

LIGHTNING SUPPORT ON SUSTAINABILITY CONCERNS

RAKSA AI 2024

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<https://figbc.fi/>



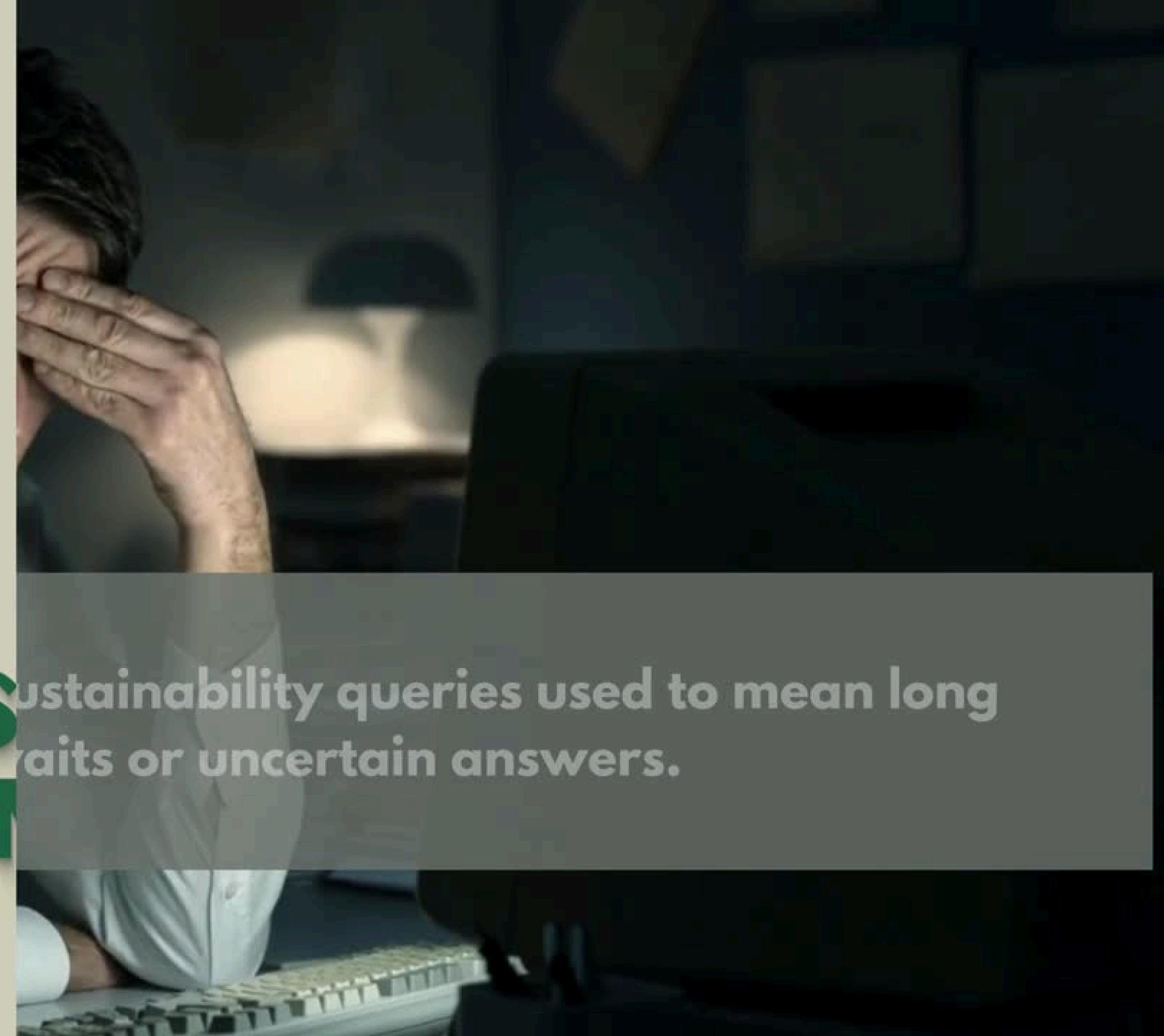
ABOUT FIGBC

- Finnish Green Building Council
- A non-profit real estate and construction industry organization
- **A successful real estate and construction industry within the limits of the Earth's carrying capacity.**



