



Representing
FIDIC in Europe



EFCA FUTURE LEADER OF THE YEAR 2022

Personal details / Entry Form

Full name: Anni Laurila

Nationality: Finnish

Birthday: 27.09.1989

Age as of 31/03/2022: 32

Company: WSP Finland Oy

Location: Helsinki, Finland

Member Association: SKOL - Finnish Association of Consulting Firms

Contact details

E-mail address: anni.laurila@wsp.com

Office phone number: +358 45 673 6757

Cell phone number +358 45 673 6757

Instructions for completing this form



Note to candidates

Each section and sub-section may be expanded as required. The completed entry form should be no longer than **16 pages in total**. Section A is to be completed by your employer, and Section C by the client.

All entries should be submitted in English. Any annexes in other languages should be accompanied by an English translation or will not be taken into account.

The form should be returned to your national association. They will forward it to the EFCA Secretariat.

You will be informed of the results of the competition at end of April 2022.

Good luck!

For those participating in the FIDIC FL competition

The requirements stipulated in the respective EFCA and FIDIC FL competitions coincide largely for 75%. The following three FIDIC competition requirements are entirely covered in the EFCA application:

- Technical achievements (see Section B in this template) (50%)
What is 30% for EFCA
- Leadership achievements (see Section C in this template) (15%)
What is 40% for EFCA
- Social and community contributions (see Section B in this template) (10%)
What is 30% for EFCA

However, EFCA FLs interested in submitting an application for the FIDIC FL competition should complement their EFCA application with the following two extra requirements.

Applicants should demonstrate:

- Contributions to consulting engineering industry (15%)
- Contribution to consulting engineering associations (10%)

Section A. EMPLOYER'S RECOMMENDATION

Architect Anni Laurila was born in 1989 and is 32 years old. Anni completed her studies at the Department of Architecture at Aalto University and graduated with honors. She has also studied abroad at Tongi University in Shanghai, China for 6 months, and on a scholarship to Singularity University in California for 3 months. Anni studies and develops her skills in a planned, determined and highly motivated manner. She is now completing the course for principal designers/architects and is in the process of acquiring a principal designer/architect certification from FISE (= Qualification of Professionals in Building, HVAC and Real Estate Sector in Finland).

Architect Anni Laurila is the Deputy Manager of WSP's Urban Architecture Unit and has a strong will to lead both people and the shift towards sustainability. Anni works in e.g. WSP's KEVA Sustainability and Responsibility - Development and Sales Group. Among other things, she has attended Al Gore's education on talking about climate change and sustainable solutions in various fields, and is also a speaker on the subject.

<https://coolntalk.co.uk/speakers/anni-laurila/>

Currently Architect Anni Laurila works as a project manager for the master plan of Lielähti, a large project for the City of Tampere. The work has received thanks from the City of Tampere. She has also been making e.g. a sustainable development plan for the main station area of Pieksämäki. <https://www.wsp.com/fi-FI/projects/pieksamaen-asebaseudun-kestava-kehityssuunnitelma>

Despite her relatively young age, she has quickly been able to take on large, complex, and responsible design roles as a project manager. Anni has exceptionally good communication and collaboration skills, and an ability to get along with different people and work under schedule pressure. Anni's full absorptive capacity and potential as an architect, project manager and design leader hasn't yet nearly been fully utilized.

In view of the above considerations, I warmly recommend Anni to be chosen from the EFCA Future Leader's Competition 2022.

