



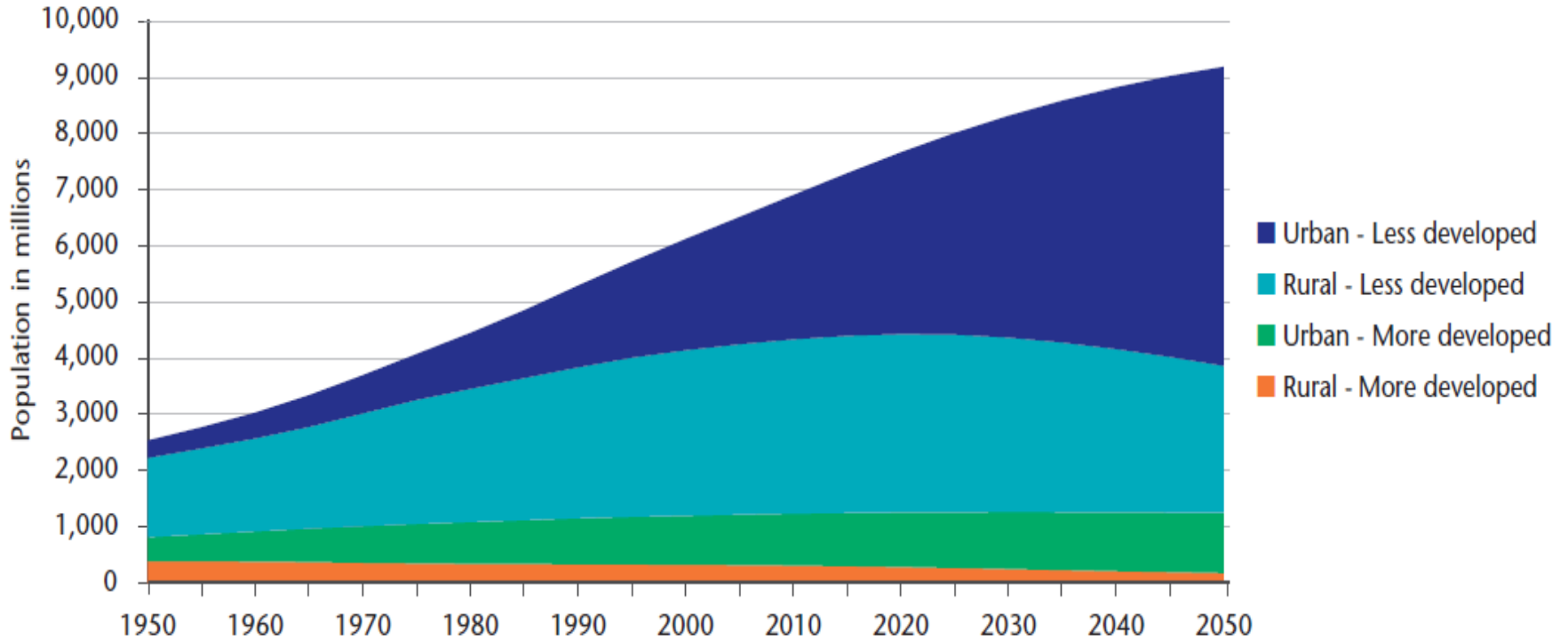
Innovating for sustainability: risks and opportunities

