, especially they were former employees of Palladino. And I just had the best people holding my back, you know, in that. In that regard. So coming back to Mexico, starting to push the. We created the Mexico Green Building Council. At some point, we really wanted to make impact. But the thing was, like, I had this background, you know, I was sitting on the shoulders of people that really were doing it. So I really wanted to bring that to Mexico. And we started impacting in Mexico in the early stages and also a lot of projects in Latin America because of that.

05:53

Speaker 2

You know, they wanted somebody that could understand their culture and understand more things, and it was exciting times.

06:02

Speaker 1

It sounds amazing. And for our listeners, if you're newer to the green building movement, if you're newer to lead, I know when I first got in it, you could open a LEED scorecard in Excel, and sometimes you can see who actually created that scorecard and it would say Palladino. And then to what you alluded to, then we have the Cascadia Green Building Council that eventually helped create what, living buildings and, you know, just ilify. And so, yeah, you were there, right place, right time, amazing mentors. You kind of had a homecoming to get back to Mexico City and what a great first big project. And. And I know you've mentioned that before, your mentor there and longtime client and friend.

06:38

Speaker 1

So, okay, so talk a little bit about your company today, and then I'm going to go through probably three hot topics that you and I agree are just very important for the next year or two. So tell us about your business today.

06:51

Speaker 2

So this year we are coming up on our 17th year of business in Mexico. So it's not my 17th year of career in sustainability, but it's the company itself on the 17th year. So we are very excited. We have more than 120 certified lead projects, which is a lot for a small firm. We're not that big. We're 25 people. Well, consultants, not people in general, but, you know, but what we have is very iconic projects that have demonstrated that we can do it within budget and with very high standards of, you know, international level. So we have a lot of platinum projects. We have stadiums, we have data centers, we have hospitals, we have airports. You know, so over the last 17 years, really have pushed the whole industry to get ambitious goals and deliver the results.

07:54

Speaker 2

So it's so funny because sometimes we come to a client and they say, oh, you know, we have this request for lead. We only require silver. We don't want to go extra miles for anything. We want to be everything we did budget. And then we come in and then we try to say, okay, but then we demonstrate that there's a business case, that there are savings, that there are possibilities, and then People get excited as like, you know, that makes sense. Why don't we do that? At the end of the day, they ended up with platinum and they are very happy and they're like, why didn't we say yes from the beginning? So we see the transformation of our clients. We see the adding value of every decisions that we recommend.

08:40

Speaker 2

So we are very excited because after 17 years, I think we are faster at doing that. We can tap into the fears of the client, especially construction because if you miss any decision, it can go really wrong. I think we are a lot more careful. We know which client needs what. So I think we have developed a lot of expertise in terms of delivering on our promise.

09:09

Speaker 1

Oh, it's exciting. And I've gotten to meet some of your team and I always love visiting and we know we see each other at conferences and in our lead fellow group. So I know you're doing amazing work. Maybe one more question about your region before we talk about three hot topics. So yeah, how does the conversation go with lead or well or these rating systems? Do you, do you bring a menu of options? Do you have some clients that already know what they want? You know, how do those conversations happen? Maybe in Mexico.

09:36

Speaker 2

So like Lee is very well established among several industries. For example, corporate buildings, you know, and then we have the hospitality business that was kind of lagging behind. But now international chains have demonstrated that LEED adds value to their brand or whatever. And now they are going also for leed. We do have competing certifications. We have a lot of edge which is developed for IFC for the developed countries, the underdeveloped countries. And that has been very challenging because it just gives you the very basic. And I think a lot of people are jumping into that wagon thinking that they are going to be leaders in sustainability. But because it's such a low bar, then they realize that nothing really changed that really transformed their projects and then they come back for something more challenging.

