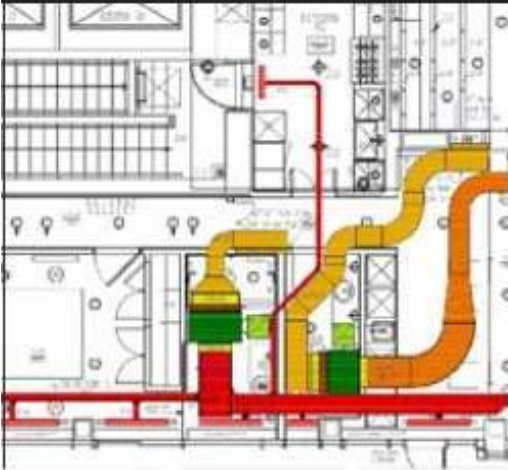


Can facilities teams reduce CO2 footprint in existing buildings *without* expensive retrofits?



What does it take to get occupants *fully engaged* in high-performance buildings?

Finally, it's easy to be green.

The Ecoconciierge Pilot Program makes sustainable behaviors **convenient** and **compelling** for building occupants



ecoconciierge

Greg Searle, Executive Director
BioRegional North America

Head Office: London, UK
Offices: **Ottawa, Canada**
Queretaro, Mexico
Athens, Greece
Sydney, Australia
Durban, South Africa
Nairobi, Kenya
Beijing, China



