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Lecture by  
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# Market transformation to sustainable building in Australia



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# Market transformation

- Sustainable buildings are profitable investments
- Poorly performing buildings face rapid obsolescence
- Government regulations specify minimum standards but the market drives superior performance



# Why a market solution?

- Captures massive mainstream investment
- Drives innovation and R&D: a sustainable process
- Changes 'consumer' and industry behaviour



# Market trends

- Premium and A Grade buildings are expected to be sustainable
- Major finance corporations, professional services and government agencies pay a premium for sustainable buildings
- Commercial developers have profited from investing in green



# Why the market has shifted

- Public recognition of the threat of global warming: drought, storms etc
- Corporate social and environmental responsibility – the rise of ‘green’ brands
- Sustainable Building offers better resource and human productivity, better environment and improved social amenity



# Green building drivers: GBCA Dollars and Sense Report findings

- Lower annual operating costs and more efficient asset management
- Increased occupant productivity and well being and less staff churn
- Higher relative investment returns
- Marketing advantage
- Higher market value for asset
- Higher rents
- Lower risk and liability

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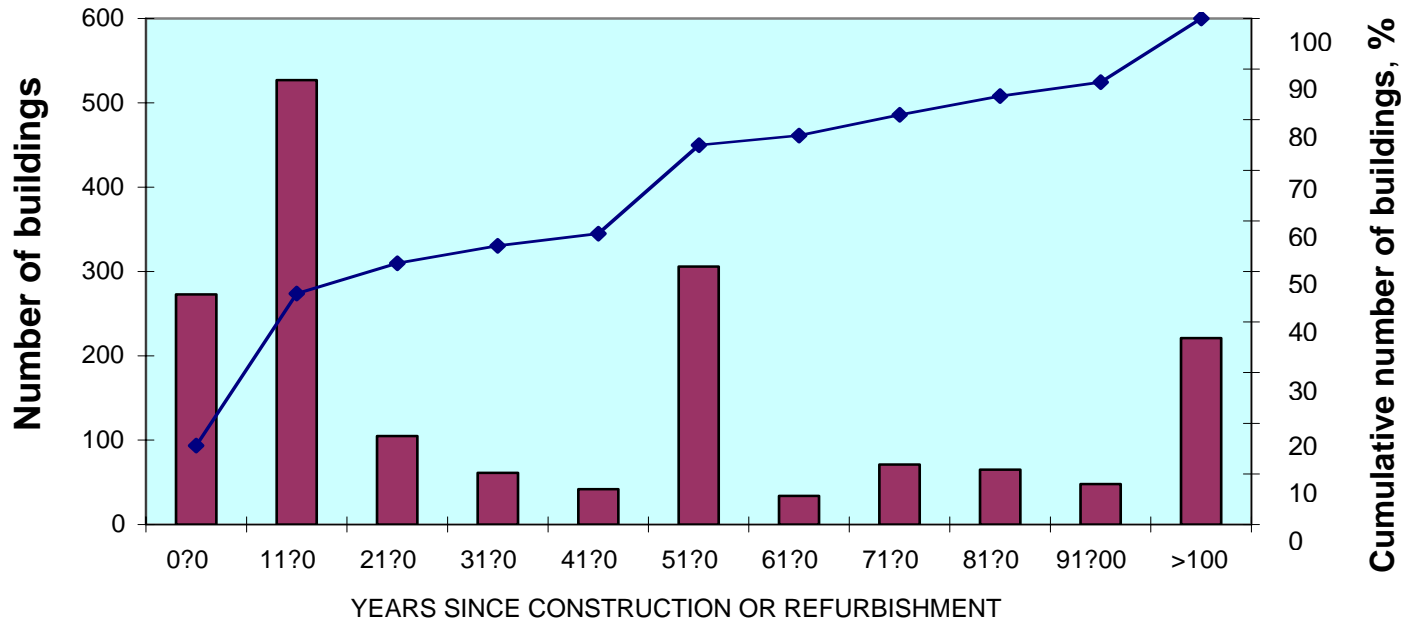
# Melbourne – CH2

## Six GreenStars

- a water-mining plant in the basement;
- phase-change materials for cooling;
- automatic night-purge windows;
- wavy concrete ceilings for fresh air convection;
- a façade of louvres (powered by photovoltaic cells) that track the sun.