10:35

Speaker 2

So I think over the last 10 years that had been kind of a battle mine saying that the cheap easy, it's not transforming the industry and it's not making us move or leaping as the speed that we really request in this time that we are required as professionals with climate change and everything that is happening. Of course we have competing, well is really being challenged because we perceive it's very pricey. So I think LEED is the go to brim has started to come in some conversations, but there's not a lot of market recognition. So I think the market is a little bit conservative. In the sense that they want something that is proven, that has the reputation. So we became one of the top 10 countries for Leeds since 2018, and we have kept that steady.

11:42

Speaker 2

And I think it's because of the work of a lot of the consultant firms that keep demonstrating the value adding. So I think LEED would be the main. And then for the people that want to start dipping their feet in sustainability edge, but then they realize they can do more and that if they make a bigger effort, then they have a lot more reward. So that's how our environment is working in Mexico. And I think it's very similar in a lot of Latin American countries because we are very much around the same challenges. We want cheap and easy, and then we realize, you know, it's like fast fashion. Then you realize it doesn't last as long and it's not as good. Then you go back to what you know, it's adding value to your projects.

12:29

Speaker 1

Well, thank you for walking through the different rating systems. They're still great tools. And, and I. That's a good point about Ed. Sometimes you do it for requirements and financing, but it's good to hear some clients come back for more. Hey, you know, we should be doing more here. So. Okay, so since you're a returning guest, and again, to my podcast listeners, thank you for your loyalty. First of all, every single week, this is the only time I'm going to give you a permission to pause, go listen to Alicia's background, and then come back so you have the full backstory. But here we go. You and I have agreed to talk about at least three important conversations. You know, here we are ramping up 20, 26, and we have the FIFA World cup coming.

13:07

Speaker 1

I know that you've worked on very large projects, airports and stadiums. So let's talk about not just how do you green a stadium, which you've done right there in Mexico City, but. But the impact that has right when you go to a green sporting event. And I know you're active with the Green Sports alliance, so. So talk about a project, a building there that you've been a part of for a while. FIFA coming up, the World cup, what's going on?

13:33

Speaker 2

So we are super proud of being the consultant for Estadio Banuorte, which is formerly Estadio Azteca. And for us, it's something so deep and proud. We are a country that is passionate about soccer, so you have no idea how proud my whole team is to be participating in that particular stadium for the World Cup. So once again, this is one of a client that has this very good business working. So if it's not broken, why fix it? But then FIFA comes along, raise the bar, raises the standards. They have learned every single workup how to make it better. They may have a lot of mistakes, but every time they want to do it better. So FIFA arrives with all these requirements. They have to go for lead. And then we arrive.

14:28

Speaker 2

Populous is the firm that invites us to work on the project, and we do the lead O and M certification and lead for major renovation that it's soon to be finished by the end of March. But we have achieved already the lead platinum level for O and M, and that's a huge transformation. And it's going to be the stadium with the highest level of lead in O and M of the whole World Cup. So we are very excited. For us, it was very passionate. It was a struggle. It was not easy. We really needed to demonstrate every single point. But were so passionate about this project. Such an iconic place. Three World Cups, Maradona, Pele.

15:20

Speaker 2

You know, anybody that, you know, it was so funny because there was a story of this person that was listening to the World cup india, and all of a sudden there's this kick in the air, and, you know, everybody's like, what is this? You know, they couldn't even sleep and whatnot. But. But the point is with this World cup is that raising the bar for sustainability, telling the fans that it's a. It's a key principle of the World cup, is just a huge message for everybody. And we want that. We want people to know that sustainability is a major thing that we have to take care about. We're doing a circular economy plan. We did resilience. We are working so much on how to save water at the vents. We discovered so many things about stadiums.

16:16

Speaker 2

We now know that every stadium has a huge opportunity not just to transform, but to transform their community. Raising the bar with better standards for sustainability. They are a place that we love because that's where emotional things happen.

16:36

Speaker 1

I love the pride there. Right. It sounds like the entire team and really the country. And I know we're excited. Right. It's a shared World cup this time. Right. North America. And I think most of the stadiums hopefully are lead, but sounds like you might have one of the greenest ones right there. Okay, so let's talk about that. Influence those. So someone comes to the stadium. There's some in Atlanta, where I'm at the Mercedes Benz Lead plug.

