

# Speaker Slides

# Martin Brown

*Imagine Better: Welcome to the New Normal*



design

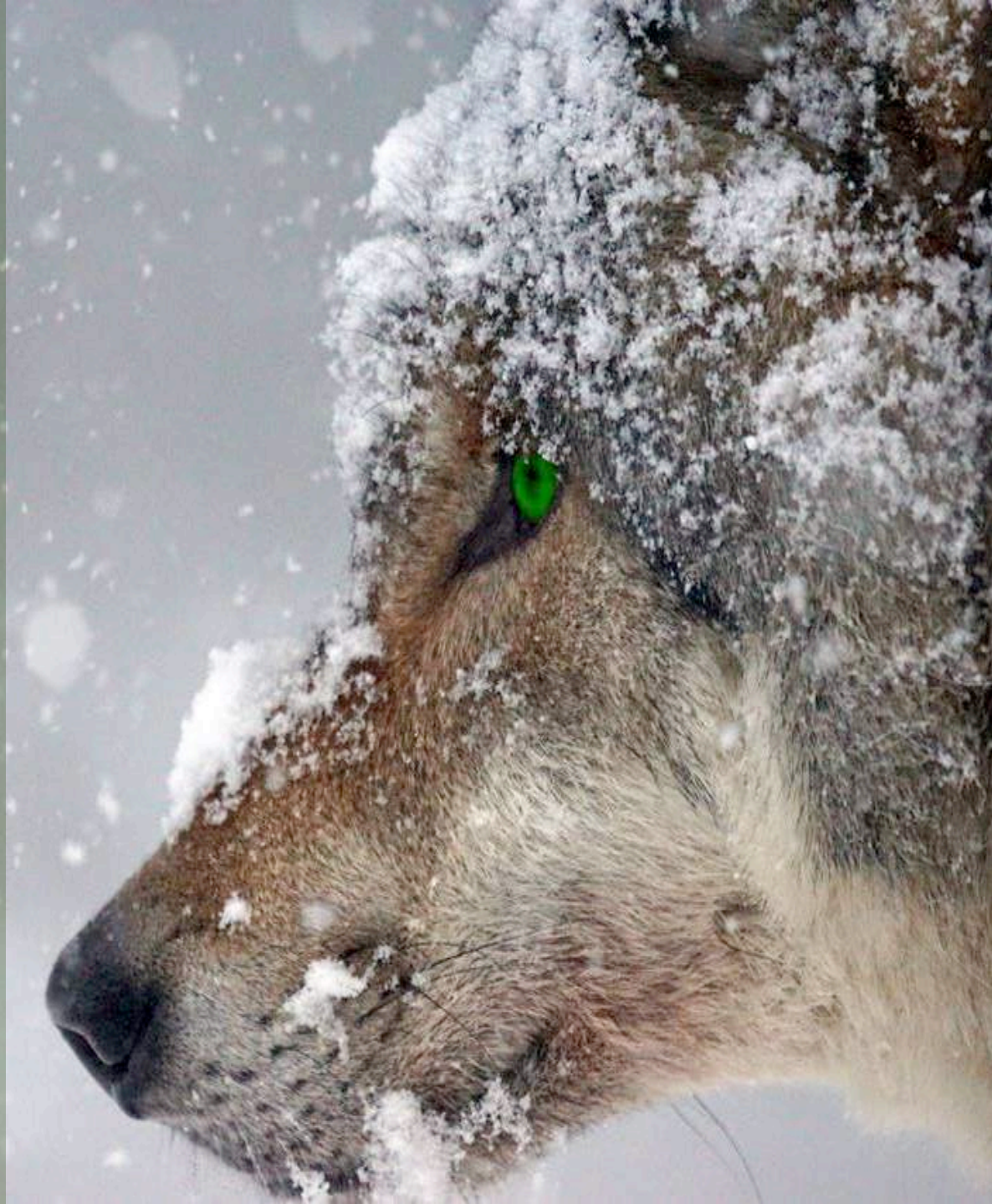
16

january

**Sustainability:**

**are you just  
managing  
the deer,**

**or are you  
enabling a  
regenerative  
future**





A large, vibrant yellow sunflower with a dark brown center is the main focus on the right side of the image. To its left, in the foreground, is a green grass seed head with long, thin, reddish-brown awns. The background is a soft, out-of-focus sunset with warm orange and yellow light filtering through dark, silhouetted trees. The overall mood is contemplative and hopeful.