THE CHALLENGE

- Speed up access to sustainability information
- Reliable & accurate information
- Reduce repetitive work
- Ease of use is the key

A photograph of a man with dark hair, wearing a light-colored shirt, sitting at a desk. He is holding his head in his hands, with his fingers covering his eyes and forehead. He appears to be in a state of stress, fatigue, or despair. The background is dark and out of focus.

SUStainability queries used to mean long
waits or uncertain answers.

THE AI-CANVAS



TO LOOK AT THE PROJECT FROM
MULTIPLE PERSPECTIVES:

- TECHNICAL CONDITIONS
- BUSINESS FACTORS
- TASKS



SOLUTION DESCRIPTION AND BUSINESS NEED

An **AI consultant** integrated into FIGBC's website, providing reliable, sourced information on green building practices, certifications, and sustainability

STAKEHOLDERS AND END USERS

Stakeholders: FIGBC, IT teams
End users: FIGBC member organizations

ETHICS AND GDPR

Transparent about AI usage and include **disclaimers** for critical decisions
Ensure **GDPR** compliance: anonymize data and secure storage

DATA

Sources: Verified platforms like Rakennustieto, Motiva, YM, Finlex,...

Requirements: Updated regulations, FAQs, and expert-reviewed materials.

Feedbacks to improve accuracy

REQUIRED SKILLS AND ABILITIES

AI development: expertise in NLP and chatbot
Data engineering, Web development
Construction field expert

METRICS

Response accuracy
Reduction in expert interaction
User satisfaction

MACHINE LEARNING

Pre-trained language models (**CustomGPT**) with FIGBC's FAQ and reliable sources

Continuous improvement through **supervised learning** and **user feedbacks**

PROCESSES

Development and Training AI model
Integration (embed into website)
Testing and Launching
Maintenance and Improvements

TECHNOLOGY AND INFRASTRUCTURE

NLP Models: CustomGPT and Chatbot Frameworks

Frontend Tools: HTML&CSS, JavaScript

Backend Infrastructure: Python, OpenAI API

COSTS AND EXPECTED REVENUE

CustomGPT and OpenAI quota costs
Embedding chatbot into FIGBC website
Maintenance costs

SUSTAINABLE INSIGHT AI



- 1. CAPABILITIES**
- 2. LIVE DEMO**
- 3. PROTOTYPE ON LOCAL MACHINE**
- 4. INTEGRATE WITH WORDPRESS**



CAPABILITIES

- Expert Guidance
- Trusted Sources
- Comprehensive Features
- Regular Updates
- User-Focused
- Continuous Improvement



»»» SUSTAINABLE INSIGHT AI «««



Capabilities



DEMO



Prototype



**Integrating to
Wordpress**

»»» SUSTAINABLE INSIGHT AI «««



Capabilities



DEMO



Prototype



Integrating to
Wordpress

PROMOTE THE TOOL TO USERS



Marketing initiatives &
collaterals



HIGH-LEVEL MARKETING INITIATIVES – CONTENT MARKETING (ORGANIC + PAID)

**This is just suggestion and is subject to change according to the council's resources and timeline. The council is free to make changes as they seem fit.*