Never Stand Still

Faculty of Built Environment

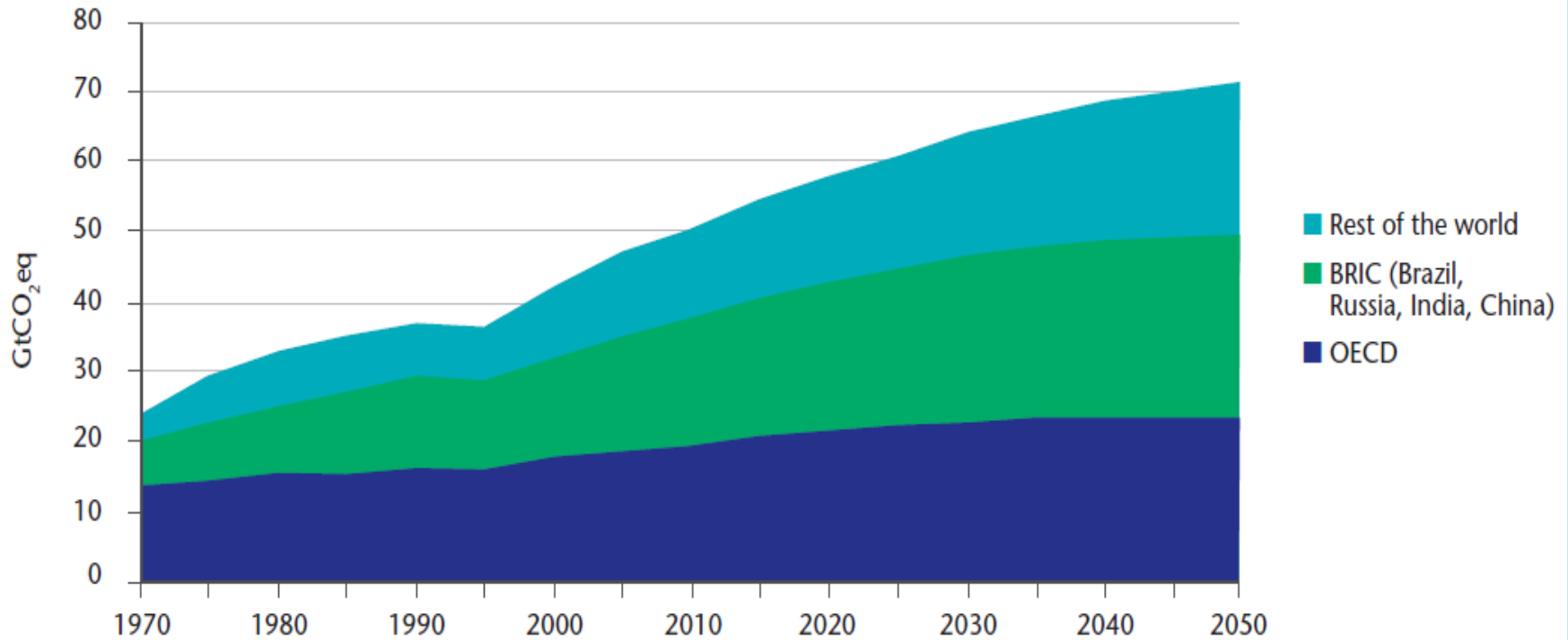


Global population growth



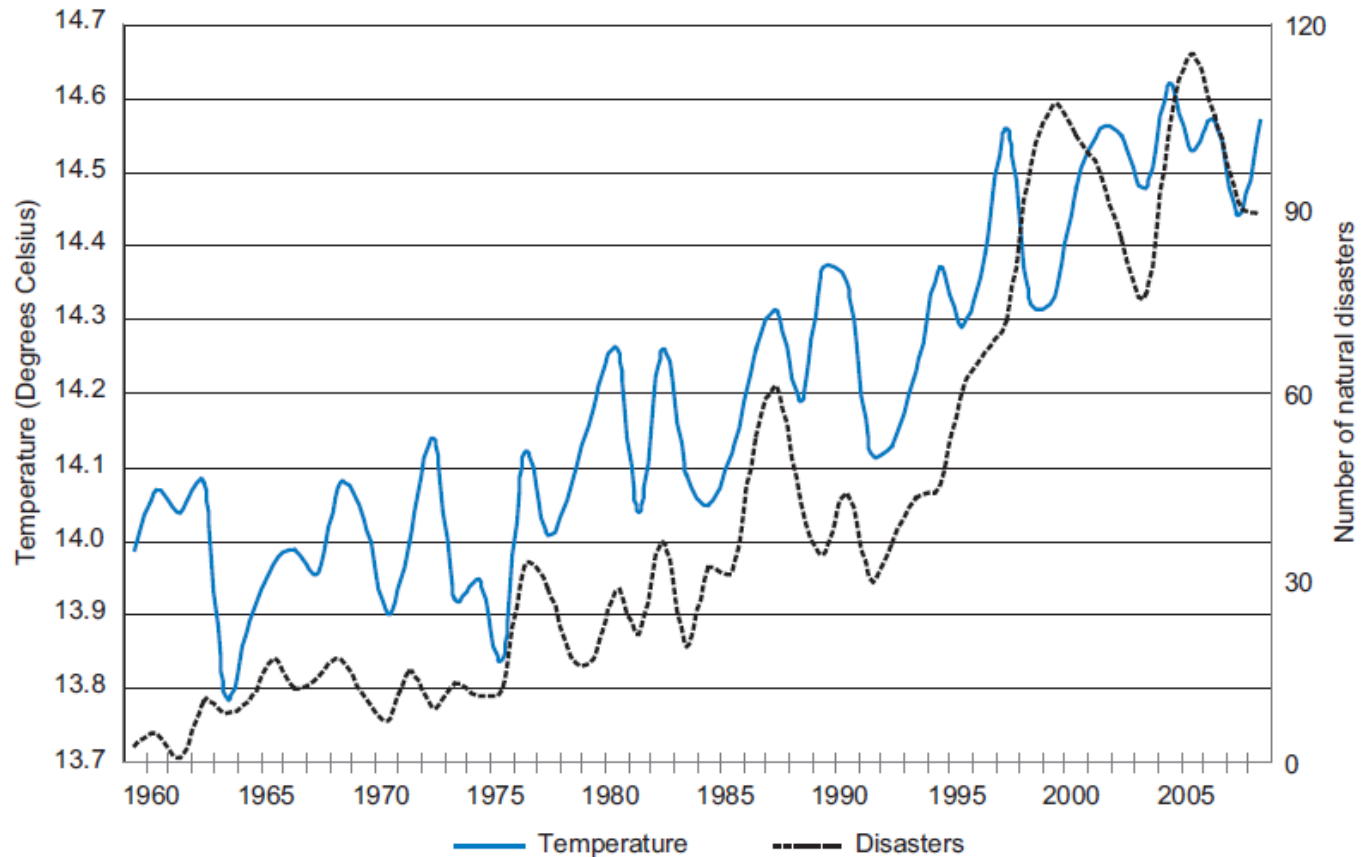
Source: UN Population Division, *World Population Prospects: The 2008 Revision*, 2008

