



### Generational Sustainability



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*"We do not inherit this land from our ancestors, we borrow it from our children."*  
**Haida Indian saying**

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### History

- The Greatest Generation includes the Silents (1928-1945)
  - They built a world of freedom, abundance and opportunity to a degree that no generation in history had ever enjoyed
- Baby boomers(1946-1964) were up next and they turned out to be the Grasshopper Generation –Coined by Kurt Anderson in a Time Magazine article 3/26/2009

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### Grasshoppers Re-Generators



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### History



Americans in the last 30 years let out our "inner grasshopper" and gorged on the savings and natural world that had been bequeathed to us –leaving our children huge financial and ecological deficits.

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### History

- We cannot afford this so we and younger generations must become the ReGeneration
  - A new model of living that is:
    - Sustainable
    - Renewable
    - Healthy
    - Safe
    - Fair and Creative



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## History

- It isn't about the whales anymore or our children's children- (they are too distant)
- It is about us and our behaviors
  - Who doesn't want to live better and how can we do this without creating toxic assets in the financial markets or natural world?



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## A Growing Realization

- All of these disasters helped support the green notion that local disasters can have global consequences.
- No longer was it possible to dismiss these sorts of problems as something that happened somewhere else to other people. The world had finally realized that something must be done.



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## Urgency?

- The grasshopper lifestyle cannot continue
  - For if it does the consequences will be catastrophic
- The end of IBG/YBG is over!



This is a great challenge and one our children did nothing to deserve but now can do nothing to escape.

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### Today in our Homes

**Fact:** More than 9 out of 10 suspected poison exposures occur at home with household products

**Fact:** An average home generates 25 pounds of toxic hazardous waste each year, most of which comes from household cleaning products.

**Fact:** Women who work from home have a 54% higher death rate from cancer than women who work outside the home; this is directly related to household cleaners

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### Today

- Business leaders and politicians have woken up and realized the real threat to prosperity and stability these various threats pose
- The notion that we must be responsible tenants or risk "losing our lease" has become mainstream



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### Green Gardening

As most of the green auto ideas focus on fuel economy, green gardening generally focuses on efficient water management. The first lesson talked about our shrinking water supply, and the garden in your backyard is where you can make a real difference



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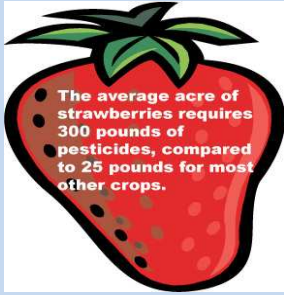
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### Greener Kitchen



Conventionally raised strawberries carry high loads of pesticides

- Eat Organic
- Organic fruits and vegetables are grown without the use of harmful pesticides, which is better for the soil and whoever ends up eating the produce.

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### Greener Kitchen

- There is so much petroleum in the average kitchen
  - Your average foodstuff travels nearly 1500 miles to make it to your plate.
  - A lot of fuel
  - A lot of effort
  - A lot of pollution
  - The better alternative is to choose locally grown produce and other foods whenever possible.

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### Greener Kitchen

- There is so much petroleum in the average kitchen
  - If you can get local organic, that's even better. Additionally, local organic food you buy directly from the farmer generally costs less than similar products sold in your local grocery or specialty store.

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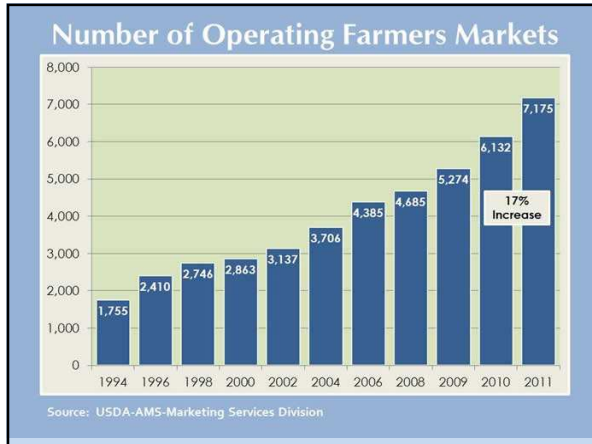
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### Boomers?

