



Western Michigan University
ScholarWorks at WMU

Honors Theses

Lee Honors College

4-24-2013

"The Living Building Challenge"

Giovanni Roberto

Follow this and additional works at: https://scholarworks.wmich.edu/honors_theses



Part of the Other Business Commons

Recommended Citation

Roberto, Giovanni, "The Living Building Challenge" (2013). *Honors Theses*. 2285.
https://scholarworks.wmich.edu/honors_theses/2285

This Honors Thesis-Open Access is brought to you for free and open access by the Lee Honors College at ScholarWorks at WMU. It has been accepted for inclusion in Honors Theses by an authorized administrator of ScholarWorks at WMU. For more information, please contact wmu-scholarworks@wmich.edu.





The Living Building Challenge



By Giovanni Roberto

Mission



International Living Future Institute:

To encourage the creation of Living Buildings, Landscapes and Neighborhoods in countries around the world while inspiring, educating and motivating a global audience about the need for fundamental and transformative change.

Western Michigan University:

Western Michigan University is a learner-centered, research university, building intellectual inquiry and discovery into undergraduate, graduate, and professional programs in a way that fosters knowledge and innovation, and transforms wisdom into action. As a public university, WMU provides leadership in teaching, research, learning, and service, and is committed to enhancing the future of our global citizenry.

Our Mission:

To encourage the creation of Living Buildings, Landscapes and Neighborhoods in the Southwest Michigan Community that will inspire creativity, collaboration, responsibility and sustainability for today and for the years to come.

Abstract



As we look around our community and the world, it becomes very apparent that we are facing many environmental, social and economic issues. In hope to make strides toward a positive future, the *International Living Future Institute* has developed many stringent programs, one of them being the Living Building Challenge (The Challenge). The Challenge is working to fix the problems of the built environment and to restore the negative impacts our building, landscapes, structures, etc. are having on the Triple Bottom Line (People, Planet, Profit).

The Challenge's mission states:

To encourage the creation of Living Buildings, Landscapes and Neighborhoods in countries around the world while inspiring, educating and motivating a global audience about the need for fundamental and transformative change.

Over the last two years (January 2011-April 2013) I have been immersed in this very dynamic Lee Honors Thesis project, and have had many different roles in order to complete this project in a timely manner, and to ensure it serves a true purpose towards our goal. The project has transformed from an analysis of the environmental and cultural impacts a 'Living Building' would have on our campus and the community; to developing a sales schematic that would aim to raise funds for the development of a 'Living Building' on campus; and to develop a marketing campaign that targets the students of Western Michigan University.

The ultimate goal of this project is to create a movement on the Western Michigan University campus until we reach our first goal of getting a 'Living Building' on our campus. Once that happens, we will continue to push until we become the first 'Living Campus' in the world. When we have accomplished this, we will have set ourselves apart from all other universities and we will have become the standard for what a campus should be, and I will be proud to say that it started here, with a group of students and an idea.

Contacts



Name	E-mail	Title	Company
Brett Little	brett.little@allianceES.org	Executive Director/Ambassador	Alliance for Environmental Sustainability
Murray Borrello	borrello@alma.edu	Director of Environmental Studies	Alma College
Cori Bodeman	cori.bodeman@appliedeco.com	Ambassador	Applied Ecological Services
Danielle Chabassol	dchabassol@cagbc.org	Education Program Coordinator	Canada Green Building Council
Eric Doyle	eric@catalyst-partners.com	LEED® AP BD+C, ID+C, & Project Reviewer	Catalyst Partners
Chris Wulff	cwulff@cecinc.com	Civil Engineer	CH2M Hill
Chris Minnerly	CMinnerly@tda-architects.com	Design Principle	Design Alliance Architects
Ann Lehman	alehman@tda-architects.com	Chief Operating Officer	Design Alliance Architects
David Hean	d.h.hean@gmail.com	Film Maker	Filmthropic
Todd Brooks	todd@filmthropic	Film Maker	Filmthropic
Mika Yagi	mika_yagi@gensler.com	Ambassador	Gensler
Dan Hellmuth	dhellmuth@hellmuth-bicknese.com	Owner	Hellmuth-Bicknese Architects LLC
Patrick Ladendecker	pladendecker@hellmuth-bicknese.com	Sustainable Architectural Designer	Hellmuth-Bicknese Architects LLC
Matt VanSweden	mvansweden@intarch.com	Ambassador	Integrated Architecture
Jay Kosa	jay.kosa@living-future.org	Community Coordinator	International Living Future Institute
Richard Graves	richard.graves@living-future.org	Executive Director	International Living Future Institute
Hilary Mayhew	hilary.mayhew@living-future.org	Living Building Challenge Coordinator	International Living Future Institute
Jim Nicolow	JNicolow@lasarchitect.com	Director of Sustainability	Lord, Aeck, and Sargent Architecture
Hilary Kilgour	hilary.anna.kilgour@gmail.com	Ambassador	Lululemon athletica
Audrey O'Handley	mactist@gmail.com	Ambassador	Macrtist
Sarah Carlson	sarahc@eomega.org	Video Producer	Omega Center for Sustainable Living
John Nelson	jnelson@passivebuilding.org	Ambassador	Passive Building
Liz Fetchin	lfetchin@phipps.conservatory.org	Director of Marketing and Communications	Phipps Conservatory
Richard Piacentini	RPiacentini@phipps.conservatory.org	Executive Director	Phipps Conservatory
Joel Perkovich	jperkovich@phipps.conservatory.org	Sustainable Design and Programs Manager	Phipps Conservatory
Jason Wirick	jwirick@phipps.conservatory.org	Director of Facility & Sustainability	Phipps Conservatory
Deborah McGuire	dmcguire@phipps.conservatory.org	Executive Assistant	Phipps Conservatory
David Bell	belld@progressiveae.com	Ambassador	Progressive AE

