

MISBE 2011

A Merger of Interests (in the Existing Housing Stock)

June 21, 2011



prof. Anke van Hal MSc PhD



Sustainability



prof. Anke van Hal MSc PhD

Sustainability



prof. Anke van Hal MSc PhD



Two Hypotheses

1.

The world of building professionals is changing fundamentally.

Building professionals should change their attitude and behavior to become a part of the future of the building industry.

A fundamental change

Change of focus

(from new buildings to existing buildings, not only growing but also shrinking cities,)

Scarcity of sources

(from new towards recycling, from the use of energy towards the production of energy,..)

A new client demand

(from investment costs towards total costs of ownership, from product to service,....)

Vulnerability

(by crises in other parts of the world, by new media,...)

New codes

(transparency, ethics, supply chain cooperation,,,,,,)

.....



Two Hypotheses

1.

The world of building professionals is changing fundamentally.

Building professionals should change their attitude and behavior to become a part of the future of the building industry.



New business models

Meeting the needs of people (supply and demand side)
in an economical attractive way



Two Hypotheses

2.

A focus on sustainability is part of this change.

It is no hype.



Two Hypotheses

2.

A focus on sustainability is part of this change.

It is no hype.



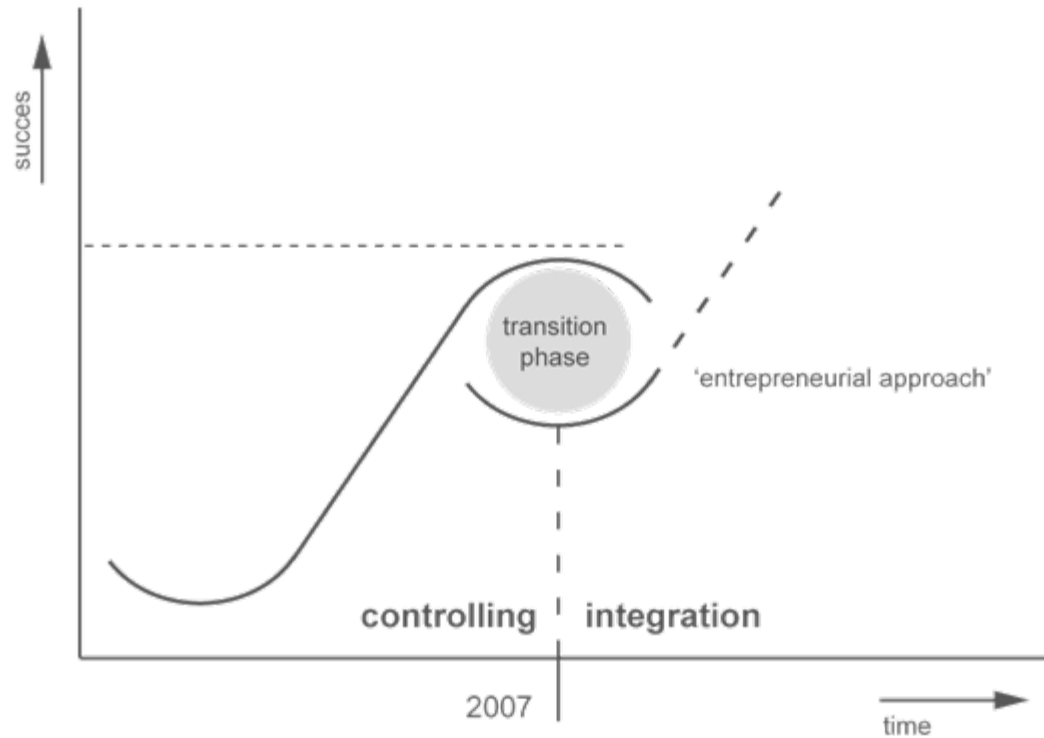
New sustainable business models

Meeting the needs of people **here and now**
(supply and demand side **and more**) in a way
that also meet the needs of **people there and**
later in an economical attractive way.

