

Administrative Support Unit (ASU) for the Brick Initiative

Who we are



Urs Heierli (Ph.D Economics)

Born on 22nd February 1948 in Zürich, Switzerland

Author of various publications in the field of development and sustainability. Among others „Brick by Brick: The Herculean Task of Cleaning Up the Asian Brick Industry“ together with Sameer Maithel in 2008

- 2003 to date Director of “msd consulting GmbH”, working as independent consultant in the areas of “markets, sustainability and development”
- 2004 to date Lecturer for the topic of development cooperation at the University of St. Gallen (M.A. International Affairs & Governance)
- 2000 - 2003 Senior Advisor for Rural Income Generation and Private Sector Development SDC (Swiss Agency for Development and Cooperation) Head-office in Berne, Switzerland
- 1994 - 1999 Head of the Coordination Office and of the India Programme of SDC in New Delhi, India
- 1993 - 1994 Deputy Coordinator of SDC India in New Delhi, India
- 1992 - 1993 Head of the Coordination Office of SDC in Bangalore, India
- 1987 - 1991 Head of the Coordination Office of SDC in Dhaka, Bangladesh
- 1976 - 1978 Founding member and Head of SKAT, Swiss Centre for Appropriate Technology in St. Gallen, Switzerland



Sameer Maithel (Ph.D Energy Systems Engineering)

Born on 26th September 1965 in Nilokheri, India

PhD topic “Energy Performance of Brick Kilns”. Working on development issues (technology, performance measurement, policy and regulation, training, knowledge dissemination) in the brick sector for the last 20 years. Has worked in several developing countries including India, Nepal, Bangladesh, Vietnam, South Africa. Has authored a number of reports and papers including „Brick by Brick: The Herculean Task of Cleaning Up the Asian Brick Industry“ together with Urs Heierli

- 2007 to date Director of “Greentech Knowledge Solutions Pvt Ltd”, working in the areas of cleaner brick production, sustainable buildings and application of solar energy
- 1994-2006 Research Associate/ Fellow/Director at The Energy and Resources Institute (TERI), worked in the area of cleaner brick production, biomass energy, renewable energy and industrial energy efficiency
- 1988-1994 Engineer at the Oil and Natural Gas Corporation Ltd, worked at Bombay High off-shore oil field as a maintenance engineer on an oil and gas production facility.



Karin Imoberdorf (M.A. International Affairs and Governance)

Born on 16th March 1986 in Brig, Switzerland

- | | |
|--------------|--|
| 2013 to date | Project Coordinator at msd consulting GmbH working on the marketing of a small-scale solar-powered water pump in developing countries |
| 2012 | Four months research internship with iDE (International Development Enterprises) in Dhaka, Bangladesh |
| 2010 - 2013 | M.A. in International Affairs and Governance at the University of St. Gallen, Switzerland
Master thesis on „Innovation for Developing Countries through Human-Centered Design: The Example of a Micro Solar Pump in Bangladesh“ |
| 2009 | Internship at the Swiss Embassy in Abu Dhabi, United Arab Emirates with focus on the Masdar City Project and the promotion of renewable energies |
| 2006 – 2009 | B.A. in International Relations at the University of Geneva, Switzerland |

Our mandate

The ASU wants to support the co-leaders of the Mitigating SLCPs and Other Pollutants from Brick Production Initiative (BPI) in operationalizing, implementing, monitoring, and evaluating the BPI Proposal and Funding Request. The overall task is to support the management and participants of the BPI by facilitating a productive dialogue and supporting them in achieving the milestones set. This can include:

- Organizing and moderating events and workshops
- Meeting logistics (venue, documentation, moderation)
- Facilitating the communication and coordination between participants
- Coordinating the agenda of the participants and their networks
- Compiling of background materials and making them available to all participants

How to contact us

Urs Heierli

msd consulting GmbH
Muehlemaattstrasse 45
CH- 3007 Berne
Switzerland

urs.heierli@msdconsult.ch
Phone: +41 31 372 68 30
Fax: +41 31 372 68 31

Sameer Maitheh

Greentech Knowledge Solutions Pvt
Ltd , 342, Abhiyan Apartment, Plot
15, Sector 12, Dwarka,
New Delhi, India

sameer@gkspl.in
Mobile: +91 9811392256
Fax: +91 11 45535574

Karin Imoberdorf

msd consulting GmbH
Muehlemaattstrasse 45
CH- 3007 Berne
Switzerland

karin.imoberdorf@msdconsult.ch
Mobile: +41 79 415 28 04
Fax: +41 31 372 68 31