# Imagine Better

DO WE REALLY WANT ONLY A LESS BAD  
VERSION OF OUR BUILT ENVIRONMENT?

Martin Brown  
@Fairsnape



# FUTURESTORATIVE

WORKING TOWARDS A NEW SUSTAINABILITY

MARTIN BROWN @fairsnape



DO NOTHING TODAY  
THAT COMPROMISES  
TOMORROWS GENERATION

Brundtland 1987

**DO NOTHING TODAY**  
THAT COMPROMISES  
TOMORROWS GENERATION

Brundtland 1987



# 'SOLASTALAGIA' - DISTRESS AND ILLNESS FROM ENVIRONMENTAL CHANGE







a sense of urgency

**2.0** > **1.5**

Paris Agreement 2015





a sense of urgency

**410** > **350**

ppm all time high, **April 2017**





a sense of urgency

**40%** > **40%**

**Built Environment, Problem + Solution**



# A sense of urgency

There are *no non-radical approaches left* before us in addressing climate change

Namoi Klein, This Changes Everything (2015)

Reducing built environment carbon emissions by 50% by 2025 is now *out of reach with current practice.*

UK Green Construction Board (2015)

We *no longer have luxury* of just being less bad.

Martin Brown Future Restorative 2016

”WE SHOULD NOT USE THE  
WORD **SUSTAINABLE** UNTIL ...

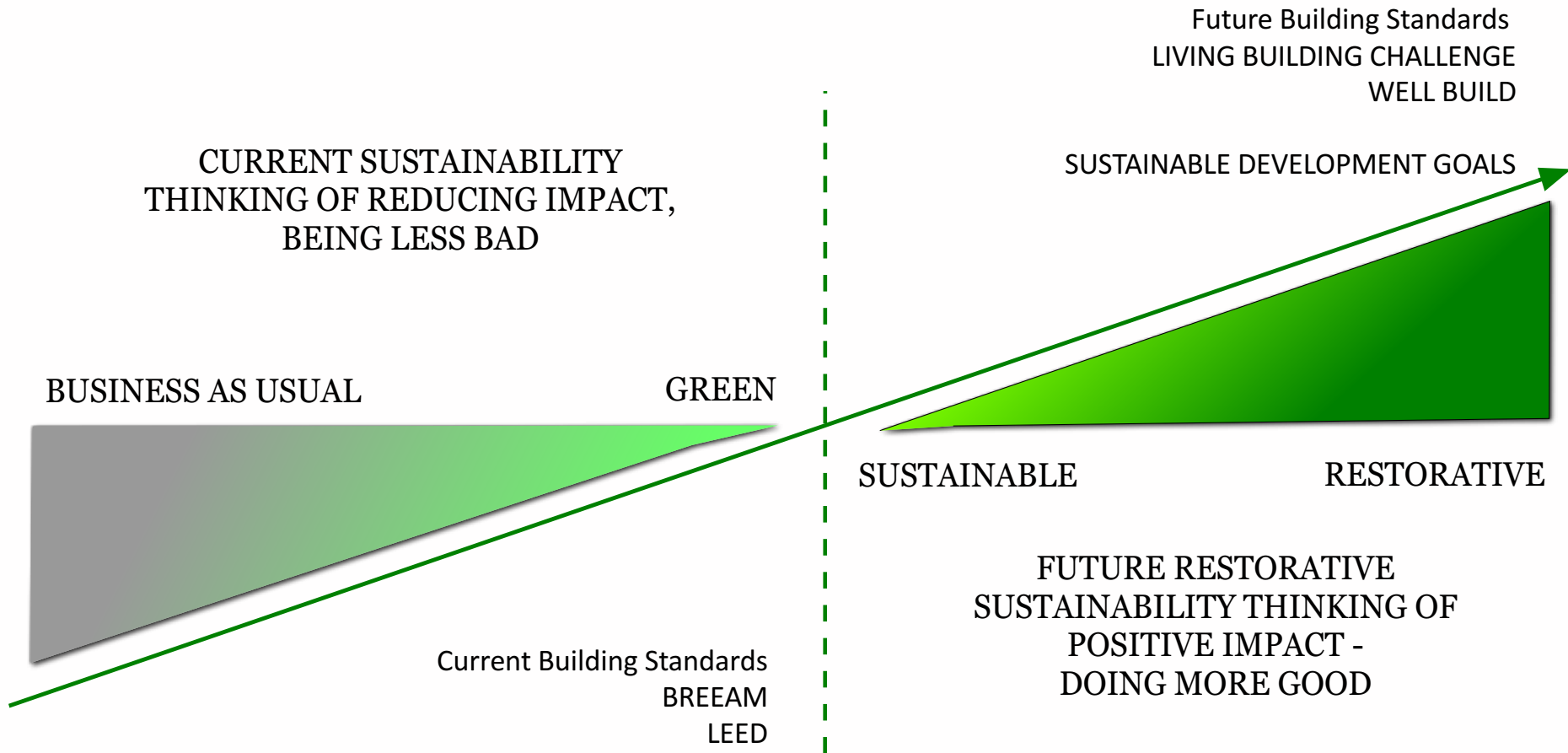
WE GIVE AS MUCH BACK AS  
WE TAKE.”