8

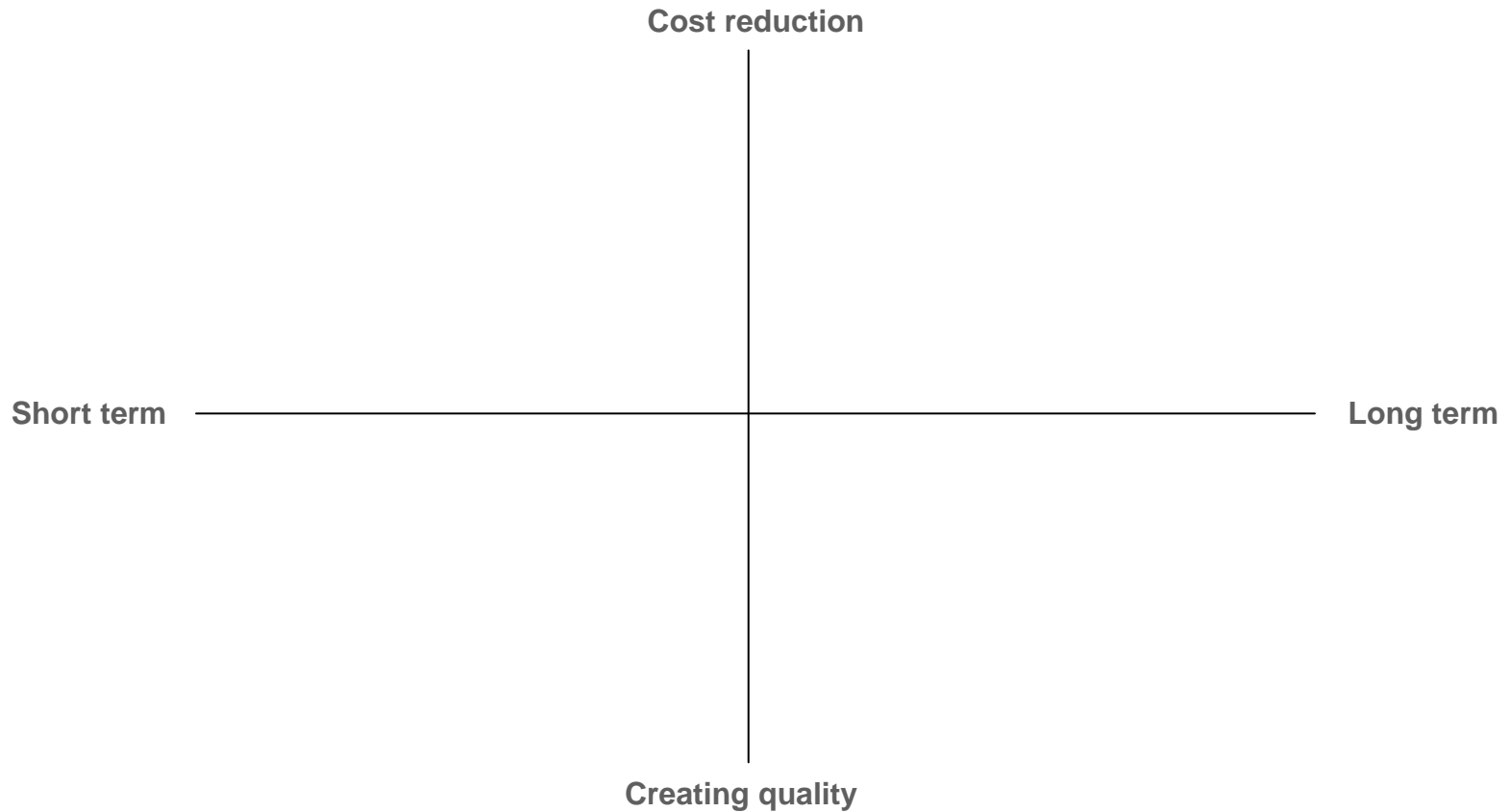


A transition phase



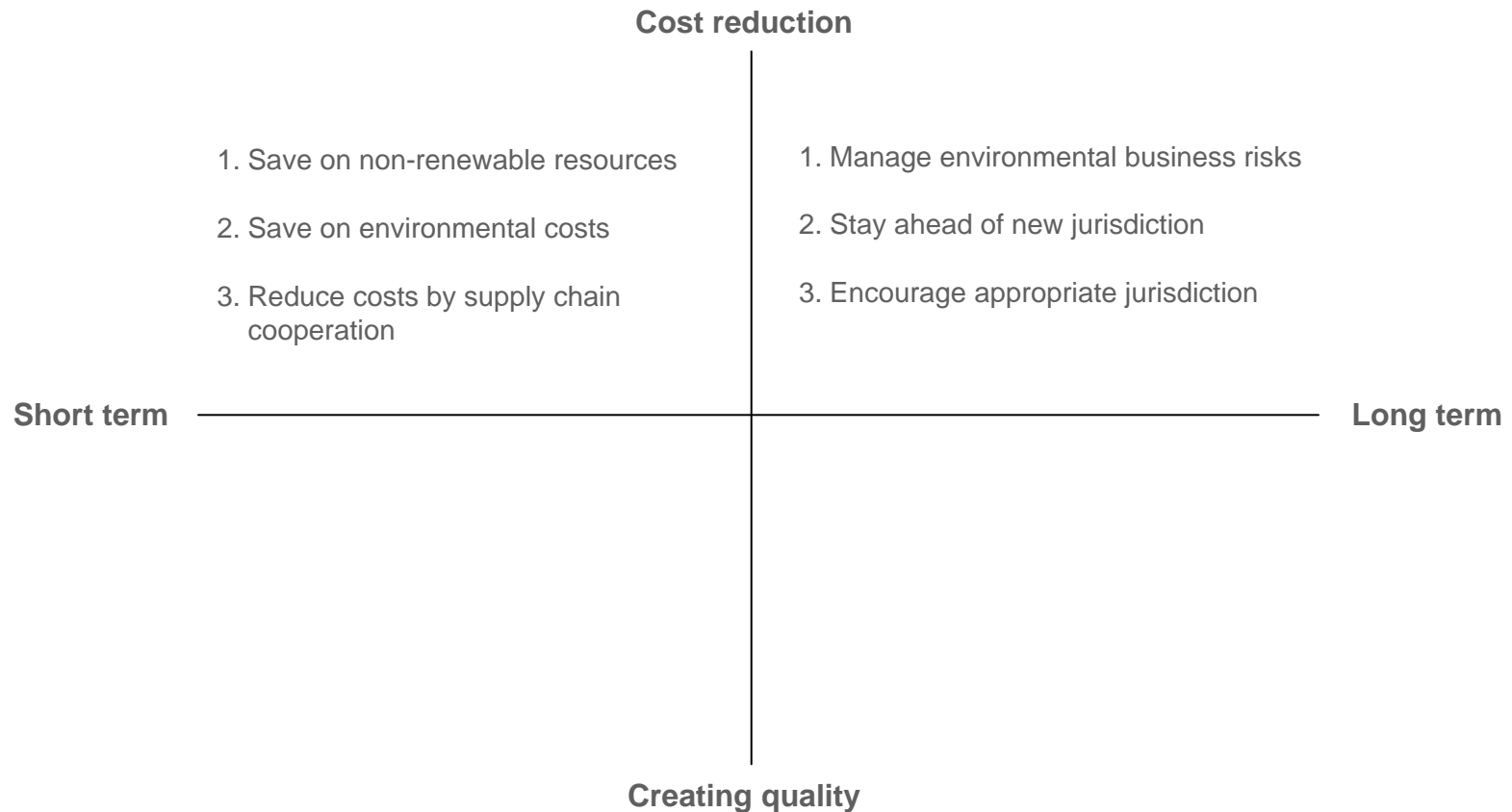
Porter

from a sustainability point of view



