



AMIRA AYOUB, LFA
LEED & WELL Faculty | USGBC
Technical Committee Chair | Egypt GBC

Location: Cairo, Egypt
Projects: Wadi Gharba Community Center, Registered for
[Zero Energy Certification](#)

"[Achieving LFA] helped me to understand more, and it gave me confidence as an Ambassador to share my knowledge and to also introduce the programs to my clients."

Why did you choose to pursue LFA?

Because I was so passionate to learn more about ILFI programs, and I want to help in the creation of a Living Future.

How did you earn General LFA continuing education credits?

Online!

How has achieving LFA impacted you and your work?

It helped me to understand more, and it gave me confidence as an [Ambassador](#) to share my knowledge and to also introduce the programs to my clients.

What's next for you?

Scaling-up in the creation of lots of Living Buildings/Communities/Products.

What's your biggest inspiration?

The word "living", the mimicry of nature, means every building/product has its own story, its own place, culture, and climate — so it's never a repetitive process that results in the creation of prototypes, it's a form of life.



MARLOES REININK, LFA

Founder & Owner | Solid Green Consulting

Location: Johannesburg, South Africa

Projects: 76 Corlett, Registered for [LBC Certification](#) &

Solid Green Office - Parkhurst, pursuing [LBC Certification](#)

“We are currently working on two LBC projects in South Africa, and becoming an LFA reinforced the clients' confidence in me to lead their projects towards certification.”

Why did you choose to pursue LFA?

I have been an [Ambassador](#) in South Africa since 2016, and I am always looking for opportunities to educate myself and become a more confident ambassador for ILFI. The course material in the LFA Foundational Curriculum was also very attractive, as it just takes sustainability to the next level compared to other green building education out there.

How did you earn General LFA continuing education credits?

I delivered a couple of Ambassador Presentations, attended the [Living Future unConference](#) in Seattle in 2019 and read Ecotone Books: the one about the Bullitt Center [ed. note: [The Greenest Building](#)] and [Transformational Thought](#) by Jason F. McLennan (both very inspirational!).

How has achieving LFA impacted you and your work?

We are currently working on two LBC projects in South Africa, and becoming an LFA reinforced the clients' confidence in me to lead their projects towards certification.

What's next for you?

Firstly, me and fellow Ambassador Thulani Kuzwayo have launched the Collaborative in South Africa late 2019, and the next big thing is to organise more exciting events and gain momentum for Living Future projects in South Africa. Secondly, I am committed to ensure the two LBC projects I am working on stay on track and receive LBC Certification at some point in the future.

What's your biggest inspiration?

This might sound cheesy, but the work the ILFI is doing is very inspirational :D (keep it up!!); and also the willingness of sharing information by other Ambassadors; attending the unConference; visiting the Bullitt Center. All these things make me proud to be an Ambassador and motivate me to inspire people to promote a Living Future for South Africa. LBC is very new in South Africa, but the positive responses we receive after presentations/events is really motivating and confirms that people want more true sustainability!