

**SUSTAINABILITY:**

**STRENGTH IN BEING BIGGER THAN GREEN**

**PRESENTATION FOR**

**RYERSON BUILDS SUSTAINABILITY ROUNDTABLE**

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# THE NEWNESS OF SUSTAINABILITY / SUSTAINABLE DEVELOPMENT (1)

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- ✓ Popularised in 1987 by the UN World Commission on Environment and Development (aka The Brundtland Commission) in their report, *Our Common Future*.
- ✓ Expanded on and early action plans developed in 1992 at the first “Earth Summit“, the UN World Conference on Environment and Development.
- ✓ It has been developing since then as a concept and practice.
- ✓ It is a field that is unique for it, literally, touches upon each and every field and discipline.
- ✓ It is developing & building a new paradigm for human societies.

# THE NEWNESS OF SUSTAINABILITY / SUSTAINABLE DEVELOPMENT (2)

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- ✓ It is resulting in new styles of: governance, economic theory & models, strategic planning & management, business operations & practices, accounting, metrics (benchmarks & indicators), scientific disciplines, research, even understandings about “time” & “interconnectivity” & “stakeholders”, and more.
- ✓ Being such a relatively new field, its practitioners often “create” and “innovate” the new sustainability knowledge & ideas that others can then use as a starting point to build on and better.
- ✓ Ryerson and its *Certificate in Sustainability Management* have helped create and innovate new frameworks for sustainability, including with programme curriculum and Capstone projects.
  - ✓ With this roundtable, you too have opportunities to innovate for sustainability.

# CONSIDERING SUSTAINABILITY (1)

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***“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”***

“It contains within it two key concepts:

1. the concept of 'needs'...; and
  2. the idea of limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs.”
- + It also incorporates the idea of “time”.

(see: UN World Commission on Environment and Development:

<http://www.un-documents.net/ocf-02.htm>)

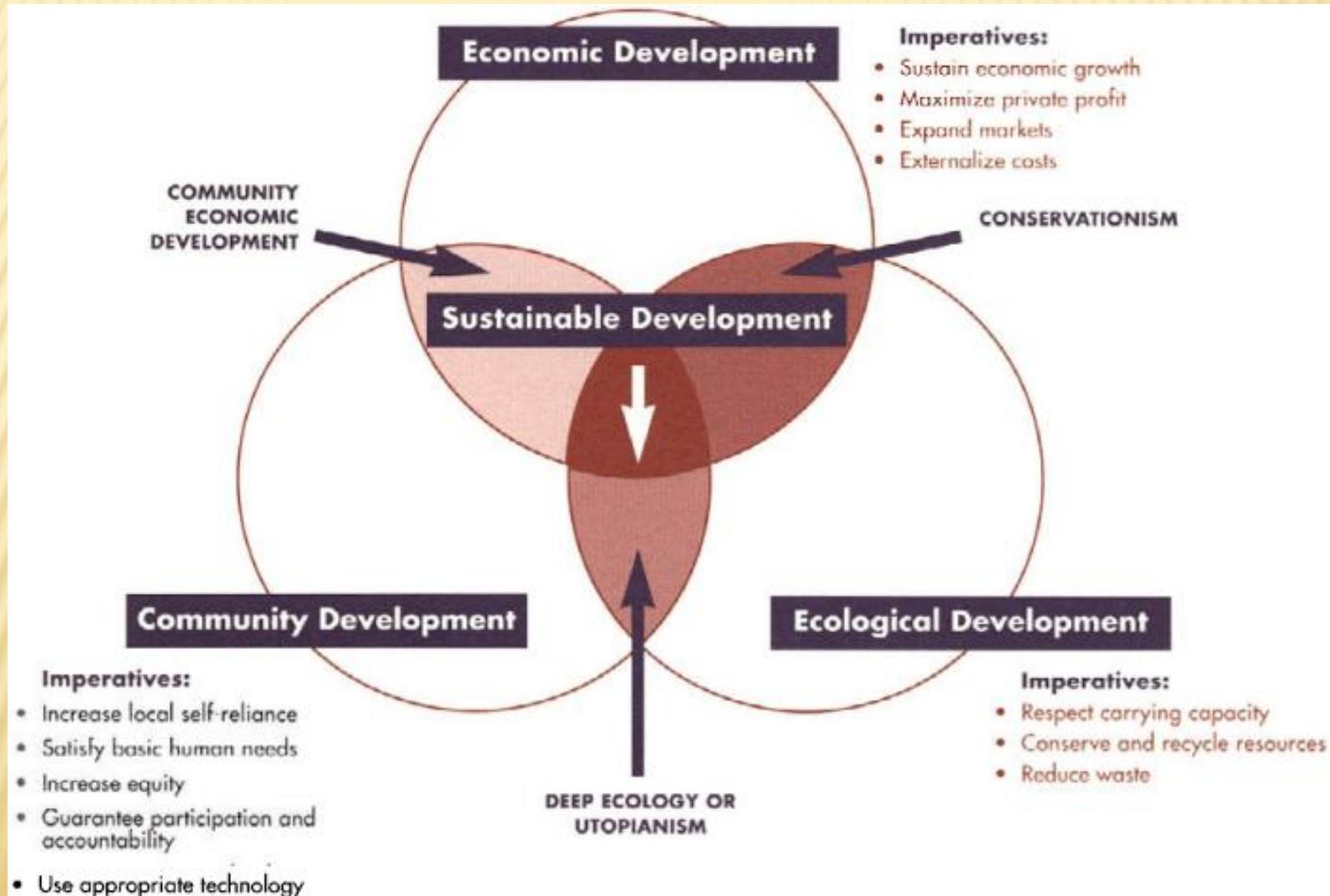
# CONSIDERING SUSTAINABILITY (2)