ONE
PLANET
DISTRICTS



tomoye

Knowledge Powered by People™





BioRegional

Solutions for one planet living

Award-winning solutions to climate change

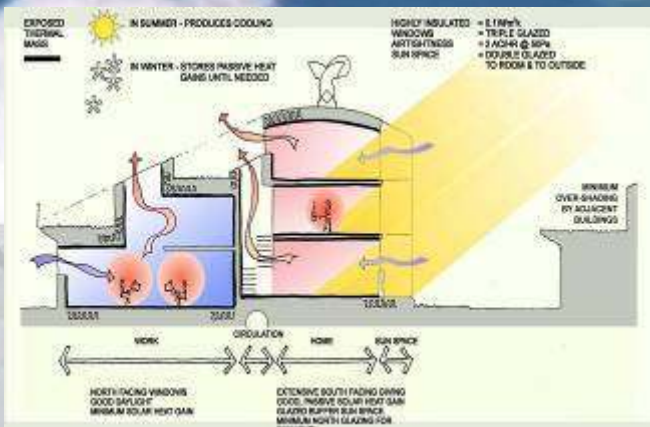


THE SKOLL WORLD FORUM
ON SOCIAL ENTREPRENEURSHIP

skoll
FOUNDATION



Climate
12-18 March
2012 **Week**



Passive solar + thermally massive

High-performance envelope

Green roofs

Passive ventilation

Commercial units on north side

Extensive daylighting

Rainwater harvesting + greywater reclamation + Living Machine

58% less electricity

23 gallons less water

100% of steel reclaimed

52% of materials from < 35 miles

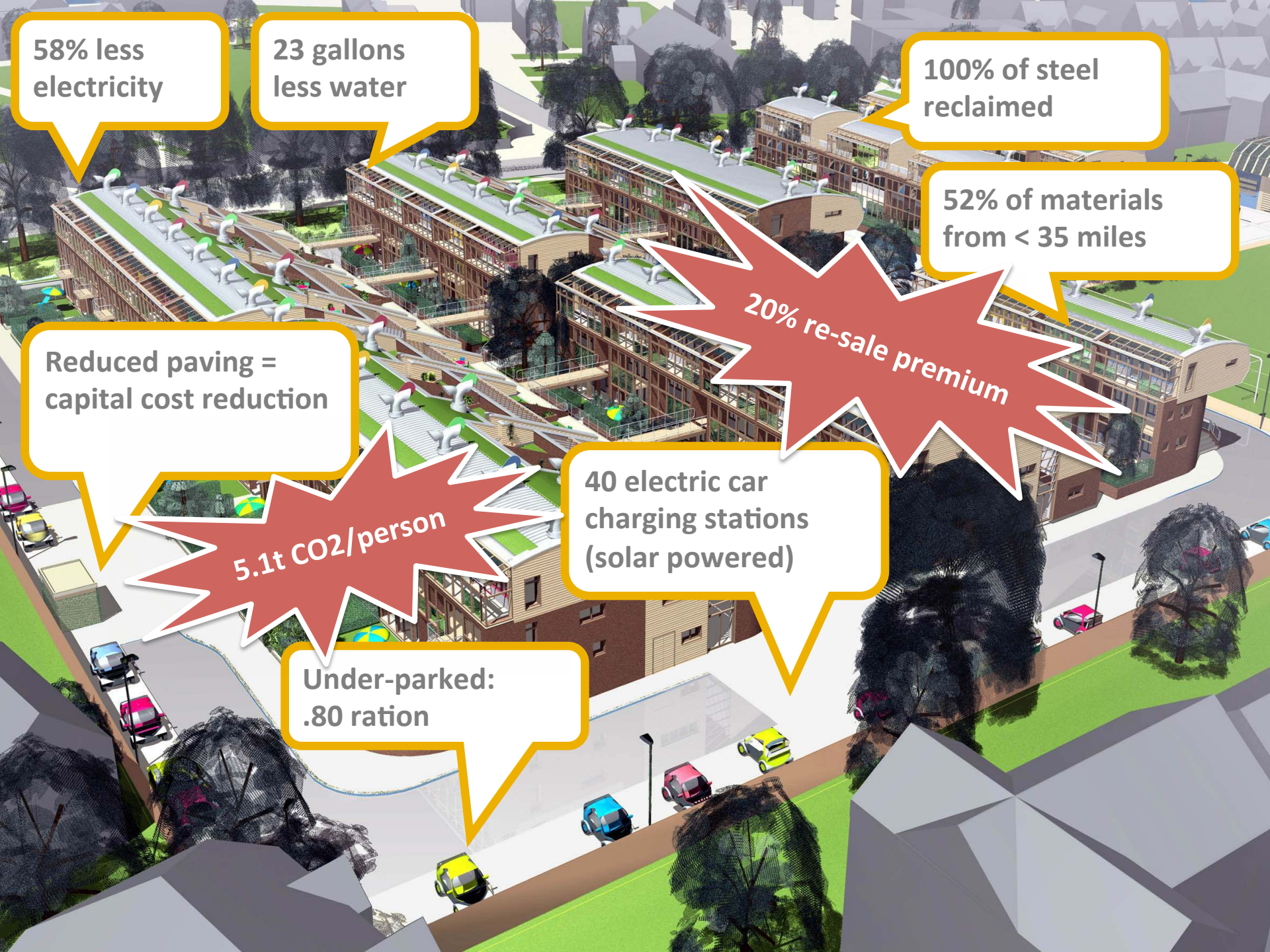
Reduced paving = capital cost reduction

20% re-sale premium

5.1t CO₂/person

40 electric car charging stations (solar powered)

Under-parked: .80 ration





Anna Lodge
BedZED ecoConcierge



BEDZED
Sutton, London, UK

42% of total CO₂ savings from behavior change

Residents know **19** neighbors on average

65% less vehicle miles travelled



"BedZED's environmental achievements suggests that neighborhood-scale sustainable development can go much further than has been imagined in the USA."

