

# Speaker Slides

# Martin Brown

*Imagine Better: Welcome to the New Normal*



design

17

april





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."





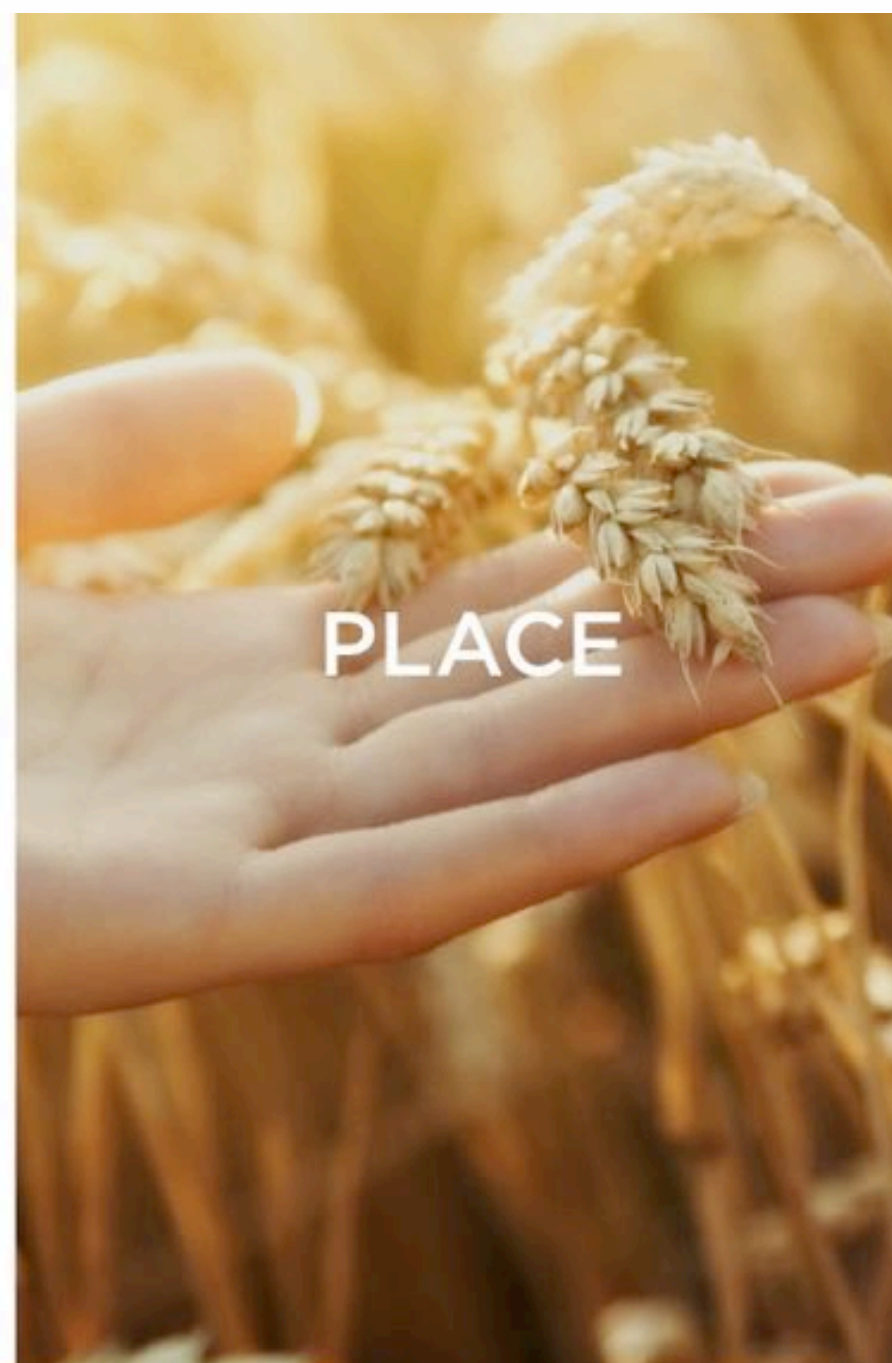


SUSTAINABLE DEVELOPMENT GOALS  
The new POSITIVE thinking for SUSTAINABILITY





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**  
INSTITUTE<sup>SM</sup>

**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 INSTITUTE<sup>SM</sup>  
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