Name: Matti Tapaninen 

Job title: Architect, Principal Designer, Unit Manager (WSP Urban Architecture)

Managerial relationship to candidate: Manager

Section B. THE PROJECT

B.1 Project description:

A 90-hectare master plan for Lielähti, in accordance with Tampere's 2030 carbon neutrality goal. Our client is the City of Tampere. We are responsible for the master plan for land use and transportation, as well as the commercial, climate change, noise and vibration, and nature reports. Currently Lielähti is a commercial area, without strong cityscape or historical values, and transportation focused on cars. With the master plan, a new tram line will run through the area, demanding a different urban structure. Pedestrian, bus, and cycling paths are strengthened. There will be a central area in the southern part with hybrid housing, and a commercial area in the middle. Northern part includes an extensive green path with wetlands integral to biodiversity. The project started in January 2021 and the master plan went on public display in March 2022. The area will be developed step-by-step between 2020-2040. What have been most challenging aspects of the project, is having several different stakeholders, the varied and overlapping timeline of different parts of the master plan, and leading a large combination of project parts. Documents, maps and reports we produced for the project, that are on public display: <https://www.tampere.fi/cgi-bin/kaava/kaavadoc?8832>

B.2 Innovative characteristics of the project:

Includes a climate change report and action plans that aim for negative emissions rather than net-zero. Introduces "cluster and green mall" principles to commercial areas, to combine synergetic commercial activities and centered logistics, and several new green principles. Transportation focuses on improving public transportation, and future of transportation. The hybrid housing typology is varied and includes green and activity-filled paths across blocks.

B.3 The FL's role in, and specific contribution to, the project:

I was the project manager and the leading designer of the master plan, and the project manager of the five reports: climate change, commercial, noise and vibration, and two nature reports. Lead the project proposals for the main project and 6 sub-projects. Lead the timing and coordination of the whole. Also organized steering committee and stakeholder meetings.

B.4 Communication with the client/end user:

Weekly meetings with the main client contacts. There are several private landowners in the area, and therefore we conducted many interviews with the stakeholders. Also organized seven 40-person steering committee meetings. Three rounds of workshops have been conducted to business and homeowners, and to city officials in Tampere. Regional offices such as the Pirkanmaa heritage agency were involved. For me, leading the master plan has been a thorough study and adaptation of varied needs and aspects. The project proposal stage included negotiations with the clients and over time, we agreed on nine sub-projects.

B.5 Describe the project end results and the benefits to the client/end user:

Creates a master plan, which steers the development of the area, and the zoning plans of the city blocks within the area. The several, extensive reports, and the inclusion of the different stakeholders, bring sound reasoning to the choices made for the master plan. The area sustainably responds to changing urban needs as the city grows and develops with the new tram line. Material we have produced for the project are on the following pages:

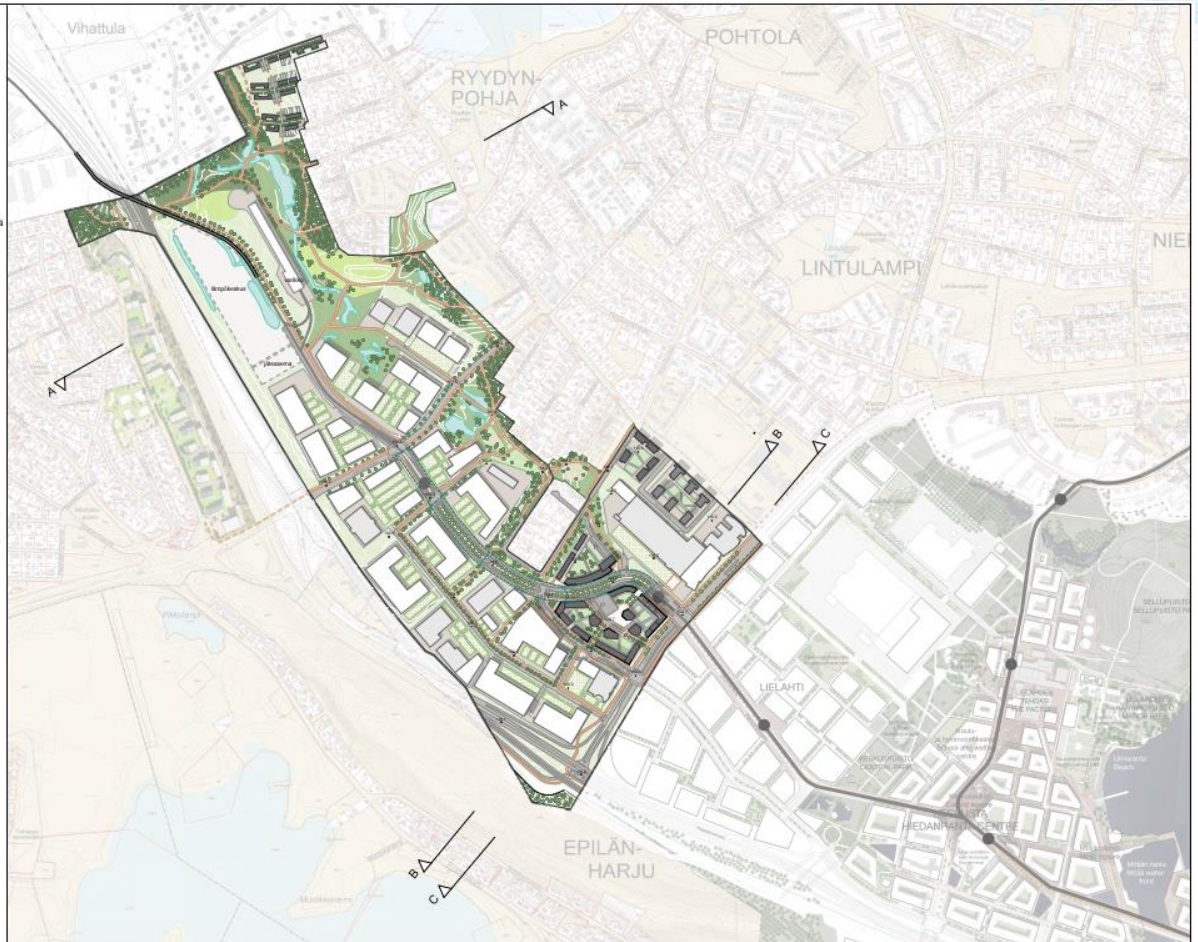
Lielahden yleissuunnitelma

Yleissuunnitelman ehdotus

Turvesuonikadun varren uusi asuminen
~1470 asukasta (73 500 k-m²)
Vakosuonpuisto & Prisman pohjoispuoli
~1000 asukasta
Lielahden yleissuunnitelman alueella yhteensä
~2470 asukasta
Kivijalkakäytävää ~5000 k-m²
Seudullisen tilaa vaativan kaupan alustella
uutta kaupallista tilaa ~70 000 k-m² josta
maantasossa 50 000 m².