Urban Land

50% Reduction in car ownership



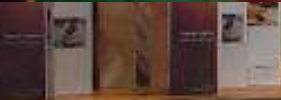
Organized food boxes



Car-sharing



Social Capital



2. 5. 2000 copyright 2004



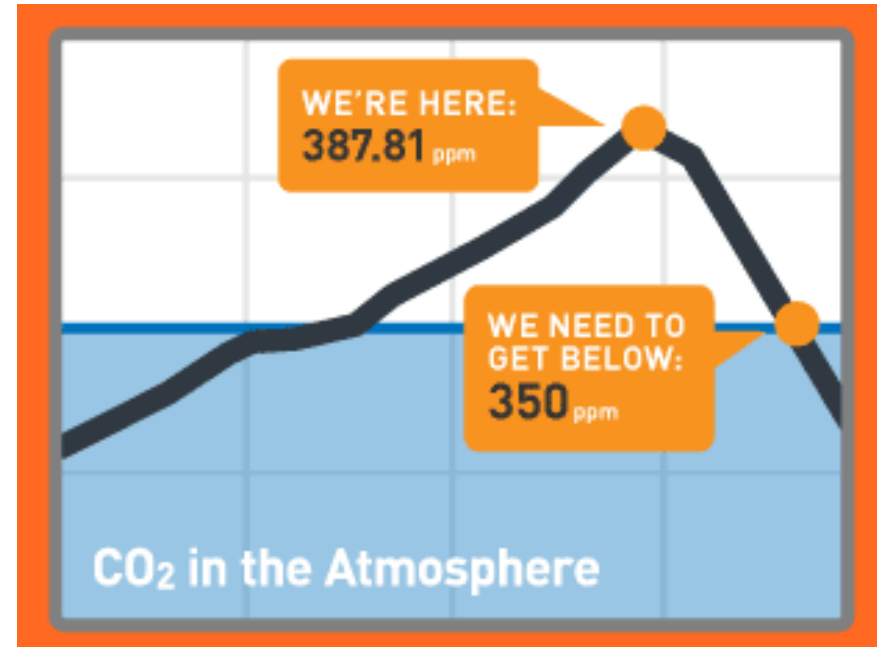
21st century lifestyle on just 1 ton CO²?



