

February 2024 THRIVE Webinar Highlights Featuring Polina Efimova and Dr. Jayant Mahajan

The [THRIVE project](#) expresses its heartfelt appreciation to [REDACTED] and [REDACTED] for their insightful presentations at the [REDACTED] [Thrivability Matters Webinar](#). This webinar focused on the United Nations Sustainable Development Goal 12 ([SDG-12](#)): Responsible Consumption and Production. With their vast knowledge, our presenters caught our attention, highlighting crucial issues surrounding sustainable resource use, and inspired us to make a difference.

Here are our webinar highlights!

About The February 2024 Speakers



[Polina Efimova](#) graduated from the Land Management University of Russia and is an architect and the CEO at A.iT, but she is an environmentalist at heart. She is also a specialist in circular economy in the building environment. Her work is deeply rooted in the implementation of circular principles in architecture and design, where each unique design or project strives to improve the quality of life by promoting sustainable and responsible behaviour towards the environment. Polina's work extends right into the heart of her community. She organised the "Architecture and Nature" forums for upcoming young architects from 2010 to 2011 and worked as an art director at the Inform Agency Architect of Union.

[Dr. Jayant Mahajan](#) is a graduate in physics with a Master's in Information Management and a PhD in Field Management. He has 15 years of industry experience and about 12 years of experience in academia. He has worked across industries such as real estate, hospitality and tourism, and information technology in various capacities.



Summary Of The February 2024 Webinar

As an organisation, the [THRIVE Project](#) endeavours to guide [humanity](#) toward a more [sustainable future](#). We had the privilege of hosting these two speakers as guest presenters for our webinar.

Polina Efimova on “Responsible Consumption and Production in Built Environment”

During her presentation, Polina delved into the critical theme of achieving sustainable development. She emphasised the intricate balance required between economic growth, social progress, and environmental conservation. Drawing attention to the challenges posed by environmental constraints, Polina highlighted the promising avenues that [tourism](#) offers for [economic expansion](#).

She underscored the urgency of addressing escalating consumption patterns. With construction material use set to double by 2060, she is advocating for a transition to the construction of durable [buildings to mitigate resource strain](#). She stressed the importance of community engagement and innovative economic models as cornerstones of the transition to a [circular economy](#). She also emphasises leveraging the tools provided by the information age. By focusing on circular design strategies and the revitalisation of creative clusters within communities, she showcased how abandoned buildings can be repurposed to foster vibrant urban spaces.

Her discussion extended to the prioritisation of natural solutions, such as carbon storage and regenerative design, in crafting [sustainable infrastructure](#). Through her comprehensive analysis, Polina highlighted the need for thoughtful land management to preserve ecosystem services amidst urban expansion. Through informed decision-making and experience interchange, she pointed out the role of local initiatives, like community meetings, in catalysing collective action towards building circular cities.

Polina’s webinar presentation served as a clarion call for holistic approaches to sustainability, inspiring audiences to embrace innovative solutions for a brighter, more resilient future.

Dr Jayant Mahajan on “Planet - People - Profit: Navigating the Interconnectedness of Sustainability”

Dr. Jayant Mahajan explored the multifaceted dynamics shaping our approach to sustainability. He illuminating two distinct perspectives: one scrutinising systemic interdependencies, and the other encouraging introspection and personal commitment to sustainability. Drawing from Mahatma Gandhi’s timeless wisdom, Mahajan underscores the imperative for individual action in effecting global change, particularly in the context of climate change advocacy and transformative personal change.

The scope of his discourse encompasses the intricate balance among the planet, people, and profit domains. Mahajan describes the critical role of preserving the planet’s five elements against human-induced pollution. Thus, he is advocating for their conservation for the benefit of present and future generations. He underscores the significance of recognising the interconnectedness of elements, cautioning against shortsighted approaches that neglect the holistic ecosystem dynamics.

Referencing Maslow’s hierarchy of human needs, Mahajan delved into humanity’s collective desire for happiness and peace, emphasising the detrimental impact of [pollution](#). He stressed the importance of understanding the global ramifications of our actions and the need to raise awareness of [climate change](#). His discourse culminated in a compelling call to action for collective responsibility and sustainable transactions among communities.

Shifting the focus to profit paradigms, Mahajan acknowledges the necessity of financial resources for human welfare and [economic progress](#). However, he challenges traditional notions of profit, such as GDP growth, by advocating for true cost accounting. By integrating environmental and social externalities into economic decision-making, Mahajan promotes a [holistic perspective](#) that transcends conventional profit metrics, particularly in industries like [fossil fuels](#) where environmental costs are often overlooked.

In charting a course towards a greener future, Mahajan advocates for collective action and systemic change. He urges the adoption of policies and business

practices aligned with renewable energy, resource efficiency, and circular economy principles. Through his insightful presentation, Mahajan inspires audiences to embrace change and prioritise [sustainability](#) over short-term gains, signalling a transformative shift towards a more equitable and resilient future.

Moving Forward From February 2024

The Thrivability Matters Webinar for February 2024 showcased insights from [Polina Efimova](#) and [Dr. Jayant Mahajan](#). If you missed the presentations or the live Q&A session, you could view the recordings on our [YouTube channel](#) or download the PDFs from each of the speakers.

- [Polina Efimova: Q&A PDF](#)
- [Dr. Jayant Mahajan: Q&A PDF](#)

If you're interested in joining us after the February 2024 Thrivability Matters Webinar, there are a variety of avenues you can take. One way of keeping up with us is via social media platforms, such as [LinkedIn](#), [X](#), [Instagram](#), and [Facebook](#). However, you could subscribe to our [YouTube](#) channel, listen to our [podcasts](#), sign up for our [newsletter](#), stay up to date with our [blogs](#), attend our free [webinars](#), or even join us as a [volunteer](#) to make an even bigger difference in this world.

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