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- ✓ *Entails 3 equitable and reinforcing dimensions, the: social, economic, and environmental.*
- ✓ The interconnexion of these 3-dimensions is commonly known as:
  - “sustainability” or
  - “sustainable development”
- ✓ And also known by various other names, such as:
  - “Triple-Bottom-Line” (3BL)
  - “People, Planet, Profits/Prosperity” (PPP or 3Ps)
  - “Corporate Social Responsibility” (CSR)
  - “Environmental, Social and Corporate Governance” (ESG).

# CONSIDERING SUSTAINABILITY (3)

(SEE: [WWW.IDRC.CA/EN/EV-9322-201-1-DO\\_TOPIC.HTML](http://WWW.IDRC.CA/EN/EV-9322-201-1-DO_TOPIC.HTML) CHAPTER 1, PAGE 2)



# CONSIDERING SUSTAINABILITY (4)



*Thinking in Systems: A web of interconnexions*

# CONSIDERING SUSTAINABILITY (5)

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- ✓ A “*web of interconnexions*” and not only “green” (not merely an ‘environmental’ practice).
- ✓ This “Ryerson Builds” event is about planning.
- ✓ There is an internationally-developed framework for Sustainability Planning, known as a “Sustainable Development Strategy” (SDS).
- ✓ SDSs draw from three different planning models:
  - ❑ Strategic Planning;
  - ❑ Community Planning; and
  - ❑ Environmental Planning.

# CONSIDERING SUSTAINABILITY (6)

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- ✓ For any sceptics, be assured sustainability is not a fad.
- ✓ Sustainability is increasingly a fact of for business (see KPMG: [www.kpmg.com/global/en/issuesandinsights/articlespublications/pages/building-business-value.aspx](http://www.kpmg.com/global/en/issuesandinsights/articlespublications/pages/building-business-value.aspx))

# CONCLUSIONS

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- When discussing sustainability goals for the design, construction, and operation of new campus buildings, **think ‘bigger than green’**.
- Always consider the web of possible interconnexions among **sustainable development’s social, economic and environmental dimensions**.
- Consider a site-specific **SDS as a valuable tool** to use in the design of the multi-use Church Street Development.
- **Become seasoned “Systems Thinkers”** by applying integrated sustainability thinking whenever and where-ever you work/study or “Ryerson Builds”.

**SUSTAINABILITY:**

**STRENGTH IN BEING BIGGER THAN GREEN**

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*Thank-you!*