

HIGH PERFORMANCE HOT PROPERTIES

Taking Personal Responsibility,
Learning to Think & Act Differently,
and Finding Opportunity
in a Sustainable Society

A Developer's Perspective on Sustainable Development

Presented by Dan Paris, Vancity Enterprises
October 20, 2009

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VANCITY ENTERPRISES

Award-winning real estate developer – for 20 years

Owned by Vancity Credit Union

Developer of Verdant (at UniverCity, SFU) and
co-developer of Dockside Green with Windmill West

Mandate:

Build socially and environmentally responsible real estate

Partner with community-based groups

Be profitable but adhere to triple-bottom-line practices

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THE CLIMATE CHANGE IMPERATIVE

Climate Change is impacting & affecting our lives.

There is no debate about this.

In spite of media and political claims to the contrary, the scientific community is united on the detrimental impacts and effects of global warming.

THE CLIMATE CHANGE IMPERATIVE

Building construction and operations are a major contributor to GHGs – which are the principle cause of climate change.

- Buildings contribute 12% or more of all GHGs;
- Buildings consume up to 30% of all energy;

Land use policies, infrastructure, transportation and other issues affect the use & consumption of energy, natural resources and community resources.

- Transportation creates 15% of man-made CO₂;
- Energy production creates 57% of GHGs (per USEPA)

THE CLIMATE CHANGE IMPERATIVE

Knowing what we know, how can we not act responsibly and immediately towards a solution?

The solution is to learn to think and act differently – to make different choices, to work towards the goal of creating a truly sustainable society.

Through this process will come new opportunities.

Take Personal Responsibility

Learn to Think and Act Differently

Find Opportunity in a Sustainable Society

LEADING BY EXAMPLE



Dockside Green - Victoria

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LAND DEVELOPMENT – DOCKSIDE GREEN

Brownfield Remediation

- Reclaiming underutilized, valuable land



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LAND DEVELOPMENT – DOCKSIDE GREEN



Waste Water Treatment Plant:

- Treats sewage and waste fluids and recycles the filtered water as grey water for use in toilets and landscaping

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LAND DEVELOPMENT – DOCKSIDE GREEN

Biomass Gasification System – central heating plant
- “Waste is Food”



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BUILDING DEVELOPMENT – DOCKSIDE GREEN

Building Envelope – sun shades, orientation-specific design

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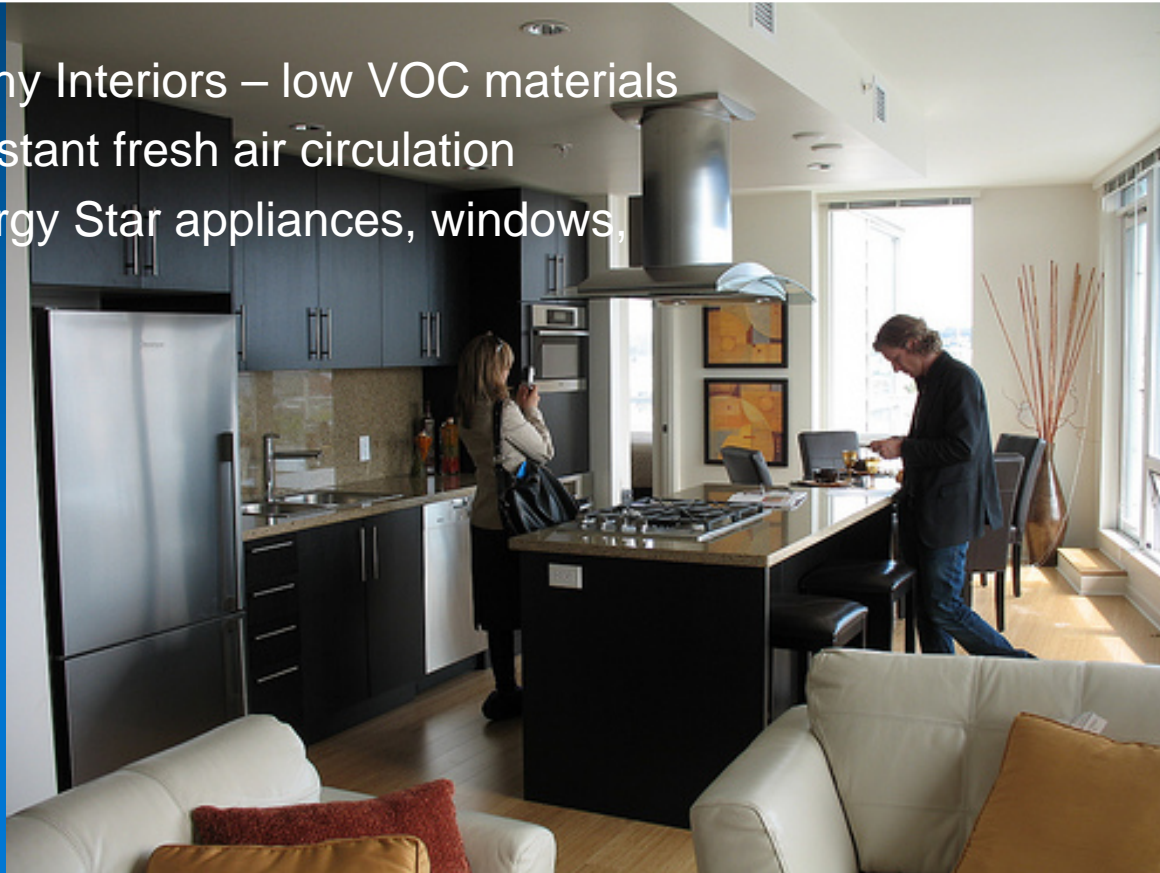
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BUILDING DEVELOPMENT – DOCKSIDE GREEN

Healthy Interiors – low VOC materials

- Constant fresh air circulation
- Energy Star appliances, windows,



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BUILDING DEVELOPMENT – DOCKSIDE GREEN

LEED Platinum Certification – Phase 1 (Synergy)



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CAN DEVELOPERS BE GREEN AND PROFITABLE?