**SUSTAINABILITY
INSIGHT AI**

Leaflet

Blog post x5

Email marketing

Demo video

Promo video

Paid initiatives

COLLATERALS

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Leaflet

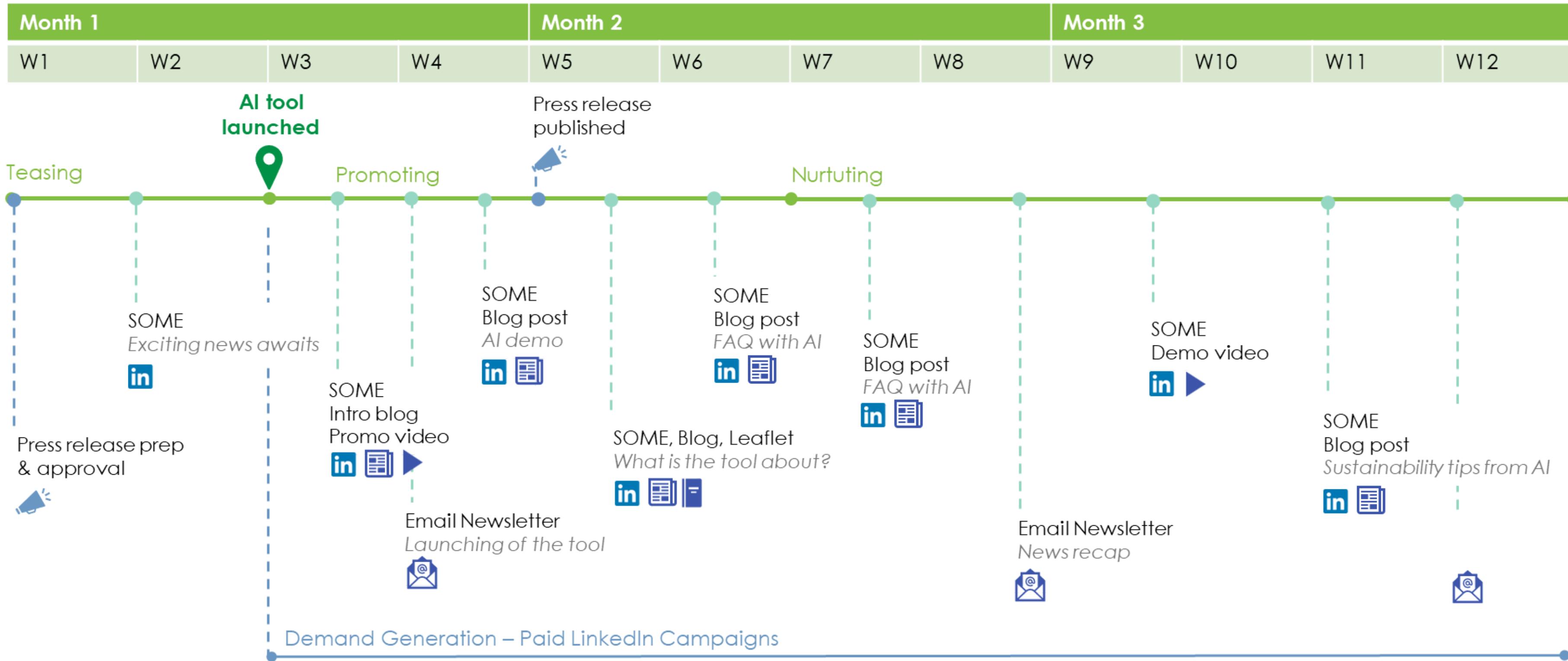


Promo Video



Marketing 3-month timeline

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FUTURE DEVELOPMENTS

- Integrate the AI chatbot into FIGBC WordPress Website
- Testing from FIGBC and construction field experts
- Features for saving the chat history and feedbacks to FIGBC platform (GDPR must be considered)
- Automatically generate monthly and annually reports
- Integrate LCA features
- Mobile Application development