- Baby Boomer generation will be shown by history not only to have caused but also to have totally failed to slow –
- Let alone reverse – the multiple ecosystem destructions which have failed the first principle of sustainable development: that economic progress should not compromise future generations' ability to enjoy the same environmental and social (in the apolitical sense) security as past generations.

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### Boomers?

- Economic progress should not compromise future generations' ability to enjoy the same environmental and social (in the apolitical sense) security as past generations

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### Gen Y

- Have grown up to see the world through completely new lenses:
- They will have in their hands (literally, given mobile phone technologies) the power to profile the social and environmental performance of everything they buy
- every business leader should be obliged to use Good Guide at least once a week.
- Baby Boomers – especially in business – are dangerously disconnected from the immediacy and power of the Gen Y world.

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**GoodGuide**

Find safe, healthy, green & ethical products based on scientific ratings

Find out whether your purchases meet your personal standards

Scan barcodes to quickly evaluate products at home or in the store.

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### Good Guide APP

<http://www.goodguide.com/>

The most relevant information (including certifications) is collected about each product

Therefore, all the labels and marketing claims on packaging become meaningless.

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- Companies will be forced to be more transparent as consumers can instantly discover if the product is actually “healthy” or if a company really does care about treating its workers fairly.

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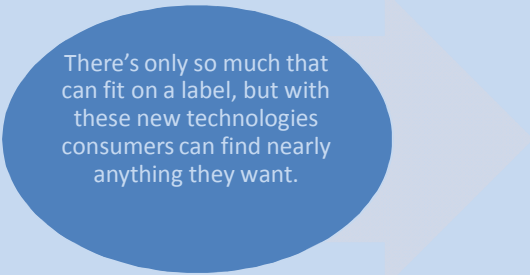
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### Good Guide App



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### QR Code



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### Gen Y

- Gen Y seems to be more conscious of overpopulation and its impact on our planet,
- Have Grown up in a world in which environmentalism is built-in rather than bolt-on
- Gen Y does not see ownership as an essential measure of personal success

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**facebook****twitter** 

- Gen Y recognizes the power of technology and social networks to raise awareness and spark activism
- Their savvy use of social media has allowed them to usurp power away from more mainstream sources like the media.
- These days, Gen Y leaders go to Twitter for news not old people shows!

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### Boomer Commonality

- Note how they are wielding student power to effect change – or rather to disrupt – government policy
- Occupy Movement
- Technology Blogs – Their Sit-ins and Protests

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### Ethical Misconduct

- Gen Y will hold businesses to account in the market for misconduct.
- The immense power of the new and rapidly evolving tools immediately at their disposal (Twitter, Facebook, blogging, etc), they can communicate this misconduct both swiftly and effectively..

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### Nowhere to Hide

- Companies and Individuals are easily outed!  
**Greenwashing**

The downside to a public environmental program is "greenwashing"--that is, the practice of announcing environmentally friendly practices in an attempt to harness public good will, when those practices are either hollow or nonexistent.

For example, an auto manufacturer might announce to great fanfare that it is developing an electric car-- failing to note that the car was never intended for mass production

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### A Debt to Pay?

- Generally, however, Gen Y is incredibly aware of the social and ecological debts left by previous generations
- They are not prepared to see business further widen the intergenerational injustice

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### Buyers Ready to Spend on Green?

- More and more Americans are seriously considering green construction and adding new energy-efficient upgrades—and determining that the cost is worth

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### Too Little or is Each Step is a



- For a long time, the high expense associated with "going green" has kept many home owners from embracing energy-efficient features;
- Instead, they've focused on the little things like weather-stripping and using compact fluorescent light bulbs

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### Too Expensive



Heating and cooling a home today is not cheap  
Nor is purchasing a solar heating system  
Installing new double-pane windows  
Replacing old appliances.

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### \$\$\$\$ Factor

- Yes, the cost of going green is still an issue for buyers, practitioners say—especially because the upgrades that can cut utility bills by the greatest amount are also the priciest.
- Solar water heating systems can cost between \$1,500 to \$3,500
- Solar panels can cost \$15,000, but when used together, they can drop electricity bills to practically nil

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### Price Hurdle ?

