

ERIC COREY FREED

Principal, organic**architect**

Eric Corey Freed, LEED AP, Hon. FIGP, is Principal of organicARCHITECT, an architecture and consulting firm in California, with nearly 20 years of experience in green building.

Eric co-developed the Sustainable Design programs at the Academy of Art University and University of California Berkeley Extension. He is on the boards of Architects, Designers & Planners for Social Responsibility (ADPSR), Green Home Guide and West Coast Green, as well as the advisory boards of nearly a dozen other organizations.

He was the founding Chair of Architecture for The San Francisco Design Museum and one of the founders of ecoTECTURE: The Online Journal of Ecological Design. He is a regular contributor for Sustainable Industries Journal, Luxe, Natural Home, Metropolitan Home and dozens of other publications. Eric lectures around the country at 40+ conferences a year, and his work has been featured in Dwell, Metropolis, Town & Country, Natural Home and Newsweek. He has been seen on television on Fox News, HGTV, The Sundance Channel and PBS.

Eric is the author of four books, including "Green Building & Remodeling for Dummies", a best seller with over 100,000 copies in print. His latest books, "Sustainable School Architecture" and "Green\$ense for your Home" were just released in 2010.

Eric is considered a leader in the field; named by San Francisco Magazine "Best Green Architect" in 2005 and "Best Visionary" in 2007; and "Green Visionary" by 7x7 Magazine in 2008.

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ericcoreyfreed

FOUNDING PRINCIPAL
organicarchitect

Honorary Fellow, Institute of Green Professionals
LEED Accredited Professional

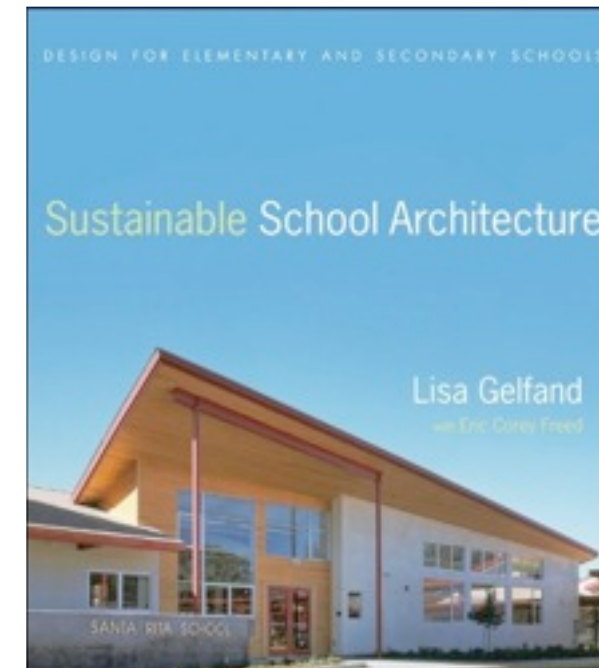
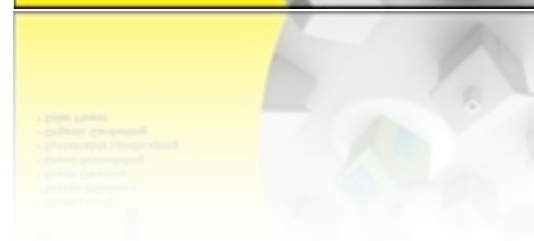
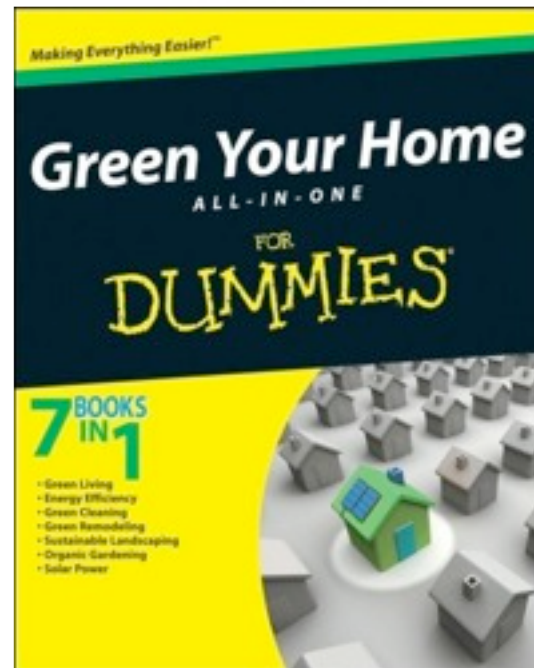
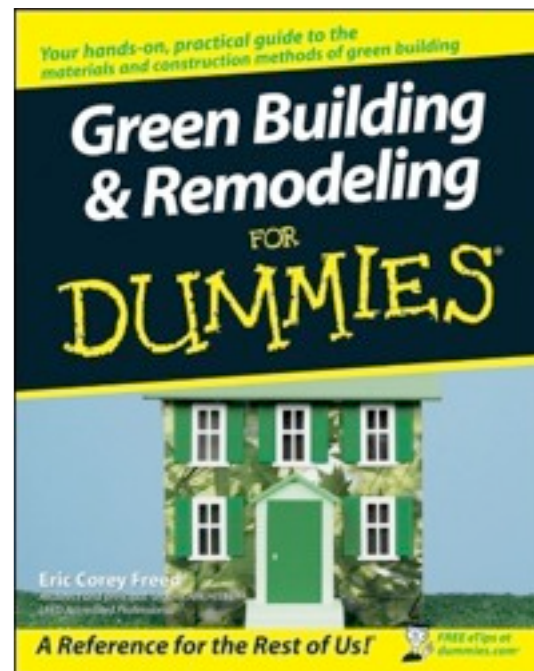




Best Green Architect
2005







SEEING GREEN

THE ROOF HOLDS SECRETS AND UNTAPPED POTENTIAL WHEN IT COMES TO GREEN HOME DESIGN. TRADITIONALLY A PLACE FOR CHRISTMAS LIGHTS AND LOST FRISBEES, THE ROOF OF MOST HOMES COULD POSSIBLY PRODUCE ALL OF A HOME'S ENERGY NEEDS. THIS FEAT OF MAGIC COMES FROM SOLAR PANELS, AN OLD TECHNOLOGY.

SOLAR PANELS (AKA: PHOTOVOLTAIC PANELS, OR PV PANELS) ARE THE LATEST STATUS SYMBOL, ALONGSIDE HYBRID CARS, FOR THOSE WHO LIKE TO SHOW OFF THEIR GREEN APTITUDE. AND WITH GREEN CONSCIOUSNESS ON THE RISE, BARE ROOFS MIGHT GO THE WAY OF THE DINOSAUR. RECENTLY OVERHEARD AT A CONFERENCE: "EVERYONE WHO IS ANYONE PUTS SOLAR ON THEIR ROOFS."

LIGHT YEARS

The Earth receives more energy from the sun in just one hour than the world uses in an entire year.

SOLAR INSPIRATION

WRITTEN BY ERIC COREY FREED



CURRENT THINKING

The principle behind a solar panel is simpler than you might expect. French scientist Edmond Becquerel in 1839 first discovered the photovoltaic effect—which makes solar power possible. When sunlight strikes the panel's thin wafers of silicon, the electrons get "excited" and start moving, and this produces electrical current.

Companies are seeking ways to produce more efficient solar panels, yet all panels essentially use the same type of solar cells used since Bell Labs produced the first silicon solar panels in 1954. Consider this: It is a 53-year-old product based on a 168-year-old scientific discovery. With that kind of history, solar power is hardly a trend or a risky new alternative.







SOURCE: University of Detroit Mercy



Clean Tech Lobbying
\$12,100,000

1st six months of 2009
 5x increase 2005

ExxonMobil Lobbying
\$14,900,000

23% more

times more

Oil & Coal Lobbying

\$82,200,000

SOURCE: Center for Responsive Politics, OpenSecrets.org

REBUILDING



\$120B
 (40% more)

SCHOOLS
 HOSPITALS
 POLICE/FIRE

COST



\$85B

SOURCES: US Army Corps of Engineers, US Dept. of State, FEMA/Archival, Time Magazine

LIVE
SAN FRANCISCO

Eric Corey Freed
ORGANIC ARCHITECT FOUNDER

MARKET ALERT
9572.16
140.12

FOX BUSINESS

INTERNET	TECHNOLOGY	TOP STORIES
AKAMAI (AKAM)	18.78	0.90
S&P 1038.30	18.80	NASDAQ 2073.20
49.22		

11:46 a ET

Eric Corey Freed
Author/Architect

LIVE
7:54 a PT

Eric Corey Freed
URBAN RE:VISION EXECUTIVE DIRECTOR

FOX FIFTY

TOP STORIES	WEATHER
UPS (UPS)	57.19
0.03	
DOW 10293.90	38.54
S&P 1088.75	6.15
NASDAQ 2139.61	17.21

Eric-Corey Freed
Author
Green Building for Dummies

American Standard
Style That Works

green//building pro

Eric Corey Freed
FOUNDER, ORGANIC ARCHITECT

smartplanet

Eric Corey Freed
Executive Director
organicARCHITECTURE

LIVE
7:54 a PT

GREENER TAXES

FOX FIFTY

TOP STORIES	WEATHER
CHARLES SCHWAB (SCHW)	18.10
0.21	
DOW 10293.30	39.14
S&P 1088.70	6.20
NASDAQ 2139.47	17.35

ERIC COREY FREED

LIVE

DOW
9570.50
141.78

FOX BUSINESS

INTERNET	TECHNOLOGY	TOP STORIES
GREEN BUILDINGS HAVE HIGHER WORKER PRODUCTIV. IN FACTORIES	YAHOO! INC (YHOO)	17.34
0.47		
S&P 1038.25	18.85	NASDAQ 2072.96
49.46		