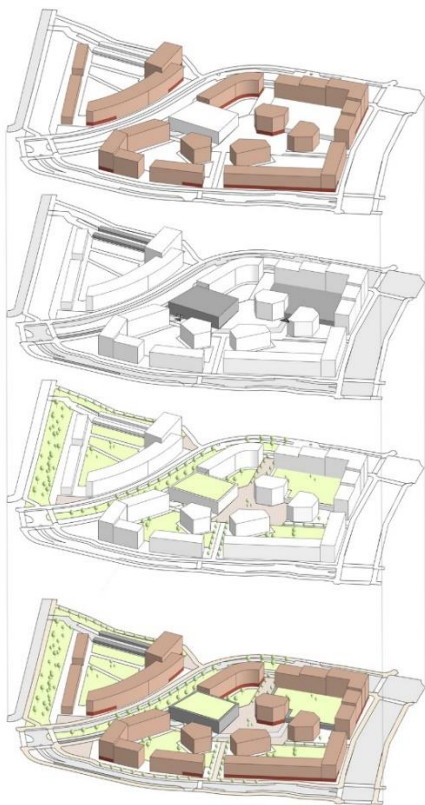
Selitteet

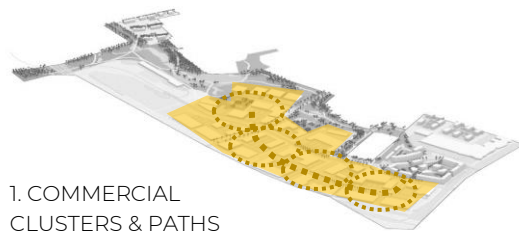
- Liiketilat ja muut toimitilat
- Asuinrakennukset
- Rakenteellinen pysäköinti (ja karsinta)
- Nykyiset rakennukset on merkitty harmaamallilla.
- Kivijalkakäytävien alueamisuunta
- Aukio + pysäköintä viherpääteillä
- Puisto
- Aukea
- Metsä
- Kosteikko
- Ohjeellinen hulevesipainanne
- Katusuunnitelma, jossa biosuodatusrakenteita
- Tieyhteys
- Kadunvarsipysäköinti
- Keven liikenteen yhteys
- Raitiotie
- Raitiotiepysäkki
- Maanomistus (taustakartta)**
- Kaupunki
- Yksityinen



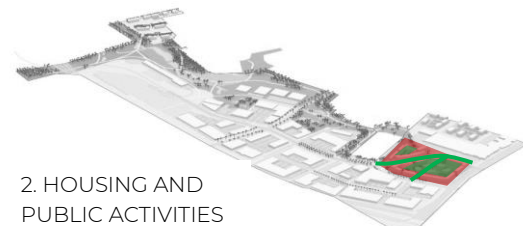
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7.3.2022, 8832 LIELAHDEN YLEISSUUNNITELMA, WSP

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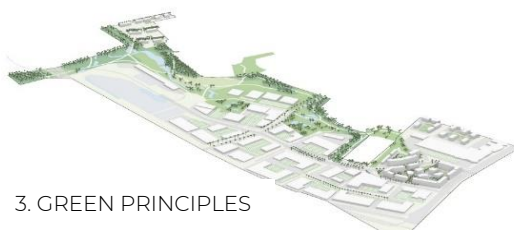