- Is getting easier to overcome.
- With consumer education, more buyers understand the benefit.
- A recent study by Lawrence Berkeley National Laboratory shows that home owners who install solar panels on their home likely will recoup that investment, and maybe even more, at resale

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### Green Products Buyers Really Want

- High-efficiency insulation
- High-efficiency windows
- Double- and triple-glazed windows
- Tankless water heaters
- Water-conserving devices
- Products aimed at improving indoor air quality
- Renewable flooring products, such as bamboo and cork

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### Are Times Changing?

- "Expenditures on energy-efficient home improvements, which have been essentially flat over the last few years, will see a period of strong growth through 2014, reaching
- \$50.2 billion in that year," says the new Energy Efficient Homes report by Pike Research

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### Save \$\$ and Do the Right Thing



- Consumers are motivated to do the right thing about the environment, but they're also finding they can save money in the long run

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### Shrinking Homes

- According to a recent study by the National Association of Home Builders, by 2015 homes are expected to average **2,152** square feet
- This is 10.5 percent smaller than the average single-family home built during 2010
- That, in turn, is down from the peak of 2,520 square feet in 2007 and 2008).

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### A Switch from 2008

- Each American occupies 20 percent more developed land -- housing, schools, shopping and roads -- than 20 years ago.



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### Designing on a Human Scale

- Sarah Susanka's newly-constructed 'not so big house' in Libertyville, Ill., provides smart ideas for comfortable living in fewer square feet
- The author of the 1998 publication of her book, *The Not So Big House: A Blueprint For the Way We Really Live*.

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### School Street –Wave of the Future?

- Susanka's home embodies the trend toward living well on a smaller scale by incorporating an open floor plan
  - with ceiling accents that define the space
  - several multipurpose rooms,
  - energy-efficient features, and outdoor entertainment areas.

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### School Street –Wave of the Future?



- Smart organizational built-ins blend seamlessly, such as a cabinet just the right size for extra toilet paper in the home's bathrooms and a murphy bed in a first-floor room.
- **COMMUNITY**
- School Street residents can easily walk to restaurants, parks, shopping, the train station, night life, the library, and events.
- Downtown comes alive at events such as the Farmers' Market, Lunch in the Park and the First Friday Festival.

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### School Street –Wave of the Future?

- The historic Central School is being converted into 14 loft condominiums



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### Video?

- <http://www.schoolstreetlibertyville.com/nsb.shtml>

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### Success!

- The School Street homes feature a new urbanist character,
  - with porches set close to the front sidewalk to make more of a community connection.
  - The 26 homes and 15 lofts are located close to the Libertyville's vibrant downtown main street and within walking distance of many amenities.
  - The urban lifestyle, Susanka says, is attracting an array of consumers, from downsizers to first-time buyers, from professional couples to growing families.

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### Baby Boomers Want Energy Efficiency and Convenience in New Homes:

- A recent survey reveals that Americans age 55 and older would prefer suburban living in single-story homes with amenities,
- Particularly high-speed Internet access, for their later years
- Builders are providing more energy-efficient and environmentally sensitive features. While many consumers note that they are conceptually supportive of these efforts, fewer indicate a willingness to pay significantly more for "green

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### Survey Finds Consumers Don't Want to Pay Extra for Green

- Twenty-seven percent of potential buyers say they are not concerned about the impact of home building on the environment
- 23% are concerned, but say that will not be a consideration when they make a purchase
- 37% of consumers responded that want an "environment-friendly" home, but would not pay extra for it.

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### Interesting %

- Only 12% said they would be willing to pay more
- Ninety-four percent of builders report that their buyers want more energy-efficient new homes
- 55% said buyers specifically want EnergyStar®-rated homes
- Twenty-five percent of builders said buyers want homes with more recycled materials and less materials overall

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### Do the Facts Add Up?

- Most builders (69%) indicated that some of their buyers are willing to pay extra for green amenities;
- 9% indicated that most were.
- The remaining 22% said none of their buyers were willing to pay extra for green amenities.