11:46 a ET



NEXT AMERICAN
CITY
americancity.org

**Sustainable
Industries**

**Metropolitan
Home**

LIVING WISELY > LIVING WELL
natural
HOME

dwell

K+BB THE OFFICIAL SPONSOR OF KBIS

**common
ground**

california
HOME+DESIGN

ed+c
environmental design + construction

luxe.
interiors + design®

The New York Times

San Francisco Chronicle
NORTHERN CALIFORNIA'S LARGEST NEWSPAPER

Marin Independent Journal
www.marinij.com

 **The Desert Sun**
SERVING THE COACHELLA VALLEY SINCE 1927

FT
FINANCIAL
TIMES

7
SAN FRANCISCO
7

Forbes[®]
Entrepreneur[®]
MAGAZINE

FASTCOMPANY

THE SAN FRANCISCO BAY
GUARDIAN

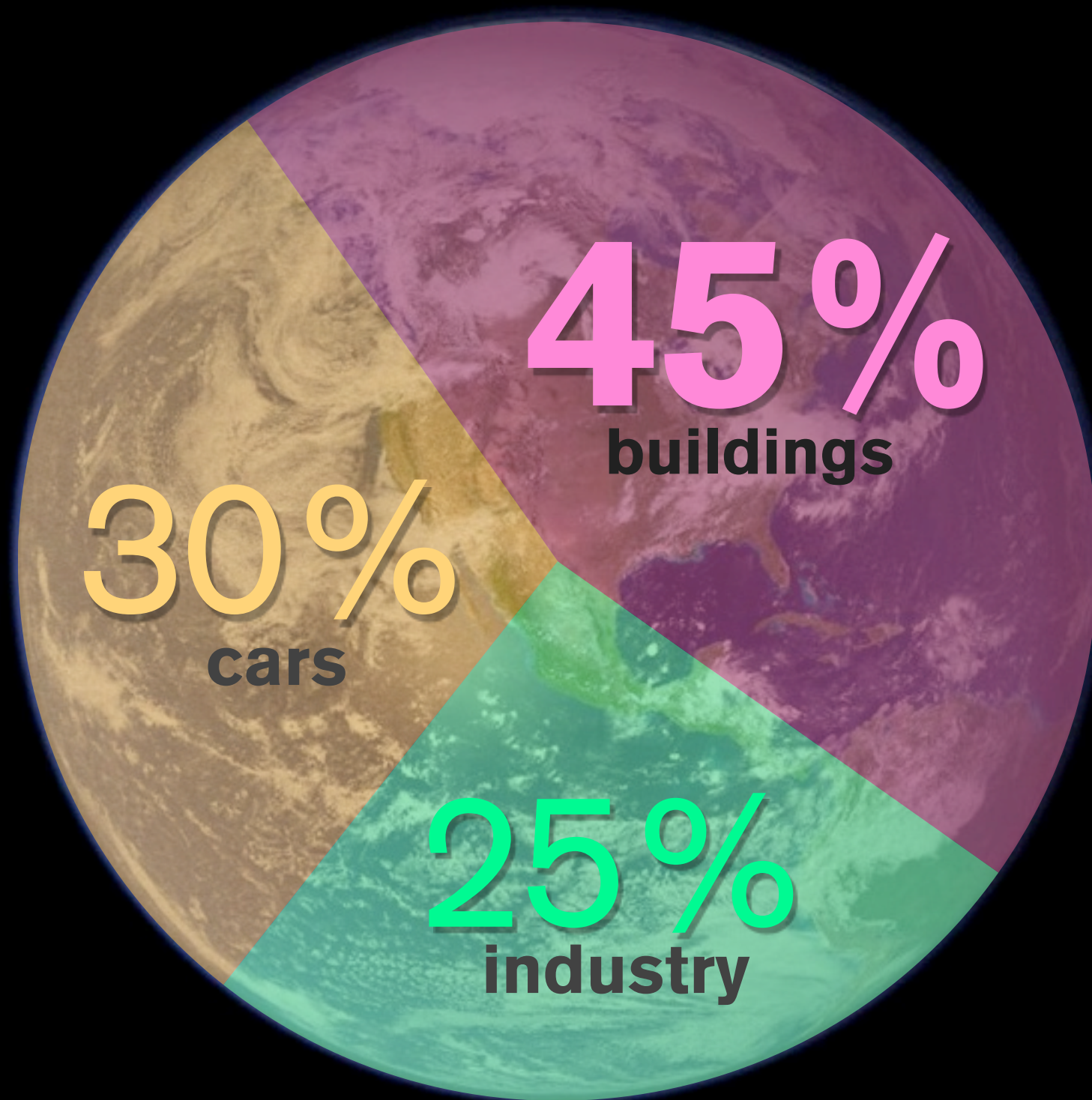
Money
FOR YOU, YOUR FAMILY, YOUR FUTURE

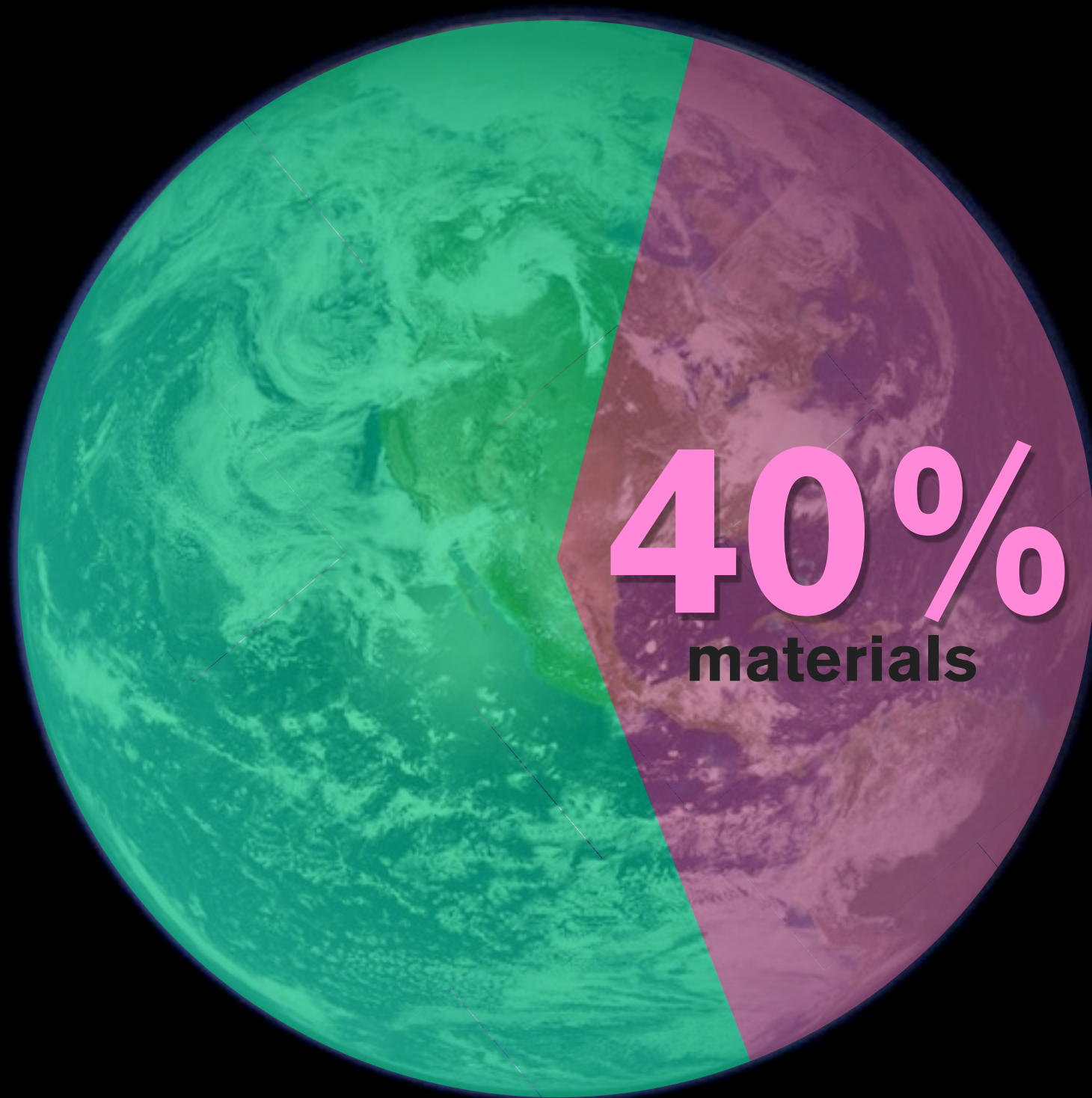


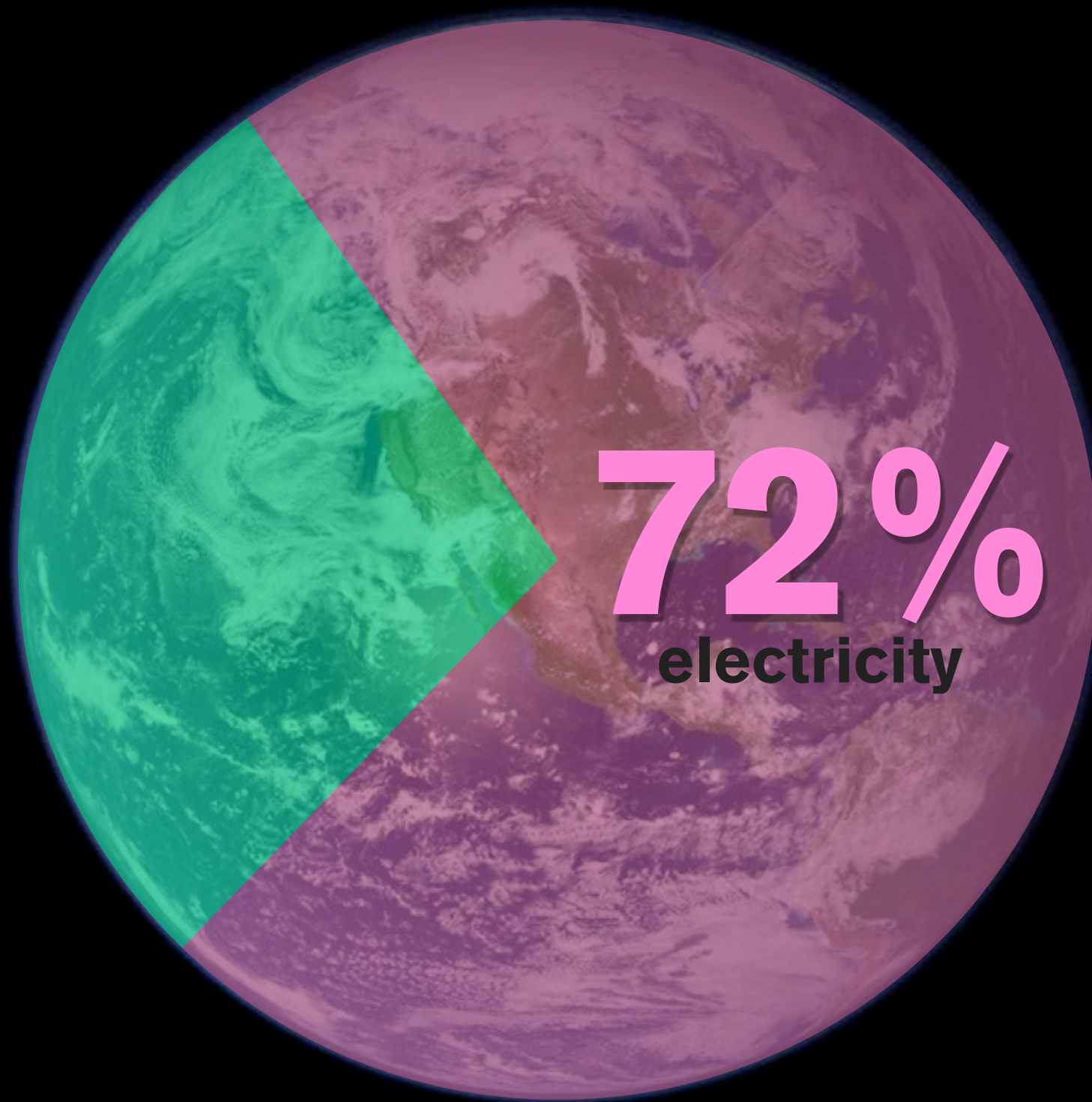
Green is
MORE

WHAT'S WRONG WITH BUILDINGS













21 de setembro, Dia da Árvore.





**TIME TO DO
SOMETHING**

“SENTIMENT
without
action
is the ruin of the
SOUL...”

-Edward Abbey

HIPPIES

USE

BACKDOOR



NO EXCEPTIONS

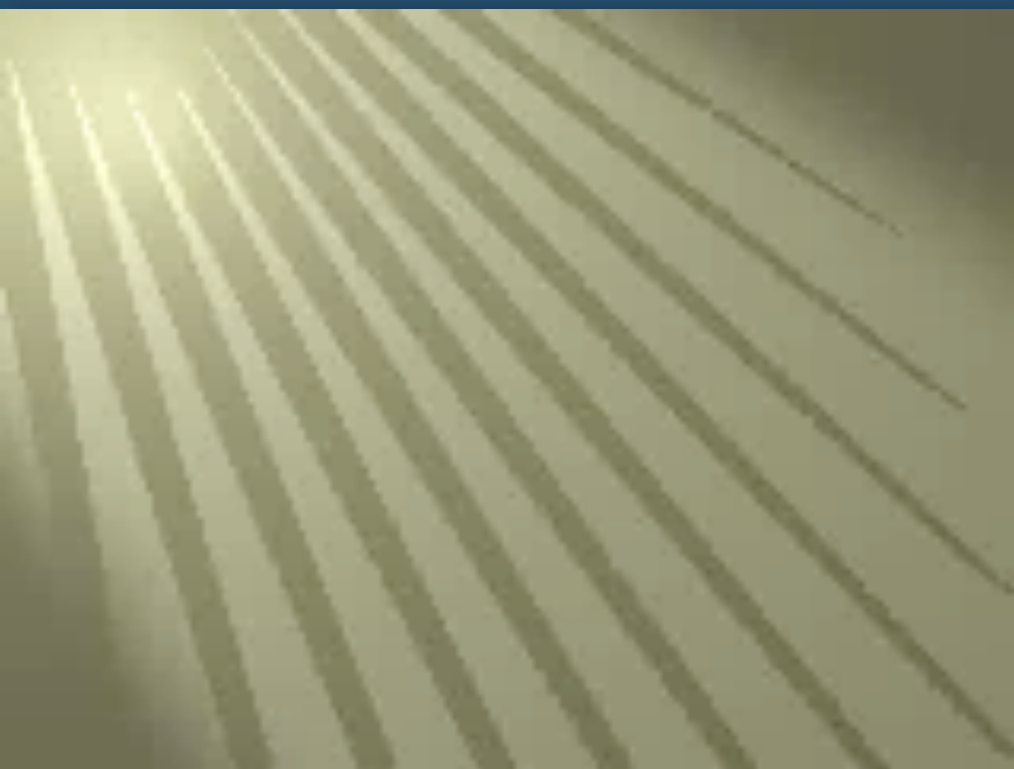
the
5
stages of grief



1

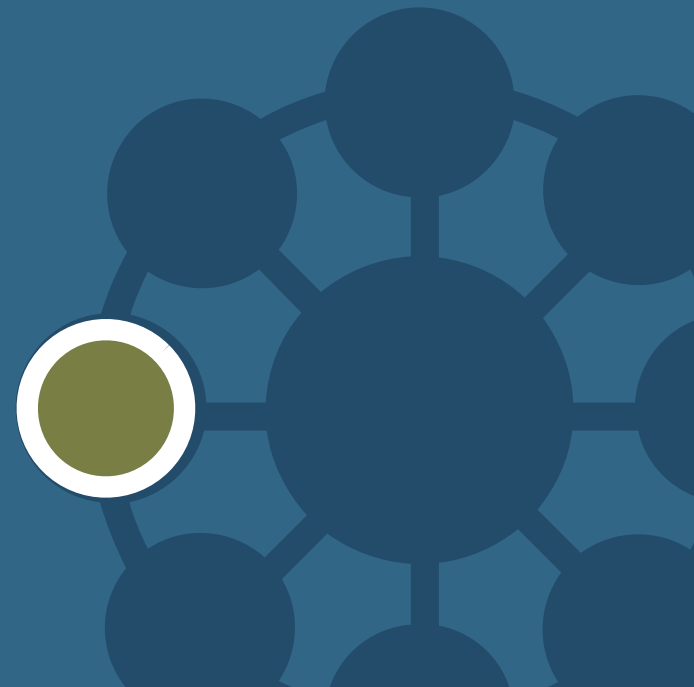
Denial.

“This can't be happening...”



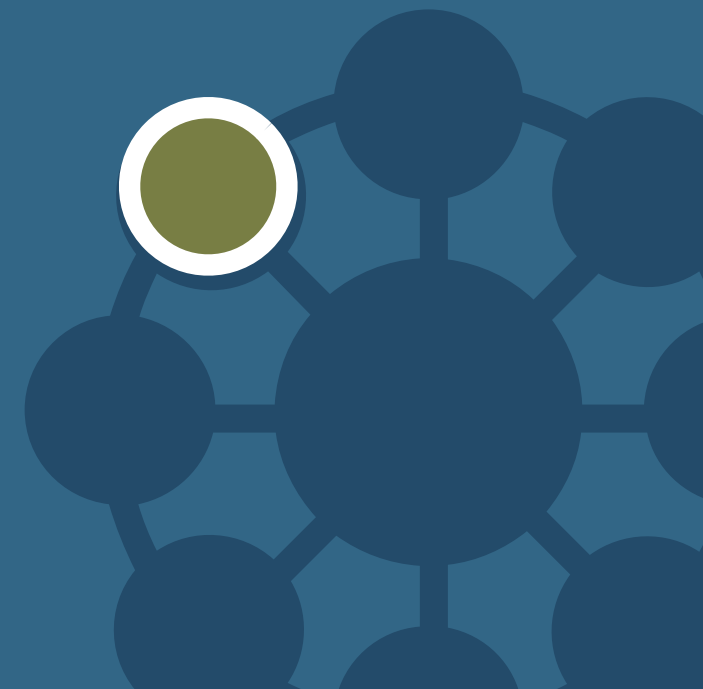
2 Anger.

“It’s not fair!”