# Building refurbishment



# 500 Collins: a major refurbishment



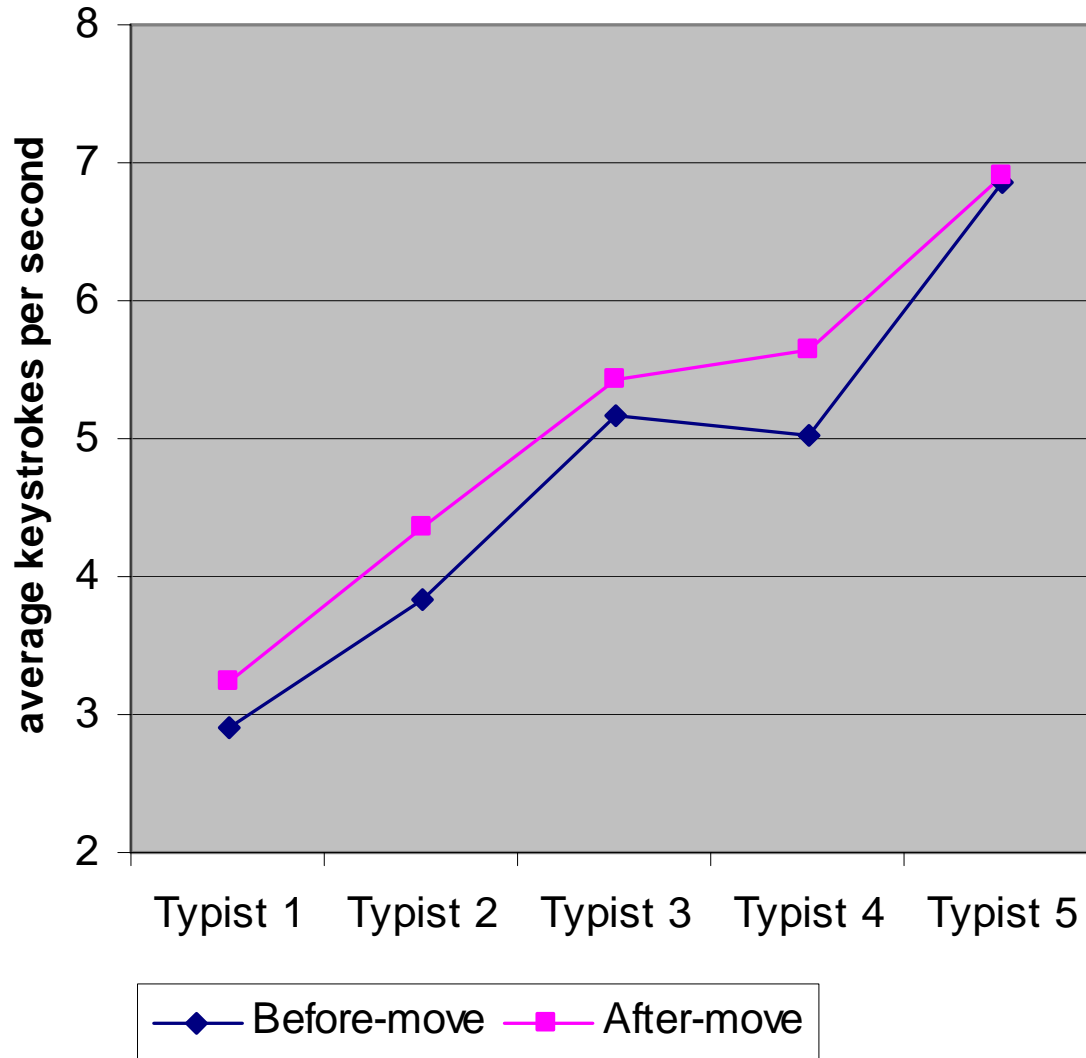
- chilled beams to reduce energy consumption by 30% and improve occupant comfort,
- a doubling of fresh air and low emission finishes
- energy efficient light fittings and glare control,
- solar panels for hot water
- 40-50% reduction in water use with waterless urinals and onsite rainwater storage,
- bicycle parking and showers,
- waste minimization and recycling

