

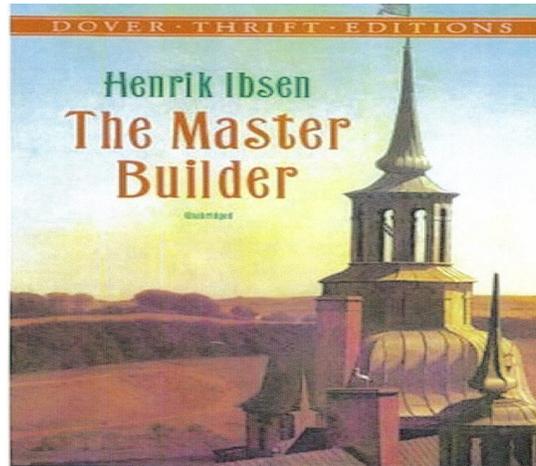
STOCKHOLM 14-19 JUNE 2008  
FIG WORKING WEEK

INTEGRATING GENERATIONS+  
Getting young people interested in  
surveying and geomatics

How to present and sell  
Sustainability

- “ One of these days, the younger generation will come knocking at my door+”  
(Henrik Ibsen . The Master Builder 1892)
  
- “ Jim Green MSc MRICS CES CENV
- “ United Kingdom

# The Master Builder



# Gro Harlem Brundtland



## Sustainable Development+

- “ WHO Brundtland definition 1987
- “ Our Common Future
- “ Meeting the needs of the present without compromising the ability of future generations to meet their own needs+

## Generations to Come



## So why be a Surveyor?

- “ Connections to family and friends?
- “ Father . Project Manager
- “ Brother . Quantity Surveyor

## Famous Footballer

- “ Morten Gamst Pedersen
- “ Tromso 250 miles inside Artic Circle
- “ No snow in Jan 2008 (Sun Times 220108)
- “ First time since 1908!



## What's more interesting?

- " Astronaut?
- " Famous footballer?
- " Sports Science?
- " Web Designer?
- " Internet Entrepreneur?
- " Hedge Fund Manager?
- " Geomatic Surveyor?

## One route to CES . many routes to CEnv - [WWW.SOCENV.ORG.UK](http://WWW.SOCENV.ORG.UK)

- " Arboricultural Association
- " Institute of Agricultural Engineers
- " Institute of Fisheries Management
- " Landscape Institute
- " Institute of Water Officers
- " Institute of Chemical Engineers
- " Institute of Agricultural Management
- " Chartered Institute of Building
- " Chartered Institution of Water & Environmental Management

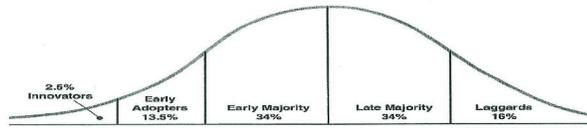
## MORE SOCENV\$!

- ~ Institute of Ecology & Environmental Mangt
- ~ Institute of Civil Engineers
- ~ RICS
- ~ Chartered Institute of Waste Management
- ~ Institute of Environmental Management & Assessment
- ~ Institute of Chartered Foresters
- ~ Royal Meteorological Society
- ~ Institute of Environmental Sciences
- ~ Institute of Professional Soil Scientists (Associate Mem)

## The Language of Sustainability

- ~ Translating technical research into knowledge for the %common+practitioner

# Rogers Bell Curve Innovators & Laggards!



# Corporate greening through prosocial extrarole behaviours

## A Conceptual Framework for Corporate Greening

Equation (4) presents the recontextualized version of the IAM, as applied to ecoinitiatives and similar corporate greening processes rather than health care.

$$B = b_1 BI + b_2 PP + b_3 EB + b_4 \sum (MIO_i) + b_5 ON + \varepsilon \quad (4)$$

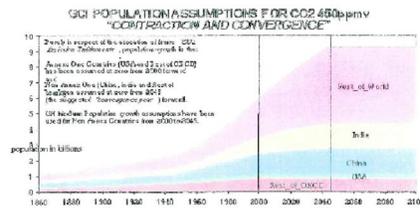
where:

- B = overt behaviour of developing/proposing an ecoinitiative
- BI = behavioural intent to engage in an ecoinitiative
- PP = employee's personal predisposition toward ecoinitiatives; i.e. a predisposition toward either creative initiatives or the natural environment or both
- EB = belief in the efficacy of the behaviour to lead to a desired outcome, itself the product of the perceived likelihood that the ecoinitiative will lead to a desired outcome and the valence attached to the outcome (an expectancy-valence measure)
- $\sum (MIO_i)$  = motivation towards the  $i$ th incidental outcome from the ecoinitiative, summed over all  $i$  outcomes (also an expectancy-valence measure)
- ON = employee's perception of organization's norms; the person's belief that the organization as a whole is supportive of, indifferent to or adverse to corporate greening, and the person's motivation to comply with that belief
- $b_1, b_2, b_3, b_4, b_5$  = empirically determined regression coefficients
- $\varepsilon$  = residual error term.

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Bus. Strat. Env. 16, 671-676 (2007)  
DOI: 10.1002/bse

# Contraction & Convergence Global Commons Institute



## The Carbon Coach Balloons

[www.carboncoach.com](http://www.carboncoach.com)

Dave Hampton



# RICS GREEN VALUE REPORT

## GREEN VALUE

Green buildings, growing assets



A major collaboration into the study of building value by building green



## Green Value Examples Productivity Gains

- “ Adding skylighting to retail store increased productivity 40% (Heschong Mahone Gp)
- “ Conversion energy savings gave payback 4.1 yrs / ROI 24% but benefits from lower absenteeism and productivity payback 69 days / ROI 540% (Penn. Power & Light)
- “ CABC ‘Value of Good Design’ - hospital eco renovation gave 21% improvement in discharge rates, care quality, speed, satisfaction, less drugs, reduced visits

## CoStar Results

- “ LEED
- “ + \$11.24 psf rental value
- “ + 3.8% occupancy
- “ + \$171 psf sales value
- “ ENERGY STAR
- “ + \$2.38 psf rental value
- “ +3.6% occupancy
- “ + \$61 psf sales value

Keep it Simple Do It Well  
Bill Bordass & Rab Bennetts  
%Building+280907

**'Keep it simple  
and do it well'**

# Futerra . Rules of the Game 2005



# Futerra . New Rules New Game 2007



Communications tactics for climate change.  
 The game is changing behaviours;  
 the rules will help us win it.



## New Rules

- “ Who are you talking to? (Know your audience)
- “ Giving the right message (feedback is crucial)
- “ Picking the right messenger (common sense intermediaries)
- “ How to reach people (trial, pilot & test)
- “ Beware (bystanding and totem behaviour)
- “ Tactics for change (moving up the ladder)

## The Younger Generation

### ~~%~~ **KNOCKING AT OUR DOORS** +

- “ Not so much:
- “ ~~%~~ **What were you thinking?**+
- “ ~~%~~ **Why didn't you act?**+
- “ But rather:
- “ ~~%~~ **What **IS** your thinking?**+
- “ ~~%~~ **Why didn't you help others to **UNDERSTAND** your thinking?**+

Don't be an Economic Luddite!



Not Again! New Orleans could be  
Stockholm?