17:01

Speaker 2

You also. That's also platinum, but for. For new construction. Yeah.

17:05

Speaker 1

Nadi bomb. That's good. And. And the other work you've done. So, so let's say they see recycling, they see composting it, right? Because then they may go home and say, you know what, I need to do that. So let's talk about how that can have a positive rippling effect.

17:19

Speaker 2

You know what we have seen over the last 17 years, that people are working at it, and we are seeing also that in the stadium is that people didn't know that they can do better until you show them that it's not that hard. So just starting to see the message, just starting to see that those things are achievable. For example, in Mexico, we always think, oh, maybe that's done in the US and Europe, but we cannot do it here. And now seeing that in the stadium is just like, oh, we can also do it. Why don't we just bring that home? So I think the first change happened with the people that actually work in the stadium. At the beginning, they were very skeptical.

18:04

Speaker 2

And then through what we did with them, it was just like, oh, yeah, this makes sense, we can do it. And so the barriers start to fall down. But then when that is a standard, it's going to be a huge change. For example, all the contents for the food, all the packaging, we know we have a challenge there. We need to create an ecosystem that can support the transition. But if the market doesn't know that there's a need for that, then they're not going to start thinking about solutions. Also, people think that in sustainability you have to go from zero to hero. And the impact of events, massive events, is like, for example, we need 200,000 cups per event. At the moment, there's not an ecosystem that can provide compostable cups at a fair price or a price that we can manage.

19:11

Speaker 2

But that's how sustainability has evolved. At the beginning, it's pricey, and then as the market grows, there's more demand, so the prices can come down. And now we have a lot of things that are sustainable and pretty much the same price as the things that are non sustainable. So what we've learned is that we have to create ecosystems that we have to impact and we have to demonstrate that there is a need and a request to purchase those things and also that people are interested on joining your efforts. So how do you create allies? How do you create manufacturers that are interested in giving you solutions? It's at employee level, then a supply chain level, and then at fan level. So all these events create ecosystems and create communities and Create innovation to respond. But we need to create that need as entrepreneurs.

20:09

Speaker 2

If there is no need, why should you even propose something green for something. So that's very exciting because I think these massive events and also the Olympics in LA are raising the bar, are creating the ecosystem, are creating the demands and people are willing to respond.

20:28

Speaker 1

I agree with all of that. So to our podcast listeners, check out the Green Sports Alliance. Hopefully you're a soccer and football fan and it's going to be an exciting year. Okay, so let's go to hospitality and resiliency. I think, you know, I'm spending a lot of time at our tech startup where we've built an AI tool for owners and architects and we're actually seeing an uptick in hospitality and how can we move faster with that, but of course, have some sustainability. And to all of our listeners, I want to give the permission, I think Alicia will too, that okay, here we are in 2020 26. For many, 2025 was a crazy year.

21:02

Speaker 1

I know, it was a little bit for me too, is, you know, if you don't want to call it ESG or this or that, you can still call it decarbonization and resiliency and still do a lot of the work we've been doing for years, but it might now need to fit into those categories. So if you could tell us what you and your amazing company are doing with hospitality, but also under the resiliency flag.

21:24

Speaker 2

So I want to say that regardless if you believe, you know, climate change or whatnot, that sustainability and the work that we're doing is very relevant nowadays. We had this huge hurricane in Acapulco where it had never happened before, and destroy a lot of investment because nobody was prepared. Now, a lot of the reporting that is required for public companies is addressing the fact that they have to report on resilience. Now, a lot of clients are asking and Also lead version 5 is having a very specific prerequisite and credit tied to resilience. So how have we been applying this on the hospitality sector? Well, we have been incorporating that and really creating models to demonstrate to our clients.