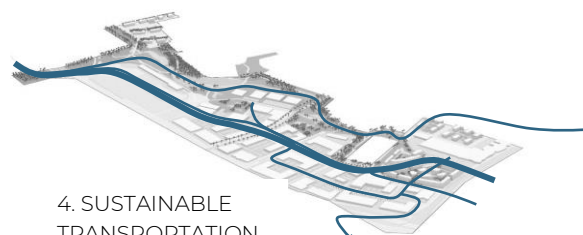
1. COMMERCIAL
CLUSTERS & PATHS



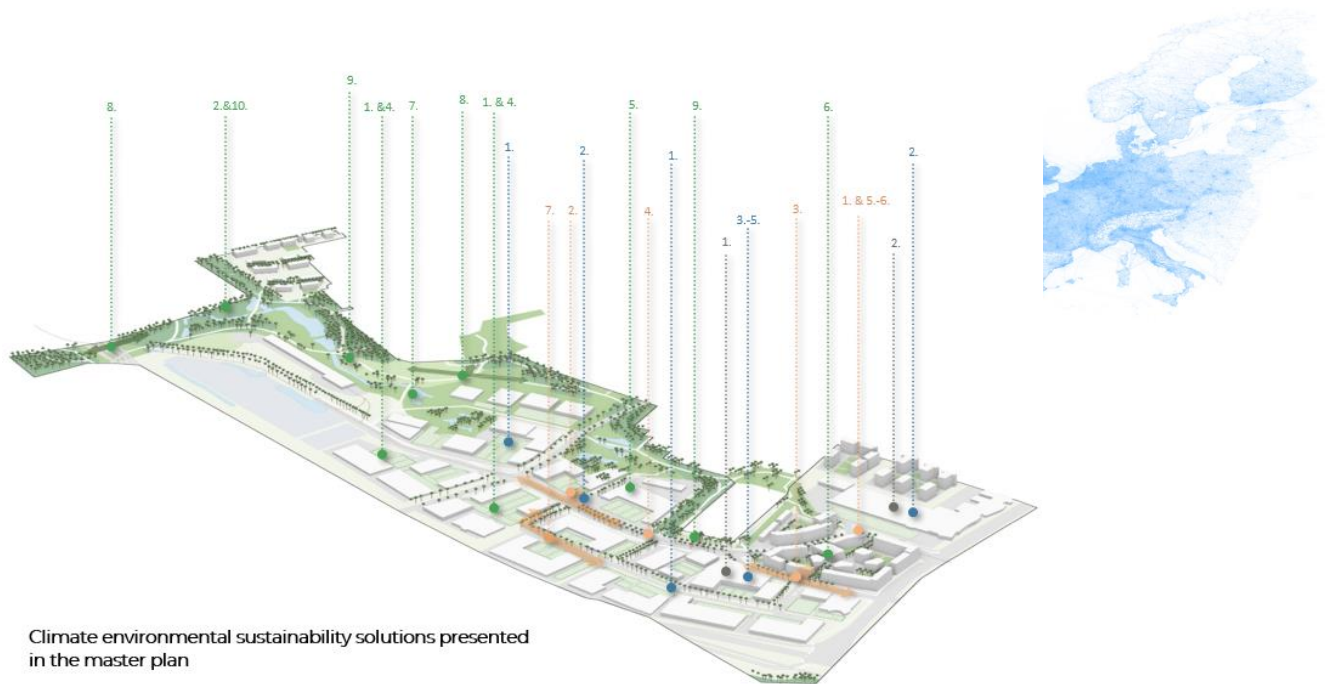
2. HOUSING AND
PUBLIC ACTIVITIES



3. GREEN PRINCIPLES



4. SUSTAINABLE
TRANSPORTATION



Climate environmental sustainability solutions presented in the master plan

The diagram shows what concrete climate-wise solutions the master plan implements and enables.

Transportation and structure

1. Making use of existing infrastructure and favor complementary construction.
2. A high-quality and fast bike path runs through the area.
3. Walking routes run through the residential blocks.
4. The tram line increases the possibilities for sustainable mobility.
5. Increasing the number of nearby residents and hybrid construction, which means more and more people have the opportunity to shop in the area on foot or by bike.
6. Commercial premises, and premises serving housing, are within residential blocks.
7. A walking route is formed between the commercial clusters, which connects to public transport stops.

Construction and energy

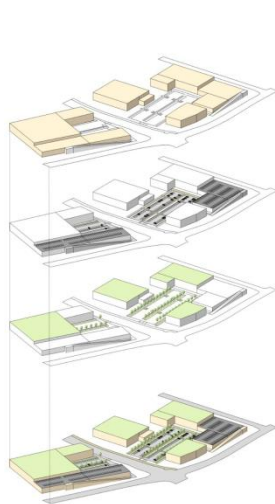
1. Flexible, convertible business spaces. Modular interiors in large units.
2. Utilization of roof surfaces in the production of solar energy

Services and business

1. Transportation within the area is sustainable. Parking will be centralized between the properties. The pedestrian connections between the shops are attractive and natural.
2. Services are easily accessible by public transport, bike and on foot.
3. Versatile services and sufficient floor space make it possible to do business at once.
4. Adequate floor space enables solutions that support the development of e-commerce in real estate, in which case the online store can partially replace car transactions.
5. Shared logistics, where possible.

Green infrastructure

1. The street environment and traffic areas are green, comfortable, attractive for walking and cycling. Commercial clusters are implemented according to green mall principles.
2. Preservation and enhancement of natural carbon sinks (vegetation and soil)(afforestation, street green, biochar, etc.)
3. Integrating urban farming into yards and parks
4. Stormwater is delayed and absorbed by plots. Permeable and semi-permeable surfaces are preferred coatings e.g. parking areas.
5. Establish green roofs and vertical green surfaces.
6. The plots use green factors and ambitious target figures.
7. Wetlands important for protected species (moor frogs) will be preserved and developed.
8. Green connections are maintained, passage of the flying squirrel is taken into account
9. Preserving diverse habitats and natural vegetation. Creating meadows in suitable places instead of lawns.
10. Forests are being developed as layered and multi-species. Decaying wood is preserved.



