



Construindo o futuro. Hoje.

SBCS 08 - I Simpósio Brasileiro de Construção Sustentável

Desafios da Construção Sustentável
Sustainable Building Challenges


Induzindo sustentabilidade
Leverage sustainability

Marcelo Vespoli Takaoka

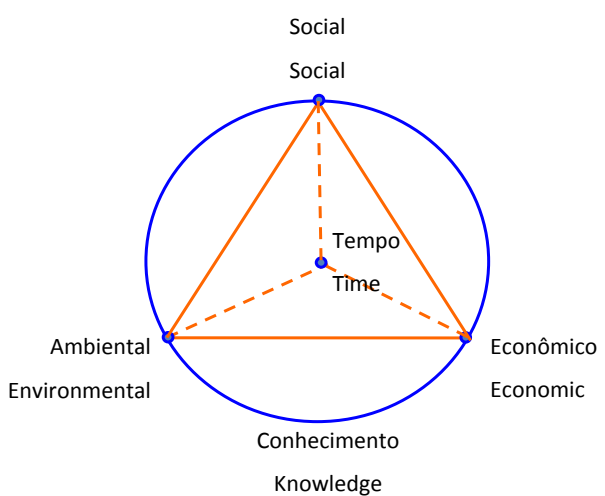


São Paulo – 4 de setembro de 2008 – Centro de Convenções Frei Caneca

1



The five dimensions of sustainability



Social

Social


Tempo
Time

Ambiental
Environmental

Econômico
Economic

Conhecimento
Knowledge


2

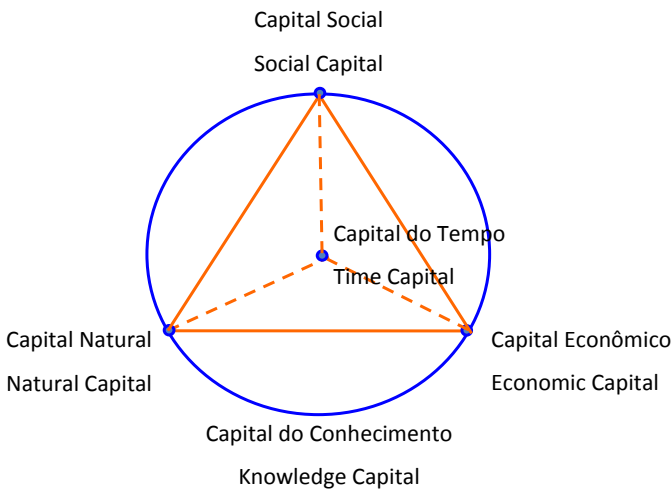
 **John Maynard Keynes**

Y – Income
C – Consumption
I – Investment
N – Natural Resources
(renewable or not)
S – Social Resources
(work or not)

$Y > 0 \rightarrow$ increase wealth
 $Y < 0 \rightarrow$ destroy wealth

3

 **Social, natural and economic values**



4

Three Types of Complexity

Dynamic complexity:
Cause and effect are distant in space and time
⇒ **Whole system approach**

Generative complexity:
Disruptive patterns of innovation and change
⇒ **Sensing and presencing approach**

