

Speaker Slides

Martin Brown

Imagine Better: Welcome to the New Normal



design

20

march



WORKING TOWARDS A NEW SUSTAINABILITY

FUTURE RESTORATIVE



BRUNDTLAND 1987

DO NOTHING TODAY
TO COMPROMISE
TOMORROW'S GENERATION



Our Earth Was Once Green

SOLASTALGIA distress and illness from environmental change

CARBON 410 ppm

BUILT ENVIRONMENT 40% SECTOR

Source: FutuREstorativ602016

NAOMI KLEIN

"THERE ARE
NO NON-
RADICAL
APPROACHES
LEFT"

"The most momentous and contentious environmental book since *Silent Spring*."
—ROB NIXON, *The New York Times Book Review*

NAOMI KLEIN

THIS CHANGES
EVERYTHING

CAPITALISM vs
THE CLIMATE

Now a Feature Documentary



UK CONSTRUCTION GREEN BOARD 2015

“REDUCING
CARBON
EMISSIONS BY
50% BY 2025 IS
NOW OUT OF
REACH WITH
EXISTING
PRACTICES”



MARTIN BROWN

"WE NO
LONGER HAVE
THE LUXURY
OF JUST
BEING LESS
BAD"



YVON CHOUNAIRD @PATAGONIA

WE SHOULD NOT USE THE
WORD '**SUSTAINABLE**' UNTIL
WE GIVE AS MUCH BACK AS
WE TAKE

WE NO LONGER HAVE THE
LUXURY OF BEING LESS BAD

REGENERATIVE

SUSTAINABLE

POSITIVE GOOD

REDUCING IMPACT

GREEN

RESTORATIVE

BUSINESS AS USUAL



A less bad version of
the built environment
we have



A built environment
that makes the
world a better place

RESTORATIVE ENTERPRISE

- BUSINESS KNOWLEDGE
- BUSINESS CASE
- INVESTORS
- PEOPLE
- VALUE OF SUSTAINABILITY
- RESPONSIBILITY



BUCKMINSTER FULLER

"You never change things by fighting the existing reality ...

... to change something, build a new model that makes the existing model obsolete."