YVON CHOUINARD @PATAGONIA

#FutuREstorative



# We no longer have luxury of just being less bad.







a **less bad**  
version of the  
built environment we have



a future built environment  
that makes the planet a  
**better place**



WELCOME to the 'New Normal'

“... if your not part of the  
steamroller, you become  
part of the road”

Stuart Brand

#imaginebetter

# NEW POSITIVE THINKING & GOALS FOR SUSTAINABLE DEVELOPMENT



EVERY BUILDING SHOULD POSITIVELY CONTRIBUTE TO THE  
SUSTAINABLE DEVELOPMENT GOALS

@Fairsnape  
#FutuREstorative





**LIVING  
BUILDING  
CHALLENGE™**

**PLACE**

**WATER**

**ENERGY**

**HEALTH &  
HAPPINESS**

**MATERIALS**

**EQUITY**

**BEAUTY**



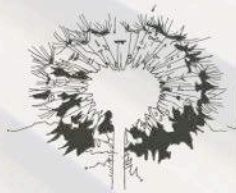
Imagine if every act of  
construction, every product  
made the world a better  
place ... socially, culturally,  
economically and ecologically

LIVING BUILDING CHALLENGE

#imaginebetter



# THE INGREDIENTS LABEL FOR BUILDING PRODUCTS **Declare.**



INTERNATIONAL  
**LIVING FUTURE**  
INSTITUTE

## **Declare.**

**EcoGrille (FSC Pacific Albus)**  
**9Wood**

Final Assembly: Springfield, OR, USA

Life Expectancy: 50 YEARS

End of Life Options: Salvageable/Reusable (100%)

### Ingredients:

**FSC Pacific Albus** (Boardman, OR); **Plywood:**  
**FSC Wood, Water, Resin, Soy Flour, Trace**  
**Ingredients\*** (Eugene, OR); **Finish: Propelyne**  
**Glycol N-Butyl Ether, Proprietary Inert\*,**  
**Dipropylene Glycol Methyl Ether; Stainless**  
**Steel Staples**

\*LBC Temp Exception I11-E15 Proprietary Ingredients <1%

### Living Building Challenge Criteria:

NWD-0001

LBC ZONE 3

Declaration Status

EXP. 10/19/2013  
09 54 26

- ☐ LBC Red List Free
- ☒ LBC Compliant
- ☐ Declared

INTERNATIONAL LIVING FUTURE INSTITUTE™  
declareproducts.com



‘The materials we build with can affect our wellbeing as much as the food we eat, the water we drink and the air we breathe.’

Healthy Buildings Network

#FutuREstorative



What would the label  
on your product tell  
me?