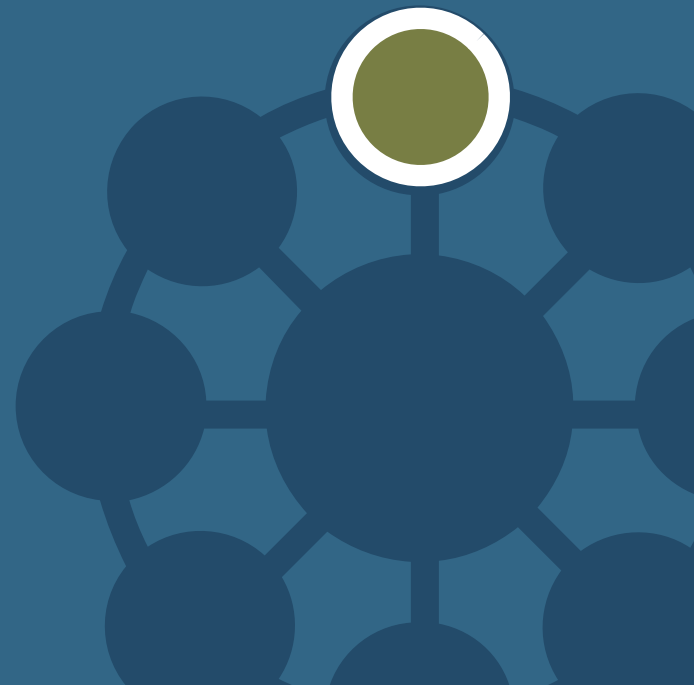


3 Bargaining.

“Can’t this wait a little more?”

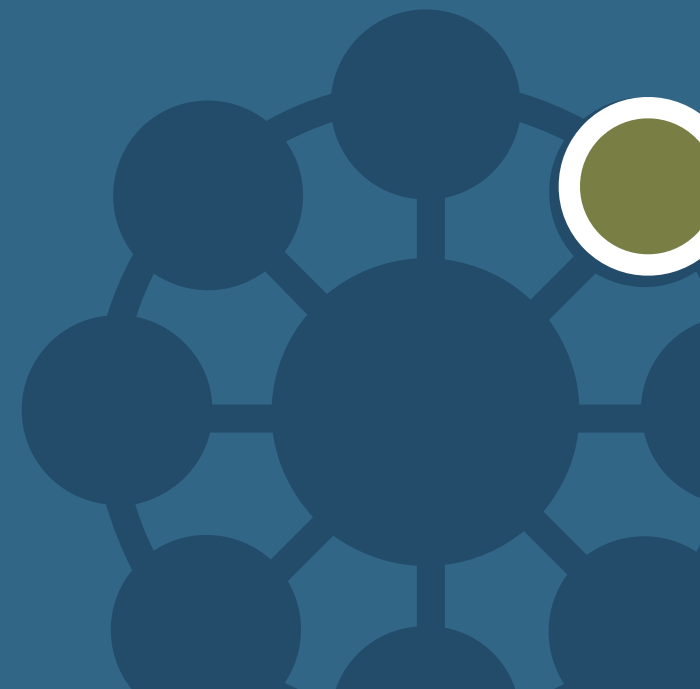


4 Depression. “What’s the point?!”



5 Acceptance.

“Everything will be OK!”





greenwash | 'grēn, wä sh; -wô sh

noun

disinformation disseminated by an organization so as to present an environmentally responsible public image.

“That oil company is, like, totally greenwashing.”



PEE IN THE SHOWER



(hippie)



(greenwasher)

HOOTERS® GO GREEN Sweepstakes



Your Chance to Win \$5,000 Cash!

HOOTERS 'GO GREEN' 2ND CHANCE SWEEPSTAKES

YOU CAN REGISTER ONCE PER DAY

Complete the on-line entry form below. We'll randomly select one grand prize winner from all entries received on or about 8/17/09 – to be awarded \$5,000 in 'Go Green' cash. The more you enter, the better your chances of winning.

[See Official Rules for complete details.](#)



Get a 'Go Green' Instant Win Game Piece – Look for a Pair & Win:

Make sure to visit any participating Hooters Restaurant & receive a 'Go Green' Game Piece* when you order of a Buffalo Shrimp Appetizer. Find a matching pair – and you could instantly win a GMC Sierra Hybrid or any of over 300,000 prizes including cash, gift cards & free appetizers!

(*While supplies last. No purchase necessary. See official rules for complete details.)

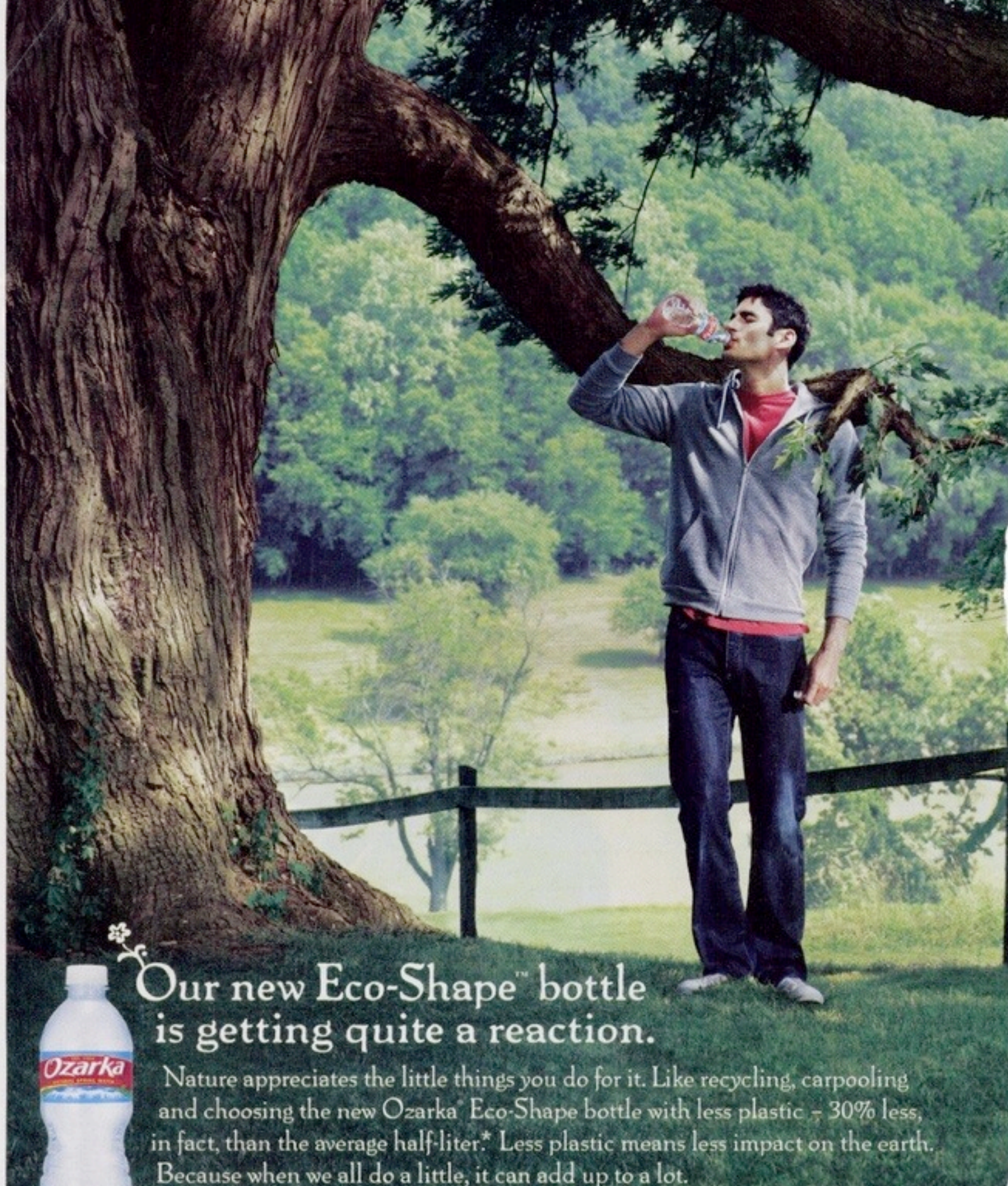


Every drop is green.



Every drop is green.





Our new Eco-Shape™ bottle
is getting quite a reaction.

Nature appreciates the little things you do for it. Like recycling, carpooling and choosing the new Ozarka® Eco-Shape bottle with less plastic – 30% less, in fact, than the average half-liter.* Less plastic means less impact on the earth. Because when we all do a little, it can add up to a lot.



When we go green, we go all the way.

