Case study 2

By Dawn McDougall, Maia Ottenstein & Marcus Brunström

History and theory of sustainability | Instructor Diana Nicholas

LEED / USBGC

HISTORY & BACKGROUND

The U.S. Green Building Council (USGBC) is a nonprofit organization committed to a prosperous and sustainable future for our nation through cost-efficient and energy-saving green buildings.

USGBC works toward its mission of market transformation through its LEED green building program, robust educational offerings, a nationwide network of chapters and affiliates, the annual Greenbuild International Conference & Expo, and advocacy in support of public policy that encourages and enables green buildings and communities."

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"We've developed a culture that we think is unique among nonprofits, a hybrid model of social entrepreneurship that is helping our notably diverse constituency reach consensus and keep moving forward so that every day delivers immediate and measureable results towards energy independence, climate change mitigation, affordable green housing, and green jobs."

1992- David Gottfried founded the USGBC

1993- Rick Fedrizzi, David Gottfried and Mike Italiano established the U.S. Green Building Council

1998- WorldGBC founded- now established in 100 countries around the world

2000- LEED rating system unveiled

2009- USGBC got a LEED Platinum office

2013- USGBC's constituency includes builders and environmentalists, corporations and nonprofits, elected officials and concerned citizens, and teachers and students

MISSION

To *transform* the way buildings and *communities* are designed, built and operated, enabling an environmentally and *socially responsible, healthy, and prosperous* environment that improves the quality of life.

A sustainable built environment for all within the next generation.

INTERFACE

Interface®

HISTORY & BACKGROUND

That Interface is about the future was clear from the beginning when Ray Anderson staked his career on the idea of modular carpet tile. In the '70s, modular carpet was a square idea in a broadloom world.

Over the years, they created innovative manufacturing processes to reduce our waste and eliminate toxins from our products and facilities. Pioneered new ways to reuse valuable resources. Their innovative solutions allows them to recycle carpet backing and carpet fiber and have put them on the path toward eliminating the use of virgin materials and closing the loop.

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1973- Ray Anderson launches Interface due to a recognized need for flexible flooring in modern offices, but the company struggled due to the rising cost of petrochemicals "a key raw material in the carpet industry"

1978- modular carpet tile popularity rises, enabling interface to reach $11 million in sales

1983- interface "goes public"

1980's- Enters European and Middle Eastern markets

1987- interface acquires one of the oldest carpet tile manufacturing companies, usurping the role of world leading carpet tile sales and manufacturing

Acquired 50 companies

1994- Anderson reads Paul Hawken's "The Ecology of Commerce" and has an epiphany which spurs him to action to transform Interface into a more sustainable company by using a cyclical model that mimics nature

2003- introduction of FLOR guides interface's entry to the residential market

Today- interface is "a billion-dollar corporation, named by Fortune as one of the "Most Admired Companies in America" and the "100 Best Companies to Work For." It has diversified and globalized its businesses, with sales in 110 countries and manufacturing facilities on four continents"

MISSION & VALUES

To be the first company that, by its deeds, shows the entire industrial world what sustainability is in all its dimensions: People, process, product, place and profits — by 2020 — and in doing so we will become restorative through the power of influence.

Mission Zero = eliminating any negative impact our companies may have on the environment by the year 2020.

Service- strive for best service in the industry by developing customer relationships and respecting those customers' perspectives while broadening their understanding to promote innovation

Innovation- seeking new and more efficient processes to design, manufacture, and deliver green products

Leadership- Lead by example.

Commitment- Every Interface employee is committed to sustainability, safety, and excellence in products and process

Stewardship- Sustaining financial growth as well as environmental well being

Integrity- Highest quality products produced by the most ethical methods

Communication- Ongoing dialogues both within and beyond the company

Individuality- Maximizing the unique strengths and talents of each and every Interface associate

Professional Growth- Employees should learn and grow professionally during their time at Interface

NET EFFECT

Net-Works provides a source of income for small fishing villages in the Philippines while cleaning up their beaches and waters of discarded fishing nets that threaten their livelihood and the very precious double barrier reef off their shore. Discarded fishing nets are collected and sold to our trusted yarn supplier and partner, Aquafil. Since 2011 they've been re-purposing waste nylon from discarded fishing nets and other sources, including yarn reclaimed through our own ReEntry® program, to provide recycled content nylon for Interface carpet tile.

LEED & INTERFACE

SIMILARITIES

SUSTAINABLE CAPITALISM--LEED and Interface operate on "sustainable capitalism" as a theoretical foundation.

PEOPLE, PLACE, PROFIT--Referred to as the "triple bottom line", these companies believe their values should be prioritized equally to create balance and harmony.

LEADERSHIP--Rather than rely on solely on regulation to enforce shared values, Interface and LEED believe in creating a model for others to emulate.

STANDARDS--In the programs that Interface endorses and the rigor of LEED ratings and certification, both companies set a precedent and standard in their respective industries.