Current per person

US average: ~~23~~
28.6¹ tons CO²

1. carbonfootprintofnations.com

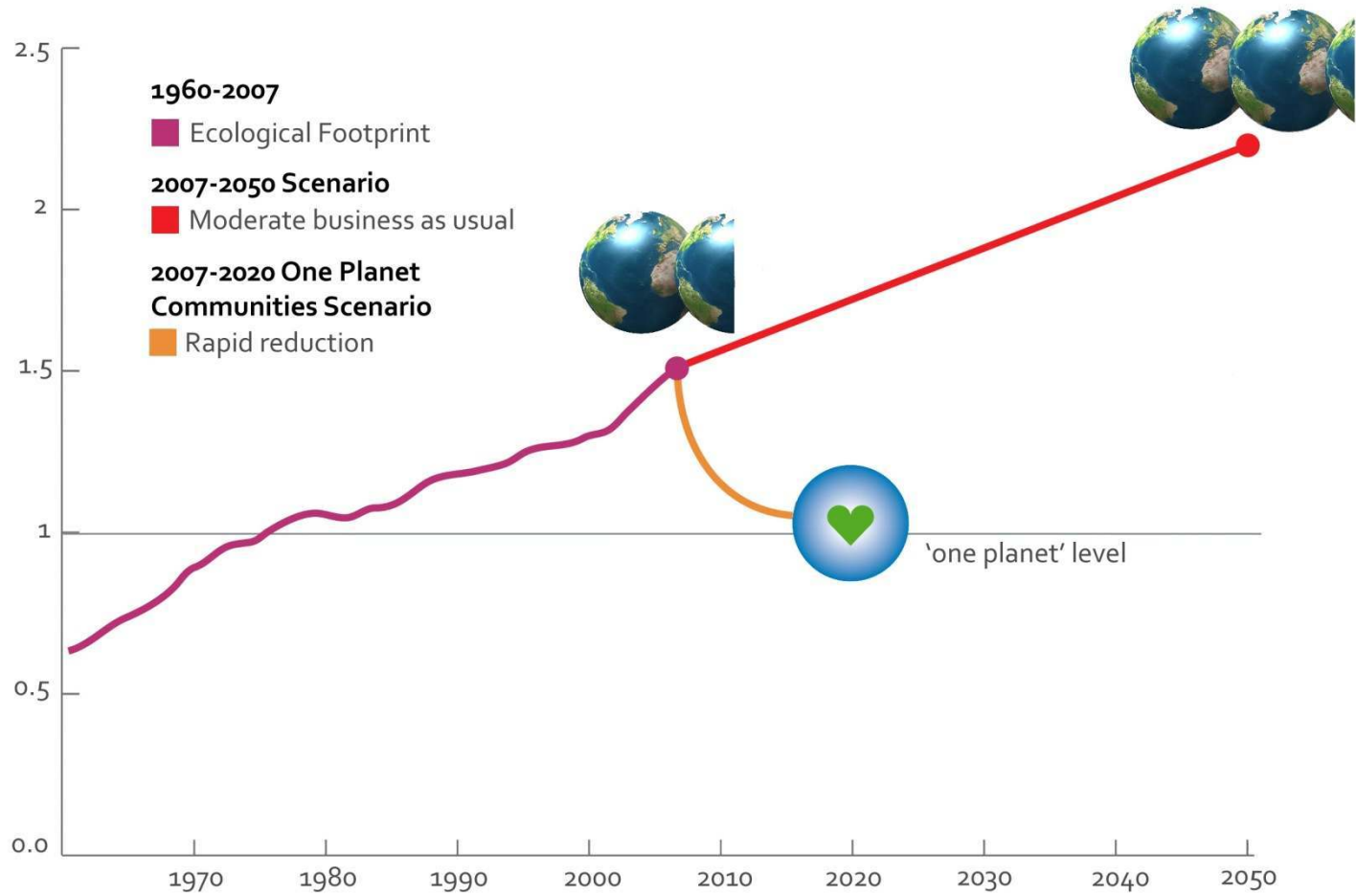


To get to safe 350ppm:

1 ton CO²

per person/yr on Earth by 2050

Ecological Footprint



y-axis: number of planet earths, x-axis: years



- Builds on lessons learned at BedZED
- Neighborhood scale mixed use projects
- 2020 performance targets against **10 Principles**
- Eco-concierge: foster **sustainable behaviors**
- Annual **verification** of progress against goals

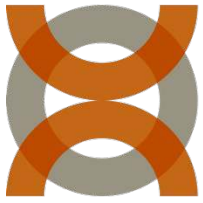


EcoConcierges at all One Planet Communities



“One Planet Communities will allow us to make a difference on a scale - and with the urgency - that all of us now know is absolutely necessary.”

- Achim Steiner, Executive Director, UNEP



SOMO

SONOMA MOUNTAIN VILLAGE



SONOMA MOUNTAIN
BUSINESS CLUSTER
AT ROHNERT PARK



"Best in the US." – **Dwell Magazine**



Grow Community

Bainbridge Island, Washington State

GROWdrinks is a regular gathering for future residents of the Grow Community – intended to help build social capital well before homes are delivered!

thursday
may 10th
7 - 9 p m
OfficeXPats



INTRODUCING GROWdrinks

possibility. connection. happiness

Thinking about living at Grow Community? Would you like to meet others who are? Join us for a positive evening of connection: see a short, thought-provoking film, drink some wine, eat some cheese, and partake in some stimulating conversation. May 10th, 7-9pm at OfficeXPats in the Pavillion – Bainbridge Island. Don't miss the fun!

If you are interested in connecting please RSVP to info@growbi.com and mark the date on your calendar!





planet green™



Planet Green Newsletter: Receive news, expert commentary and tips on how to live green



30%

BioRegional

fitness
 van-pooling fun
 low-carbon diets
 COMPELLING car-sharing zero waste I have / I need peer-to-peer feedback composting Meatless Mondays
 design for sustainable behaviors cycling commitment through ecoteams prompts practical behaviorism urban biodiversity
 community gathering spaces fostering social capital CONVENIENT
 empowerment coaching incentives sustainable defaults rooftop agriculture well-being nudging elevators as town squares
 occupant engagement The Proximity Principle placemaking window farms social norms social diffusion
 collaborative consumption choice architecture lifestyle management community gardens ergonomics
 know your neighbors community kitchens
 social marketing sharing economy

PILOT PROGRAM: Working with facilities teams to reduce CO2 footprint in existing buildings without expensive retrofits



eco concierge
 BioRegional

EcoConcierge Existing Buildings Pilot: Goals

- Increase social capital & “sense of community” → safety
- Increase resident health & fitness
- Decrease resident footprint
- Capture operational savings

Measurably!