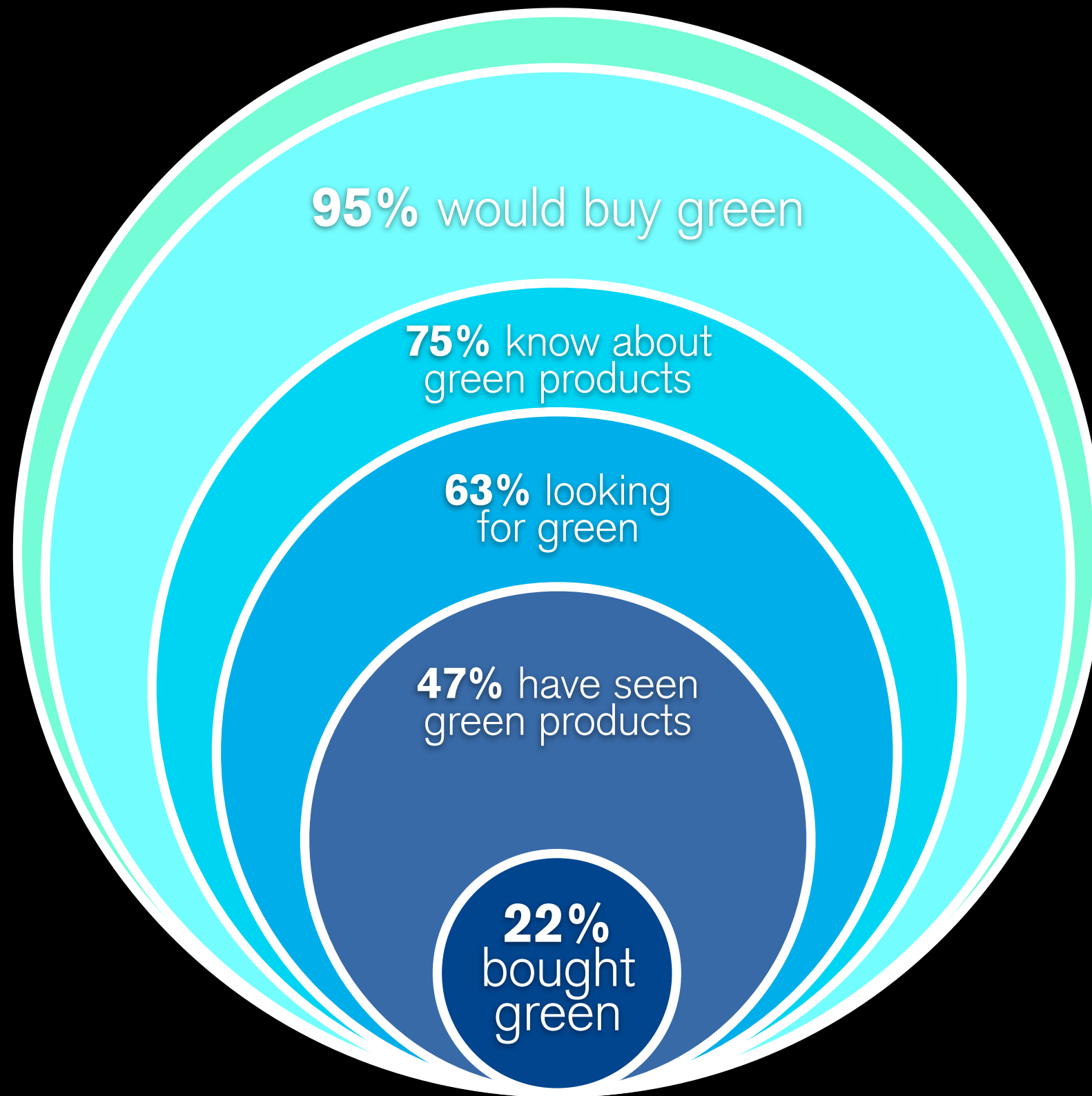
DON'T THROW ANYTHING AWAY THERE IS NO AWAY.



IF ONLY WE HAD A MAGIC BIN THAT WE COULD THROW STUFF IN AND MAKE IT DISAPPEAR FOREVER. WHAT WE CAN DO IS FIND CREATIVE WAYS TO RECYCLE. WE USE OUR WASTE CO₂ TO GROW FLOWERS. AND OUR WASTE SULPHUR TO MAKE SUPER-STRONG CONCRETE. REAL ENERGY SOLUTIONS FOR THE REAL WORLD. WWW.SHELL.COM/REALENERGY



over **6000** people



80%

**still buying green
products and services**



34%

**more likely to buy
green products today**

A person wearing a red shirt is holding a credit card in their right hand and a green shopping bag with a white handle in their left. The background is a blurred clothing store with racks of clothes and other people.

40%

**purchased based on
social or political values
of the company**



77%

**consumers describe
themselves as “green”**

LEGAL
ance of Golden Beers
HISKEY

Frenchies
**BEER
GARDEN**

Hires
RJ
ROOT BEER

NEHI
ROOT BEER

DENTAL
SNUFF

TOP

HI
ROOT BEER

BARBEQUE and COLD BEER

**FRENCHIES
BAR**

PLEASE DRINK
Coca-Cola

WE SERVE
Quality
ICE CREAM
MADE BY
QUALITY ICE CREAM CO.



DRINK
JAX
BEST BEER IN TOWN





FAKE

Anachronistic styles don't relate to local community.

WASTED

Fake attics & elements could be leased instead.

SETBACK

Loss of street wall destroys community.

CAR CENTRIC

Puts car before people, misses chance to create real places.

SINGLE USE

No diversity of function misses chance to create community.

STRUCTURE

Over engineered and overbuilt, wastes materials.

STOREFRONT

Front facing stores creates unsightly rear elevations.

CLIMATE

Standardized designs are inappropriate for most climates.

MISSED OPPORTUNITIES: OUTSIDE



LIGHTING

Over lit, poorly planned & inflexible wastes energy.

NO AIR

Windows don't open to allow fresh air.

LAYOUTS

Shelves placed for products, not for people.

UNHEALTHY

Toxic paints, floors and sealants used.

TOO WHITE

Lack of color won't stimulate shoppers.

SIGHT LINES

Over emphasis on products loses chance to create a place.

PRODUCTS

Unhealthy products miss chance to connect to customer.

FORMALDEHYDE

Cabinetry use toxic glue in most common materials.

MISSED OPPORTUNITIES: INSIDE

LEED

PLANNING

BUILD OUT

MATERIALS

OPERATIONS

COMMUNITY



Sloan Brothers Store
Buffalo, New York





Leadership in Energy and Environmental Design

A leading-edge system
for certifying the
greenest performing
buildings in the world



LEED Facts

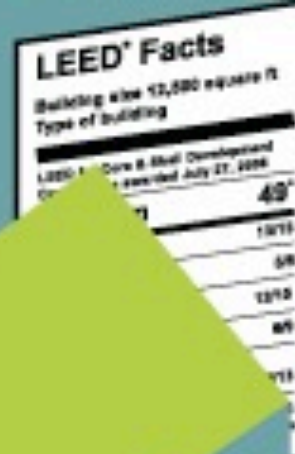
Building size 12,500 square ft
Type of building

LEED for Core & Shell Development
Certification awarded July 27, 2006

Platinum

Sustainable Sites	13/15
Water Efficiency	5/5
Energy & Atmosphere	12/15
Materials & Resources	6/9
Indoor Environmental Quality	10/13
Innovation & Design	3/5

*Out of a possible 62 points



LEED Facts

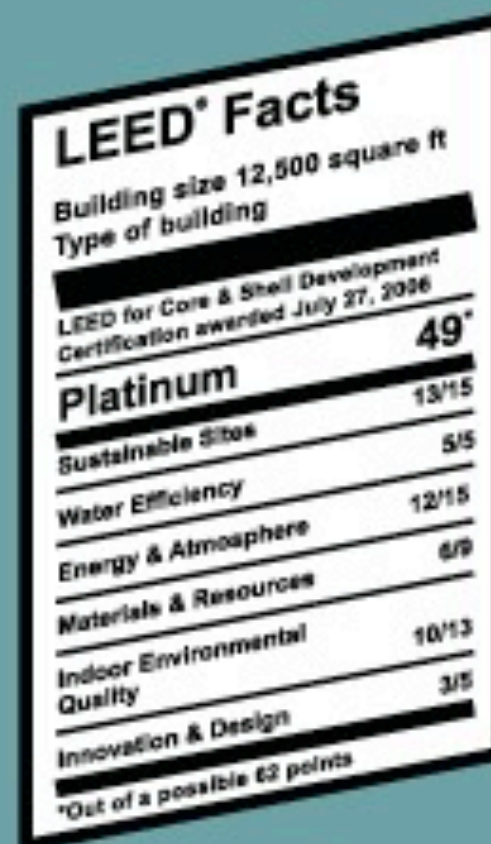
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49*

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*Out of a possible 62 points

USGBC has four levels of LEED:





\$67
\$4
increase
per square foot
savings



Sports Basement

LEED-Retail Pilot
San Francisco, California

Overview

- Dense urban neighborhood
- Rehab abandoned factory building
- Budget blown on seismic upgrades
- Full block site
- Potential solar access
- Extensive sidewalk to replace

FACADE

GOAL: to prevent graffiti & be attractive

- reclaimed skis as wall
- green screen of ivy
- chalkboard paint & tray
- Anti-Graffiti Mural

ROOF

GOAL: insulate or power

- Citizen Re Solar
- GreenGrid \$8/sf
- Potted Plants
- 1 KW wind turbines
- Billboard signage with community messaging

ENTRY

GOAL: bring in people

- DOE Recycling Dropoff
- Artist in Residence work on Display
- Access to Community Spaces for local groups

REAR LOT

GOAL: remove unsightly unused parking lot

- Bike park / Skate park
- Pourous paving
- Edible Schoolyard
- Welded bike rack sculptures

15th STREET

GOAL: use dead end for good, remove homeless

- Pedestrian plaza
- City Car Share parking
- Refer to: Linden Alley in Hayes Valley

The San Francisco Community Challenge Grant Program (formerly the Neighborhood Beautification Fund) is a community resource funded by a percentage of business payroll taxes. It provides matching grants to local businesses to make greening improvements to their neighborhoods.

