


#	Katerina Theofanidou Industrial Management, MSc	
Title:	Founder & Managing Director projectyou, President of IPMA Greece	
email:	Ktheofanidou@projectyou.gr	•
Presentation title:	Sustainable Project Management: Navigating the New Reality of Resilient and Efficient Buildings - What should a project manager do?	
<p>Katerina's presentation explores the principles and practical application of Sustainable Project Management, emphasizing the evolving definition of project success beyond traditional time, cost, and scope constraints. It frames sustainability as an integrated approach that considers the full lifecycle of project outcomes to achieve net positive environmental, social, and economic impacts. Grounded in the concept of sustainable development and aligned with the United Nations Sustainable Development Goals (SDGs), the presentation highlights urgent global challenges such as climate change, biodiversity loss, and resource depletion, and their direct implications for projects across multiple industries.</p> <p>The presentation contrasts linear (cradle-to-grave) and circular (cradle-to-cradle) economic models, illustrating how sustainable and regenerative practices can deliver long-term value despite potential increases in upfront costs. It clarifies the distinction between sustainability and ESG, positioning sustainability as an inside-out, impact-driven framework and ESG as an outside-in, risk and performance assessment tool for investors. Key methodologies, including the P5™ Standard and PRISM™ framework, are introduced as structured approaches for embedding sustainability into project decision-making, metrics, and governance.</p> <p>Finally, the presentation underscores the strategic and competitive advantages of regenerative sustainability, including risk reduction, innovation, enhanced reputation, and improved financial performance, and outlines professional training and certification pathways for project managers seeking to lead sustainable change.</p>		
Short CV GREEK:	<p>Η Κατερίνα Θεοφανίδου είναι πτυχιούχος Βιομηχανικής Διοίκησης και Τεχνολογίας με μεταπτυχιακό στη Διαχείριση Ενέργειας και Περιβάλλοντος. Κατέχει πιστοποιήσεις: project management από το IPMA, sustainable project management από το GPM και εκπαίδευσης ενηλίκων από τον ΕΟΠΠΕΠ και από τον αντίστοιχο γερμανικό φορέα. Έχει 24ετή επαγγελματική εμπειρία, είναι ιδιοκτήτρια της εκπαιδευτικής εταιρείας projectyou και Πρόεδρος του IPMA Greece. Εκπαιδεύει στελέχη εταιρειών στο Project Management και Microsoft Project.</p>	

Short CV:	
<p>Katerina Theofanidou holds a degree in Industrial Management and Technology and a Master's degree in Energy and Environmental Management. She holds certifications in Project Management (IPMA), Sustainable Project Management (GPM) and adult education (EOPPEP and the corresponding German authority). She has 24 years of professional experience, is the owner of the training company <i>projectyou</i>, and serves as President of IPMA Greece. She trains company executives in Project Management and Microsoft Project.</p>	
CV:	
<p>Katerina Theofanidou holds a Bachelor's degree in Industrial Management and Technology from the University of Piraeus and a Master's degree in Energy Management and Environmental Protection, jointly awarded by the National Technical University of Athens and the University of Piraeus. Her academic background combines engineering-oriented management with a strong focus on sustainability, energy efficiency, and environmental protection.</p> <p>She has 24 years of professional experience in multinational and major Greek organizations, including BP Hellas, the Hellenic–German Chamber of Commerce and Industry, ERT S.A., RTL Group – Alpha TV, and DEKRA Akademie, among others. Through these roles, she has gained extensive hands-on experience in corporate operations, organizational management, training coordination, and project-based work across diverse sectors. In parallel, she has 19 years of teaching experience as a trainer and facilitator in professional education and lifelong learning programs.</p> <p>Since 2009, Katerina has been the founder and Managing Director of <i>projectyou Ltd.</i>, a company specializing in professional training, organizational development, and advisory services for businesses and corporate executives. Projectyou designs and delivers tailored training programs, supports organizational change initiatives, and provides consulting services that help companies improve performance, structure, and project execution capabilities.</p> <p>Katerina is an experienced trainer, business consultant, and mentor for both startup and established enterprises. To date, she has advised more than 2,200 aspiring and active entrepreneurs through seminars, workshops, and one-to-one consulting sessions, supporting them in areas such as business planning, strategic development, marketing, finance management, and operational improvement.</p> <p>She is certified in Project Management (IPMA–D) from the International Project Management Association since 2008 and has extensive experience both in managing projects and in delivering Project Management education. She is also a certified adult educator in non-formal education, accredited by EOPPEP (Greece) and by the German Association of German Chambers of Industry and Commerce (DIHK e.V.).</p> <p>Her teaching portfolio includes trainings in Project Management, Microsoft Project, Entrepreneurship and Innovation, Business Plan Development, Train the Trainer, Marketing, Soft Skills, Communication, Body Language, and Presentation Techniques. She delivers these subjects through open seminars and in-company training programs. Over the years, she has trained and prepared the majority of Greek professionals for IPMA Project Management certification (Level C and Level D).</p> <p>Additionally, she is actively involved in the Logistics sector and has served as General Secretary of the Hellenic Institute of Logistics Management – ILME (2019-2025).</p> <p>Since 2022, Katerina is President of the International Project Management Association Greece – IPMA Greece.</p>	