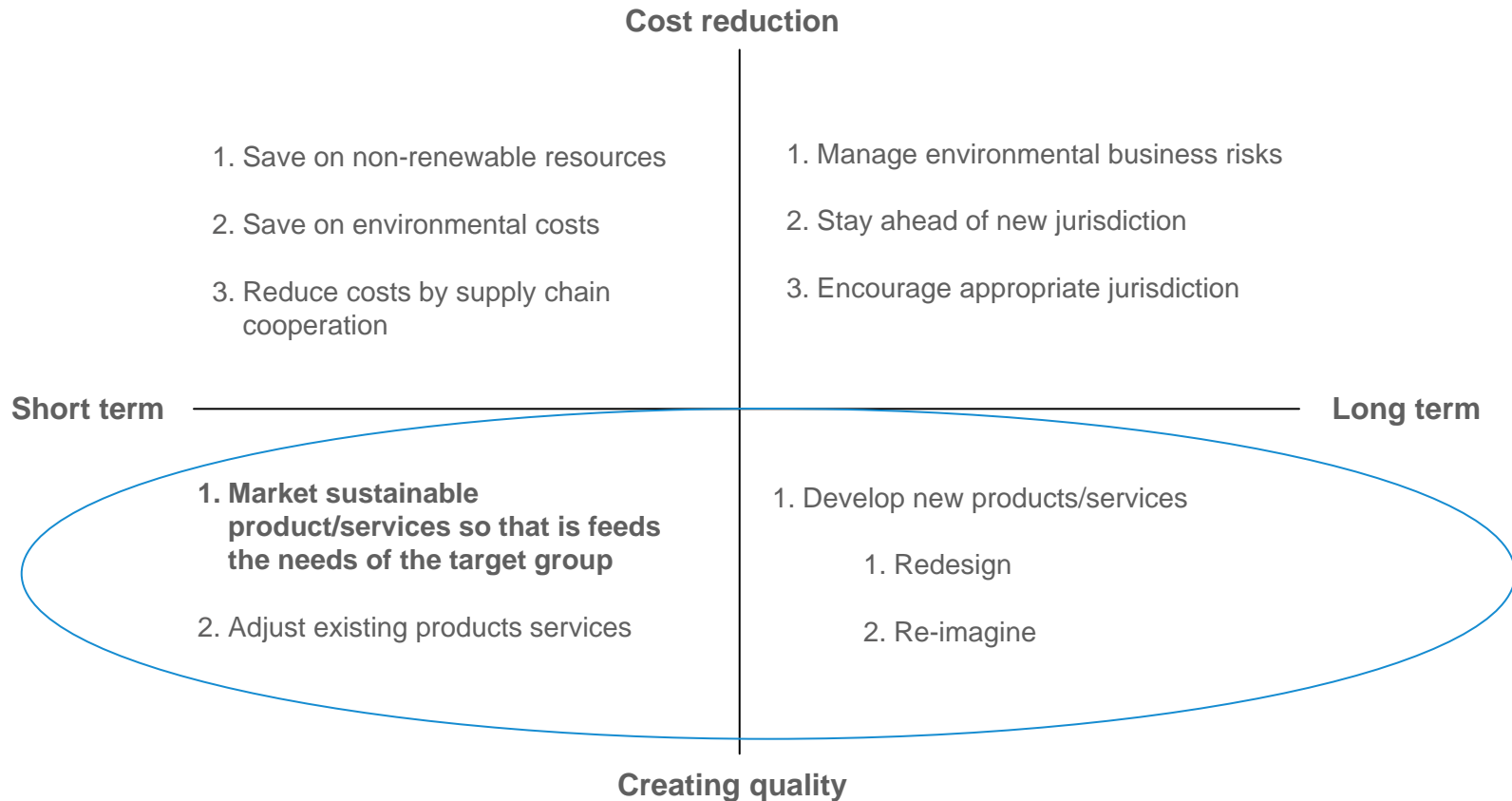
Porter

from a sustainability point of view



Porter

from a sustainability point of view



Problems/Challenges

Empty offices

Shrinking cities

Scarcity of sources

A new client demand

Economical vulnerability

New media

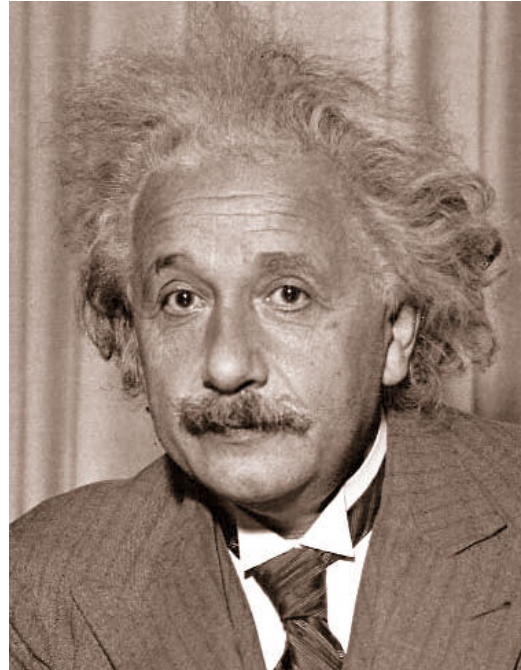
New working methods

New codes

.....



