Don't Underestimate the Value of Redefining Sustainability

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• Primarily focuses practice on environmental regulatory and compliance matters with an emphasis on coastal regulation and environmental aspects of real estate and business transactions

• Accredited Leadership in Energy and Environmental Design ("LEED") Green Associate, a distinction earned through the Green Building Certification Institute

• Has a substantial understanding of green building practices and principles and the LEED rating system

• Chairs Ward and Smith’s Green Initiative to build and promote environmentally sustainable professional practices within the Firm
Overview

• Ten years ago, Green was the new black.

Source: www.redbubble.com

Overview (cont.)

• The green wave was important and here to stay… or was it?

• Where is LEED, Green Globes, and BIM now? Do they matter? Are they still relevant? Do we care? Should we?
Overview (cont.)

• Green initiatives and sustainability still are an important part of corporate culture:
  – Purchases
  – Behaviors
  – Resources
  – Values

Source: www.upenn.edu

Overview (cont.)

• Redefining Sustainability:
  – Green Values
  – Green Marketing
  – Green Building

Source: reports.weforum.org
Sustainability: Green Values

• Corporate Culture

"Sustainable companies are more positive, progressive and more professional."

Dorothy Mackenzie of Dragon Rouge, *Business is Beautiful*

Sustainability: Green Values (cont.)

Coca-Cola 2012-2013:
• Sustainability Report
• Leadership Priorities
  – Women
  – Water
  – Well-being
Sustainability: Green Values (cont.)

• Reframe sustainability to achieve 5 hallmarks:
  
  Integrity       Curiosity

  Elegance

  Craft       Prosperity

• Green initiatives – even at Ward and Smith!
  – Recycling paper
  – Banner sheet collection/donation
  – Duplex

• Rename It!
Sustainability: Green Marketing

• Behaviors: Purchasing
  – "Environmentally friendly" products – are they really?
  – FTC – Green Guides
  – Consumer campaigns:

Sustainability: Green Marketing (cont.)

• The Story of Stuff – Viral Video
  – "[C]onsumption does not equal happiness and being a good consumer is not the same as being a good citizen."

CHIPOTLE MEXICAN GRILL

THE STORY OF STUFF
WWW.STORYOFSTUFF.COM
Sustainability: Green Marketing (cont.)

• The Message: shifting to what you gain from *living* sustainably instead of consuming sustainably
  – Patagonia’s Responsible Economy effort = don't buy it unless you really need it
    • Value Proposition: quality v. quantity
      – selling its own used clothes

Sustainability: Green Building

• Relevance – Does LEED still matter?
  – Buildings still require huge amounts of resources and are single biggest source of CO2 emissions
  – Third party building certification system
    • Help reduce emissions
    • Educate public on holistic level about environmental stewardship
Current interest in industry publications
– Do Green Building Ratings Need an Overhaul? *Builder Magazine*, September 2013

Structures and Projects
– NC #7 in country for per-capita number of LEED-certified projects
– Mother Earth Brewing in Kinston, NC, first LEED® Gold brewery in US in 2013 (USGBC)
– Increase in construction of sustainable homes
At the moment, our society's notion of success is largely composed of two parts: money and power. But it's time for a third metric, beyond money and power— one founded on well-being, wisdom, our ability to wonder, and to give back.

Recognize the value of redefining sustainability in your professional life.