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### Consumers/Reality

- Clearly want to be close to community resources like shopping and medical services
- Builders and developers have responded by placing communities accordingly
  - Single-story homes are a clear first choice among respondents (79%) over two-story (15%) or split-levels (6%).
- While conventional wisdom dictates that older buyers would be looking to downsize, most consumers say they'd like their next home to be the same size as their current one

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### January 2011

- More rigorous guidelines for new homes that earn the Energy Star label were mandated by EPA
- The new requirements will make qualified new homes at least 20 percent more efficient than homes built to the 2009 International Energy Conservation Code (IECC) –
- Reducing utility bills for qualified homes by 15 percent compared to IECC code-built homes.

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### Key Elements Include

- High-efficiency heating and cooling systems that are engineered to deliver more comfort, moisture control and quiet operation—and equipped with fresh-air ventilation to improve air quality



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### Key Elements Include

- Energy Star qualified lighting, appliances, and fans to further reduce monthly utility bills and provide high-quality performance.
- Third-party verification by independent Home Energy Raters who conduct detailed inspections and use specialized equipment to test system performance.



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### Save Act

- Is proposed legislation to improve the accuracy of mortgage underwriting used by Federal mortgage agencies by ensuring that energy costs are included in the underwriting process.
- The bill, S. 1737 [112th Congress], was introduced on October 19th, 2011 by Senators Bennet (D-Co.) and Isakson (R-Ga.) and referred to the Committee on Banking, Housing, and Urban Affairs

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### Benefits of the Act

- Will Revitalize the hardest hit sectors of the economy by providing lower rate mortgage financing for cost effective energy improvements;
- Allowing homebuilders and homeowners to recover the cost of efficiency investments
- Enabling better federal mortgage underwriting while lowering utility bills for American households

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### Save Act

- The SAVE Act would create 83,000 jobs and \$1.1 billion in annual energy bill savings
- Encourage the purchase of energy-efficient homes that reduce utility bills for American homeowners and reduce the vast amount of energy consumed in home
- Put people in the construction and manufacturing sectors back to work renovating and building energy-efficient homes and products

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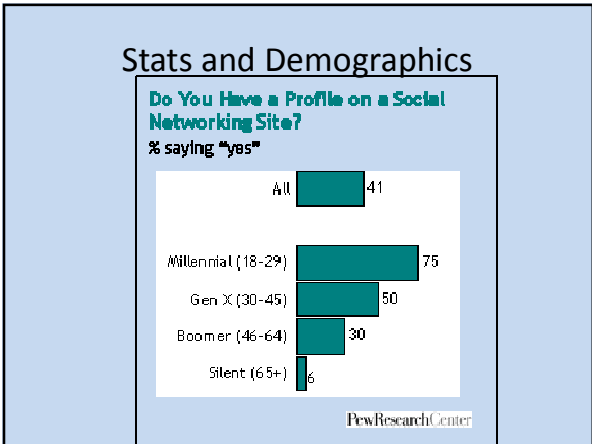
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### Lack of Opportunity



- 37% of 18- to 29-year-olds are unemployed or out of the workforce, the highest share among this age group in more than three decades
- Research shows that young people who graduate from college in a bad economy typically suffer long-term consequences -- with effects on their careers and earnings that linger as long as 15 years



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### Stats

- Only about six-in-ten were raised by both parents -- a smaller share than was the case with older generations
- Millennials (like older adults) place parenthood and marriage far above career and financial success.
- Just one-in-five Millennials (21%) are married now, half the share of their parents' generation at the same stage of life.
- About a third (34%) are parents

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- To be sure, Millennials remain the most likely of any generation to self-identify as liberals;
- They are less supportive than their elders of an assertive national security policy and more supportive of a progressive domestic social agenda.
- They are still more likely than any other age group to identify as Democrats.
- As per Winston Churchill.....

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**We all are Unique**

- Millennials have a distinctive reason for feeling distinctive. In response to an open-ended follow-up question, 24% say it's because of their use of technology.
- Gen Xers also cite technology as their generation's biggest source of distinctiveness, but far fewer -- just 12% -- say this.