Emissions



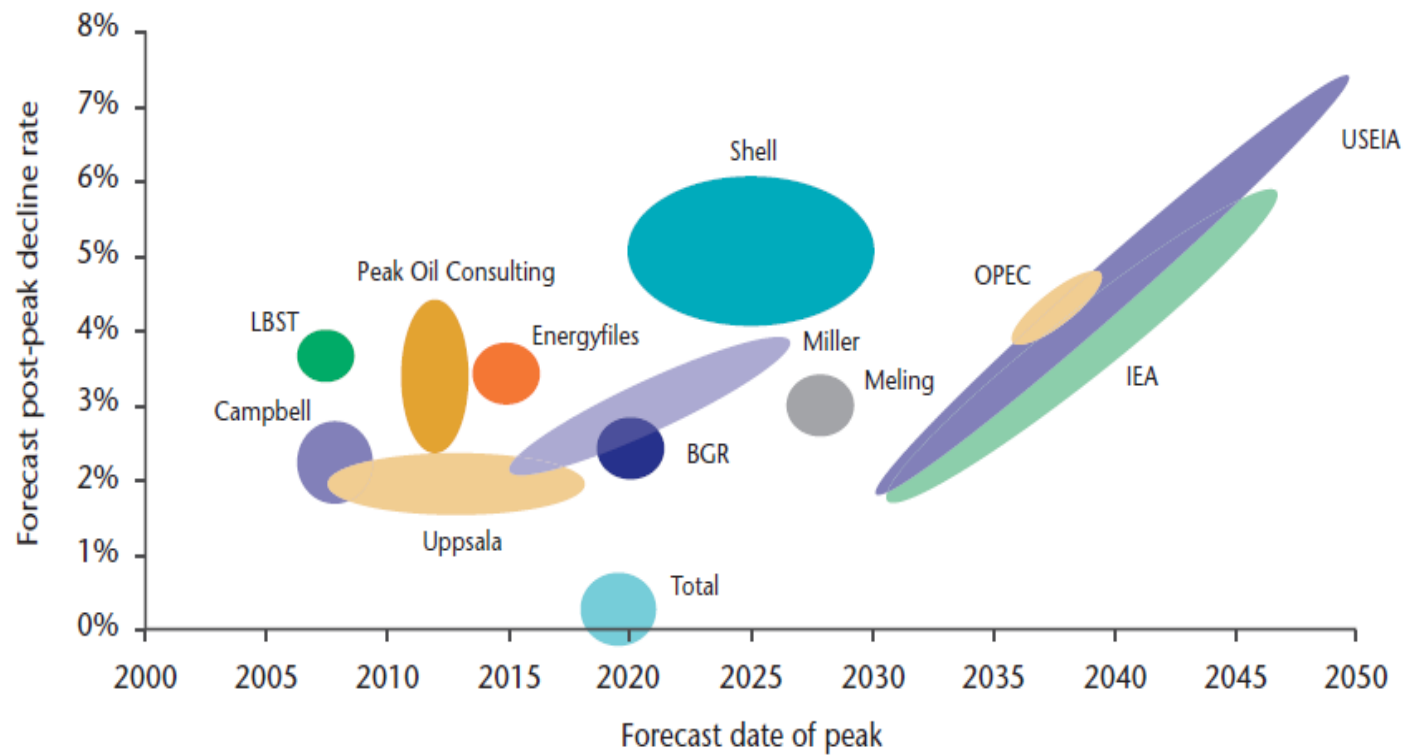
Source: OECD, *Environmental Outlook to 2030*, 2008