# 500 Collins: productivity study

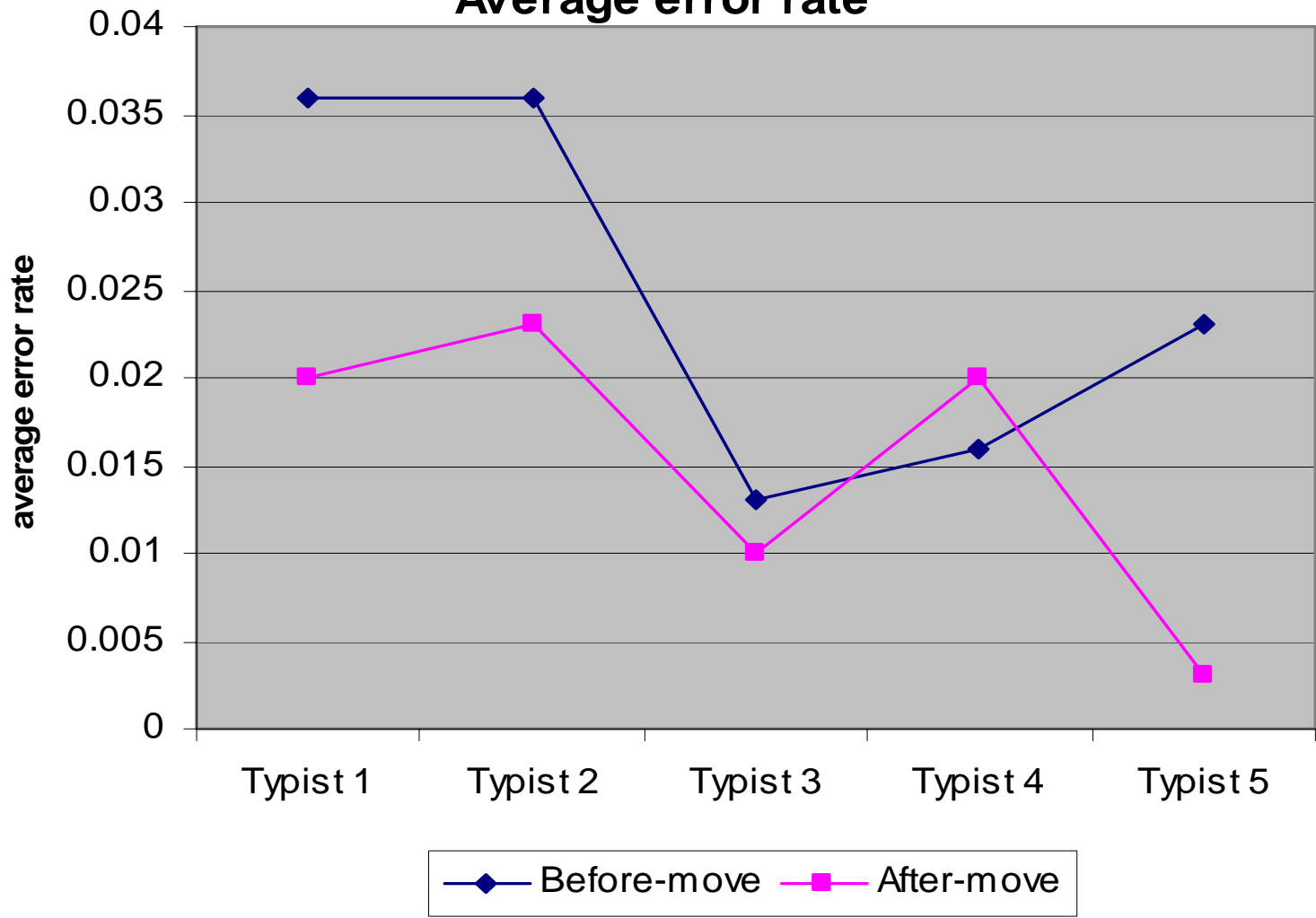
- Satisfaction index went from -11 for the previous office to +16 in the new office
- Air quality: 77% rated the new office air as normal or fresh; conversely, 73% rated the old office as stuffy or variable
- Temperature: 45% rated the old office as too hot; 59% rated the new office temperature as normal and none rated it too hot
- 64% found the old office ambience tiring compared to only 9% in the new office; 40% of staff found the new office 'invigorating'
- Staff self-assessment of productivity increased by 11.7%
- Significant falls (10-25%) in the frequency of headache, sore throats, sore eyes, fatigue, colds and flu and feeling 'off-colour'