Näkymä Ylojarven suunnalta (luoteesta)



Section C. CLIENT'S APPRECIATION OF THE CANDIDATE



In Finnish:

Lielahden yleissuunnitelma on viimeistelyvaiheessa. Erittäin laajassa projektissa on ratkottu monipuolisia kysymyksiä. Suunnitelmatyön rinnalla laaditut selvitykset on pitänyt huomioida ratkaisuihin. Erilaisia yllätyksiä on tullut eteen matkan varrella, joihin on pitänyt reagoida nopeasti ja se on onnistunut hyvin. Suunnitelma on laadukas, tilaajan toivomukset ovat täyttyneet. Suunnitelma- ja selvityskokonaisuus on hallittu ja selkeä.

Anni on vetänyt konsultin eli WSP:n puolella projektia selvityksineen ja pitänyt yhteyksiä toisiin konsultteihin. Itse olen ohjannut työtä kaupungin puolelta. Annin vahvuuksina ovat joustavuus projektin eri vaiheissa eteen tulleissa yllätyksissä, kuunteleva asenne sekä eri aihealueiden integrointi osaksi kokonaisuutta.

Translation in English:

The master plan of Lielähti is being finalized. A large variety of questions have been resolved in this extremely broad project. The reports that were made alongside the master plan, have had to be considered in the solutions. Various unexpected situations have come along the way, that have needed a quick response and have been very successful. The plan is of high quality and the client's wishes have been met. The master plan and reports make a whole that is controlled and clear.

Anni has led the master plan project and the reports on the consultant's side, WSP, and kept in touch with other consultants. I have guided the work on the city's (client's) behalf. Anni's strengths are, flexibility in the unexpected situations that came at different stages of the project, a good listener's approach, and an ability to integrate a variety of different topics to form a whole.

Name and signature: Susanna Virjo

Job title: Project Architect (client of the project)

Company: City of Tampere

Section D. CV OF THE CANDIDATE



Curriculum Vitae



Personal information

First name(s) / Family name(s)

Anni Laurila

Business Address

Vattuniemenkuja 3 B 24, 00210 Helsinki

Phone number(s)

+358 45 673 6757

Cell: +358 45 673 6757

E-mail address

anni.laurila@wsp.com

Nationality

Finnish

Date of birth

27.09.1989

Work experience

Dates

04/2017 - current

Occupation or position held

Architect & Deputy Manager

Main activities and responsibilities

Architectural and urban design. Leading urban planning projects.

Name and address of employer

WSP Finland Oy, Pasilan asema-aukio 1, 00520 Helsinki.

Type of business or sector

Planning and consulting in the building sector

10/2017 – current

Founder and company owner (Architect Anni Laurila Oy)

Speeches, lectures, moderating, hosting, consultation, podcast, ministry workgroup member.

Architect Anni Laurila Oy

Leadership consultation



07/2021 – 12/2021

Podcast host for a podcast about the future of work, Hyvää työtä

Guests included Finland's leading experts on the future of work, workspaces, sustainability and wellbeing. Hosted the podcast, discussed with the guests, formed the themes and structure of the episodes, suggested the interviewed experts, prepared the questions that the guests are asked.

Architect Anni Laurila Oy (hosted and planned) / Skanska (funded) / Diamonds Helsinki (produced)

Information and education

04/2019 – 1/2022

Full working group member for Finland's national Architectural Policy Programme (Apoli 2020).

Invited by the Ministry of Culture and Education and the Ministry of Environment. The working group looked at how architecture could improve social challenges, including sustainable development and life-cycle approach, health, equality, inclusivity, digitalization, new technologies, demographic changes, competitiveness, theory, education and research of architecture.

Ministry of Culture and Education and Ministry of Environment of Finland

Governmental

05/2018 – current

Keynote speaker, moderator & panelist

Freelance and speaking agencies: Speakersforum, MySpeaker, Puhujatori, Cool'n'Talk UK

Signed with four speaking agencies. Speaker of the Year 2019 nominee. ~30 speeches per year.

Topics focus on the future of cities (including the impact of technological development, architecture and urban development, future of work and education, and global challenges such as sustainability).