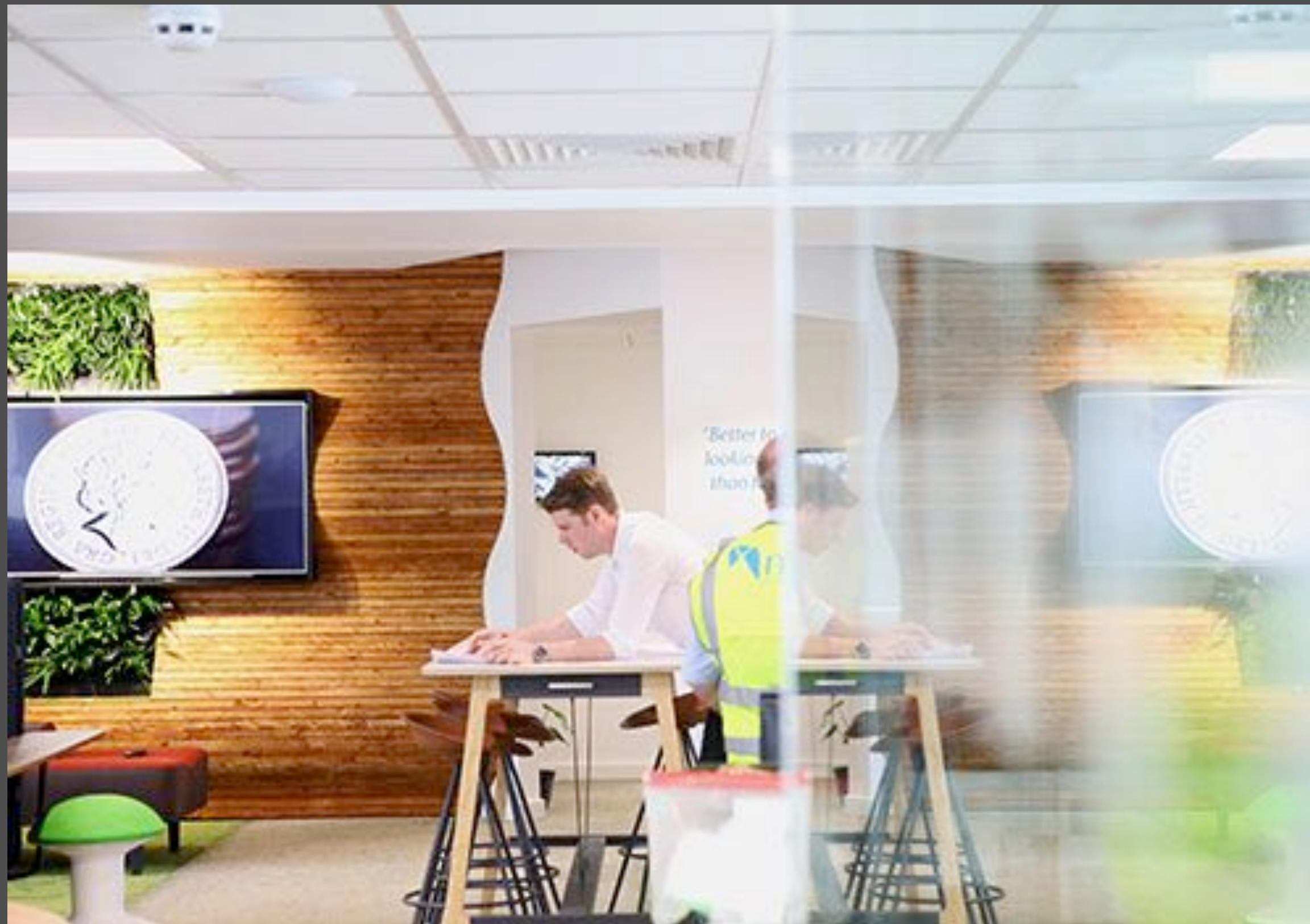
# DYSON NEONATAL INTENSIVE CARE UNIT





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

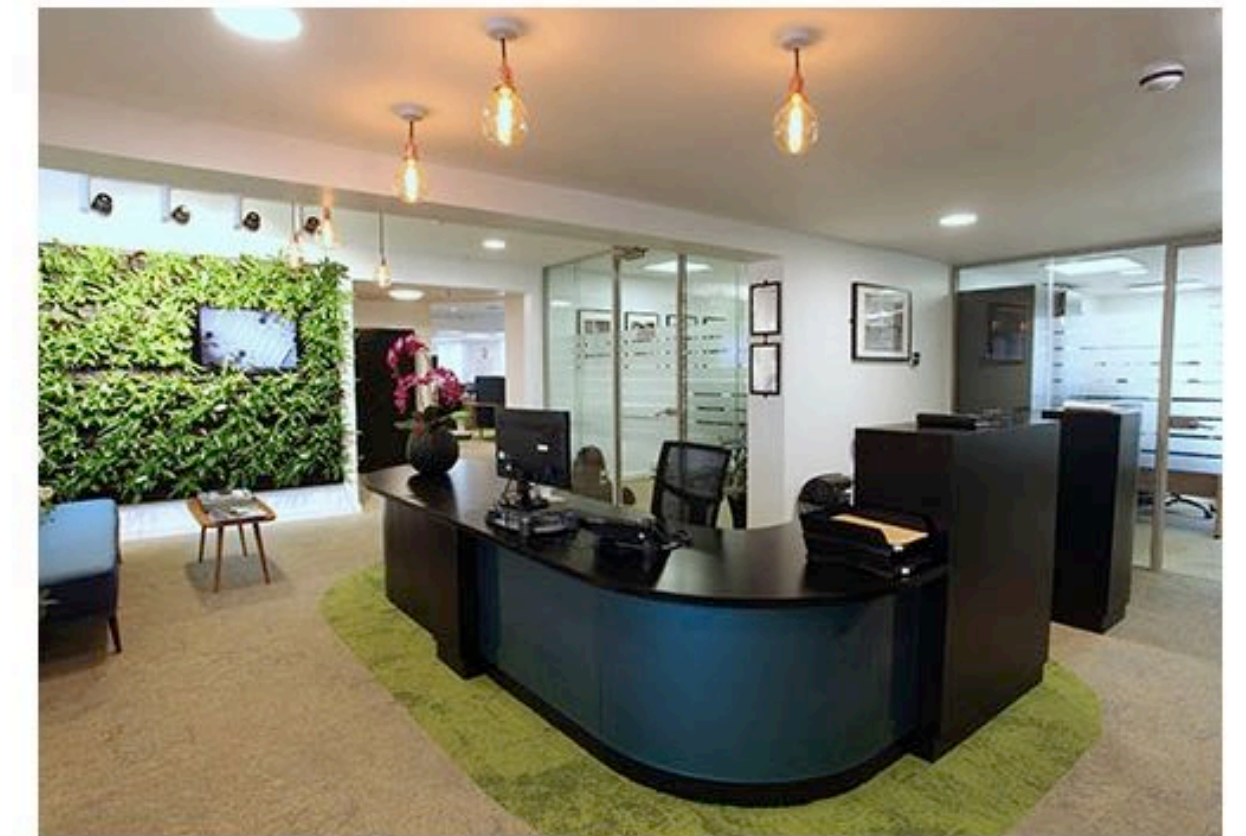
**Key Challenges:** Minimising disruption in a live busy office and meeting critical deadlines with associated decanting and relocation of staff

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.