Natural disasters



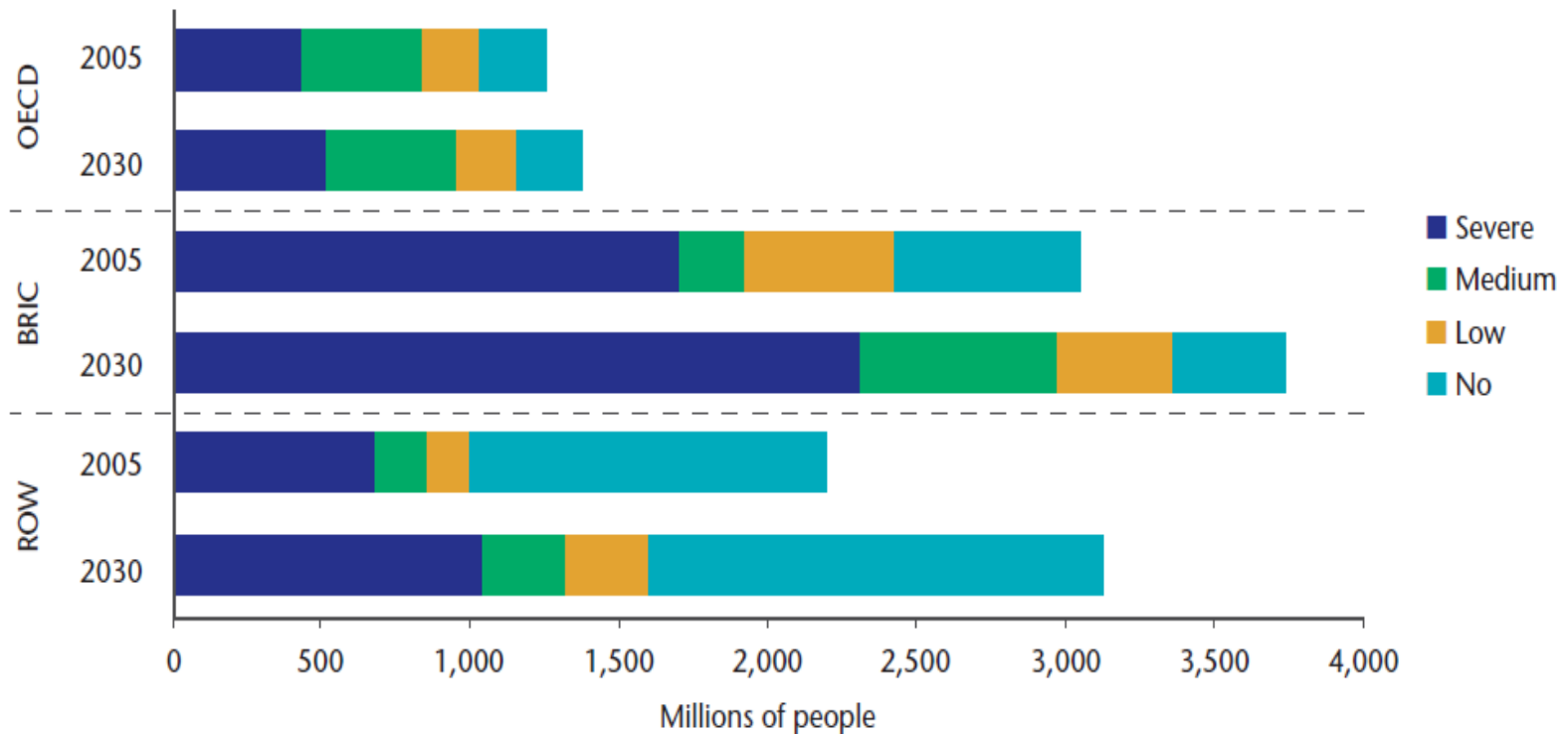
Source: UN Least Developed Countries Report, 2010