Locally: Vancity Enterprises

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CAN DEVELOPERS BE GREEN AND PROFITABLE?

Locally: Windmill West
(in partnership
with Vancity)



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CAN DEVELOPERS BE GREEN AND PROFITABLE?

Locally:
reSource Rethinking
Building Inc.



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CAN DEVELOPERS BE GREEN AND PROFITABLE?

Internationally:
Gerding Edlen
(Portland)



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Passive Design Toolkit

FOR HOMES



An excellent primer on how to design exceptionally high-performance homes.

Published by the City of Vancouver

Written by Light House Sustainable Building Centre and Dr. Guido Wimmers

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Your guide to
Buying a Truly Green Home

Discover some of the features and benefits of a **truly green** home

Ask your sales agent or realtor if your next new home is **truly green**.

Don't settle for anything less.



What is a **truly green** home?

truly green (adj.) - describes a home that exists in a state of balance between its surroundings and its occupants; has been designed to respond to its local climate; uses significantly less energy and water than typical homes; is flooded with fresh air and natural daylight; has been built with responsible materials without compromising durability and performance; is easy to care for; and is certified by an industry-recognized green building authority.



Written to teach purchasers the difference between “truly green” and “greenwashed” projects.

Available for free to any developer as a marketing tool.

Download from Light House's website

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WHAT IS SUSTAINABILITY?

According to the World Commission on Environment and Development, sustainability is defined as:

“Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

In more practical terms, Ray Anderson, CEO of Interface Carpets, states Interface’s definition as:

*“Sustainability means operating in such a way that we take from the earth **only that which is naturally and rapidly renewable** – not other fresh drop of oil – and **do zero harm to the biosphere.**”*

WHY BE SUSTAINABLE?

Why did Ray Anderson become a tireless advocate of environmental sustainability amongst corporations?

*“Someone sent me a copy of Paul Hawken's book ‘The Ecology of Commerce’... it was an epiphanal moment. Though we were very successful in a conventional sense, I was dumbfounded by the impact of the industrial system on the environment. A new definition of success flooded my consciousness. **I was a plunderer of the earth, and this was not a legacy that I wanted to leave behind.**”*

IS IT POSSIBLE TO BE SUSTAINABLE?

Between 1996 and 2008, Interface:

- reduced waste by 52%;
- reduced net GHGs in absolute tonnage by 88%;
- decreased water consumption by 79%;
- closed 47% of its smokestacks and 89% of its effluent pipes;
- converted six plants to 100% renewable electricity.

IS IT POSSIBLE TO BE SUSTAINABLE?

When asked what such reductions cost, Ray responded:

“It did not cost; it paid. Our cost is down, not up.

Waste elimination alone is dispelling the myth that there's a trade-off between the environment and the economy.

Since we started the program, **Interface also has grown by two-thirds in sales, and profits have doubled.** “

IS IT POSSIBLE TO BE SUSTAINABLE?

When asked whether Interface was sustainable, Ray Anderson replied:

“No. There's not a sustainable company or sustainable product anywhere on earth yet, but we're working on it.”

“No. There's not a sustainable company or sustainable product anywhere on earth yet, but we're working on it.”

Bottom line: we have a long, long way to go before we can call ourselves 'sustainable'.

CAN DEVELOPERS BE SUSTAINABLE?

Can developers be as responsible as Interface?

Yes, we must, and like Ray says, we've got to get working on it...

Can developers build sustainable developments?

That's the goal...and for that we've got to **take personal responsibility** for our choices and our actions to achieve that goal.

We've got to understand and accept that the status-quo bottom line isn't the bottom line anymore.

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CAN DEVELOPERS BE SUSTAINABLE?

Most developers counter that helping the environment will hurt profitability:

- “It costs too much.” (which it doesn’t)
- “People aren’t willing to pay for green.” (they are)
- “What can I do? I’m only one person?” (so?)
- “It’s not my responsibility – it’s the government’s.”

Our experience as a developer has shown – over and over again – that we CAN build profitably. HOW we achieve profitability isn’t easy and it varies with each project, but we’ve always found a way to make the numbers work. **Mostly we’re successful because we focus on new solutions rather than relying on old ways.**

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CAN DEVELOPERS BE SUSTAINABLE?

Ray Anderson and Interface have discovered that striving for sustainability has increased their competitiveness, revenues and profitability.

Vancity Enterprises, Windmill West, Gerding Edlin and others have successfully and profitably reshaped their businesses by focusing on building solutions that reduce climate-change impacts, reduce natural resource waste – and save money.

How are you going to be part of the solution?

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THANK YOU

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