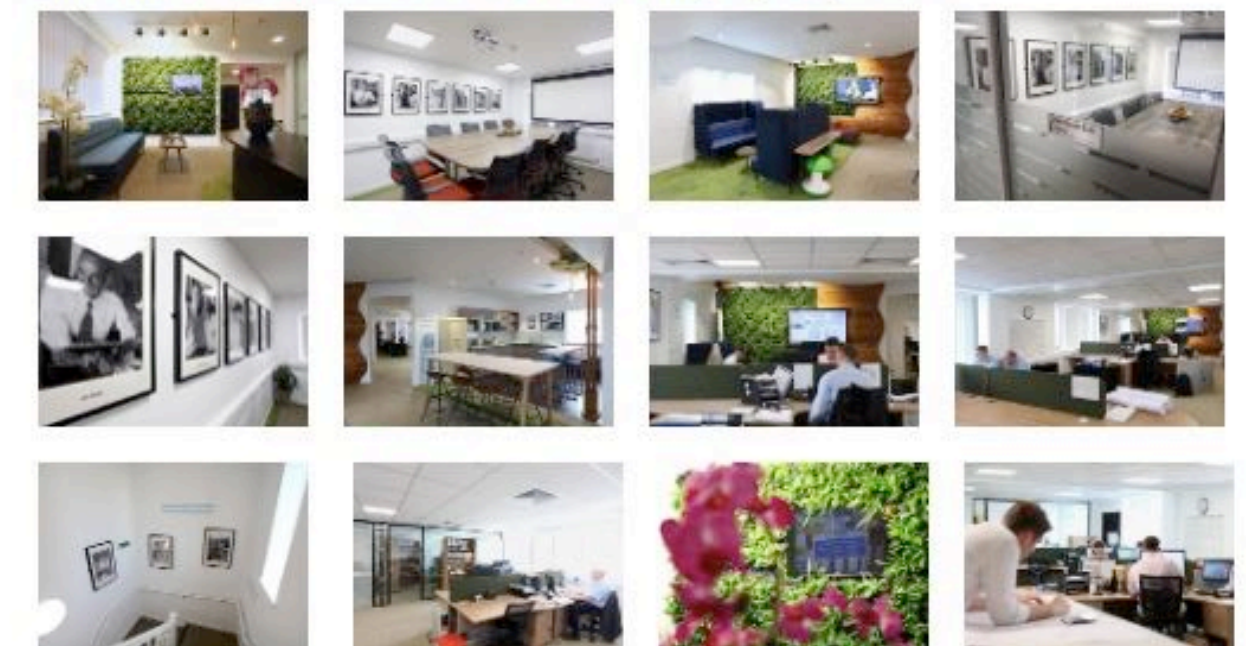
The term "biophilia" means "love of life or living systems." A biophilic design is adopted to reconnect us to our natural environment and in this instance, to create a healthy working environment for our employees.

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**