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**We all are Unique**

- Boomers' feelings of distinctiveness coalesce mainly around work ethic, which 17% cite as their most prominent identity badge.
- For Silents, it's the shared experience of the Depression and World War II, which 14% cite as the biggest reason their generation stands apart

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### What do Students Think?



- 4,611 participating middle and high school students indicated strong support for renewable energy sources.
- While many students are optimistic about America's energy future, some of that optimism comes from a lack of awareness of the true facts

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### What do Students Think?



- Students from 85 schools in 22 states participated in the survey from late-February through mid-March 2011
  - Many of the survey participants were not aware of the true status of renewable energy in America today
  - A trait educators are working to overcome

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### What do Students Think?



- **The Environment**
  - Almost two-thirds, **66 %** indicated concern about climate change.
    - When asked how well the energy industry protects the environment, student opinion revealed a near-even split: **36%** percent said they felt industry is doing a good job, while **39 %** percent felt the industry was doing a poor job



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### What do Students Think?



- **Power Generation**

–37% supported –37% opposed – nuclear energy for new power generation during the next 20 years.



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### What do Students Think?



10 Being Very Supportive

Students answered when asked what energy sources should generate the nation's power during the next twenty years:

- \*Nuclear received a score of 4.9
- \*Coal rated at 3.8
- \*Wind and solar both came in at 7.5

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### What do Students Think?



- Students over-estimated the amount of energy used to generate the nation's electricity.
  - Overall, students guessed that 60% of total U.S. energy use is currently being used for power generation.
  - The real value is 40%

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### What do Students Think?



- **Oil and Gas:**
  - Students correctly estimated that 60% of the nation's petroleum is supplied by imports.
  - Students predicted that in 20 years, 49% of the nation's vehicles will run on a fuel other than gasoline.

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### What do Students Think?



- **Oil and Gas:**
  - On a scale of 0 to 10, when students were given the option of having production royalties earmarked for conservation and renewable energy programs
    - Support for development of oil and gas from offshore and in Alaska jumped from 4.9 to 6.2

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### What do Students Think?



- **Renewable Energy**
  - Students: Answered 45 % of the nation's energy is being supplied by renewable energy
  - Adults : Answered 8% of the nation's energy is being supplied by renewable energy
  - Reality: 8% of the nation's energy is being supplied by renewable energy

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### What do Students Think?



- Students predicted that by 2030:
  - 62 percent of the total energy demand would be supplied by renewable sources.
- When it came to a willingness to invest in conservation and renewable energy:
  - Students said yes, if the payback period was less than nine years.
  - Adults said yes if the payback period was less than seven years.

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### What do Students Think?



- Most students believed that a little less than half of the nation's energy is being supplied by renewable sources
  - Reality: < than 10%
- They predicted that in 20 years, 62 percent of America's energy would come from renewable sources.
  - Next to impossible

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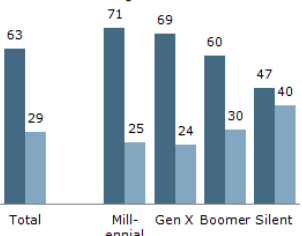
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### What Should Be America's Energy Policy Priority?

■ Developing alternative sources of energy such as wind, solar and hydrogen technology  
 ■ Expanding exploration and production of oil, coal and natural gas



PEW RESEARCH CENTER Feb. 22-Mar. 1, 2011.

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### Energy by Ages

- Generation Y is more likely than older generations to support clean energy and environmental protection and to believe climate change is happening and is caused by human activity, according to new Pew polling and analysis.
- Generation X is close behind.

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### Energy by Ages

- Boomers aren't so bad either.
- It's the old folks, the so-called Silent Generation aged 66-83, that are the big problem



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### Environmental Laws

- When it comes to environmental laws and regulations, the oldsters are even more out of touch.
- Clear majorities of Millennials, Gen-X-ers, and Boomers believe that environmental rules are worth the cost

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## Environmental Laws

- Only 40 % of Silents think so.
- The question itself is misleading as it assumes there's a significant cost to environmental regulations even though they've consistently been shown to cost less than expected.