Speakers, references: Finnish Housing Fair, Finnish Forest Association, Fortum, KEKO consortium KONE, YIT, Nokia, Caverion, VTT, Senaatti-kiinteistöt. Moderator, references: 3 day international EU Youth Conference and a 2 day EU High-Level Conference on the Data Economy (international European events for the ministries of Finland, as part of Finland's 2019 Presidency of the Council of the European Union). Panelist, references: OECD's 50 year anniversary event, panel about the future challenges and opportunities for Finland in the next 50 years.

15/11/2015 – 05/09/2017 – Helsinki & Copenhagen

Lead organizer, Global Impact Challenge Finland

Organizer after being the first winner of the competition in Finland in 2015. Lead organizer of Global Impact Challenge (GIC) Finland 2017, and organizer in GIC 2016. The competition was an open call to entrepreneurs, technologists, designers, inventors, and scientists with the most innovative ideas for innovations that have the potential to positively impact millions of people within 10 years. The winner of the challenge received a full sponsorship to attend the Global Solutions Program that was located at NASA Ames Research Park.

09/2016 – 03/2017 – Helsinki, Finland

Master's Thesis in Architecture: "From Industrial to Hybrid. Adaptive Reuse of Two Buildings in Vallila"

Aalto University, Clients: Vallila Interior, Pälkäne 19

Redesigned two buildings, one of which is the headquarters of one of the largest interior design companies in Finland. From industrial to hybrid use, to help revive Vallila's old industrial area.

04/2013 – 03/2017 – Finland

Assisting Architect, WSP

Assisting Architect in several projects in building design, urban design, urban planning and visualization. Scales ranging from individual building design to infrastructure and city districts.

08/2015 – 08/2016

Co-Founder

Founded during GSP15, Singularity University at Nasa Ames Research Park. Connected researchers and startups to the type of individual they needed to interview on-demand.
Anyone Inc

05/2012 – 09/2012 – Helsinki, Finland

Junior Architect, The City of Helsinki

Östersundom Project. Assisted in the planning of Östersundom, an extension of the growing capital area of Finland, and produced a report and bachelor's thesis showing how townhouse building typologies can be implemented in Finland.

Education and training

| | |
|--|---|
| Dates | 23/02/2013 – 31/03/2017 |
| Title of qualification awarded | Master of Science, Architecture |
| Principal subjects/occupational skills covered | Architectural design, urban planning and architectural history. Larger individual building design projects: A commercial center in the heart of Shanghai, China. A public building in Rwanda, Africa. An art museum & an apartment complex in Finland. Graduated with Distinction, GPA 4.5/5) |
| Name and type of organisation providing education and training | Aalto University |
| Level in national or international classification | Master's degree |

01/09/2009 – 22/02/2013

Bachelor of Science, Architecture

Aalto University

Bachelor's degree

06/2015 – 09/2015

Global Solutions Program (GSP15)

Attended GSP15 at NASA Ames Research Park, Silicon Valley, with a full scholarship from winning Finland's first Global Impact Challenge. The program gathers leaders, entrepreneurs, and technologists around the world for 10 weeks to learn and to work on team-based technology solutions to widespread global challenges. The participants aimed to build projects that could have the potential to affect a billion people positively within 10 years.

Singularity University at NASA Ames Research Park, California

10/2017 – 10/2017

Al Gore's Climate Reality Leadership Training

Attended the 3-day Climate Reality training event to become a 'Climate Reality Leader', to communicate effectively about climate change. Attended with a scholarship as a World Economic Forum Global Shaper.