Jeff Frost	jeff.frost@smithgroupjjr.com	Ambassador	Smith Group
Mike Linsea	mglinsea@mei.net	Owners	Solar Winds Power Systems LLC
Jeff Peltier	jeff@teamdesignarch.com	Ambassador	Team Design
Stephanie Hinman	stephanie.hinman@hinmancompany.com	Director of Sustainability	The Hinman Company
Kevin Smith	kgs@wustl.edu	Interim Executive Director	Tyson Research Center
Harold Glasser	harold.glasser@wmich.edu	Executive Director for Campus Sustainability	Western Michigan University
Barclay Johnson	barclay.johnson@wmich.edu	Professor	Western Michigan University
Elaine Phillips	elaine.phillips@wmich.edu	Professor	Western Michigan University
Michael Lucas	michael.t.lucas@wmich.edu	Student	Western Michigan University
Nicole Davenport	nicole.m.davenport@wmich.edu	Student	Western Michigan University
Howard Barrons	howard.j.barrons@wmich.edu	Student	Western Michigan University
Nathan Frisbe	nathan.r.frisbie@wmich.edu	Student	Western Michigan University
Meghan Walsh	meghan.m.walsh@wmich.edu	Student	Western Michigan University
Nicole Pascaretta	nicole.r.pascaretta@wmich.edu	Student/Partner	Western Michigan University
Matt Hollander	matthew.f.hollander@wmich.edu	Coordinator of Sustainability Projects	Western Michigan University
Jennifer Maciorlatti	jennifer.maciorlatti@wmich.edu	Professor	Western Michigan University
Paul Terzino	paul.terzino@wmich.edu	Director of Bernhard Center	Western Michigan University
Andrew Robins	andrew.robins@wmich.edu	News Director	Western Michigan University
Klay Woodworth	klayton.woodworth@wmich.edu	Program Director	WMUK
Renee Hesselink	rhessel281@aol.com	Ambassador	
Matt Grocoff	mgrocoff@gmail.com	Ambassador	
Summer Jiakun Zhao	summergrin@gmail.com	Ambassador	

Social Media



Living Building Challenge Collaborative: Southwest Michigan



Living Building Challenge Collaborative: Southwest Michigan



LBCCSouthwestMI



TBD

Advice & Key Learning: When I began this project I was somewhat new to social media, I had a Facebook and Twitter but I only used them recreationally. In order for you to develop a marketing campaign, the key is to be consistent with your tweets, posts, discussion and videos. This is hard because there is not an extreme wealth of information ongoing about the Living Building Challenge that is new and exciting to the people who like the page. What I suggest for this problem is to think outside of the box, think of the entire thought of what sustainability means; you can include everything from sustainable living to the efforts of our campus' Office for Sustainability. Be sure to research social media trends, but do not rely on them heavily because when it comes to social media, things are changing extremely quickly.