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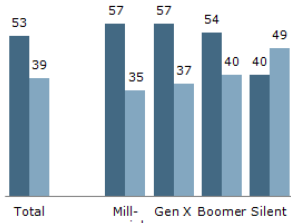
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### Stricter Environmental Laws and Regulations...

- Are worth the cost
- Cost too many jobs and hurt the economy



PEW RESEARCH CENTER Feb. 22-Mar. 1, 2011.

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## Climate Change

- Currently, 64% of Millennials say they think the earth is getting warmer
- A view shared by 59% of Xers
- 55% of Silents and Boomers.

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### Climate Change

- Millennials are almost twice as likely as Silents
  - To believe that global warming is caused mostly by human activity (43% vs. 22%).

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### Baby Boomers are the Worst for the Climate

- At what age does a person do the most damage to the climate?
  - Those between 45 and 80
  - Starting at birth, a person's carbon dioxide emissions sprint up and up and up, until they hit their peak at age 65.
  - At age 80, a person's emissions are down to 13.1 metric tons. the same amount of emissions they were creating at age 45.

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### Baby Boomers



- Another way of looking at this is that as people get older (and, presumably, make more money)
  - they just keep consuming more stuff.
  - Then they retire and have less income to buy things.
  - Also, they're spending more of their income on health care.

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**Each ! Teach One**

- Teens Turning Green
- EPA Students and Sustainability



- Boy and Girls Scout Merit Badges

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**Policies to Address America's Energy Supply**

Policies to address	Total	Millennial	Gen X	Boomer	Silent	Mill-Silent diff
America's energy supply	%	%	%	%	%	%
More federal funding for wind, solar, hydrogen technology						
Favor	74	82	80	74	54	+28
Oppose	21	15	16	23	34	-19
Spending more on subway, rail and bus systems						
Favor	61	65	62	62	47	+18
Oppose	34	32	32	34	41	-9
Tax incentives for buying hybrid/electric vehicles						
Favor	58	69	67	56	38	+31
Oppose	35	26	29	37	52	-26
Allowing more offshore oil and gas drilling in U.S. waters						
Favor	57	46	51	66	67	-21
Oppose	37	52	41	29	23	+29
Promoting the increased use of nuclear power*						
Favor	39	38	34	42	48	-10
Oppose	52	58	58	50	38	+20

PEW RESEARCH CENTER Mar. 17-20, 2011.  
\* Note: survey conducted roughly a week after a major tsunami caused catastrophic damage to a Japanese nuclear power plant.

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**Millennials say Environmental Cleanup is Left to Them**

- Most "Millennials" –
- Feel "previous generations did great harm to the environment" and 87% agree – (41% strongly) that their generation will have to clean it up,

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### Millennials-Regenerators?

- Even though millennials are known to be the most environmentally educated generation, they often do not take action on their extensive knowledge
  - Whether that means volunteering for green causes or making purchase decisions based on brands' green attributes.

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### Millennials-Regenerators?

- 69% of millennials surveyed expressed genuine interest in the environment, but they also admitted to a lack of personal involvement in green-related activities

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### Millennials-Regenerators?

- 76% of millennials emphasized the importance of brands being ecologically conscious.
- They would like brands to be more environmentally responsible and give back some of their earnings to support the green movement

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### Millennials-Regenerators?

- 64% of millennials 18 to 29 said they would be
  - Willing to pay more for a product if they knew some of their investment was going toward an environmental cause
- HOWEVER
  - When they were to recall specific brands that actively support the green movement, 50% could not identify a single one.

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### Millennial Priorities

**Millennials' Priorities**  
 is saying is one of the most important things in their lives

Being a good parent	32
Having a successful marriage	30
Helping others in need	21
Owning a home	20
Living a very religious life	15
Having a high-paying career	14
Having lots of free time	9
Retiring early	1

NOTE: Based on adults age 18-29.