#FutuREstorative

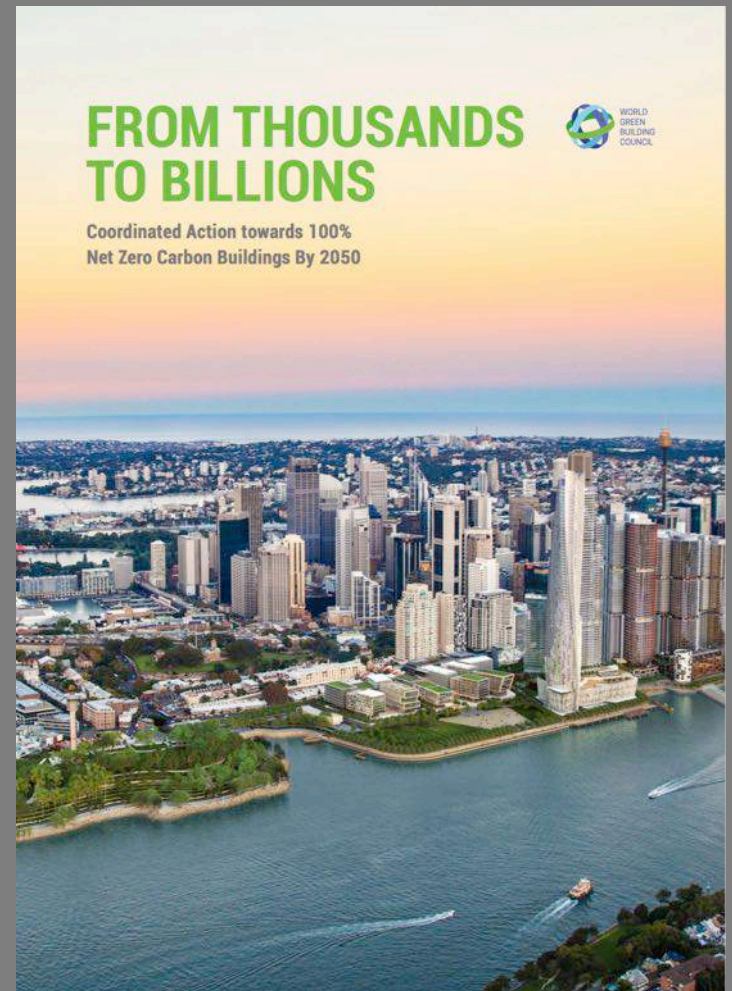
# The New Carbon

#reimaginecarbon



To meet the Paris Accord, WorldGBC calls for a dramatic and ambitious transformation towards a completely zero carbon built environment:

- **All new buildings must be net zero carbon from 2030**
- **100% of buildings must be net zero carbon by 2050**



# THE NEW LANGUAGE OF CARBON

Too much carbon in the atmosphere is damaging. Instead, it should be retained in durable forms such as plastic and wood or in living organisms. Recycling materials and nurturing the soil ensure that carbon ends up in the right places in the right amounts.

## FUGITIVE CARBON

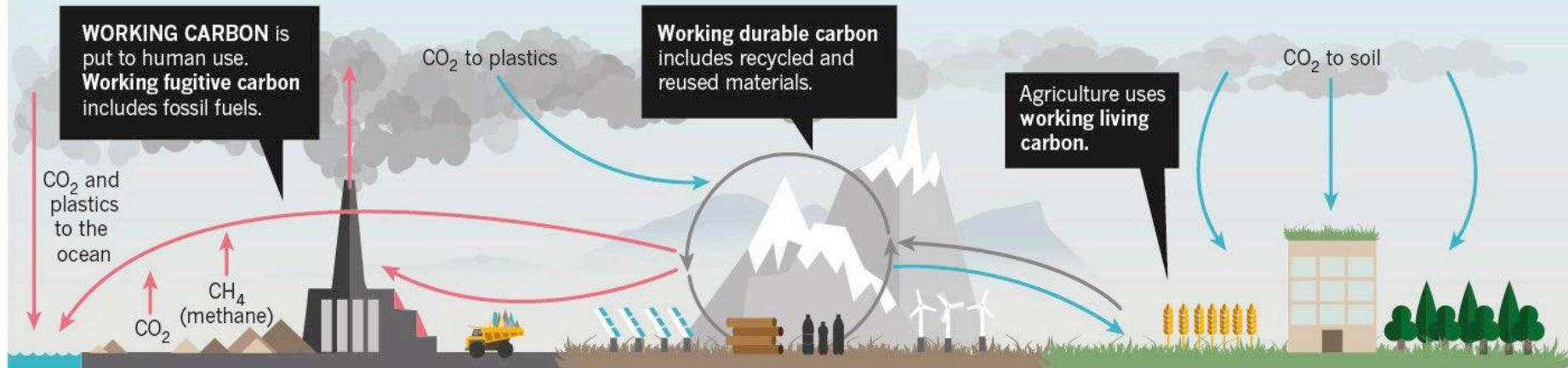
Has ended up somewhere unwanted and can be toxic. It includes carbon dioxide released into the atmosphere by burning fossil fuels, 'waste to energy' plants, methane leaks, deforestation, much industrial agriculture and urban development. Plastic in the ocean is fugitive carbon.

## DURABLE CARBON

Locked in stable solids such as coal and limestone, or in recyclable polymers that are used and reused. It ranges from reusable fibre, such as paper and cloth, to building and infrastructure elements that can last for generations and then be reused.