22:24

Speaker 2

You have to do these better windows because if a hurricane comes, you're going to have to replace so much that the thing that you're thinking, you're saying saving on these specialty windows, it's going to pay for everything. So I think resilience and the path of resilience, especially hospitality, because you're close to the ocean and you have to save water, save energy. We have been working since 2020 in Cabo and it's a link between the US and Mexico. There's so many Americans going to Cabot. It's a very close to home, there's a near shoring for

industrial, but it's near traveling because people realize we're so close and it's just a very nice weather, a very nice place to be.

23:18

Speaker 2

So Cabo is I think at the forefront of sustainability because the market is demanding and they are realizing they have to do a lot of resilience studies. So we are pushing for a lot of our projects to have this resilience analysis. We are doing screenings, we're doing climate value at risk so we can demonstrate, we know with the money first that this is a good investment and what happen if you don't do anything. So all these efforts are really permeating investors. So investors are asking for resilience. There are places where you would not be able to get insur because of the oceans rising and whatnot. But it doesn't really matter. Things are happening and you have to be ready. So you were saying call it esg, call it whatever you want, but we need to be prepared for whatever happen.

24:21

Speaker 2

And I'm telling you the lack of infrastructure for providing electricity is a theme that it's everywhere, not just In Mexico, the U.S. europe is struggling with that, Asia is struggling with that. Our infrastructure is old so we need to be energy efficient. So there's so many things that are like a no brainer that with all the tools and capabilities that we develop as a lead consultant or as a sustainability company, we come and add value to the project. And especially hospitality and Kabul projects really need that because that's going to be lowering the risk and that's what investors want. Lower risks, lower risk.

25:05

Speaker 1

And you know, green can really still make good business sense. It needs to projects need to pencil projects are getting more and more expensive. It's good to have some green financing. Sure, that can help but you're right, resiliency. And so I want to make sure that our listeners heard two things nearshore and you and I have talked about that for a couple years now. I know your team does a lot of industrial and warehouses.

25:25

Speaker 2

Industrial, yes.

25:27

Speaker 1

So near shoring. Let's keep a lot of that here, closer to in this case North America. But I hadn't really heard near travel but that makes sense too. Let's keep that carbon footprint a little lower. I think you see that spike in Cabo and your hospitality projects, you know, with hotels and hospitality is it just like if you don't have it, you're not going to make the list. Is it a nice to have? Do you think higher end travelers just expect it? I know there's different brands, but I don't know where do you think?

25:56

Speaker 2

You know, I think that shifted. It's no longer about reputation. It's no longer about a nice to have or even travel recognition. I'm going to tell you it's about business continuity. You know, if you don't have water, if you don't have electricity, and if your hotel gets destroyed by the next hurricane, what are you going to offer? Sustainability has risen to the top. Now it's about business continuity. It just makes sense and investors know that it's about business continuity. Of course you need to report that and you need to make a business case and you need to call it sustainability. So it gives you the reputation. But now it's becoming about business continuity. If you don't have water, how are you going to provide any service? And there is not a lot of water in Kabul. That's one of their main issue.

26:52

Speaker 2

And the same thing with electricity. They are disconnected from the infrastructure in Mexico City for electricity. So either they do their own photovoltaics and that kind of thing, or they don't have that much or it becomes really expensive. So in the particular case of Los Cabos, but it just happened in Jamaica with the Hurricane Melissa, that is the same thing. It's about business continuity. You have to be ready, you have to be prepared, you have to reduce your risks. But also you have to acknowledge that there's less water, that, you know, purifying the water with reverse osmosis or whatever you need to do, it's becoming more expensive and electricity, everything is becoming more expensive.

27:37

Speaker 2

So if you can be smart enough to lower your electricity loads, to be very efficient with your water, to have a resilience plan, it's really about your business will go smooth regardless of what happened. So it's made business sense.