SIDEWALK

GOAL: make something better than a DPW walk

- Ski pavers
- radial pavers
- glass cullet landscape

Sports 
Basement

OPPORTUNITY AREAS

January 30, 2007

LEED Categories

- ▶ Sustainable Sites: 14 Points
- ▶ Water Efficiency: 5
- ▶ Energy & Atmosphere: 17
- ▶ Materials & Resources: 13
- ▶ Indoor Environmental Quality: 15
- ▶ Innovation & Design Process: 5

Category: Sustainable Sites

- Prerequisite: Construction Activity Pollution Prevention

- Credit 1 Site Selection
- Credit 2 Development Density
- Credit 3 Brownfield Redevelopment
- Credit 4.1 Public Transit Access
- Credit 4.2 Bicycle Storage & Changing Rooms
- Credit 4.3 Alternative Transportation, Low-Emitting and Fuel-Efficient Vehicles
- Credit 4.4 Alternative Transportation, Parking Capacity
- Credit 5.1 Protect or Restore Habitat
- Credit 5.2 Maximize Open Space
- Credit 6.1 Stormwater, Quantity
- Credit 6.2 Stormwater, Quality
- Credit 7.1 Heat Island Effect, Non-Roof
- Credit 7.2 Heat Island Effect, Roof
- Credit 8 Light Pollution Reduction

Category: Sustainable Sites

Obvious Points

-
- Prerequisite: Construction Activity Pollution Prevention
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Category: Water Efficiency

- Prerequisite: None
-

- Credit 1.1 Water Efficient Landscaping, Reduce by 50%
- Credit 1.2 Water Efficient Landscaping, No Potable Use or No Irrigation
- Credit 2 Innovative Wastewater Technologies
- Credit 3.1 Water Use Reduction, 20% Reduction
- Credit 3.2 Water Use Reduction, 30% Reduction

Category: Water Efficiency

Obvious Points

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- Prerequisite: None

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Category: Energy & Atmosphere

- Prerequisite 1: Fundamental Commissioning of the Building Energy Systems
 - Prerequisite 2: Minimum Energy Performance
 - Prerequisite 3: Fundamental Refrigerant Management
-

- Credit 1 Optimize Energy Performance (10 points)
- Credit 2 On-Site Renewable Energy (3 points)
- Credit 3 Enhanced Commissioning
- Credit 4 Enhanced Refrigerant Management
- Credit 5 Measurement & Verification
- Credit 6 Green Power

Category: Energy & Atmosphere

Obvious Points

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- Prerequisite 1: Fundamental Commissioning of the Building Energy Systems
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- Credit 1 Optimize Energy Performance (7 points)
- Credit 2 On-Site Renewable Energy (1 point)
- Credit 3 Enhanced Commissioning
- Credit 4 Enhanced Refrigerant Management
- Credit 5 Measurement & Verification
- Credit 6 Green Power

Category: Materials & Resources

- Prerequisite: Storage & Collection of Recyclables

- Credit 1.1 75% Building Reuse
- Credit 1.2 100% Building Reuse
- Credit 1.3 Building Reuse, 50% of Interior Non-Structural Elements
- Credit 2.1 Construction Waste Management, Divert 50%
- Credit 2.2 Construction Waste Management, Divert 75%
- Credit 3.1 Materials Reuse, 5%
- Credit 3.2 Materials Reuse, 10%
- Credit 4.1 Recycled Content, 10% (post-consumer + 1/2 pre-consumer)
- Credit 4.2 Recycled Content, 20%
- Credit 5.1 Regional Materials, 10%
Extracted, Processed & Manufactured Regionally
- Credit 5.2 Regional Materials, 20%
- Credit 6 Rapidly Renewable Materials
- Credit 7 Certified Wood

Category: Materials & Resources

Obvious Points

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Extracted, Processed & Manufactured Regionally
- Credit 5.2 Regional Materials, 20%
- Credit 6 Rapidly Renewable Materials
- Credit 7 Certified Wood

Category: Indoor Environmental Quality

- Prerequisite 1: Minimum IAQ Performance
 - Prerequisite 2: Environmental Tobacco Smoke (ETS) Control
-

- Credit 1 Outdoor Air Monitoring
- Credit 2 Increased Ventilation
- Credit 3.1 IAQ Management Plan, During Construction
- Credit 3.2 IAQ Management Plan, Before Occupancy
- Credit 4.1 Low-Emitting Adhesives
- Credit 4.2 Low-Emitting Paints
- Credit 4.3 Low-Emitting Carpeting
- Credit 4.4 Low-Emitting Composite Wood & Agrifiber
- Credit 5 Indoor Chemical & Pollutant Source Control
- Credit 6.1 Lighting Controls
- Credit 6.2 Thermal Controls
- Credit 7.1 Thermal Design
- Credit 7.2 Thermal Verification
- Credit 8.1 Daylight & Views, 75%
- Credit 8.2 Daylight & Views, 90%

Category: IEQ

Obvious Points

-
- Prerequisite 1: Minimum IAQ Performance
 - Prerequisite 2: Environmental Tobacco Smoke (ETS) Control
-

- Credit 1 Outdoor Air Monitoring
- Credit 2 Increased Ventilation
- Credit 3.1 IAQ Management Plan, During Construction
- Credit 3.2 IAQ Management Plan, Before Occupancy
- Credit 4.1 Low-Emitting Adhesives
- Credit 4.2 Low-Emitting Paints
- Credit 4.3 Low-Emitting Carpeting
- Credit 4.4 Low-Emitting Composite Wood & Agrifiber
- Credit 5 Indoor Chemical & Pollutant Source Control
- Credit 6.1 Lighting Controls
- Credit 6.2 Thermal Controls
- Credit 7.1 Thermal Design
- Credit 7.2 Thermal Verification
- Credit 8.1 Daylight & Views, 75%
- Credit 8.2 Daylight & Views, 90%

Category: IEQ

Impossible Points

-
- Prerequisite 1: Minimum IAQ Performance
 - Prerequisite 2: Environmental Tobacco Smoke (ETS) Control
-

- Credit 1 Outdoor Air Monitoring
- Credit 2 Increased Ventilation
- Credit 3.1 IAQ Management Plan, During Construction
- Credit 3.2 IAQ Management Plan, Before Occupancy
- Credit 4.1 Low-Emitting Adhesives
- Credit 4.2 Low-Emitting Paints
- Credit 4.3 Low-Emitting Carpeting
- Credit 4.4 Low-Emitting Composite Wood & Agrifiber
- Credit 5 Indoor Chemical & Pollutant Source Control
- Credit 6.1 Lighting Controls
- Credit 6.2 Thermal Controls
- Credit 7.1 Thermal Design
- Credit 7.2 Thermal Verification
- Credit 8.1 Daylight & Views, 75%
- Credit 8.2 Daylight & Views, 90%

Category: IEQ

Remaining Points

-
- Prerequisite 1: Minimum IAQ Performance
 - Prerequisite 2: Environmental Tobacco Smoke (ETS) Control
-

- Credit 1 Outdoor Air Monitoring
- Credit 2 Increased Ventilation
- Credit 3.1 IAQ Management Plan, During Construction
- Credit 3.2 IAQ Management Plan, Before Occupancy
- Credit 4.1 Low-Emitting Adhesives
- Credit 4.2 Low-Emitting Paints
- Credit 4.3 Low-Emitting Carpeting
- Credit 4.4 Low-Emitting Composite Wood & Agrifiber
- Credit 5 Indoor Chemical & Pollutant Source Control
- Credit 6.1 Lighting Controls
- Credit 6.2 Thermal Controls
- Credit 7.1 Thermal Design
- Credit 7.2 Thermal Verification
- Credit 8.1 Daylight & Views, 75%
- Credit 8.2 Daylight & Views, 90%

Category: Innovation & Design

- Prerequisite: None

-
- Credit 1.1 Innovation in Design
 - Credit 1.2 Innovation in Design
 - Credit 1.3 Innovation in Design
 - Credit 1.4 Innovation in Design
 - Credit 2 LEED Accredited Professional

Category: Innovation & Design

Obvious Points

-
- Prerequisite: None
-
- Credit 1.1 Innovation in Design: Retail Fixtures
 - Credit 1.2 Innovation in Design: Pilot Participation
 - Credit 1.3 Innovation in Design: Community Programs
 - Credit 1.4 Innovation in Design: Advanced Energy Management
 - Credit 2 LEED Accredited Professional