DIFFERENCES

CULTURE--Though Interface and LEED share many values, the structure of their companies affects their work culture

REACH--Interface offers educational courses to clients and personnel, is careful in their choice of suppliers, and even has social projects that tie-in to their production; but as a for-profit company they are limited to their industry. LEED, as part of USGBC, is part of advocacy and policy, larger social programs, community education, and green industry initiatives.

CONCRETE VS ABSTRACT--Where Interface results in a tangible deliverable, LEED in itself offers a perceived product.

LEED & Interface

Collaborations

- LEED calculator/LEED credentials in Interface products
- Interface offers an education course on the basics of LEED and the USGBC as well as an in-depth course on LEED, which includes details about how to get the accreditation .
- USGBC's annual Greenbuild conference; Interface holds a large presence in panel presentations or collaborative group projects.

How LEED/USGBC Problem-Solves

Problem: The negative repercussions of contemporary architecture on the environment, and human communities and lives

Solution: Leadership. Providing incentive to develop green buildings and operating systems, demonstrating and spreading knowledge of both the selfless and selfish benefits of sustainability on multiple levels.

How Interface Problem-Solves

Problem: The negative repercussions of contemporary manufacturing on the environment and human lives

Solution: Leadership. Setting an example for the industrial world by proving that they can use methods that are mindful of environmental justice without sacrificing profit

OUR PROBLEM SOLVING PROCESS

1. Research separately
2. Discuss
3. More separate research
4. Group brainstorm/idea generation)
5. Discussion and refinement
6. Divide and conquer (take on tasks catering to our skills and interests)
7. Come together- review and analysis
8. Refine
9. Present!
10. Discuss
11. Divide and conquer
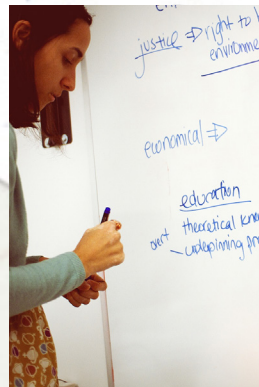
Branding

Logo & Name

DAWN

DAWN

+46 768 51 95 60
JOHN.DOE@DAWN.COM
Web: www.dawn.com

MISSION STATEMENT

Our mission is to empower underrepresented and environmentally afflicted communities by connecting them to the global marketplace in developed countries. We create a network by first giving community members practical skills to create a product and then introduce their product to a larger center of distribution. Eventually the knowledge base and skill sets acquired will prepare these communities to be self-sufficient in the network. We seek to restore social, economic and environmental justice in places that are disproportionately affected by consumption-driven societies.

Our company is comprised of a diverse set of individuals, each bringing unique expertise to address the theoretical, design, and business components of our projects. We first identify communities that suffer severe environmental impacts caused by over-developed countries.

-Identify
-Assess resources and skills of the community members
-Collaborate with community leaders to develop design
-Teach community members how to make product/sell product
-Environmental awareness and education
-Bring to distribution center network of businesses
-Exit when community is stable in network

PRODUCT & SERVICES

How DAWN Problem Solves

Problem: Impairment of entire communities caused by the negative repercussions of the contemporary industrialized world

Solution: Empowerment. To empower communities struck down and/or hindered by the byproducts of industry such that they can support themselves and thrive.

SIMILAR PROJECTS

Pedal-Powered GiraDora Washer

In developing countries that lack electricity or the funds to buy expensive machines, taking care of laundry the old-fashioned way requires an enormous amount of time and effort. That's why Alex Cabunoc and Ji A You created the GiraDora – a combination washer and spin-dryer that is powered by a foot pedal. At only $40, this ingenious contraption is an inexpensive way to help break the cycle of poverty in many disadvantaged communities.

Designed specifically for those with the least income living in the poorest nations, the GiraDora hopes to ease the burden of washing clothes – a chore that can take nearly 6 hours a day, 3-5 days a week. The portable plastic tub can be filled with soap and water before a lid is placed on top, acting as a seat. Then, all the user needs to do is rest on the washer, and pump the spring-loaded foot pedal.

The GiraDora is currently being field-tested in Peru, and there are plans to introduce it more widely into South America and India. The project has been recognized by both the Dell Social Innovation Challenge, and the International Design Excellence Awards.

Whole Planet Foundation

Whole Planet Foundation is a private, nonprofit organization established by Whole Foods Market. We provide grants to microfinance institutions in Asia, Africa, the Americas and the Middle East, who in turn develop and offer microenterprise loan programs, training and other financial services to the self-employed poor

Our business model

We strive to even out the indifferences in the world by giving smaller communities a chance to operate on a bigger market. By locating the right project we can use our expertise to develop the community and make them stronger and lowering the risk of getting stripped of their resources. We do this by giving them a proper education on sunstainable production, distribution channels and marketing networks. Our profits comes from a percentage of the sales and are used to reinvest in other projects.

Target and investigate possibilities — Educate — Find distribution channels — Network

LINKS

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