THE TOWER COMPANIES
Transcend.



- Retail**
- 1 BK Nails
 - 2 Brian's Barbershop
 - 3 Kessler's Cleaners
 - 4 Mamma Lucia
 - 5 SunTrust Bank
 - 6 Caribou Coffee
 - 7 Crisp & Juicy
 - 8 Oriental East

- Key**
- Blair Building
 - Leasing Office
 - Bus Stop
 - On-Site Bicycle Parking
 - Electric Charging Station
 - Recycling Center
 - ZipCar
 - Walking/Jogging Path
 - Upper Level Garage Entrance
 - Lower Level Garage Entrance



389 units

329 units

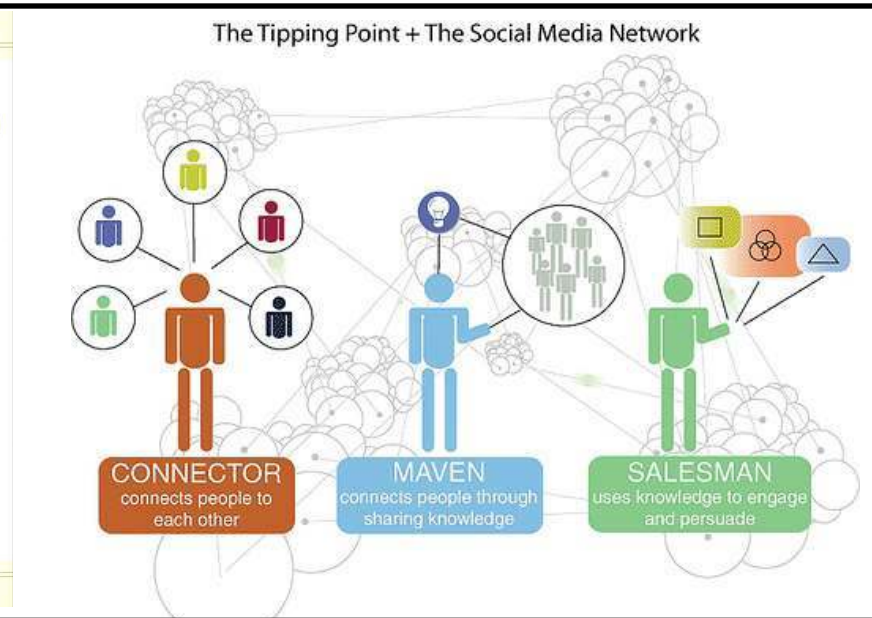
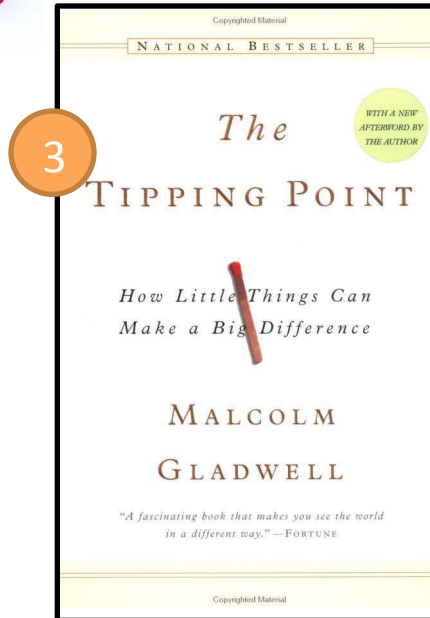
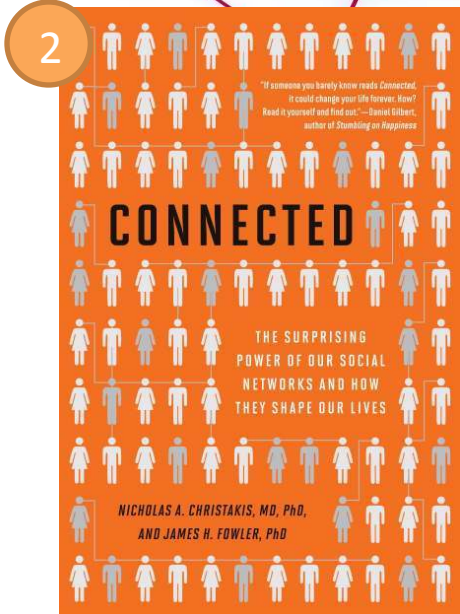
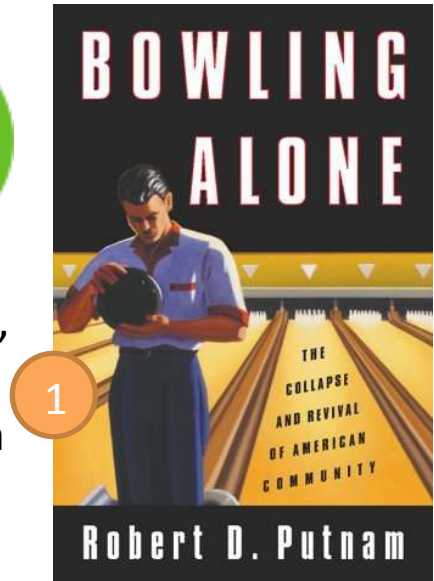
308 units