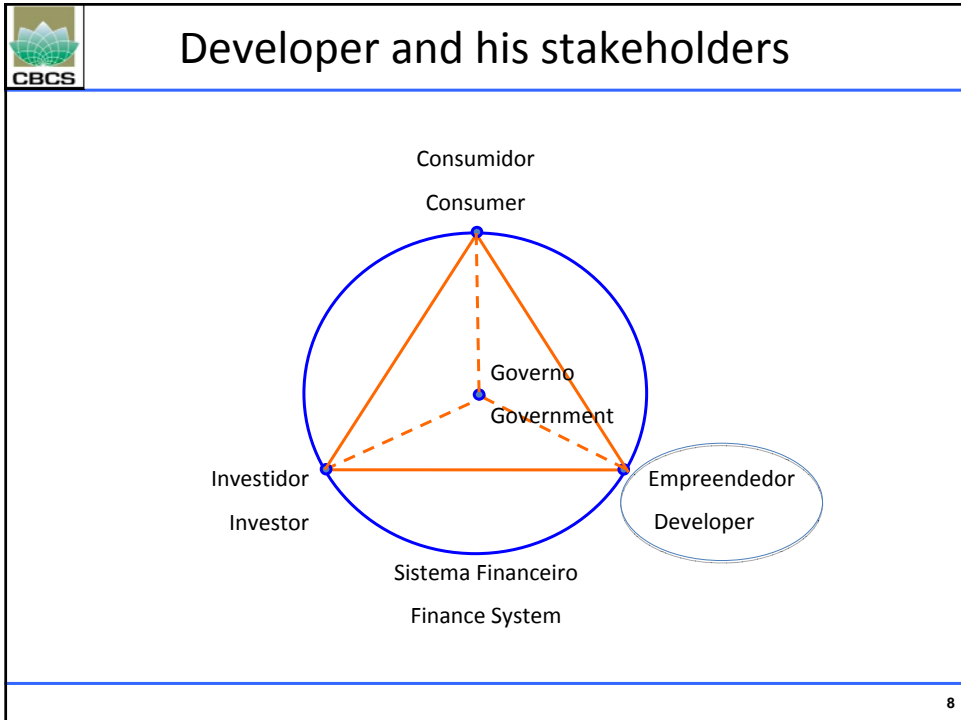
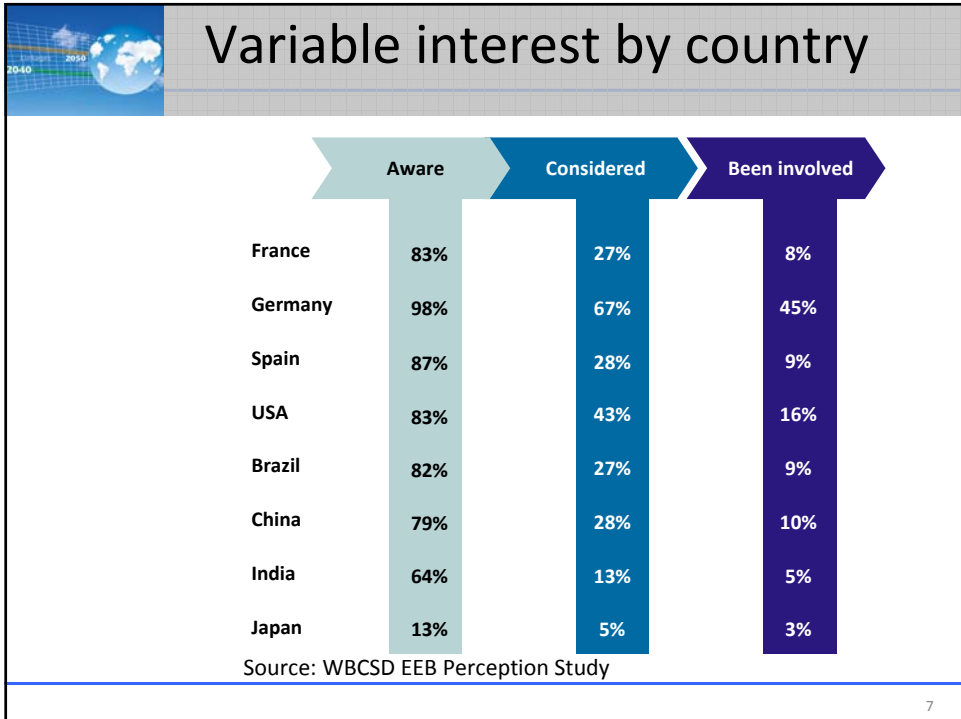
Social complexity:
Actors have different views and interests
⇒ **Multi-stakeholder approach**