Climate Reality Leadership Corps, organized in Pittsburgh, USA

01/09/2014 – 28/02/2015

Master's Degree exchange student in Architecture (6 months)

Tongji University, Shanghai, China

01/08/2010 – 14/08/2010

Interdisciplinary study between Social Sciences and Technology (2 weeks)

Tohoku University, Sendai, Japan

01/09/2008 – 31/08/2009

Civil Engineering (Bachelor's Degree studies, 1 year)

Helsinki University of Technology (currently Aalto University)

2006 – 2008

National Matriculation (Graduation) Examination

Advanced Mathematics: L (top 5%), Psychology: L (Finland's highest points in 2008), Finnish: L (top 5%), Physics: E (top 15%), English: E (top 15%), Swedish: E (15%)

Linnankoski Gymnasium (Upper Secondary Education)

2003 – 2004

Sawyers Hall College of Science and Technology, Brentwood, United Kingdom (1 year)

Personal skills and competences

Mother tongue(s)

Finnish

Other language(s)

English, Swedish

Self-assessment

European level (*)

English

Swedish

| Understanding | | Speaking | | Writing | |
|---------------|---------|--------------------|-------------------|---------|--|
| Listening | Reading | Spoken interaction | Spoken production | | |
| C2 | C2 | C1 | C2 | C2 | |
| B2 | B2 | B1 | B1 | B1 | |

Social skills and competences

Deputy manager for a team of 11-15 professionals since 2018. Public speaker, moderator, podcast host. Project manager.

| | |
|--|---|
| Organisational skills and competences | <p>Project manager in 9 urban planning projects, principal designer in 4 building design projects. i.e. zoning plan work & reports for Tampere's growing central station area (project manager), master plan for Vallisaari Island within a UNESCO heritage safety zone (architect)</p> <p>Currently completing the course for principal designers/architects -> in the process of acquiring a principal designer/architect certification from FISE (= Qualification of Professionals in Building, HVAC and Real Estate Sector in Finland).</p> <p>Certified Building designer: 1. New buildings, 2. Repair and alteration work (2019-2026)</p> <p>Certified Planner (YKS-642) (2019-2026)</p> <p>Two Leadership Training Certificates: Project Manager Training (2018) & Lean and Agile Leadership (2021)</p> |
| Technical skills and competences | Track Work Safety Certificate & Work Safety Certificate (2020-) |
| Computer skills and competences | Adobe (Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Adobe InDesign, Adobe Premiere), AutoCAD, Google Sketch-Up PRO, GIS software: ArcGIS, QGIS, Novapoint, Revit Architecture, ArchiCAD, AutoCAD 3Ds Max |
| Other skills and competences | <p>2020 Speaker of the Year nominee 2019 Main award for speakers in Finland, awarded by Finland's largest speaking agency Speakersforum.</p> <p>04/2015 First prize in Finland's first Global Impact Challenge 2015 30 000 dollar scholarship and a seat at the Global Solutions Program (GSP15) held at NASA Ames Research Park. "The Global Impact Challenge acts as a platform to identify outstanding entrepreneurs, leaders, scientists and engineers with the most innovative ideas for positively impacting millions of lives locally and globally within the next 3-5 years."</p> <p>2014 Sustainability Thinking: Water Quality Index, 1st prize (of 13 teams) – Tongji University Twice awarded project (Sustainability Thinking, Shanghai, China & Global Impact Challenge, Finland), a concept which aimed to show locations where tap water quality is unsafe and causing illness, to pinpoint the cause and to assist in correct filter types.</p> |
| Hobbies and activities | Multi-day hiking, gym, running, yoga, art |
| Papers published | <p>From Industrial to Hybrid - Adaptive Reuse of Two Buildings in Vallila (Master's thesis), 2017</p> <p>Kigali Master Class with professor Peter Rich (design, publication, exhibition, field trip) in Rwanda, Africa 2014</p> <p>The Qualities of Townhouse Building Reflected on Finnish Urban Planning (Bachelor's thesis), 2012</p> |
| Public speaking experience | <p>Public speaker, 1-3 speech commissions per month. Signed with four speaker agencies. Keynote speeches, panel discussions, moderating, hosting. Hosted a podcast (interviewed guests). Speaker of the Year nominee 2019.</p> |
| Membership of professional organisations | <p>Global Shaper, World Economic Forum</p> <p>Member of the Low-Carbon Building Committee, Green Building Council Finland</p> <p>Member of the Finnish Association of Architects (SAFA)</p> |