Downtown Washington, DC
5 miles,
7.5 miles to the White House

Theory: Powered by Social Networks



“This means that efforts to reduce disease, disability, and death can be self-reinforcing, since a decrease in the burden of these events in one person can have a **cascading benefit** for others.”



Framework for ecoConcierge Program

1. Design for Sustainable Behaviors:
Building Assessment + Enabling retrofits
2. Training & coaching of EcoConcierge
3. Supporting partnerships with green service providers
4. Enabling “Delegated” Actions
5. Build Social Capital & promote fitness/wellness
6. Social Marketing & Education
7. Household Coaching and Formation of eco-teams
8. VERIFICATION : monitoring, assessment + feedback



Enable

Establishing new “defaults” in the built environment. Supporting sustainable behaviors with services & facilities. Target: 80% participation



Foster

Building social capital, establishing new cultural “norms” and actively coaching for sustainable behaviors. Target: 25% participation

EcoConcierge: *ENABLE*

Step 1. Building Assessment + Enabling retrofits

...buildings, in and of themselves, cannot be 'sustainable' but can support sustainable patterns of living...

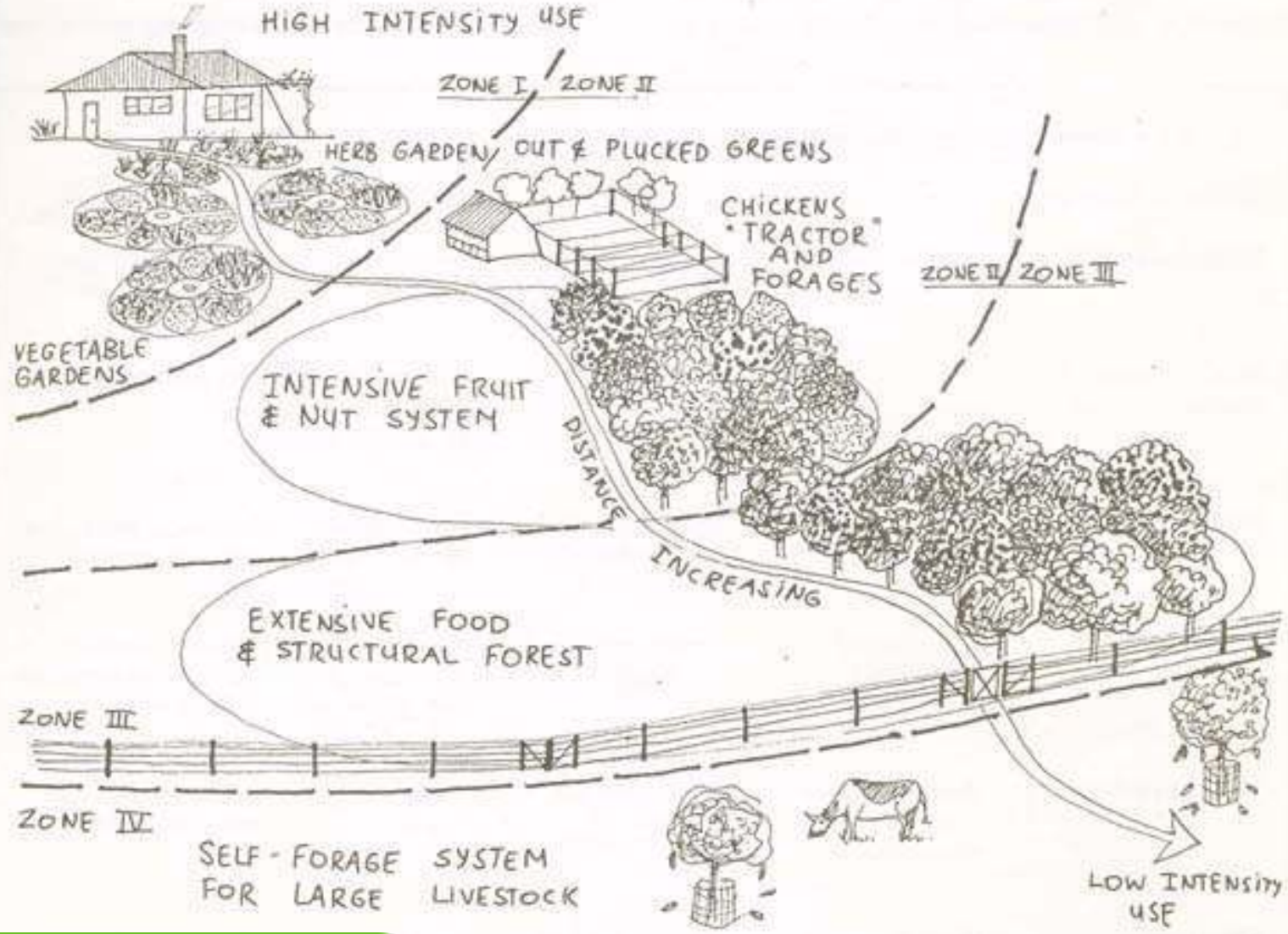
(Cole and Brown, 2009)

DESIGN
FOR SUSTAINABLE
BEHAVIOR









Proximity Principle

one brighton

one planet | one address



A zero parking project



Proximity principle:
dirty garden tools
stored right onsite

Roof top vegetable gardens



Green Caretaker Office in front lobby (to left)

Organic Food Box delivery lockers (to right)

A well thought-out lobby





Zero Waste



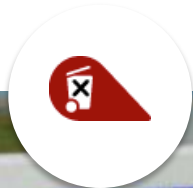
BIGHANNA
composter





Figure 1
Image of Lid Conditions (Absent, Present)





http://research.danlockton.co.uk/toolkit/designwithintent_cards_1.0_draft_300dpi.pdf

http://peec.stanford.edu/docs/events/2010/becc/presentations/3D_JonFroehlich.pdf



Going Greener

food · paper · napkins · paper plates · tea bags
milk/juice cartons · paper cups · coffee grounds

compost

Going Greener

clean paper · glass & plastic bottles
tubs & tins · plastic utensils · foil
cans · rigid plastic · newspapers

recycling

compost

compost

compost

food · paper · paper plates · napkins
milk/juice cartons · paper cups
tea bags · coffee grounds

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Going Greener

food · paper · napkins · paper plates · tea bags
milk/juice cartons · paper cups · coffee grounds

compost

Making it as easy as possible to know what is allowed in recycling, composting