Peak oil



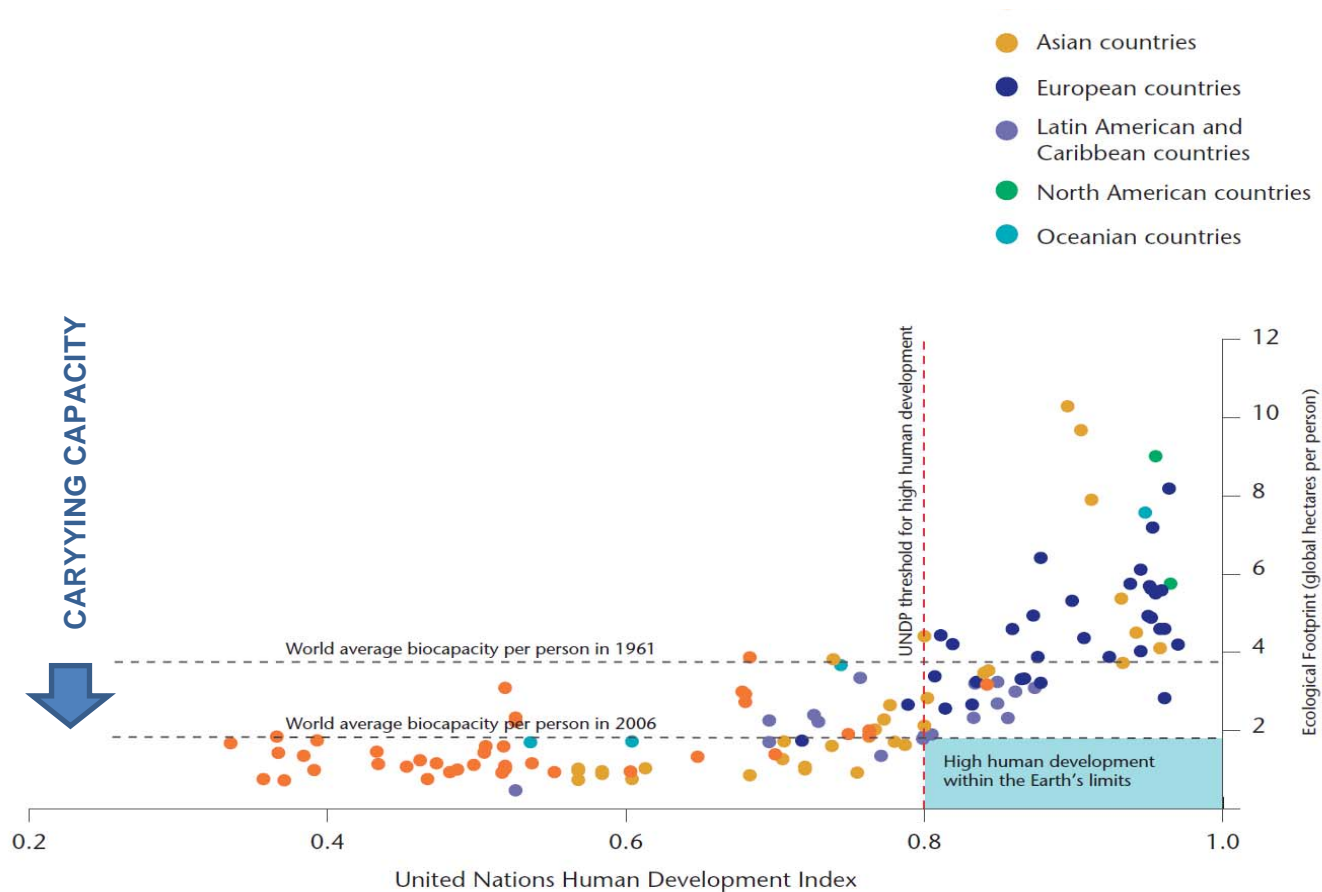
Source: UKERC, *The Global Oil Depletion Report*, 2009

