

The background is a vibrant green color with a pattern of white circles of various sizes. Some circles are solid white, while others are white outlines. The circles are scattered across the entire frame, creating a dynamic and modern aesthetic.

The Green Revolution

How and why to prepare your business

We've experienced in recent years a....

green party

In a green revolution some businesses may...

not survive

“Prediction is very hard, especially when it’s about the future.”

-Yogi Berra

World energy consumption doubled
between 1971 and 2004

Its expected to double again by 2030

“Our addiction to oil makes global warming warmer, petrodictators stronger, clean air dirtier, poor people poorer, democratic countries weaker, and radical terrorists richer.”

- Thomas L. Friedman
Hot, Flat & Crowded

Ending our addiction to foreign fuel is not just an environmental necessity – it's a national security imperative.

Businesses and companies that take this imperative seriously will succeed and have a dominant place in tomorrow's global economy.

"The road to energy independence, economic recovery and reductions in greenhouse gas emissions runs through the Building Sector."

-Edward Mazria

Past success

...is not a strategy for winning the green revolution

Toyota

Toyota's number one business principle...

“Base your management decisions on a long-term philosophy, even at the expense of short-term financial goals.”

In the 1990s, while Toyota was experiencing record success, Toyota chairman Eiji Toyoda took every opportunity he could to preach crisis. He would ask, “Should we continue to build cars as we have been doing?” and “Can we survive in the 21st century...?” in his bid to promote a quantum shift in thinking that would be crucial in the upcoming century.

After brainstorming the key concepts and characteristics that would become the overarching principles for 21st century cars, Toyota designers and engineers reduced their list down to two – natural resources and the environment.

The Prius is not a better car -
It's a better system.

Today, the building industry is challenged to address the same critical issues that lie in the years ahead. Global warming, rapidly diminishing supplies of oil and natural gas, unbridled air pollution, and government instability resulting from the above, are all critical concerns that face us in the 21st century.

Prepare

to succeed in the green revolution

General

- ✓ Establish a sustainability team or leader within the firm
- ✓ Undertake immediate operational actions
- ✓ Develop a long range sustainability action plan
- ✓ Commit to reporting progress

Office Energy Use

- ✓ Track and report energy use in the office
- ✓ Install occupancy sensors in meeting rooms and other common spaces
- ✓ Use Energy Star rated equipment and appliances
- ✓ Encourage employees to shut down computer equipment and turn power strips off
- ✓ Replace any existing CRT monitors with LCD monitors
- ✓ Guidelines for purchasing “green” power

Waste Reduction & Supplies

- ✓ Enact policies for reducing paper use (electronic documents and forms)
- ✓ Establish guidelines for purchasing office supplies
- ✓ Guidelines for purchasing kitchen supplies
- ✓ Guidelines for purchasing cleaning supplies
- ✓ Institute a recycling policy
- ✓ Guidelines for purchasing office furniture and materials

Transportation

- ✓ Offer incentives for employees who ride share, walk, or bike
- ✓ Establish a policy for fuel efficient rental cars for firm travel
- ✓ Establish a policy for offsetting firm travel
- ✓ Encourage telecommuting options for employees

Meeting Procedures

- ✓ Use paperless technology for agendas, handouts, and presentations
- ✓ Encourage virtual meetings when possible

Develop Sustainable Design Goals

- ✓ Have every project undergo a green building evaluation (such as LEED or ENERGY STAR) whether required by the client or not
- ✓ Determine a certain percentage of professional staff that should be LEED-accredited within a designated time of joining the firm
- ✓ Document all projects in case study format with consistent criteria to help measure performance

Institute Staff Training Policies

- ✓ Determine a minimum amount of staff training and education on sustainable design issues
- ✓ Paying for green building conferences and LEED accreditation exams
- ✓ Linking the firm's sustainable design goals to staff performance evaluations

Evaluate the Design Process

- ✓ Use an integrated design process that promotes early involvement of stakeholders and engages in collaborative design process
- ✓ Use life-cycle cost analysis and consider the life-cycle effects of the materials and systems used in a project
- ✓ Develop metrics for sustainable design goals at the outset of the project. Green building rating systems such as LEED or Green Globes can be a useful tool

Evaluate the Design Process cont...

- ✓ Develop consistent measurement standards for building and site design performance
- ✓ Create feedback procedures to gather information about building performance that include things such as meters, sensors, controls, and post-occupancy evaluations

Develop a Business Strategy

- ✓ Put together information that supports the value of the firm's sustainable design services (include information on projects costs, operating costs, and occupant satisfaction)
- ✓ Develop marketing materials that highlight the sustainable design aspects of the firm: define the design philosophy; list accredited staff; highlight benefits of sustainable design, etc...

If I'd asked my customers what they wanted, they'd have said a faster horse

- Henry Ford