

## 2010 South Florida Green Speaking Proposal

Speaker: Kevin Foster O'Donnell, founder & fundamentalist @ thread collaborative

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Bio & Photo: *supplied separately*

### Session Title: **Sustainable Age Building Development**

**Program Description:** Discussions of green building design and development often gravitate toward single topics: LEED certification; corporate carbon footprint calculations; green building materials; energy efficiency, etc. Rather than looking at environmental impact in small bite-size isolated parts, our dialogue, and our approach, needs to be more holistic. This session proposes an ecologic framework for making green building design decisions that match capabilities with intention. Industrial age thinking has come to dominate virtually all manufacturing and building processes. Unfortunately, we are discovering that such an approach is based on a series of flawed assumptions that negatively impact planet, power, people, and profit. Any path toward sustainability must address these assumptions and develop specific solutions for them on a step-by-step basis.

Far too often, people and companies jump right into the most aggressive and difficult green strategies that garner public interest, when a measured course implemented over a timeframe specific to the resources, goals, and needs of a client will bring about the best results. Kevin will make the case that green design is really about creative and innovative thinking that leaves the planet in better shape than we found it.

### Learning Objectives:

1. Examine the fundamentals of the current industrial age building development model.
2. Explore the ecologic framework which supports green design strategies that go beyond the deliverables and are all about innovation.
3. Review examples of green design strategies that fit within the ecologic framework.