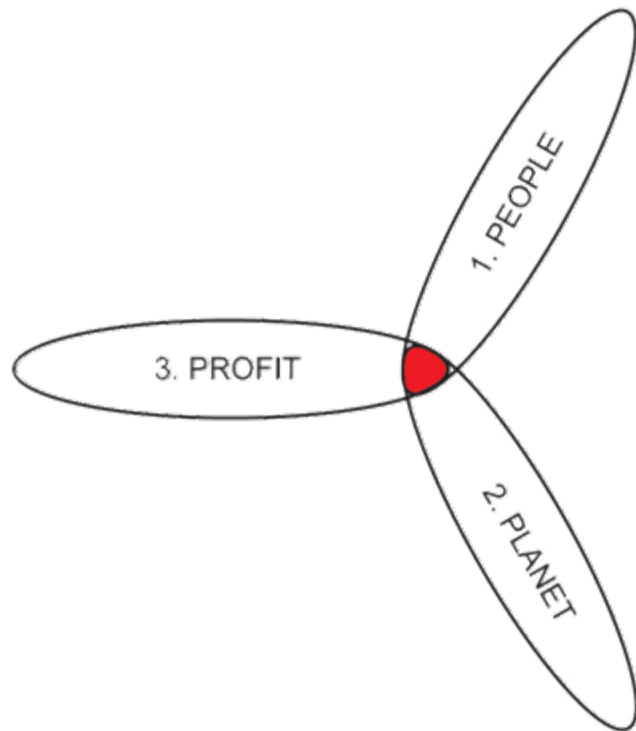
Einstein



"We can't solve problems by using the same kind of thinking we used when we created them."



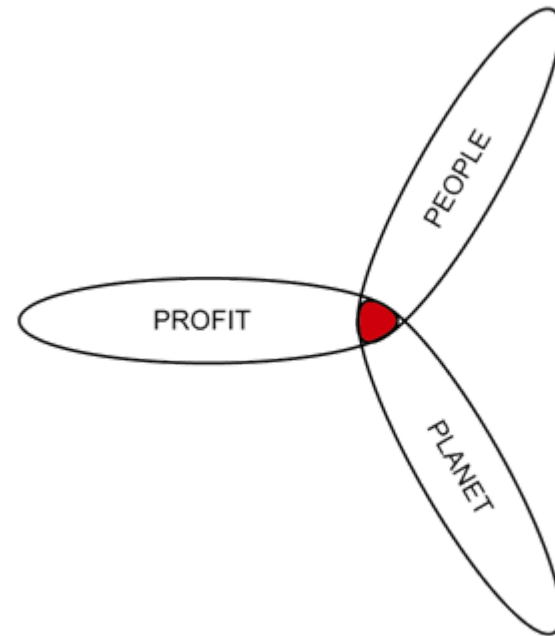
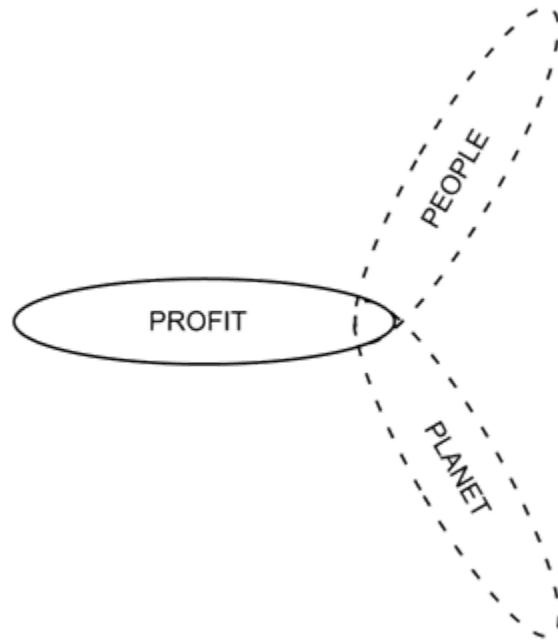
Three steps for change