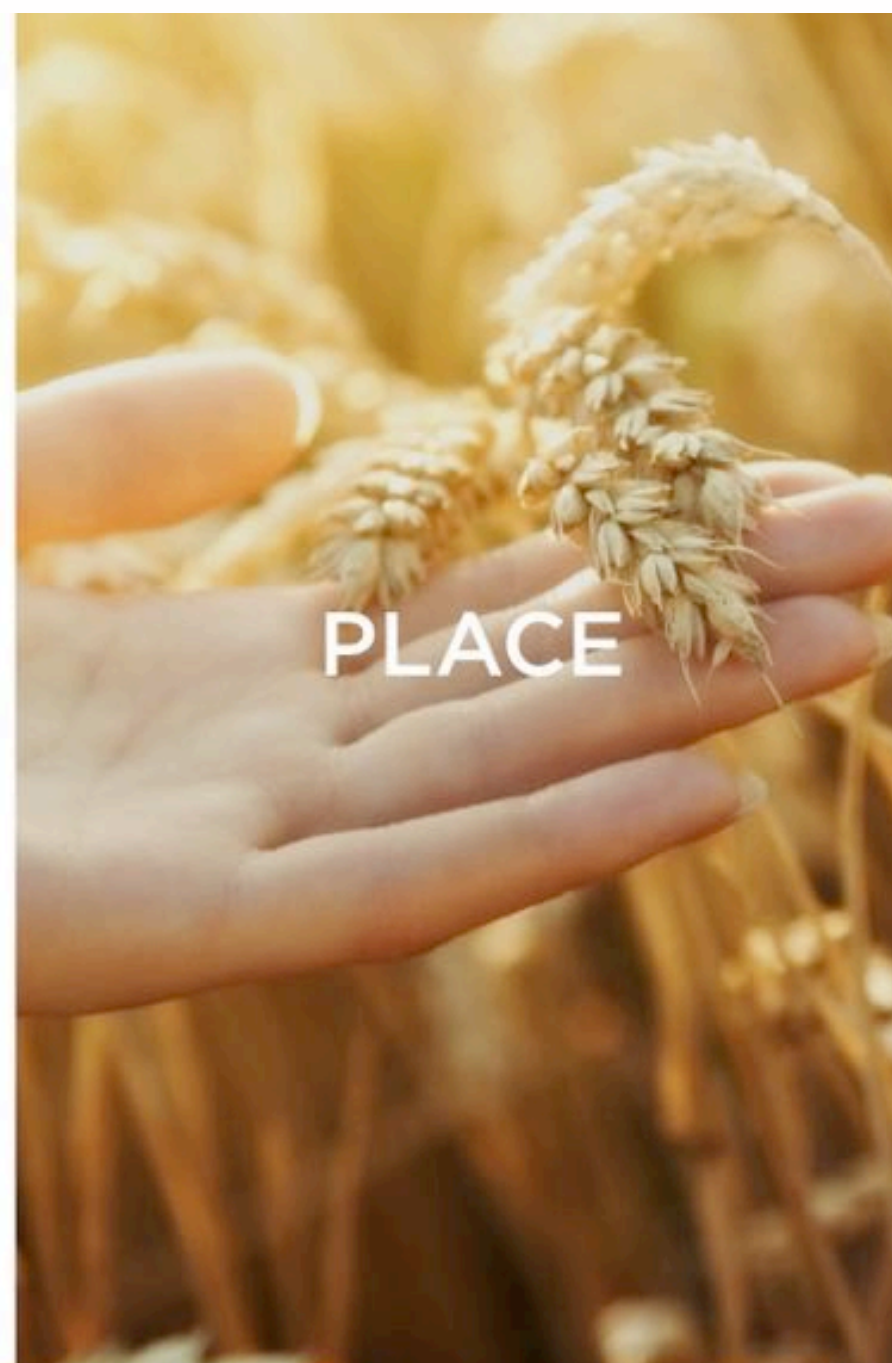




SUSTAINABLE DEVELOPMENT GOALS
The new POSITIVE thinking for SUSTAINABILITY



LIVING
BUILDING
CHALLENGE™



PLACE



WATER



ENERGY



HEALTH &
HAPPINESS



MATERIALS



EQUITY



BEAUTY

HEALTHY BUILDINGS NETWORK

THE **MATERIALS** WE BUILD
WITH CAN AFFECT OUR WELL-
BEING AS MUCH AS THE **FOOD**
WE EAT, THE **WATER** WE DRINK
AND THE **AIR** THAT WE BREATHE

RED LIST



10



There are temporary exceptions for numerous Red List items due to current limitations in the materials economy. Refer to the Materials Petal Handbook for complete and up-to-date listings.

The project cannot contain any of the following Red List materials or chemicals:

- Alkylphenols
- Asbestos
- Bisphenol A (BPA)
- Cadmium
- Chlorinated Polyethylene and Chlorosulfonated Polyethylene
- Chlorobenzenes
- Chlorofluorocarbons (CFCs) and Hydrochlorofluorocarbons (HCFCs)
- Chloroprene (Neoprene)
- Chromium VI
- Chlorinated Polyvinyl Chloride (CPVC)
- Formaldehyde (added)
- Halogenated Flame Retardants (HFRs)
- Lead (added)
- Mercury
- Polychlorinated Biphenyls (PCBs)
- Perfluorinated Compounds (PFCs)
- Phthalates
- Polyvinyl Chloride (PVC)
- Polyvinylidene Chloride (PVDC)
- Short Chain Chlorinated Paraffins
- Wood treatments containing Creosote, Arsenic or Pentachlorophenol
- Volatile Organic Compounds (VOCs) in wet applied products

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



INTERNATIONAL
LIVING FUTURE
INSTITUTESM

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

MANUFACTURER RESPONSIBLE FOR LABEL ACCURACY
INTERNATIONAL LIVING FUTURE INSTITUTESM
declareproducts.com

TRANSPARENCY

What would the label on your product, your building, your organisation tell me?

- LIVING BUILDING CHALLENGE
- LEED
- WELL
- CLIENTS:
 - PORTICO/GOOGLE
 - BRITISH LAND
- BREEAM



#BETHENEWNORMAL

DEMONSTRATING THE
NEW NORMAL

LIVING BUILDING CHALLENGE

BULLITT CENTER



LIVING BUILDING CHALLENGE

CUERDON VALLEY PARK LANCASHIRE



WELL CERTIFICATION

PORTER BUILDING

**"IN FIVE YEARS EVERY
NEW OFFICE WILL BE
SEEKING A WELL
CERTIFICATION"**

The Porter Building, Slough, has been designed and built to offer qualitative characteristics to benefit body and mind.