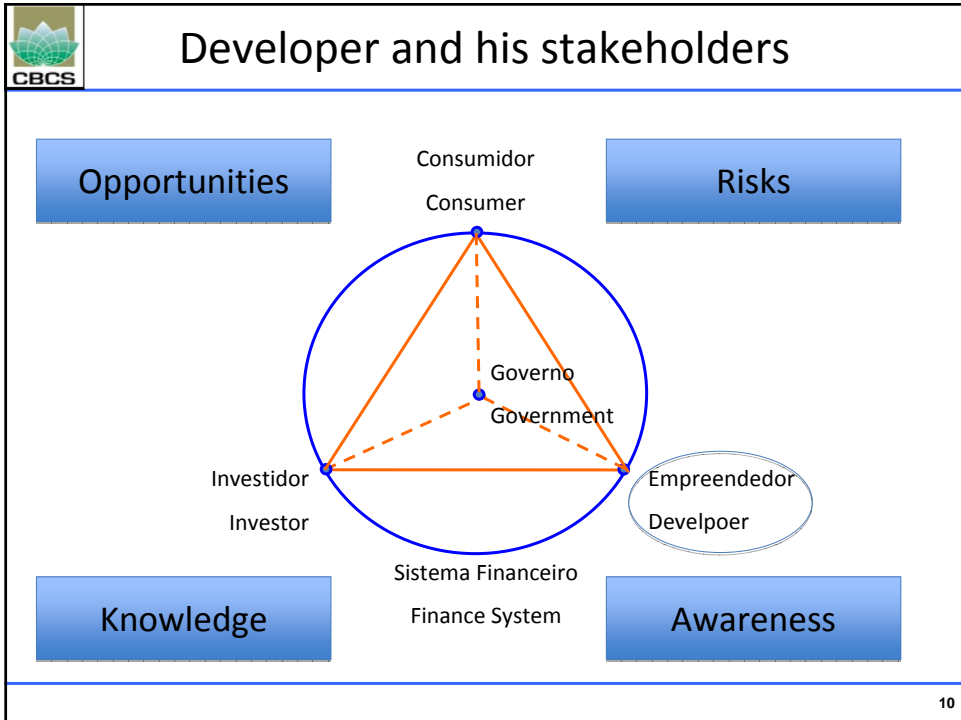
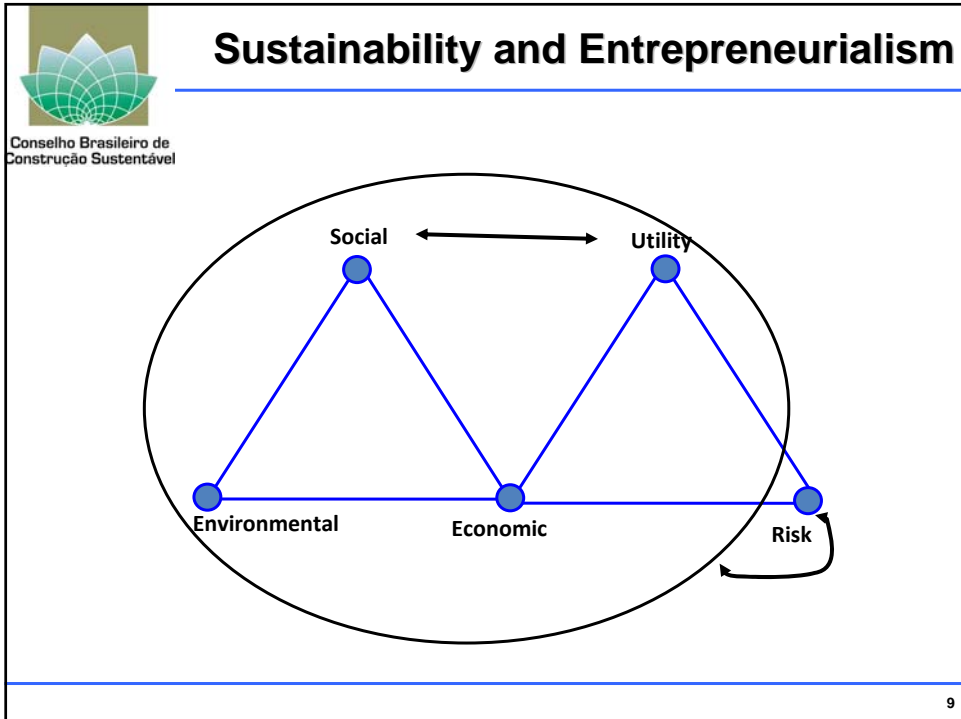
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5