THE MERGER OF INTERESTS

1.
Meeting the needs of people here and now
2.
In a way that also meet the needs
of people there and later
3.
In an economical attractive way

A new way of thinking & working





*Baima Canal,
South China*

‘the living machine’

Jonathan Todd





*Wallis block,
Rotterdam*



prof. Anke van Hal MSc PhD





Datacenter under Uspenski-cathedrale in Helsinki

prof. Anke van Hal MSc PhD





Lacaton & Vassal, Paris

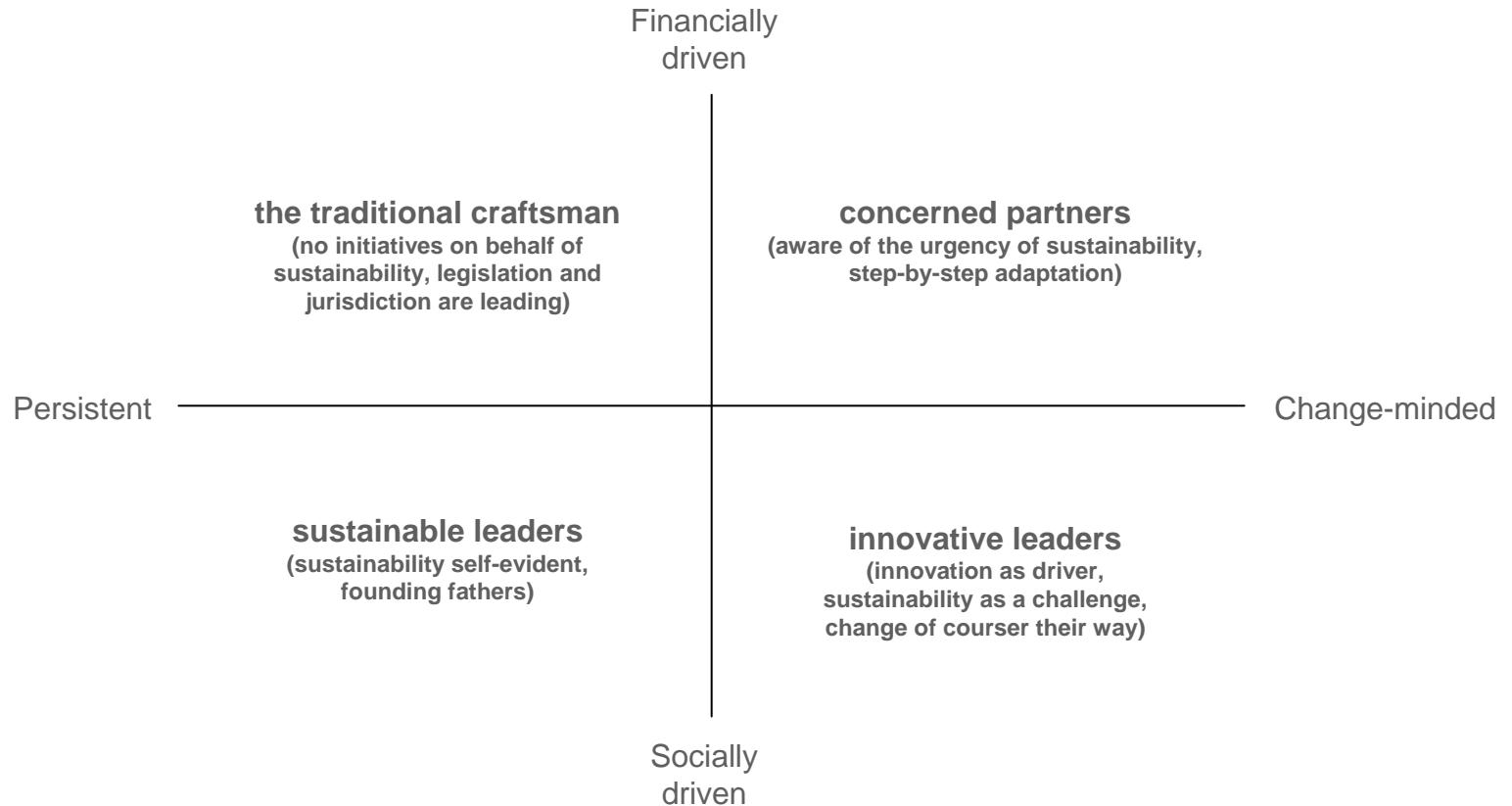
A smart & speedy sustainable housing transformation