Stressed human environments



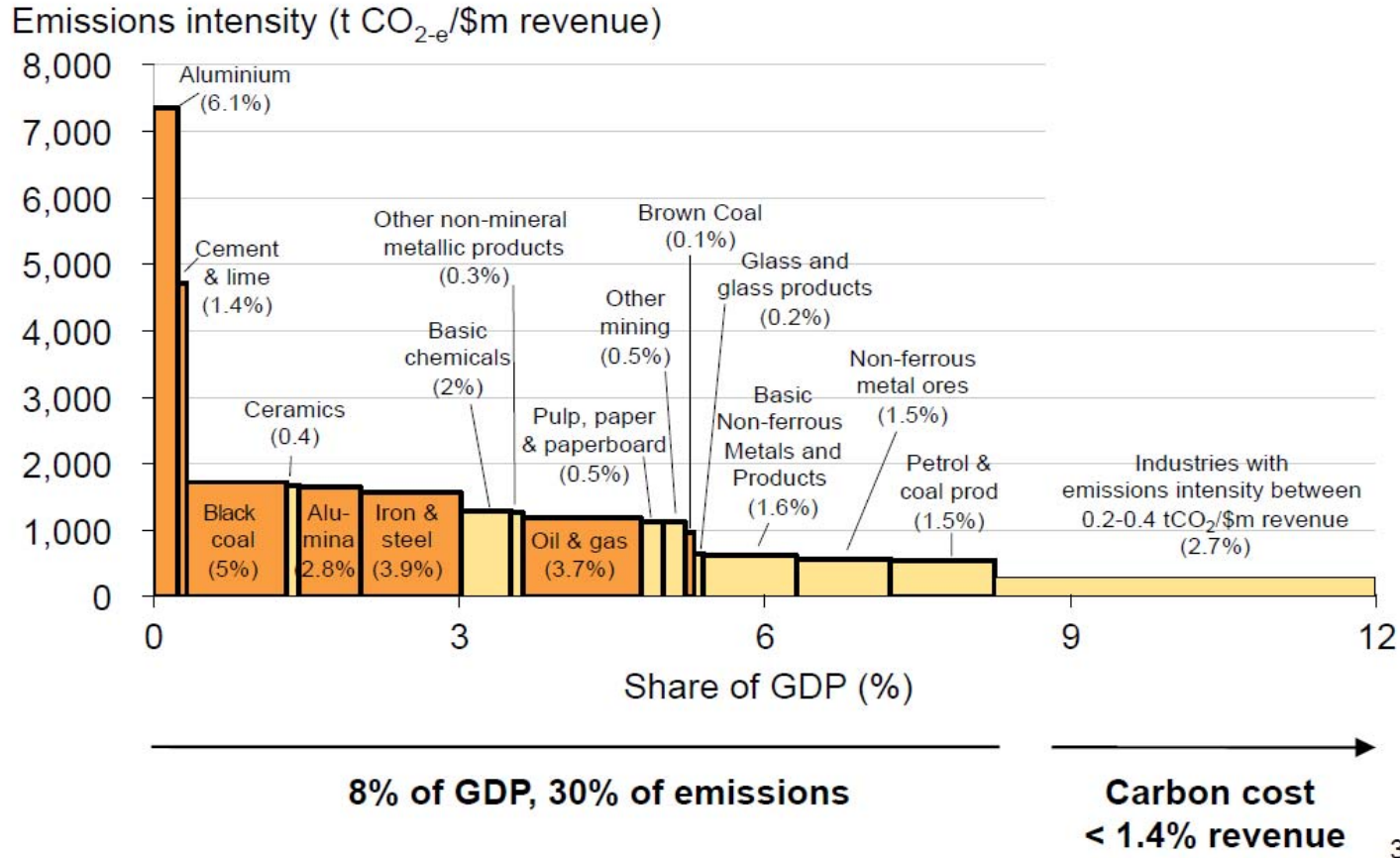
Source: OECD, *Environmental Outlook to 2030*, 2008

Carrying capacity



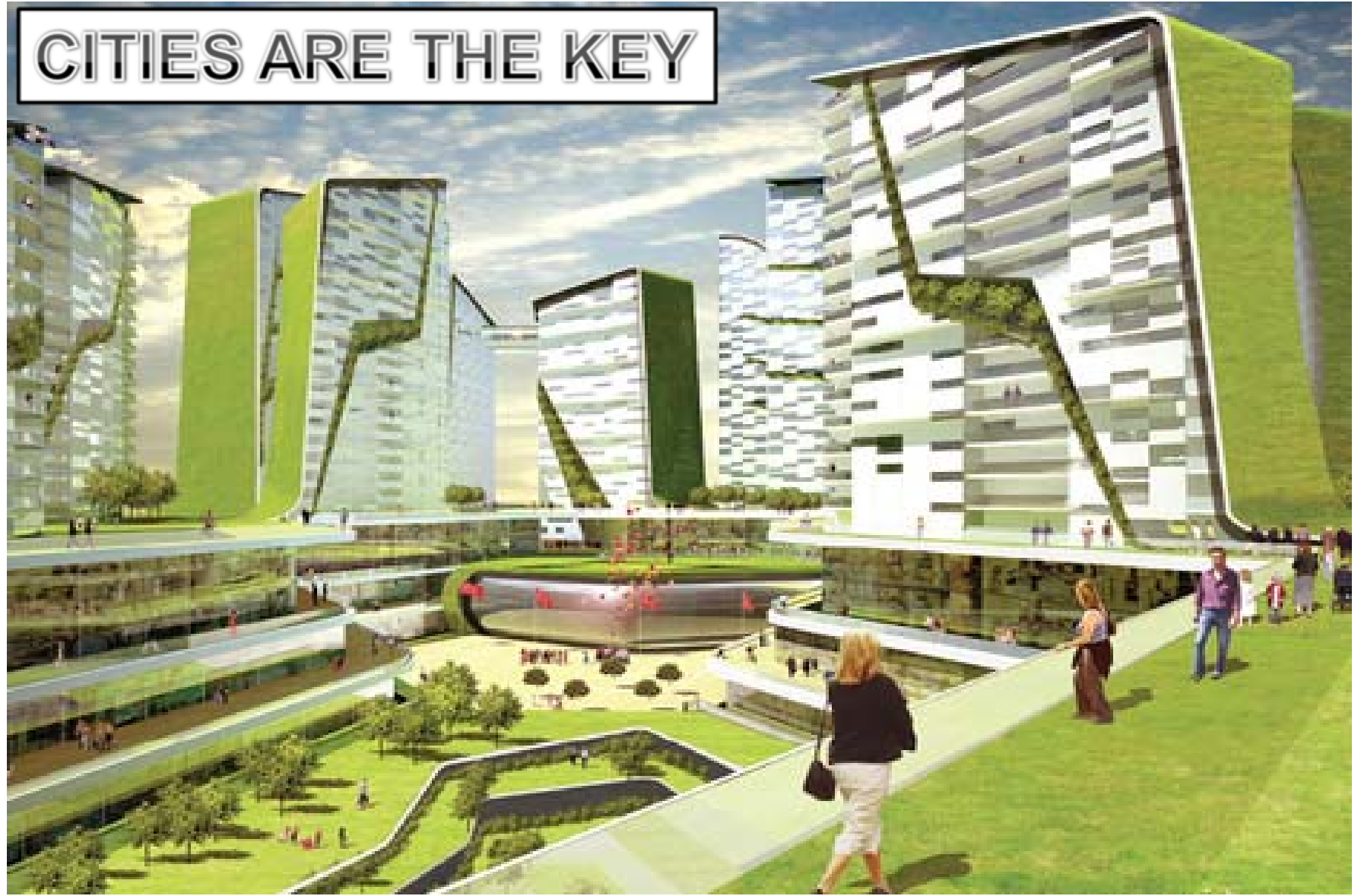
Source: UNDP Human Development Report, 2009

