

Don't Underestimate the Value of Redefining Sustainability

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Amy P. Wang

- Primarily focuses practice on environmental regulatory and compliance matters with an emphasis on coastal regulation and environmental aspects of real estate and business transactions
- Accredited Leadership in Energy and Environmental Design ("LEED") Green Associate, a distinction earned through the Green Building Certification Institute
- Has a substantial understanding of green building practices and principles and the LEED rating system
- Chairs Ward and Smith's Green Initiative to build and promote environmentally sustainable professional practices within the Firm



Overview

- Ten years ago, Green was the new black.



Overview (cont.)

- The green wave was important and here to stay... or was it?
- Where is LEED, Green Globes, and BIM now? Do they matter? Are they still relevant? Do we care? Should we?

Overview (cont.)

- Green initiatives and sustainability still are an important part of corporate culture:
 - Purchases
 - Behaviors
 - Resources
 - Values



Source: www.upenn.edu

Overview (cont.)

- Redefining Sustainability:
 - Green Values
 - Green Marketing
 - Green Building



Source: reports.weforum.org

Sustainability: Green Values

- Corporate Culture



"Sustainable companies are more positive, progressive and more professional."

Dorothy Mackenzie of Dragon Rouge, Business is Beautiful

Sustainability: Green Values (cont.)

Coca-Cola 2012-2013:

- Sustainability Report
- Leadership Priorities
 - Women
 - Water
 - Well-being



Sustainability: Green Values (cont.)

- Reframe sustainability to achieve 5 hallmarks:

Integrity

Curiosity

Elegance

Craft

Prosperity

Sustainability: Green Values (cont.)

From the Mountains...



...To the Coast



Ward and Smith is COMMITTED to Recycling.



Visit the Green Initiative page on Connections to learn how you can do your part.

- Green initiatives – even at Ward and Smith!
 - Recycling paper
 - Banner sheet collection/donation
 - Duplex

- Rename It!

Sustainability: Green Marketing

- Behaviors: Purchasing
 - "Environmentally friendly" products – are they really?
 - FTC – Green Guides
 - Consumer campaigns:



Sustainability: Green Marketing (cont.)

- The Story of Stuff – Viral Video
 - "[C]onsumption does not equal happiness and being a good consumer is not the same as being a good citizen."



Sustainability: Green Marketing (cont.)



- The Message: shifting to what you gain from *living* sustainably instead of consuming sustainably
 - Patagonia's Responsible Economy effort = don't buy it unless you really need it
- Value Proposition: quality v. quantity
 - selling its own used clothes

Sustainability: Green Building

- Relevance – Does LEED still matter?
 - Buildings still require huge amounts of resources and are single biggest source of CO2 emissions
 - Third party building certification system
 - Help reduce emissions
 - Educate public on holistic level about environmental stewardship



Source: www.ronestudio.wordpress.com

Sustainability: Green Building (cont.)

- Current interest in industry publications
 - LEED v. Green Globes in *Portland Tribune*, 14 November 2013
 - Do Green Building Ratings Need an Overhaul? *Builder Magazine*, September 2013

Sustainability: Green Building (cont.)

- Structures and Projects
 - NC #7 in country for per-capita number of LEED-certified projects
 - Mother Earth Brewing in Kinston, NC, first LEED® Gold brewery in US in 2013 (USGBC)
 - Increase in construction of sustainable homes

At the moment, our society's notion of success is largely composed of two parts: money and power. But it's time for a third metric, beyond money and power – one founded on well-being, wisdom, our ability to wonder, and to give back.

Source: www.brainpickings.org

Recognize the value of redefining sustainability in your professional life.



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