Pew Research Center

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### Gen Z the Real Sustainable Generation? After 2000

- Studies are already showing that since Gen Z was born into sustainability it is a way of life - not a choice
- They are also the ones not involved in the development of technology

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Is Gen Z the Real Sustainable Generation? (Born After 2000)

They are learning in school and practice that:

- Half a million trees could be saved each year if every family in the U.S. recycled their newspapers

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Is Gen Z the Real Sustainable Generation? (Born After 2000)

Cutting back on your shower by two minutes can save 10 gallons of water

- Americans could save more than 21 million gallons of oil each day just by turning down the heat a few degrees

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Who is Generation We?  
Born Between 1978-200

- <http://vimeo.com/2032854>
- WE are 95 million strong, compared to the 78 million Baby Boomers.

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Hasn't been an entry on the Blog since 2009

Some 41% of Millennials say they are satisfied with the way things are going in the country,

compared with just 26% of those ages 30 and older

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### Whatever Toll

- a recession, a housing crisis
- a financial meltdown and a pair of wars
- May have taken on us as a nation

It has affected the older generations more than the younger ones!

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### Reality

- 87% of all US consumers are concerned about the environment
  - Yet: 25% never make a green purchase except for energy efficient lighting and organic food.

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\$\$ purchase power held by Millennials, it is in any big corporation's interest to show a commitment to sustainability –

in 1972, the average child received \$50 in toys during the year  
in 1992, that amount went to more than \$200 per child per year (in adjusted dollars).

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### Millennials and \$\$



- These young people have \$150 billion in direct purchasing power today, more than their parents ever had at their age
- About \$500 billion indirect purchasing power

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Saving \$\$ by cutting back on supplies and energy usage doesn't hurt either.  
With the new interest in going green, many industries are creating jobs with the green initiative as the impetus.

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Toxic Waste  
Increase in  
Diseases

Many millennials see these jobs as an opportunity to redefine the green industry and move it toward inclusion of all, including the scientific and agriculture community

As well as the newly graduated looking to redefine what it means to be "corporate green."

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### Indiana University Study

- 71% of our participants prefer to
  - Purchase a used 3 year old car to a brand new car
- 28% said they would prefer a one year old laptop to a new one.
- Being worried about the environments did not correspond with disposing of old cell phones in more sustainable ways, such as donating them to recycling agencies

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### Millennials

- They are:
  - Less Likely to share technology and products
  - Consume more of them than other generations and are extremely early adapters.



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### Where We Are

- Perception greater than the reality
- Become educated
- Let the younger ones lead the way- Knowledge based not efforts based
- Be aware of your bottom line
- Only truly sustainable product is one not ever produced

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### Sustainable Design Time To Rethink?

- Rethink your approach to the design process. The luxury consumer's impetus used to come from how much money they could spend.
  - Today, it's more about how "smart" they can be when making a purchase.
  - Frame proposals by emphasizing why the investment is a smart one for clients to make.

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## SUSTAINABLE DESIGN TIME TO RETHINK?

Green design is design that goes beyond being just efficient, attractive, on time and on budget

It is a design that cares about how such goals are achieved, about its effect on people and on the environment.

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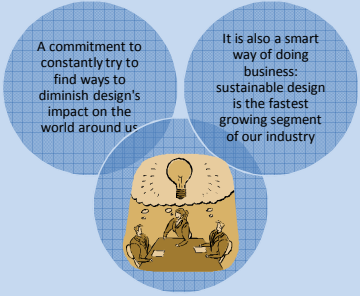
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**SUSTAINABLE DESIGN  
TIME TO RETHINK?**



A commitment to constantly try to find ways to diminish design's impact on the world around us.

It is also a smart way of doing business: sustainable design is the fastest growing segment of our industry.

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**Sources**

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- [kitchenbathdesign.com](http://kitchenbathdesign.com)
- *American Institute of Architect's Home Design Trends Survey* (second quarter 2010)
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**Sources**

- *Generation We*, by Eric H. Greenberg, Karl Weber, Pathatusen, Emeryville, Ca, 2008
- *Hot, Flat and Crowded*, Friedman, Thomas, Picador 2009.

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- \* Created by Donna Vining, FASID, IIDA, RID, CAPS and Tom Schwenk, EcoBroker® dedicated to achieving competence through knowledge
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