Emissions intensive industries



Source: Restructuring the economy to emit less carbon: Grattan Institute, 2010

CITIES ARE THE KEY



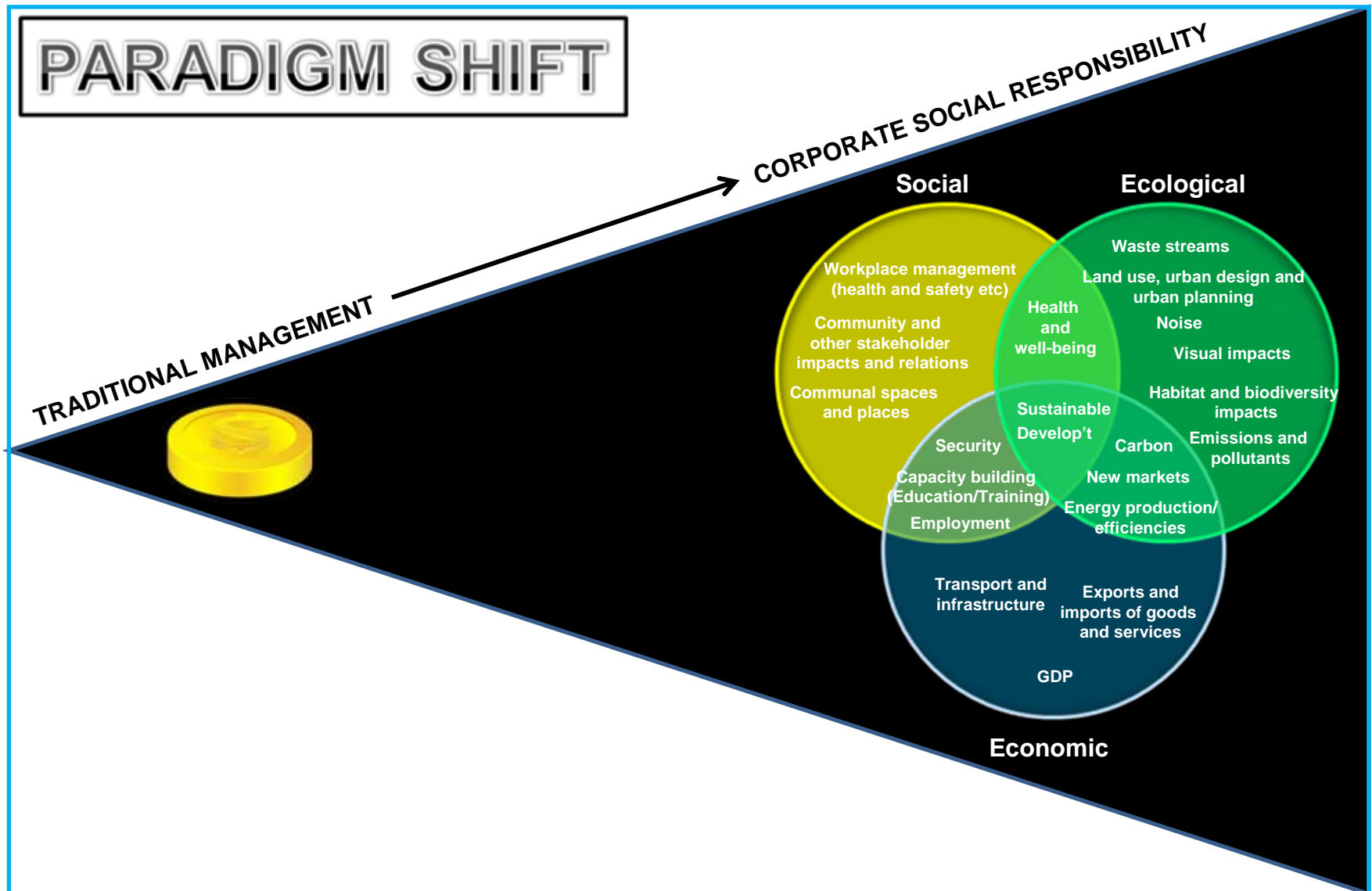
RISK SOCIETY



COMMUNITY PERCEPTIONS MATTER



PARADIGM SHIFT



Source: Loosemore and Phua (2010) Corporate social responsibility in the Construction and Engineering Industry: Doing the right thing? Taylor and Francis, London

THE GREEN CALLING

go beyond green.



Go Green
Green goes with everything



THE POWER OF “FREE”



THE CLOSING DOOR

**LAST
CHANCE!**

Get it while you can!

OUR NEED FOR RELATIVITY