PLANNING



Available

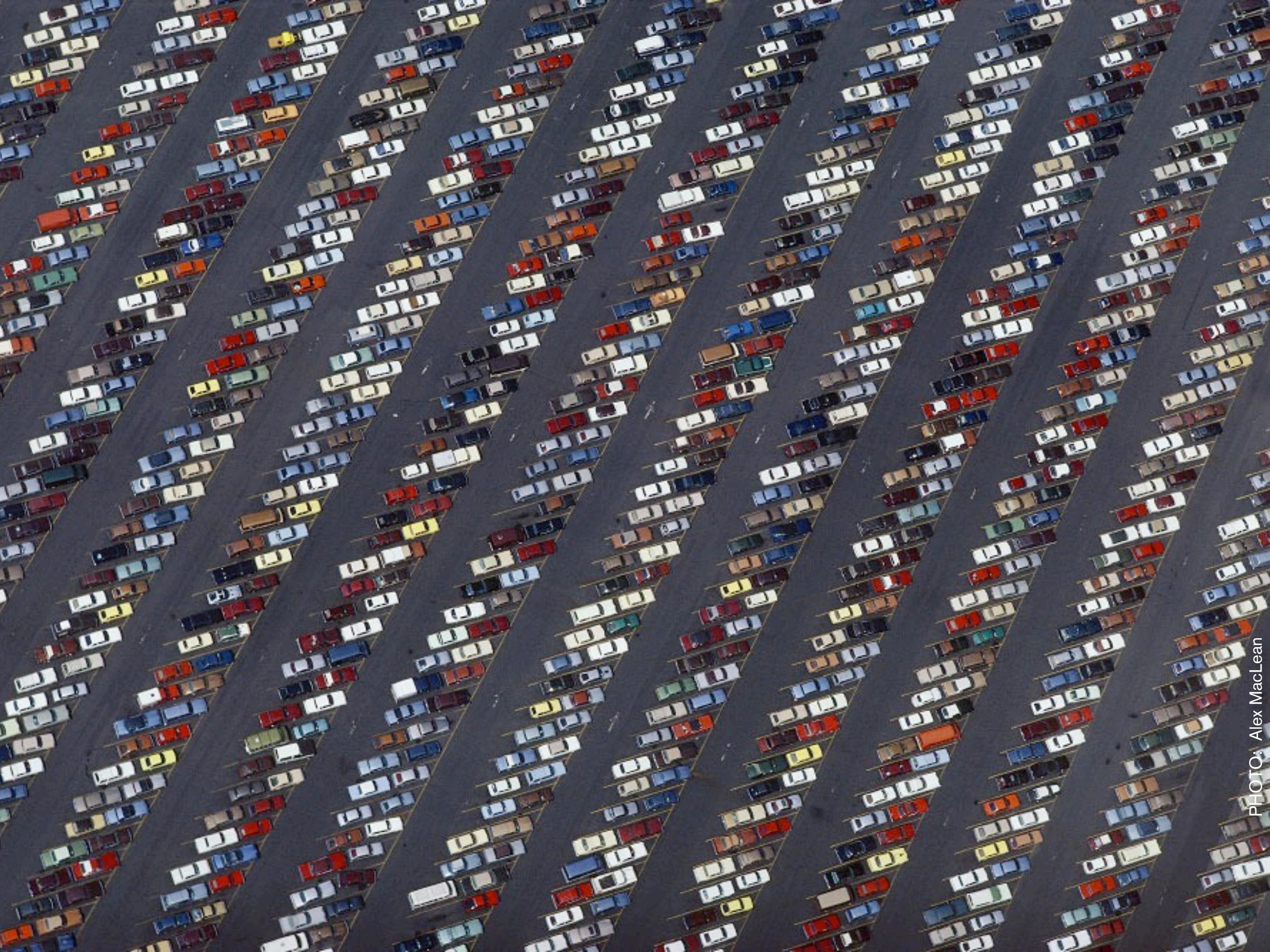
Two Adjoining Stores
\$695/mo. for both

413 489 3016

MENS MISSES









STILL: Logorama

Got Hemorrhoids?


WARNING

**This Area Contains
Chemicals Known To The
State Of California To Cause
Cancer, Birth Defects, and
Other Reproductive Harm.**