Concept Lacaton & Vassal
Bron: www.lacatonvassal.com

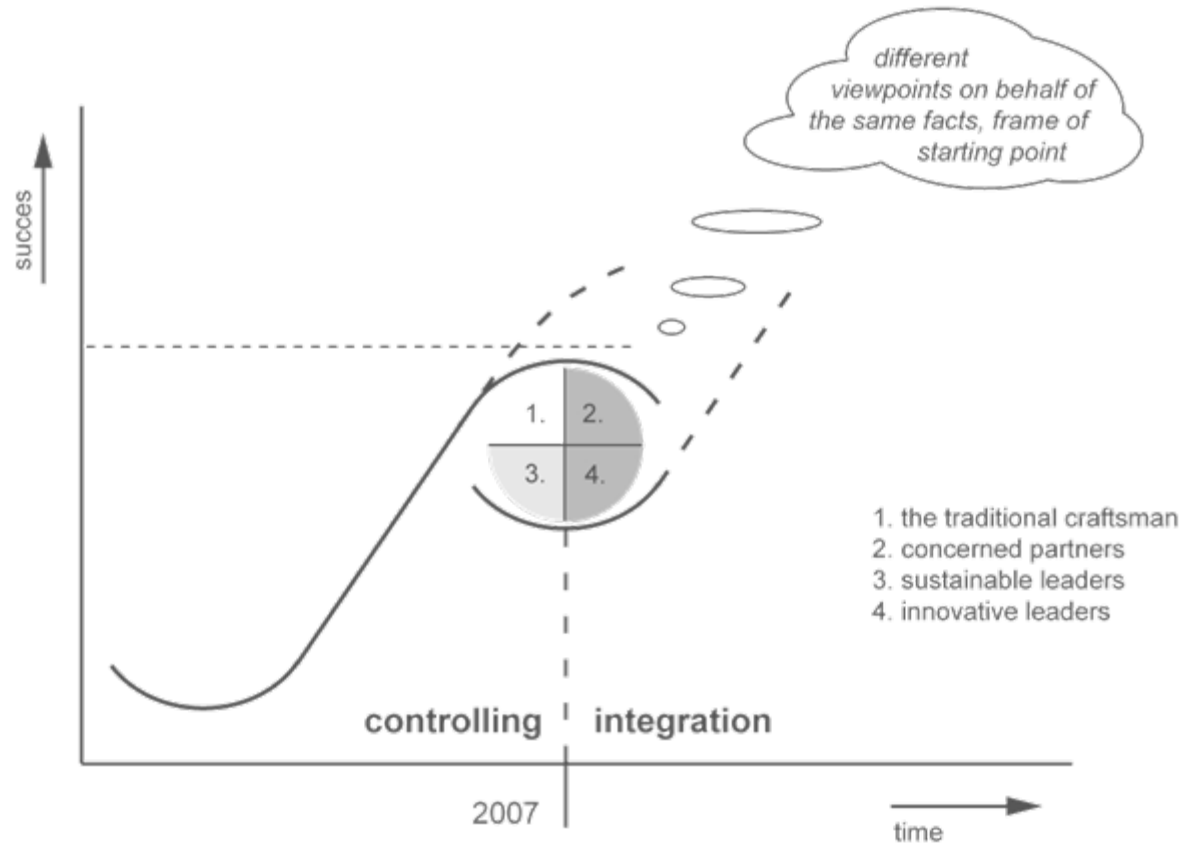
prof. Anke van Hal MSc PhD



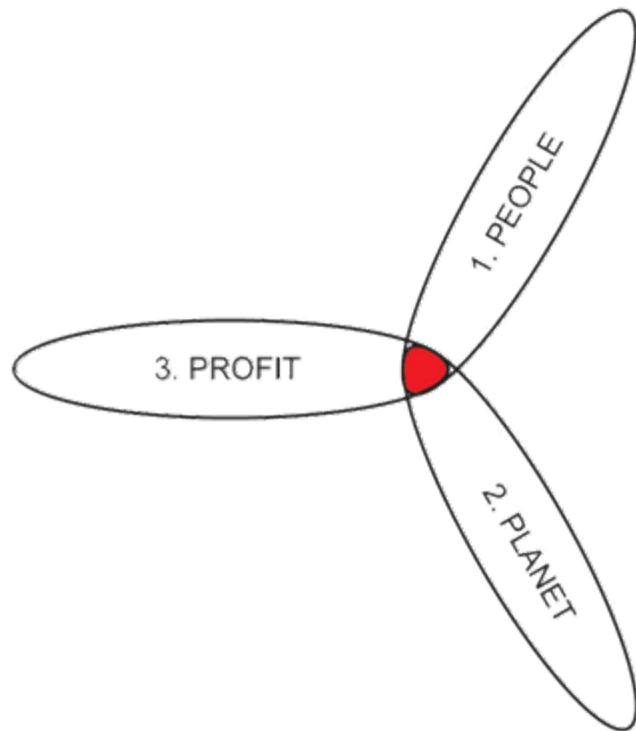
Who is able to change?



Who is able to change?



Three steps for change



THE MERGER OF INTERESTS

1.
Meeting the needs of people here and now
2.
In a way that also meet the needs
of people there and later
3.
In an economical attractive way

Step 1: Meeting the needs of people here and now



Great quote from Henry Ford

A great quote from Henry Ford, regarding the first car he ever built:

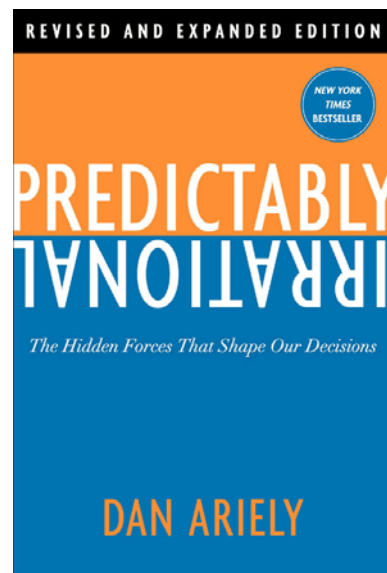
"If I'd asked my customers what they wanted, they'd have said a faster horse."



Step 1: Meeting the needs of people here and now

Needed:

Besides economical and technical knowledge also knowledge of human sciences.



Step 1: knowledge of human sciences

For example:

Discussions about pay back times are neglecting:

*aversion of losing
value reduction of an extended reward*

$$y = x + x + x + x \quad ?$$



prof. Anke van Hal MSc PhD



Step 1: knowledge of human sciences

For example:

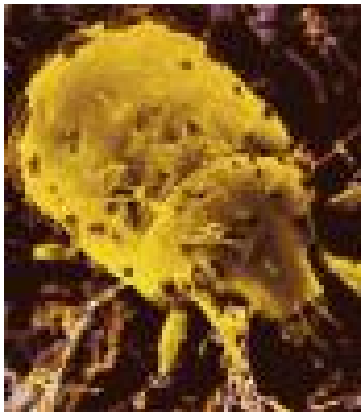
The influence of trust is often underestimated



Step 2: In a way that also meet the needs of people there and later

Needed:

Knowledge of the not-environmental advantages of environmental measures.



Step 3: In a way that is also economical attractive

Needed:
Cooperation

**WAAROM
MOEILIK DOEN
ALS
HET SAMEN KAN**

Loesje

Summary

Sustainable building is a multi actor challenge



Summary

Sustainable building is a multi actor challenge

Sustainable building business models should better be focused on creating new qualities (instead of on cost reduction)



Summary

Sustainable building is a multi actor challenge

Sustainable building business models should better be focused on creating new qualities (instead of on cost reduction)

To realize a successful merger of interests more knowledge of human sciences and of the non-environmental advantages of environmental measures is needed



Summary

Sustainable building is a multi actor challenge

Sustainable building business models should better be focused on creating new qualities (instead of on cost reduction)

To realize a successful merger of interests more knowledge of human sciences and of the non-environmental advantages of environmental measures is needed

Cooperation is the keyword