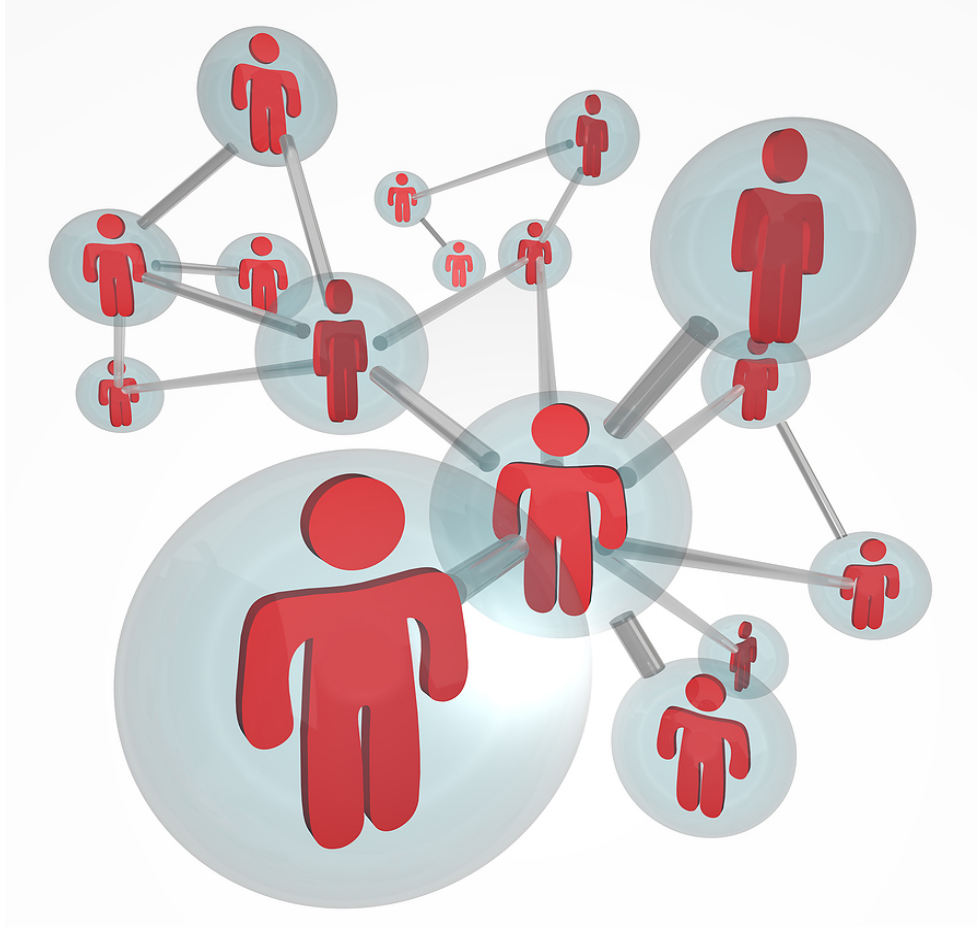
AMAZING OPPORTUNITIES

- ✓ Increased profits
- ✓ Monetary savings
- ✓ Easier and cheaper finance
- ✓ Increased productivity
- ✓ Happier motivated workforce
- ✓ Higher staff retention
- ✓ Higher quality staff
- ✓ They will work for you for less!

UNSPOKEN RISKS

- ☐ Regulatory risks
- ☐ Technology risks
- ☐ HR risks
- ☐ Supply chain risks
- ☐ Financial risks
- ☐ Governance risks
- ☐ Collaboration risks
- ☐ Reputational risks
- ☐ Legal risks

SOCIAL CONTAGION



HABITUATION



SPANNING TWO WORLDS



THE LURE OF OWNERSHIP



TO CONCLUDE