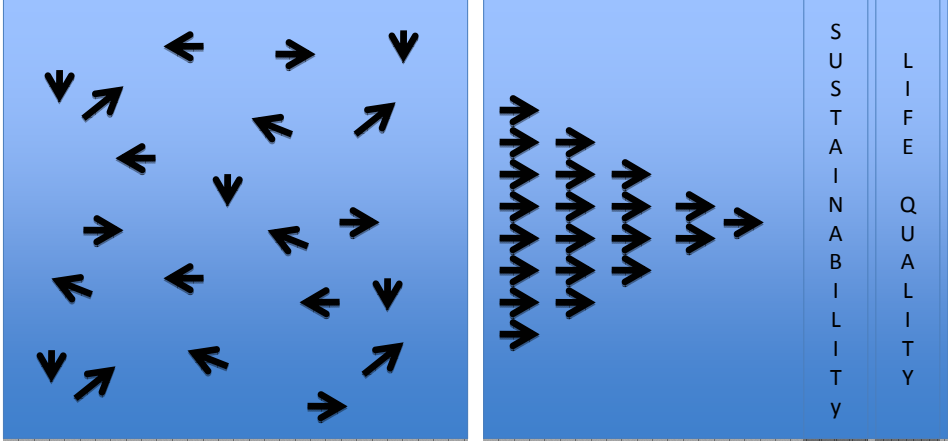
Social, natural and economic values

6






 **Alignment**

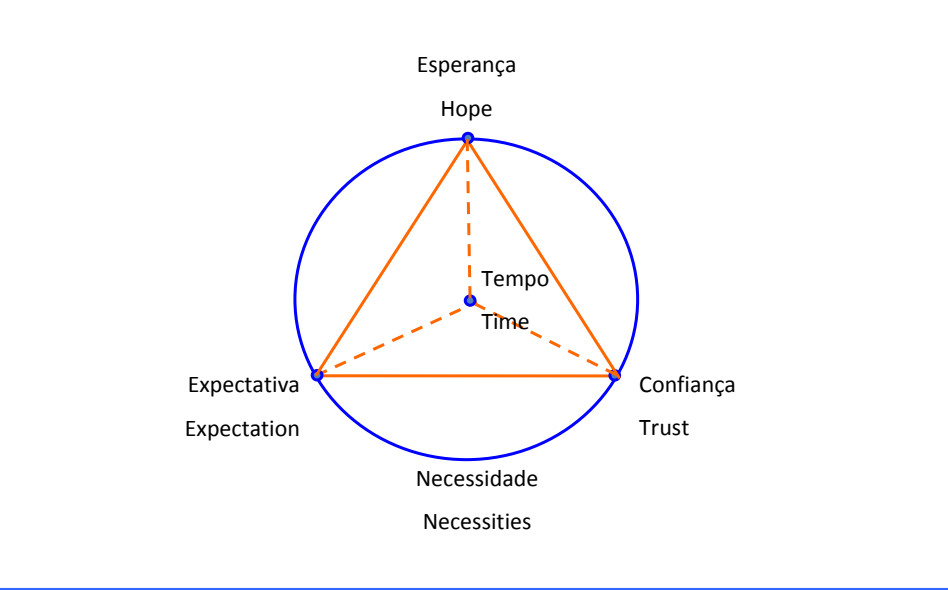


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11

 **Alignment**



Esperança
Hope

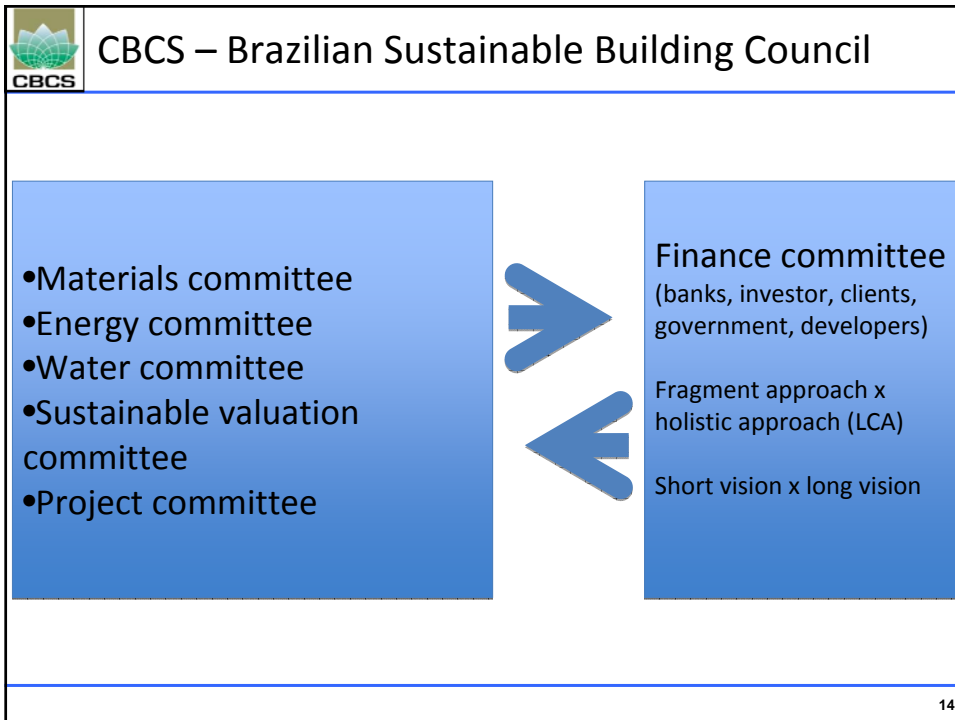
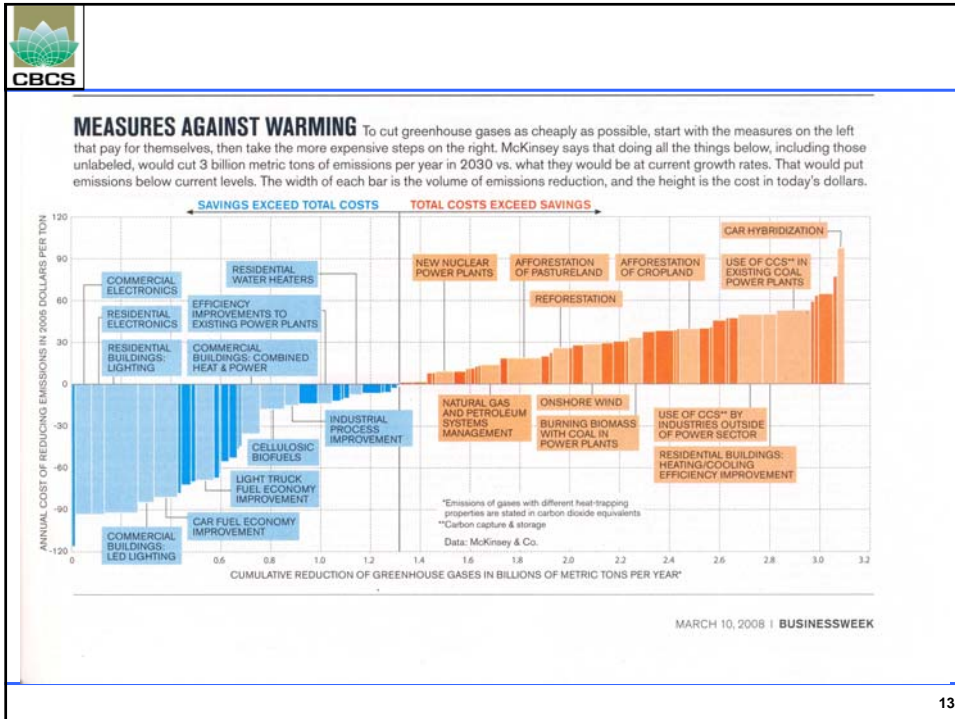
Expectativa
Expectation

Confiança
Trust

Tempo
Time

Necessidade
Necessities

12






Finance Committee

- Provide knowledge for credit analyzes including sustainability issues
- Establish a “Base Line” for Sustainable Buildings and Construction, to prevent “green wash”
- Induction good practices on building and construction sector providing knowledge to clients, investors, developers and finance system to combat informality, waste of natural resources, environmental degradation and lost of life quality

15



“Se planejarmos para um ano, devemos plantar cereais.
Se planejarmos para décadas, devemos plantar árvores.
Se planejarmos para toda a vida, devemos educar o homem”
Kwantzu, China, século III A.C.

“If we plan for one year, we should plant grains.
If we plan for decades, we should plant trees.
If we plan for a lifetime, we should educate the men.”
Kwantzu, China, século III A.C.

16