Shared amenity spaces located throughout the building offer places to play, relax and interact with others. Greater ceiling heights increase air flow and natural light and enhanced stair design, cycle parking and related facilities encourage physical activities throughout the working day.

Why? Simply because a wellbeing workplace creates happy, healthy and focused people that are good for businesses – they are more productive, enthusiastic and loyal to their employer (they take fewer sick days too).

Wellness at work is not a fad. That's what some previously thought about sustainability which is now wholly mainstream. We think the same about wellbeing: In five years every building will be seeking a WELL Certification, just as today you can't build an office without a good BREEAM score.

We're delighted that The Porter Building is the first office building in the UK to awarded WELL Core & Shell Certification through the International WELL Building Institute.

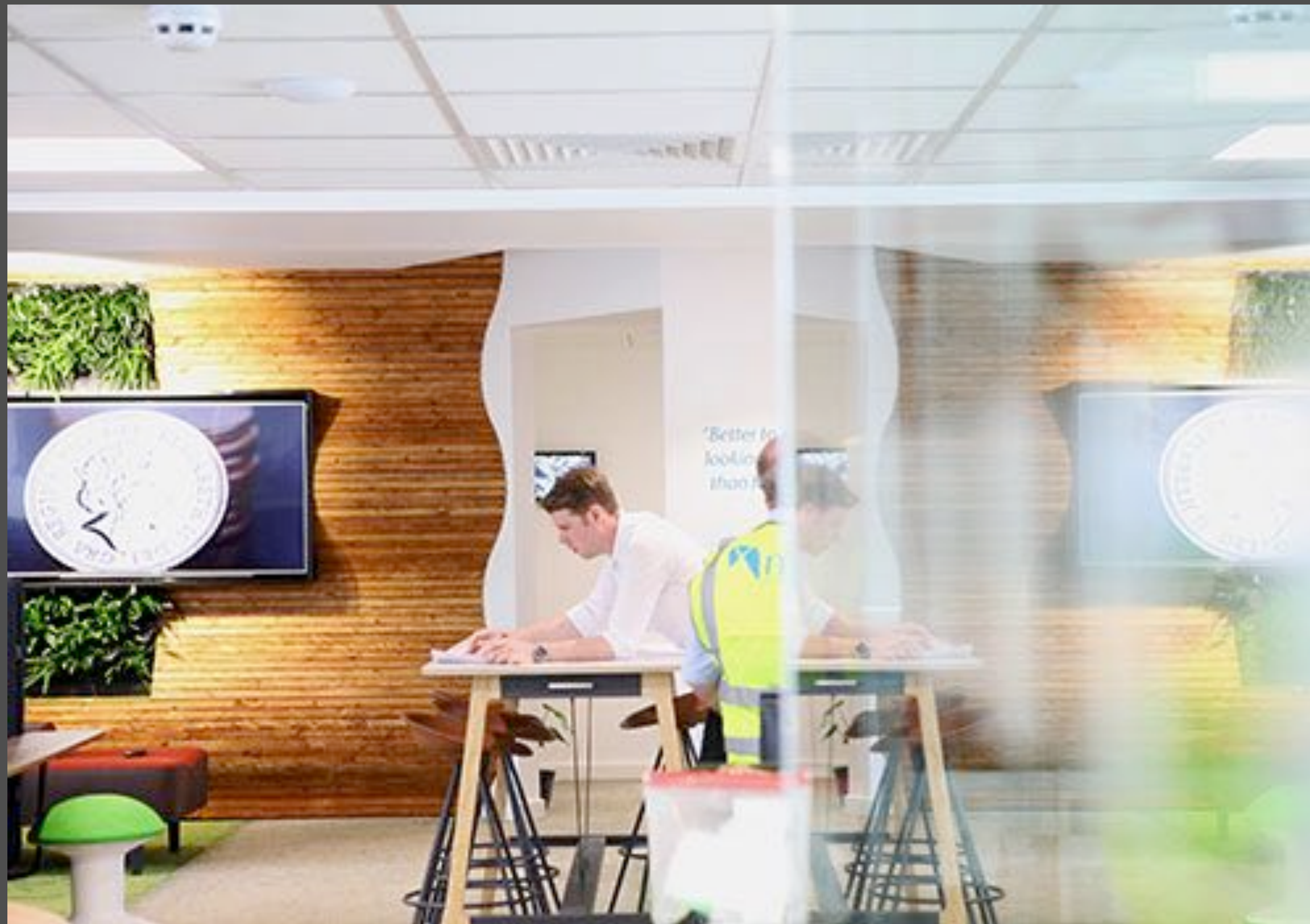
CIRCADIAN LIGHTING

DYSON NEONATAL INTENSIVE CARE UNIT



BIOPHILIC DESIGN

MC CONSTRUCTION



New Biophilic Head Office, MC Construction

Biophilic office refurbishment and extension to provide a healthier working environment