27:56

Speaker 1

Yeah, Business continuity. Right. And lower risk. I'm glad you mentioned water, though. It's still oftentimes overlooked where we have decent water. But you're doing work in areas where that's not the case. And so that's important. That's why I love having an international guest on. It's like, hey, it might be pretty good in Atlanta, but look at some challenges you have here too. So, okay, so let's talk about how we tell this story of sustainability. I understand you have a book that you've been writing. It'll Be out in the market soon. So tell us why you wrote the book about the book and how it can be a tool to help someone really tell the sustainability story and maybe not even sell. You and I were talking about it earlier, but just influence, encourage. This is what we should do.

28:43

Speaker 2

So, you know, after a career in sustainability, you realize you have a lot of tools that you need to share to the world. Especially with 2030 coming up soon, you know, 2026 already. It just blows my mind that 2030 is just in four years. It's just like nothing. And then I realized that I've been pushing sustainability on all these markets that are really challenging, and I needed to give back and really share my tools and let other consultants and other people that are in love with sustainability and know that we can advance this agenda further because of business continuity, because I want everybody to thrive. And then so I created this book to share the expertise and the stories behind the expertise that have really moved the needle in every space. You know, either hospitality, corporate, or anything, but in reality is everything.

29:43

Speaker 2

So I really decided. And they say that you don't do a book because you want to write a book, but because you have something to share that is going to be valuable to other people. So basically, this book, it's about what are the barriers to sustainability, then what are the consequences if you're not able to leave the gap? That's the name of the book, Leave the Gap. If you cannot leave the gap and overcome those obstacles, you are going to have consequences. But then there is a silver lining. There are levers that you can use, and what are the levers that I have been using for the last years? And of course that I have a lot of friends that have used these levels. And then what are the opportunities that you're going to leave in the table if you actually do sustainability?

30:34

Speaker 2

And the opportunities are huge. Are about creating communities. So I want to share the stories. There are so many things that I want to share about how have

we transformed the market as a community. And I'm sure this is going to be something that just add to everybody's toolkit. So I'm very excited for that. And it's been a process writing a book when you are working in so many projects at a time. It's crazy, but I think it just makes sense. And I was really inspired by we need to do more. And I need to share what I'm doing because it's working well.

31:17

Speaker 1

I'm proud of you for writing that book. I can't wait to read it. And I know our listeners are going to want to get a copy, so we'll follow up once it's out and published. I know that's coming soon. So let's talk about just best practices to even write a book. I mean, did you have a certain place you go to write, to type? Maybe you went to that place where they had those good tacos in Mezcal that went to at that conference? I'm not sure. But where did you write?

31:41

Speaker 2

You know, I think when things are supposed to happen, all the universe aligns to what is supposed to be and to become real. So a good friend of mine used to work for me and she ran my marketing and for several years, and she ended up being a writer and she runs an organization in Mexico. And she's kind of the magic behind this book because she knows how I talked, she knows myself. So it's been a series of interviews and reviewing and things like that. But it really has been a pleasure to. To have somebody that can write what you say. I'm a lot more an oral person. I give a lot of talks and at conferences, I try to inspire a lot of people. So the process of writing a book, especially if you're not a writer, don't complicate yourself.

32:45

Speaker 2

Really try to develop either somebody that can listen to you and transcribe this. We didn't use AI at all. We did it the old way and we. We have a lot of stories from these so many years in sustainability.

33:04

Speaker 1

And.

33:05

Speaker 2

Hearing the obstacles once and again. Everybody has heard that, but we always do it this way. It's so expensive. Why do we have to invest on that? It's not my responsibility. All those stories are part of what we do every day. But then I'm

just showing you how to resolve that, how to leave the gap and what are the things that we have been doing. So, Gabi, it's my friend and the one person, my editor, helping write everything. And I also have to tell you that working in sustainability, I've learned that nothing can be of excellence if you don't put a good team. So I assemble a good team to write this book of a good editor, a good publisher.

33:54

Speaker 2

You know, I have very good reviewers that are reading the book right now, so it comes out and people can understand the stories and things like that. So I think as a business person, I don't have the time to do it all by myself. I have to assemble a team and just move forward because this is some knowledge that needs to be out and be part of the toolkit of everybody. And I just wasn't gonna learn how to write. I put a team and we just move forward.