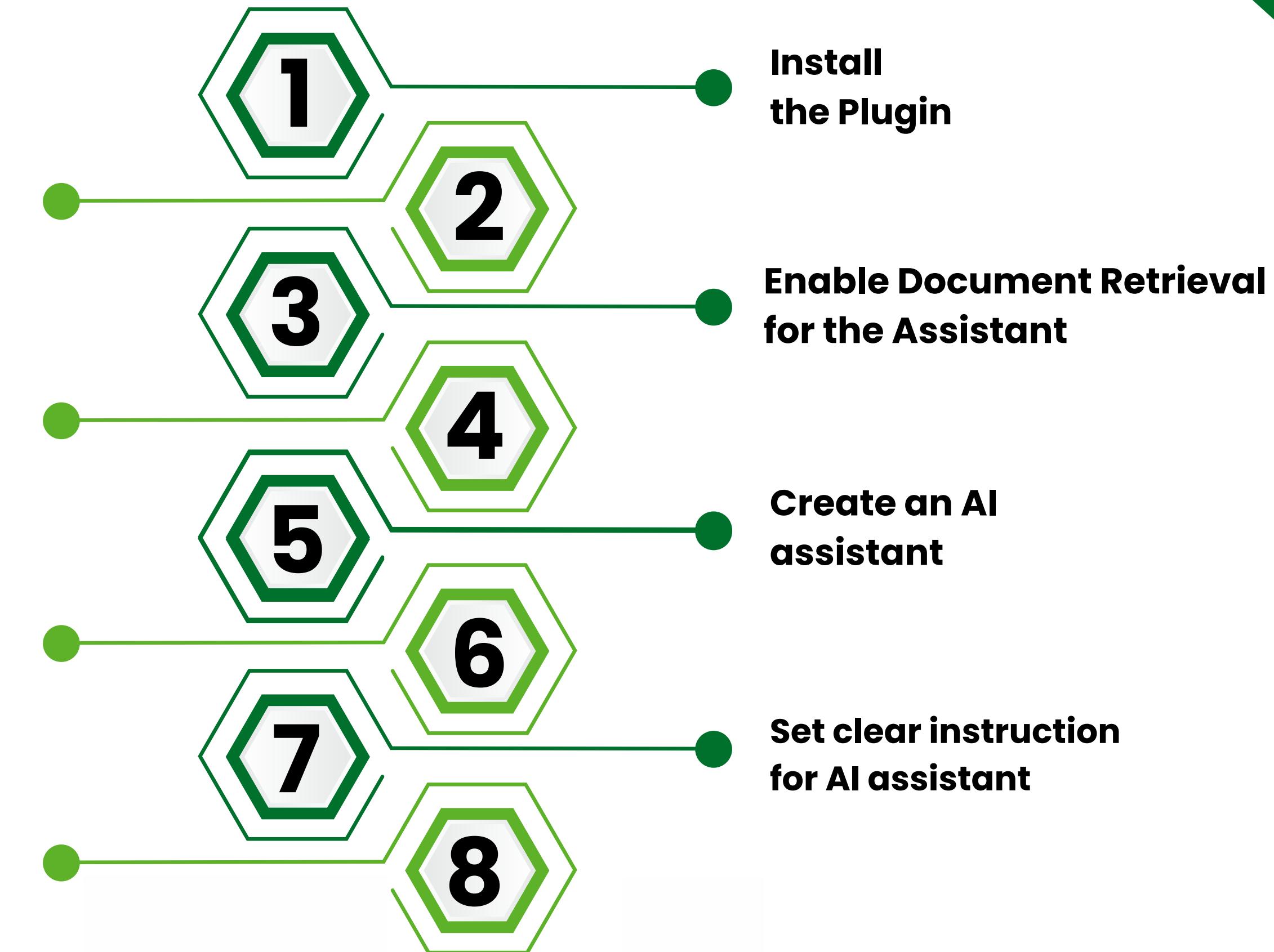
HOW TO INTEGRATE TO WORDPRESS

Select an AI
Assistant Template

Obtain
an API Key

Upload
relevant files

Set and employ
assistant





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THANK YOU

Our AI consultant offers expert, up-to-date guidance on sustainability and green building practices.

RAKSA AI 2024

Empowering sustainable decisions with reliable, AI-driven support.