Contract Sum: £500,000

Contract Duration: 22 weeks

Client: MC Construction

Project Manager: MC Construction

Architect: TADW

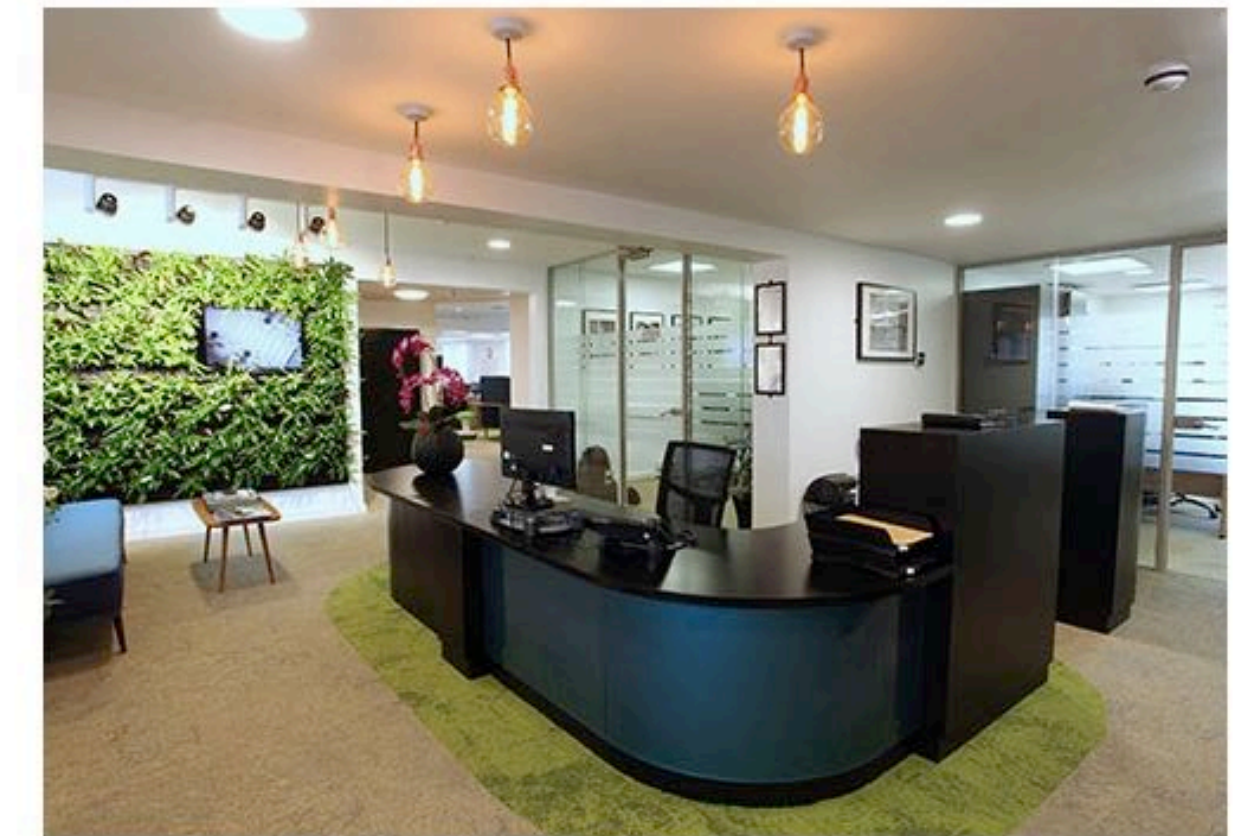
Key Challenges: Minimising disruption in a live busy office and meeting critical deadlines with associated decanting and relocation of staff

With the continuous growth of the company we needed to create more space for our increasing workforce and forecasted future requirements. Our employees were involved with the project from inception and their ideas were incorporated into the design of our new office space. Based on their feedback and with the help of our sustainability advisor, Martin Brown of [Fairsnape](#), we decided to adopt a Biophilic theme.

