

Event:

ENERGY in BUILDINGS – Northern Hellas 2025


Date:

Saturday February 22, 2025

Place:

Thessaloniki, Macedonia - Hellas



#	Will Sibia B.E (Mechanical) Masters Program Sustainable Energy Engineering.	
Title:	Founder & CEO Urban systems urbs AB	
email:	will.sibia@urbs.systems	•
Presentation title:	Servitization: A Cool Solution for Energy and Cooling Infrastructure	
<p>Servitization models offer a transformative approach to energy and cooling infrastructure by shifting the focus from selling equipment to delivering outcomes. This approach promotes energy efficiency and sustainability through innovative solutions like Cooling-as-a-Service (CaaS) and Energy-as-a-Service (EaaS), while also improving affordability and accessibility through flexible payment options and lower upfront costs. By prioritizing innovation, servitization drives technological advancements and data-driven optimization, leading to enhanced resilience and reliability. This creates new business opportunities for energy and cooling providers, expands markets, and fosters collaborations. Ultimately, servitization paves the way for a more sustainable, efficient, and accessible energy and cooling future.</p>		
Short CV:		
<p>Will is a leading expert on sustainable development with documented expertise in delivering high performing developments, with a solid understanding of asset management & strategic development planning. He has delivered projects in US, Australia, Sweden, India, UAE and Lithuania. Will is working on strategies on developing collaborative ecosystems and systems thinking to implement sustainability in businesses to deliver long-term dividends whilst maintaining the regular interests of all stakeholders. He is a Mechanical Engineer from James Cook University, Australia and attended post graduate program in Sustainable Engineering from Royal Institute of Technology, Stockholm, Sweden.</p>		
CV:		
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