

The Benefits of Sustainability-Driven Innovation

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Sustainable Design Costs Too Much
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Responsible Earth Technology
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Myths
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Principles
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What is it
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Sustainable Design

Sustainable design seeks to reduce negative impacts on the environment, and the health and comfort of building occupants, thereby improving building performance. The basic objectives of sustainability are to reduce consumption of non-renewable resources, restore ecosystems, and create healthy, productive environments.

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Sustainable design seeks to reduce negative impacts on the environment, and the health and comfort of building occupants, thereby improving building performance. The basic objectives of sustainability are to reduce consumption of non-renewable resources, conserve waste, and create healthy, productive environments.

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Sustainable Design

also called green building design, environmentally sensitive design, or sustainable architecture.

Integrating sustainable design into the building process can be a challenge. One of the main reasons for this is the perception that sustainable design is more expensive. However, many studies have shown that sustainable design can actually save money in the long run. This is because sustainable buildings are designed to last longer, use less energy, and have lower maintenance costs. Additionally, sustainable buildings are often more attractive to tenants and can command higher rents. Finally, sustainable buildings are often more resilient to natural disasters and other risks, which can save money in the long run. For more information on the benefits of sustainable design, visit www.thecasesolutions.com.

Responsible purchasing is a key component of sustainable design. It involves selecting products and services that are produced in an environmentally and socially responsible manner. This can help to reduce the carbon footprint of a building and support local businesses. For more information on responsible purchasing, visit www.thecasesolutions.com.

There are many myths about sustainable design. One common myth is that sustainable design is more expensive. However, many studies have shown that sustainable design can actually save money in the long run. This is because sustainable buildings are designed to last longer, use less energy, and have lower maintenance costs. Additionally, sustainable buildings are often more attractive to tenants and can command higher rents. Finally, sustainable buildings are often more resilient to natural disasters and other risks, which can save money in the long run. For more information on the benefits of sustainable design, visit www.thecasesolutions.com.

There are several principles of sustainable design. These include: 1) reducing the consumption of non-renewable resources, 2) conserving waste, and 3) creating healthy, productive environments. For more information on the principles of sustainable design, visit www.thecasesolutions.com.

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Sustainable Design

*also called environmental design,
environmentally sustainable design,
environmentally conscious design,*

What is it

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Sustainable design seeks to reduce negative impacts on the environment, and the health and comfort of building occupants, thereby improving building performance. The basic objectives of sustainability are to reduce consumption of non-renewable resources, minimize waste, and create healthy, productive environments.

Principles

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*optimize site potential;
minimize non-renewable energy
consumption;
use environmentally preferable products;
protect and conserve water;
enhance indoor environmental quality; and
optimize operational and maintenance
practices.*

Myths

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Survey of hundreds of architects and designers to understand the obstacles to going green. What emerged were six misperceptions about sustainable design.

*Sustainability Equals Environmentalism:
tree huggers*

Yet, the original understanding of sustainability was that it integrates the “triple bottom line” of social, economic and environmental value — people, profit and planet.

*Sustainability Equals
Technology*

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A Plan for a Sustainable Future" was the title of the cover story of the November, 2009, issue of Scientific American. The subtitle? "How to get all energy from wind, water, and solar power by 2030." This reflects narrow thinking: The problem is global warming, the cause is emissions from outmoded energy mechanisms and the solution is smarter mechanisms

Sustainability is a choice of values, not a choice of tool

Sustainable Design Costs Too Much

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Perhaps the most common criticism about green building is that it's too expensive. In a 2008 survey of over 700 construction professionals, 80 percent cited "higher first costs" as the biggest obstacle to green building. Yet, even a dozen years ago the average surcharge for LEED projects was only two percent, and the additional investment typically yielded operational savings worth ten times that much, according to a widely cited report back then. By 2007, studies showed that LEED need not cost more at all. Now green building can actually cost less than conventional construction. By relying more on natural light and outdoor fresh air, the San Francisco Federal Building saved \$11 million in mechanical cooling with a total construction cost of 13.5 percent below the market average. RTKL's LEED Platinum 1225 Connecticut Avenue, in Washington, D.C., cost about five percent below market rate construction in 2009 and sold for the highest rate in the city that year. Lower cost, higher return

Sustainable Design Takes More Time

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Architects often complain that green building is too time-consuming. The additional research, analysis and hunt for alternative products simply cannot be done with limited schedules and fees. Yet, the process known as integrated design, which brings together a project's key stakeholders, designers, consultants and contractors early to get consensus on goals, actually can save time by ensuring more thorough coordination and avoiding costly changes later. When RTKL designed the Federal government's largest LEED Gold office building to date, the team completed the design nearly a year ahead of schedule, and construction finished four months more quickly than expected, saving millions in escalation costs. Sustainable design can lead to a better product faster