## LIVING CARBON

Organic, flowing in biological cycles, providing fresh food, healthy forests and fertile soil. It is something we want to cultivate and grow. Soil includes living carbon in the form of fungi, microbes, humus, legumes and grasses.



## MANAGEMENT STRATEGIES

### CARBON NEGATIVE

Actions that pollute the land, water and atmosphere with various forms of carbon. For example, releasing methane into the atmosphere or plastic waste into the ocean is carbon negative.


### CARBON NEUTRAL

Actions that transform or maintain carbon in durable earthbound forms and cycles for use across generations; or renewable energy such as solar, wind and hydropower that do not release carbon.

### CARBON POSITIVE

Actions that convert atmospheric carbon to forms that enhance soil nutrition or to durable forms such as polymers and solid aggregates. Also includes the recycling of carbon into soil nutrients from organic materials, food waste, compostable polymers and sewage.



The background image is a photograph of an industrial facility, likely a power plant or refinery, under a hazy, overcast sky. Several tall smokestacks are visible, each emitting a thick, dark plume of smoke that rises into the air. The smoke plumes are of varying heights and densities, creating a layered effect in the sky. The overall color palette is muted, with greys, browns, and soft blues. In the foreground, the dark silhouettes of trees and foliage are visible, framing the bottom and sides of the image. The text is overlaid on the lower half of the image, in a white, serif font.

# Fugitive Carbon: Remove Carbon in the Wrong Place

#ReimagineCarbon





# Durable Carbon: Lock-in Circular Economy

#ReimagineCarbon





# Living Carbon: Restorative Sustainability

#ReimagineCarbon





**LIVING  
BUILDING  
CHALLENGE™**

**PLACE**

**WATER**

**ENERGY**

**HEALTH &  
HAPPINESS**

**MATERIALS**

**EQUITY**

**BEAUTY**



“We will have the ability in a very short time to create buildings as complex as a plant or a flower, that are biophilic in the true sense of the word.”

Paul Hawken

CORPORATE ENVIRONMENTALIST, ENTREPRENEUR, AUTHOR

Once something exists, we can no longer say it is impossible  
Denis Hayes, Bullitt Foundation

Bullitt Centre Seattle

Biophilic Design,  
Net Positive Water  
Energy  
Functions as a Tree  
Chemical Free  
Health and Happiness,  
Constructed Wetlands

**This building has  
a secret. It's a  
climate hero.**

Buildings account for over 30% of global carbon emissions, but net zero buildings are highly efficient and use clean energy. Let's make all buildings net zero by 2050, and win the fight against climate change.

#OurHeroesIsZero

**W** WORLD GREEN  
BUILDING WEEK  
25 SEPT - 1 OCT 2017

MARTIN BROWN @fairsnape



# Cuerdon Valley Park Visitor Centre

Lancashire UK

LBC Registered (1<sup>st</sup> UK)

Zero Cement  
Zero Harmful Materials  
Natural Materials  
Locally Grown Timber  
Restorative Education  
Net Zero Energy  
Biophilic Design  
Carbon Positive  
Climate Hero

This building has  
a secret. It's a  
climate hero.

Buildings account for over 30% of global carbon emissions, but net zero buildings are highly efficient and use clean energy. Let's make all buildings net zero by 2050, and win the fight against climate change.

#OurHeroesZero

**W** WORLD GREEN  
BUILDING WEEK  
25 SEPT - 1 OCT 2022





## *Human Spaces: Biophilia Guide to London*

[www.humanspaces.com/](http://www.humanspaces.com/)



## ***Nature in the City – the Sky's the Limit***

One of the best examples of biodiverse living roofs in London can be found at 201 Bishopsgate on the Broadgate campus. This roof supports upwards of 40 plant species, with the elusive black redstart observed singing from its exposed railings.



201 Bishopsgate shows how the special conditions of brownfield sites can be recreated at roof level. These nutrient poor environments create high competition for plant growth, nurturing high floral diversity, which encourages diverse invertebrates and consequently their predators, birds, bats and small mammals. Together, these factors form highly functional ecosystems, which in turn provide a plethora of ‘ecosystem services’, such as pollination, nutrient cycling and climate control.

<http://www.britishland.com/sustainability/blogs/articles/2017/nature-in-city>

# #ImagineBetter



How will **you**  
make the world a  
**better place?**

## #specifilondon