

*Insights into the
Expert Perspective*



➤ **Mr. George E.J. Diner**

[Back to All Experts](#)



**Founder, Chief Executive Officer
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Cambridge Who's Who® Expert
Since : March 19, 2012

Cambridge Who's Who® Member
Since : June 6, 2011

Industry:

Architecture/Construction

Field:

Sustainable Construction and General Contracting

Area(s) of Expertise:

Mr. Diner's expertise is in architecture and sustainability.

Why He is an Expert:

[I think] that we are all connected: humans, nature, animals, plants and rocks. There is a universal connection so what we do affects all the rest. I have this in mind every time I think to do a new project. For me this is the most important issue of being sustainable.

Best Advice:

My experience tells me that trying to be in a leading position you must be very sure and confident of your beliefs because it takes compromise, effort, responsibility and financial backup to accomplish your dreams. There will always be people trying to convince you of the opposite, but you must be strong and follow your beliefs.

Passionate about:

The idea of a better world.

Biography Excerpt:

"We must change the way we use energy and natural resources," says George E.J. Diner, the founder and CEO of Habitat Container SRL, an architectural company that provides construction and building services in order to create sustainable modular steel building units using recycled shipping containers. Mr. Diner founded this company in 2009 and invited Arq. J. Kicherer to join him in his project to help reduce global climate change by recycling and using sustainable nonrenewable energy sources.

Interview Excerpt

Cambridge Who's Who: What is the most difficult obstacle or challenge you have faced in pursuit of your goals?

MR. GEORGE E.J. DINER : I believe that the biggest obstacle is that we humans think first with the pocket instead of the heart. In the end we all know when we are doing wrong, but when money is the carrot in front of our nose our beliefs start to change. There is nothing wrong with having the desire for money, but in my opinion, my life, my love ones, and other people's lives and well-being comes first.

What is the most significant issue facing your profession today?

The economy is hitting everywhere. On one side, the new technology, until it is mass produced, is expensive, and on the other hand natural resources, energy and municipal services are also getting expensive, so there is a race and I believe that the outcome will be the victory of sustainability.

What do you find to be the most rewarding aspect of your profession?

The most rewarding is helping others to understand the importance of taking responsibility for our actions in the protection of what we call mother earth.

For more information about Mr. George E.J. Diner , visit his Cambridge Cambridge Who's Who® profile at

<http://www.cambridgewhoswho.com/Members/FL/George-Diner-1324330.html>