



## **World Sustainable Building Conference 2014 – Barcelona, Spain,**

**October 28/29/30, 2014.**

**Conference Theme: “Sustainable Building Results: Are we moving as quickly as we should? It’s up to us!”**

**Estimated Attendance: 2000 Registered Attendees**

### **1.0 Three Thematic Areas**

**1.1. Global Vision:** This area aims to provide the Conference with a Roadmap that allows the building sector to meet the global challenges, considering its local or regional scope, but considering the limitations that these same challenges pose to their solution.

**1.2. Creating New Resources:** Each Conference session is guided by a question which speakers reply to, giving their views and experience through their papers and speeches. These answers will result in the conclusions of the Creating New Resources area.

**1.3. Transforming Reality:** The scope covers stakeholders who build, use and transform the built environment, those who have the operational knowledge to do so: building materials and systems manufacturers, public administrations, developers, builders, technical professionals, managers, users, etc. it is this world of industry, manufacturers, stakeholders as a whole, who must put together available tools, building and developing action plans to face the future.

**2.0 Keynote Address:** Delivered by Dr. Raymond J. Cole, Director of the Centre for Interactive Research on Sustainability (CIRS), University of British Columbia.

The thesis of Dr. Cole’s presentation is summarized as follows:

- i. The world has committed to meeting the goal of having the average temperature not exceed the level of 2°C by 2050, but is very unlikely to meet this challenge.
- ii. A major part of the problem is that the current message delivered to the building sector is, “Doing Less Harm.” This limits the buy-in from the real estate sector that is conservative and risk averse, cannot successfully be translated into measurable action by governments at all levels, and therefore the gains that must be made in order to meet the commitment are not being contemplated, let alone being implemented.
- iii. His proposal is to change the message to focus on doing more by continually evolving the value generating capacity of the system. He proposed that the message be changed



to “Designing for Hope” or “Doing Greater Good”. Other variations could include, “Only One Earth”; “Regenerative – Doing More by Evolving the Value Generating Capacity of the System”.

- iv. Ray went on to propose the concept of the “Neighbourhood Niche”, whereby the focus is placed on communities, where people act responsibly, and support what they create. The model he cited can be found at [www.betterblock.org](http://www.betterblock.org).

#### **4.0 Conference Program**

The conference included a total of three Plenary Sessions (one to open each day), three Roundtables (one to close each day), and 144 separate sessions, each generally comprising a facilitator and three to five speakers. In general, the sense was that there was a lack of careful scrutiny in the selection of speakers, and some of the speakers did not seem to relate to the session topic. This having been said, there was a wealth of interesting presentations, and it was necessary to pick and choose carefully between session in order to hear the desired subjects.

The complete program can be found at:

[http://www.wsb14barcelona.org/downloads/WSB14\\_Final-Programme.pdf](http://www.wsb14barcelona.org/downloads/WSB14_Final-Programme.pdf)

#### **5.0 Barcelona Manifesto**

The Barcelona Manifesto speaks of the need for the building sector to be responsible for changing the current direction, setting objectives, measuring progress, providing habitation in all parts of the world, and all through greater collaboration.

The manifesto is presented in the following two pages or can be found here:

<http://www.wsb14barcelona.org/downloads/Barcelona-manifesto.PDF>