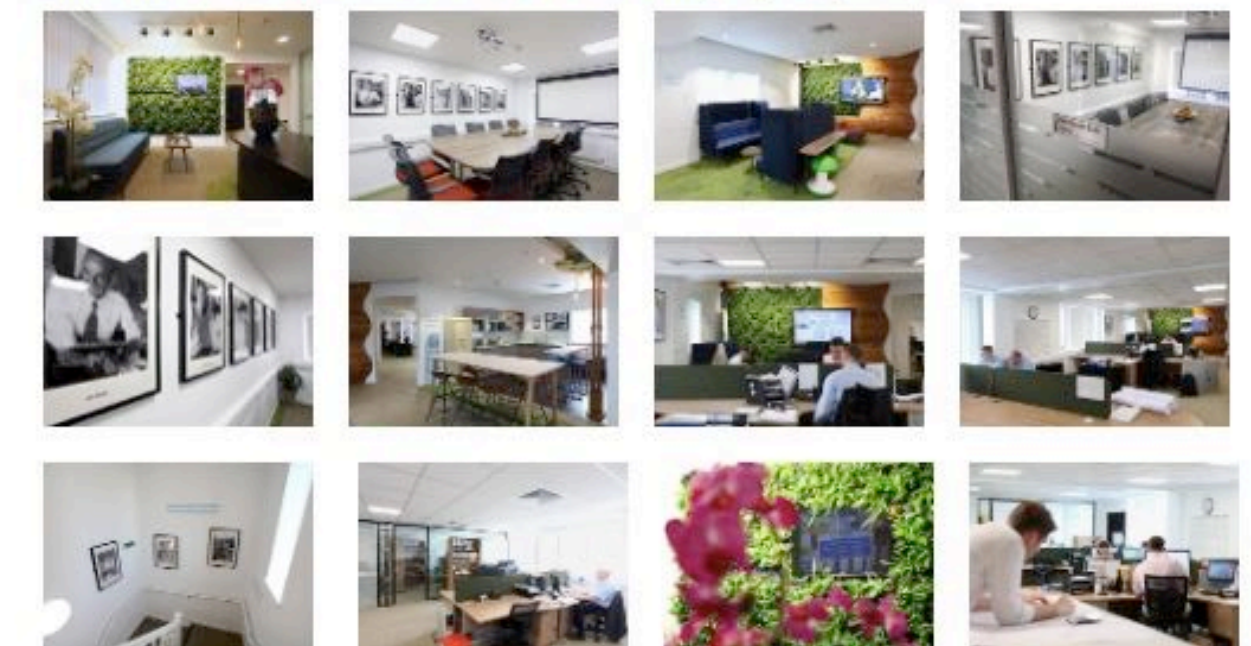
The term "biophilia" means "love of life or living systems." A biophilic design is adopted to reconnect us to our natural environment and in this instance, to create a healthy working environment for our employees.

Works comprised;

- Piled foundations for structural steel
- New steel frame structure up to first floor level
- New flat roof using structural timber
- Installation of Interface Urban Retreat carpet and vinyl throughout
- Installation of 2 living walls with UV lighting
- New M&E services
- New Wifi/data/fire alarm/ access controls



Click on the thumbnails below to view the project photos



"its not about the size of the project or client ...
...its about ambition and mindset"

#BETHENEWNORMAL



SPECIFI TOURS:

GUIDED TOURS OF BUILDINGS THAT
DEMONSTRATE THE NEW NORMAL IN
THE SOUTH WEST



“IMAGE A BUILT ENVIRONMENT THAT
NOT ONLY PROVIDES FUNCTION, BUT
IMPROVES PEOPLE & PLANET HEALTH,
ENRICHES PROSPERITY FOR ALL AND
IS MORE BEAUTIFUL THAN THE ONE
WE HAVE TODAY”

Source: #imagineBetter Martin Brown



SUSTAINABILITY - are we just reducing impact ...
when we can 'enable' a regenerative future?

MARTIN BROWN

FAIRSNAP
MARTIN BROWN

IMAGINE BETTER

T: @FAIRSNAP
E: FAIRSNAP@GMAIL.COM

Tweet.



@specifiday

#BEtheNewNormal