34:27

Speaker 1

Oh, well, I know that's one of your gifts is putting together a team and just excited to get into the book. Thanks for showing us how you did it. And again, to our listeners, we'll go ahead and put a link later once the book's published. So come back to the podcast show notes. So I know those were our three hot topics. You know, maybe two things as we start to wind down for the this repeat interview, which has been amazing. You know, what are you now excited about in this green building movement? I've asked that, but it's been a couple years now since I've interviewed you, so. So what are you reading up on? What's next in this green building movement? What are you still excited about?

35:06

Speaker 2

So I just read the book Scent and the Art of Saving the Planet from Thich Nhat Hanh. I don't know if you read it.

35:15

Speaker 1

Oh.

35:16

Speaker 2

But after all these years, I have learned that saving the planet, I mean, the planet doesn't really need us to save it, but we need to save ourselves and really commit to having a better relationship with the environment. And I'm really excited that people are starting to understand that we need that better

relationship. The conversations about biodiversity have gone from, I just do what the legislation requires. And also the talks are like, no, we need to pay attention to the environment, otherwise the biodiversity is going to be gone. So I'm really excited that people are realizing that it's all about relationship, whether it's with the community, whether it's with the. With the biodiversity that it's around you. And I'm really excited on keeping, educating people, keep our clients. It's about the relationship. I've told you about all these relationships that I have.

36:25

Speaker 2

My clients know that we are adding value. So I'm in another stage in my career where it's all about relationships and it's all about creating communities and it's all about moving the needle together. Not just myself. You know, it's broader.

36:43

Speaker 1

Okay, well, I'm excited to watch what else you do and your team, maybe last thing here, let's say someone is just now jumping in to this movement. Any words of encouragement for them now as we come to a close?

36:58

Speaker 2

Well, I would definitely encourage them to. And I'm going to tap into the Japanese culture, you know, make it the ikigai. In ikigai, you don't only need to Find your passion, but also you need to make it profitable. And so you need to combine all the skills that you bring to the table with something that is profitable. But if it's profitable and it's your mission and then you are doing it because of a bigger cause than you, then you're going to be extra successful. So in order to bring your passion alive, you need to go deeper and you need to study a lot. And I am a passionate reader, so read a lot about sustainability. Read the classics, the Paul Hawkins books about regeneration. Read the books. I also read this book, not the End of the World.

38:00

Speaker 2

You know, all these young people are really getting inspired with all these books, but also make it profitable in the sense that it has to solve a problem for society and it has to have a business case and then put it like a mission because you're adding to the world. So you have to combine these three things, and I think you're going to be super successful. And success for me is not just about money, but it's about freedom. It's about, you know, not being tied to a lot of

loans and things like that. And it's really about making an impact in the world. And I think that's. That's success more than anything.

38:40

Speaker 1

Well, thank you for reminding us of the business side of the sustainability movement. And to someone listening that thinks, I don't know if I've learned that or where will I get that experience is you can't, you know, just ask within the company you're working with or maybe you want to intern or reach out to one of us. Maybe we'll give you some tips. We'll give you some of our time. So, Alicia, I always love our time together. Thanks for coming back on the Green Building Matters podcast. I know I'll be seeing you soon. Thank you so much.

39:03

Speaker 2

Thank you. It's a pleasure to be with you and your audience.

39:08

Speaker 1

Thank you for listening to this episode of the Green Building matters podcast@gbes.com Our mission is to advance the Green building movement through best in class education and encouragement. Remember, you can go to GBES.

39:23

Speaker 2

For.

39:23

Speaker 1

Any notes and links that we mentioned in today's episode and you can actually see the other episodes that have already been recorded with our amazing guests. Please tell your friends about this podcast, tell your colleagues, and if you really enjoyed it, leave a positive review on itunes. Thank you so much. And we'll see you on next week's episode.

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