Image Reference Page



- **Slide 1**
 - <http://onlyhdwallpapers.com/>
- **Slide 2**
 - <http://captainkimo.com/smoke-stack-from-sugar-factory-in-belle-glade-florida/>
- **Slide 3**
 - <http://www.sheknows.com/parenting/articles/2125/six-ways-to-reduce-kids-anxiety-in-uncertain-times>
- **Slide 4**
 - <http://cp.ampictures.com/blog/location-advertising-creative-is-king/>
- **Slide 5**
 - <http://www.mihrinnovate.ca/en/mihrInnovate/about.asp>
- **Slide 6**
 - <http://momitforward.com/thyroid-imbalance-recognizing-the-symptoms-of-hypothyroidism>
- **Slide 7**
 - <http://www.archdaily.com/184405/bertschi-school-living-science-building-kmd-architects/bertschi-school-living-science-building/>
- **Slide 8**
 - <http://blog.martindale.com/be-more-productive-and-gain-more-youtime>
- **Slide 9**
 - http://customizedfacilitiesgroup.com/Safer._Cleaner.html
- **Slide 10**
 - Taken by Giovanni Roberto
- **Slide 11**
 - *International Living Future Institute “Introduction to the Living Building Challenge” Presentation*
- **Slide 12**
 - <http://www.newaxiom.net/wp-content/uploads/2012/06/living-building-challenge-logo.jpg>
- **Slide 13**
 - *International Living Future Institute Ambassador Network Training Seminar*
- **Slide 14**
 - *International Living Future Institute Ambassador Network Training Seminar*

- **Slide 15**
 - Constructed by Giovanni Roberto
 - Data from <http://www.wbdg.org/resources/lcca.php>
- **Slide 16**
 - <https://evbdn.eventbrite.com/s3-s3/eventlogos/37109236/logo.jpg>
- **Slide 17**
 - <http://www.facebook.com#!/photo.php?fbid=10151399167764259&set=pb.104851729258.-2207520000.1366382157.&type=3&theater>
- **Slide 18**
 - http://www.perkinswill.com/sites/default/files/project-imagery/VanDusen_AA.513.012_main_0.jpg
- **Slide 19**
 - http://archrecord.construction.com/news/daily/archives/2010/11/101108Living_Building-slideshow.asp?slide=2
- **Slide 20**
 - http://media.designer.com/article/20405/Tyson_Research_Center.jpg
- **Slide 21**
 - <http://www.evolveea.com/work/cities-coming-to-life>
 - Edited by Giovanni Roberto
- **Slide 22-43**
 - <http://www.evolveea.com/work/cities-coming-to-life>
 - Edited by Giovanni Roberto
 - *International Living Future Institute* “Introduction to the Living Building Challenge” Presentation
- **Slide 44**
 - <https://evbdn.eventbrite.com/s3-s3/eventlogos/37109236/logo.jpg>
- **Slide 45**
 - *International Living Future Institute* “Introduction to the Living Building Challenge” Presentation
- **Slide 46:**
 - Facebook: Giovanni Roberto
 - <http://www.newaxiom.net/wp-content/uploads/2012/06/living-building-challenge-logo.jpg>
 - <http://www.marshallmi.org/events/196>
- **Slide 48**
 - <http://itmakessenseblog.com/files/2012/05/World-2.jpg>
- **Slide 49**
 - Courtesy of *International Living Future Institute*

- **Slide 50**
 - Facebook: http://www.brandsoftheworld.com/sites/default/files/styles/logo-original-577x577/public/082011/facebook_logo.ai_.png
 - Twitter: <http://takedesigns.com/wp-content/uploads/2012/11/design2.png>
 - LinkedIn: <http://businessjournalism.org/wp-content/uploads/2011/11/linkedin-logo.jpg>
 - YouTube: <http://community.eu.playstation.com/t5/Call-of-Duty/Post-Your-Black-Ops-2-Emblem/td-p/18136834>
- **Slide 51**
 - Photo Taken by Nicole Pascarella
 - *International Living Future Institute* Ambassador Network
 - http://www.zdsarchitects.com/blog/wp-content/uploads/lbc_banner.jpg
- **Slide 52**
 - <http://a1444.phobos.apple.com/us/r1000/108/Purple2/v4/b6/e7/22/b6e72240-b97b-dd28-358c-aef69d61b05b/mzl.ewkiljpp.320x480-75.jpg>
- **Slide 53**
 - maps.google.com
- **Slide 66**
 - http://www.cmc.edu/discovercmc/images/slides/20121213-students_class.jpg
 - http://www.academics.de/image-upload/research_environment_0_standard.jpg
- **Slide 67**
 - <http://www.smithgroupjir.com/articles/440/media/65.jpg>
 - www.magesolar.com
 - http://www.mincel.com/wp-content/uploads/2009/03/how_to_photograph_water_drops.jpg
 - http://media.mlive.com/kzgazette_impact/photo/10007531-large.jpg
- **Slide 68-70**
 - <http://www.wmich.edu/about/mission>
- **Slide 71**
 - http://www.scientificamerican.com/media/inline/memories-of-tomorrow_1.jpg
- **Slide 72**
 - <http://www.treehugger.com/corporate-responsibility/green-baby-steps-for-the-future-of-the-earth.html>