## Typing rate before and after office move



### Average error rate



# Accelerating market transformation

- A 3-day workshop of 50 senior executives from industry and government
- Consensus on a way forward
- A powerful ongoing network

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# Accelerating market transformation

- A campaign to stimulate demand
- Single sustainable performance rating standard, with a strong brand value
- Mandatory disclosure of building performance rating
- Further research on the business case
- Improved supply and labelling of green building products
- Better use of available knowledge and technology
- Government leadership by example
- Green Building Partnership: industry commitment
- Less 'red tape': streamline planning and regulation

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# Summary

- Past emphasis on the supply side: developing technologies and skills
- Shifting focus to demand stimulation, using IEQ as a key driver
- Supportive legislation and regulation
- Ongoing R&D and knowledge transfer



# SB08 – Melbourne

## 21-25 September, 2008

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# *Connected*

people, professions and technologies

# *Viable*

business and technical feasibility

# *Livable*

communities, quality of life

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# Connected

- Leadership: bringing together the world's leading thinkers on sustainability in the built environment
- Interaction: across disciplines, bringing researchers, business and government together
- Management: the latest on alliancing, PPPs, contracting, outsourcing and HR
- The digital age: smart buildings, virtual communities
- Urban design



# Viable

- Innovation and creativity: new ideas and research on environmentally sound technologies for better amenity, comfort, health and economic performance
- The business case for green buildings
- Indoor Environments, OHS and Productivity
- Market transformation



# Livable

- The Big Picture: changing patterns of human behaviour in global markets for sustainable building
- Triple Bottom Line Design: economic utility, environmental quality, social amenity
- Health and Safety – for occupants
- Enhancing the ‘Melbourne Principles’ for sustainable development developed by UNEP in 2002



# SB08 overview

- Targeting 3,000 delegates
- Bridging business, technology and sustainability
- Nested events: global CEO Forum, WGBC and UNEP SBCI meetings, Architects and Engineer Forums, International Regulators
- Green Building Challenge, poster sessions, country displays
- Strong participation from emerging markets, including India and China
- A green conference – zero net emissions
- A lasting legacy - a foundation for sustainability in disaster reconstruction
- Extensive technical tours of green buildings and networking facilities

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## KEY DATES

**1 December 2006**

Registration and Abstract submission opens

**30 June 2007**

Deadline for receipt of Abstracts

**30 Aug 2007**

Notice of acceptance of Abstracts

**30 May 2008**

Deadline of receipt of camera-ready papers

**30 April 2008**

Earlybird registration closes

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# SB08 Melbourne

- More information:
- [www.sb08melbourne.com](http://www.sb08melbourne.com)

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# Acknowledgement



- Speaker: Lindsay R Bevege (Australia)
- Lindsay Bevege is Managing Director of Business Outlook and with extensive experience in the marketing and communication of sustainable business approaches and technologies. He has developed market transformation, innovation and cultural change programs for a range of industries, including developing the City of Melbourne's Zero Net Emissions by 2020 strategy.
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