**California Health and Safety
Code Section 25249.6**


 **Pizza Hut**

TACO  **BELL**

 **LONG JOHN SILVER'S**



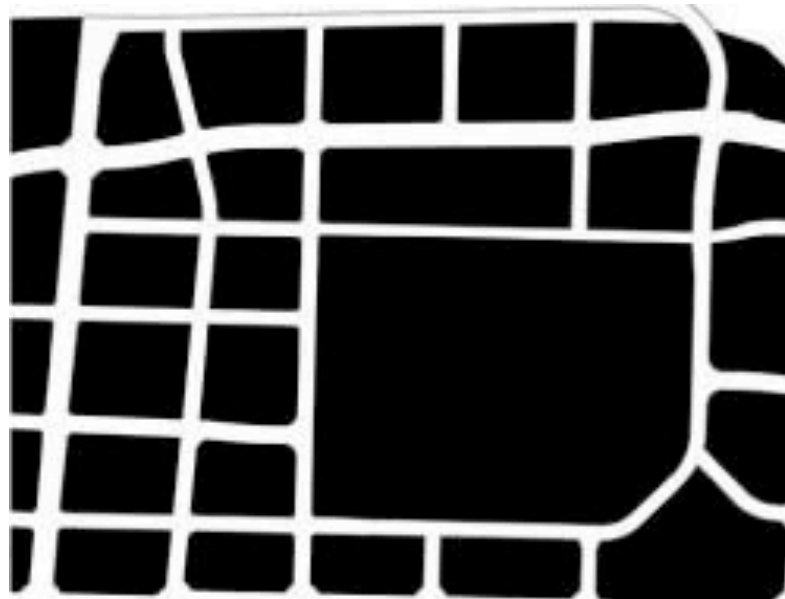
DUNKIN'
DONUTS

Baskin  **Robbins.**





Palmanova, Italy



MISSISSAUGA



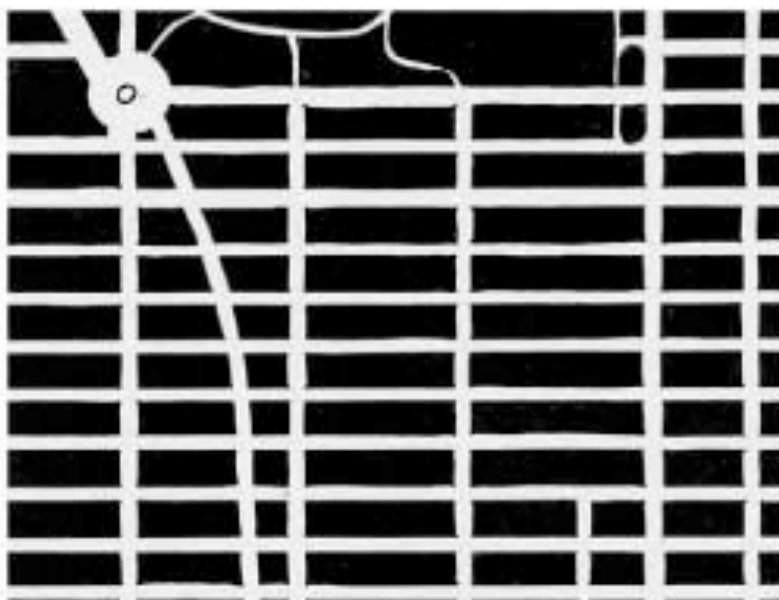
BARCELONA



COPENHAGEN



LONDON



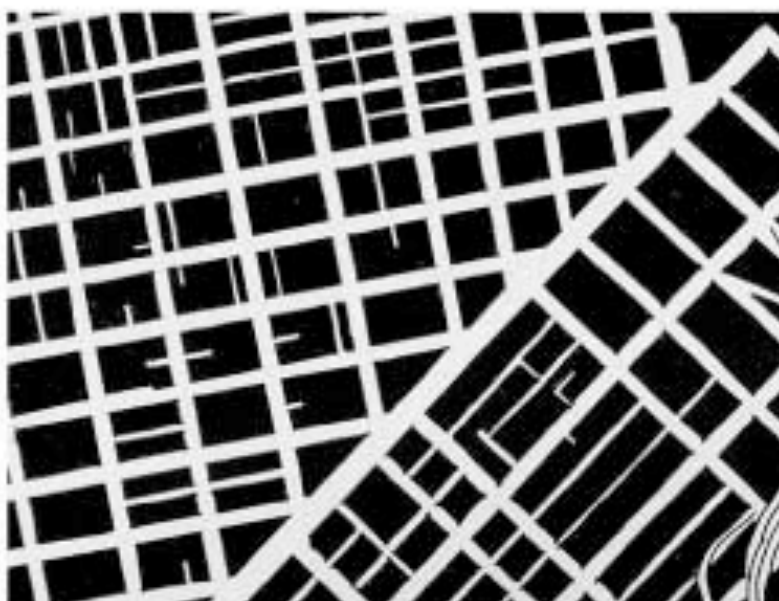
NEW YORK



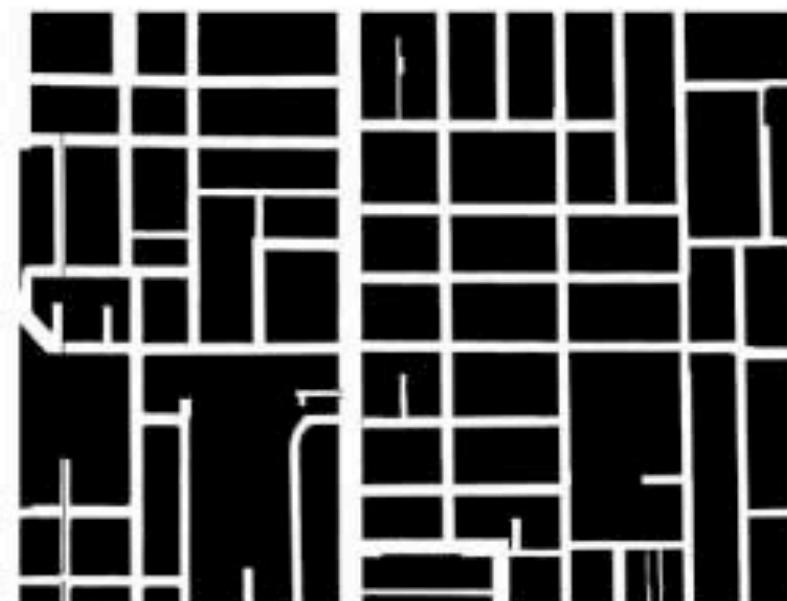
PARIS



ROME



SAN FRANCISCO



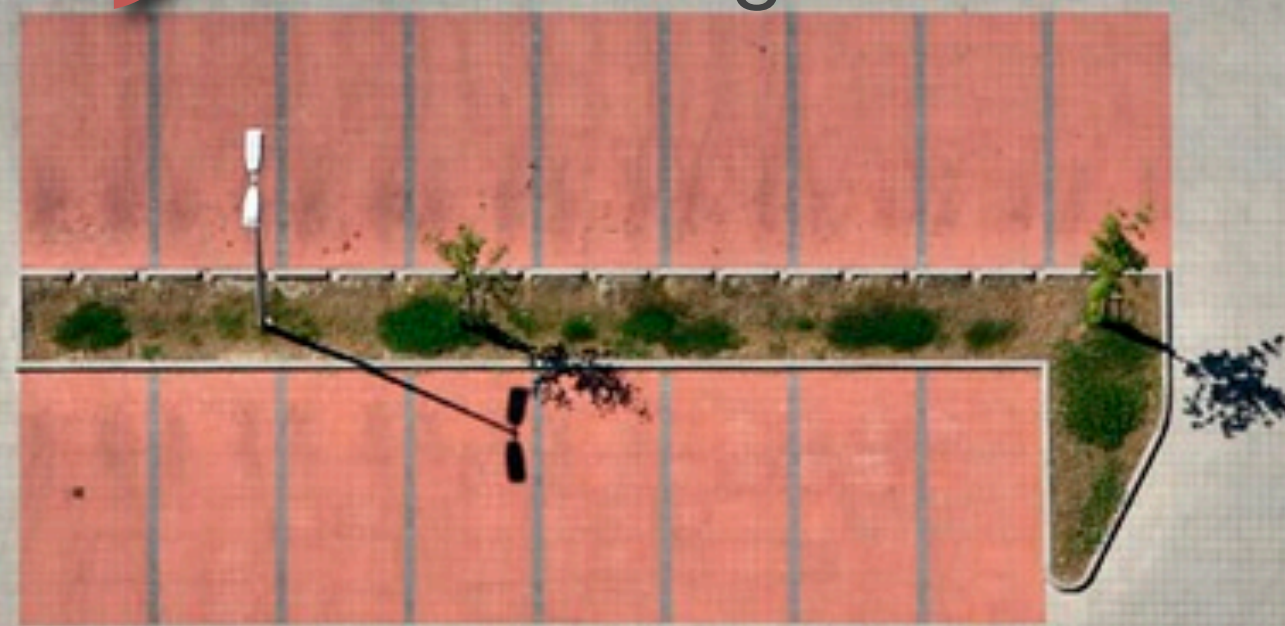
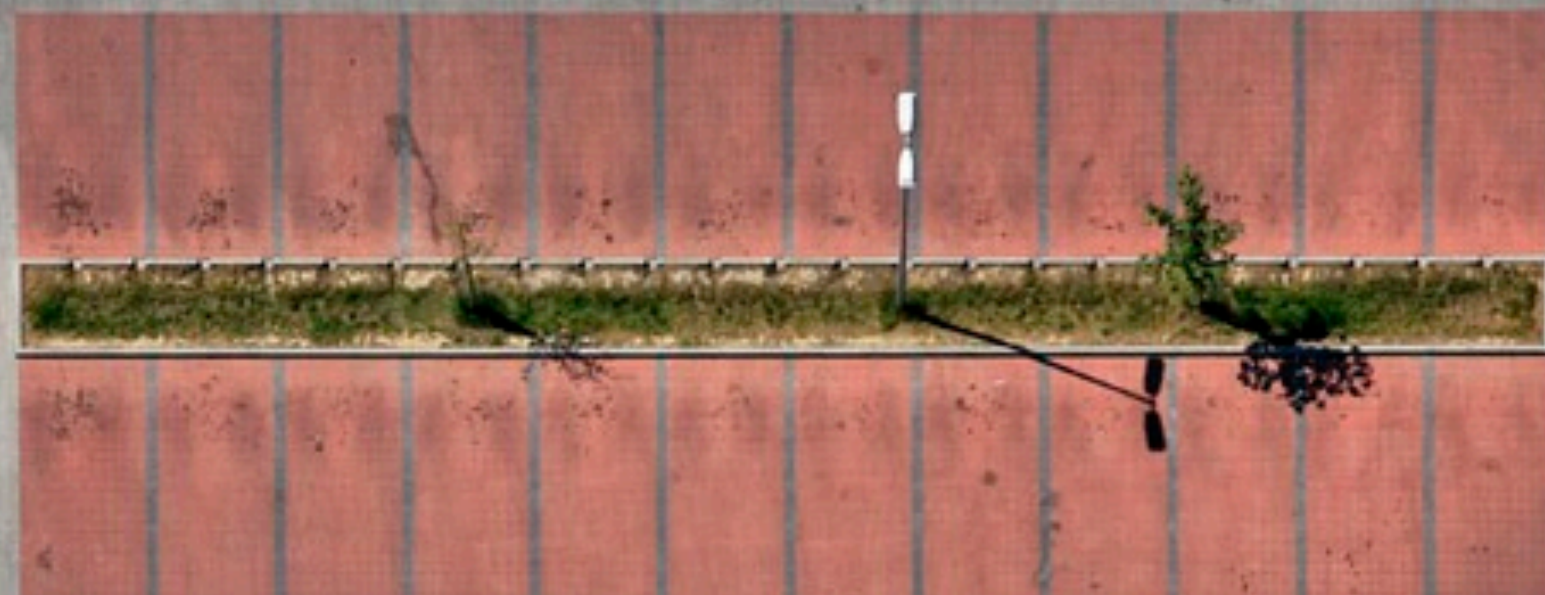
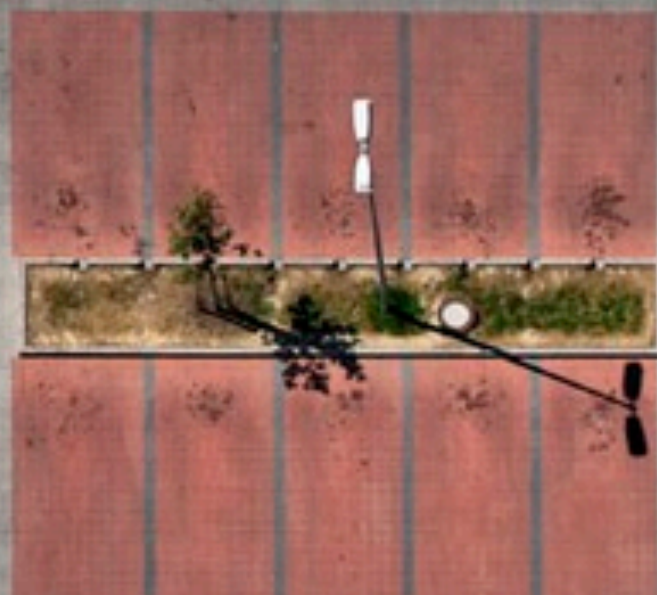
TORONTO











WAL★MART

18,810 acres
store coverage

15,000 acres
manhattan

SOURCE: Good Magazine

NETBOOK BUILDINGS









SAN FRANCISCO HAS
UNDERGROUND PARKING,
SO SHOULD WE.

la county

70%
PARKING



HOUSTON 6000 square miles

PARKING



HYBRID
DRIVING
ONLY



**Return parking meter revenue
to the neighborhoods**



LOCAL FOOD PRODUCE TRAFFIC

ELLEN DUNHAM-JONES AND JUNE WILLIAMSON

RETROFITTING

URBAN DESIGN SOLUTIONS *for* REDESIGNING SUBURBS

SUBURBIA



the
Reburbia
plan



Dover Kohl & Partners
Johnnie Dodds Boulevard, Mt Pleasant, SC











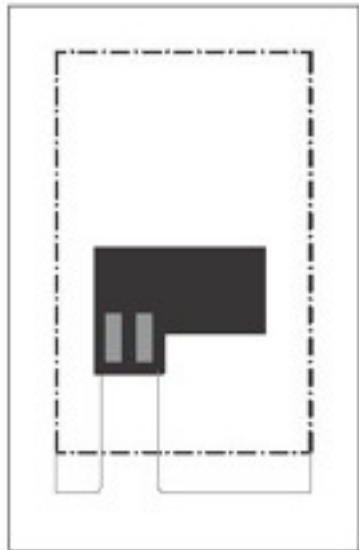




SPRAWL REPAIR MANUAL

GALINA TACHIEVA

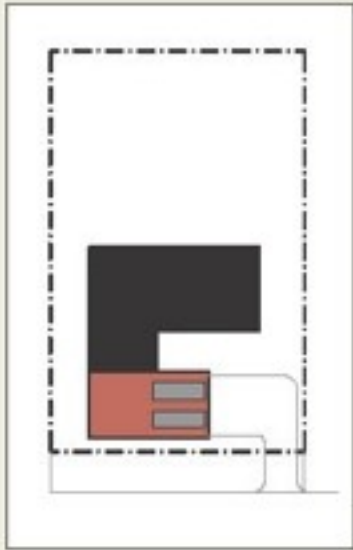
BEFORE



Existing
Suburban House



AFTER

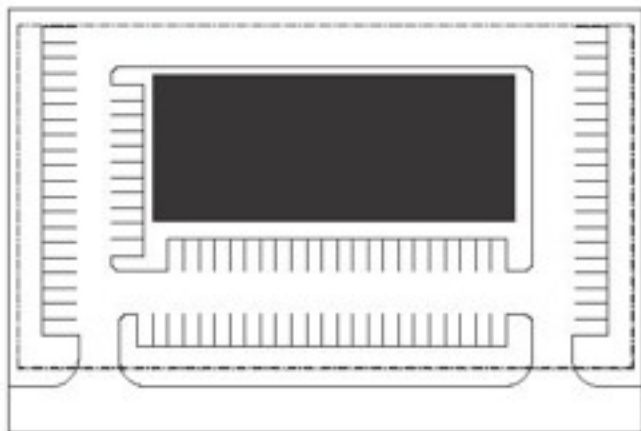


Proposed
Auxiliary Wing



Adjusted front setback brings new construction closer to sidewalk for better street definition

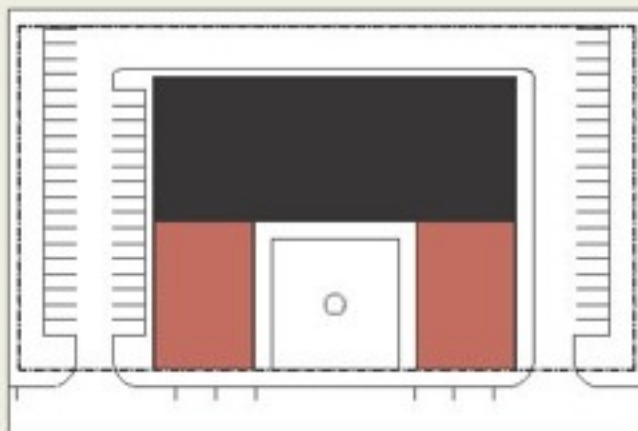
BEFORE



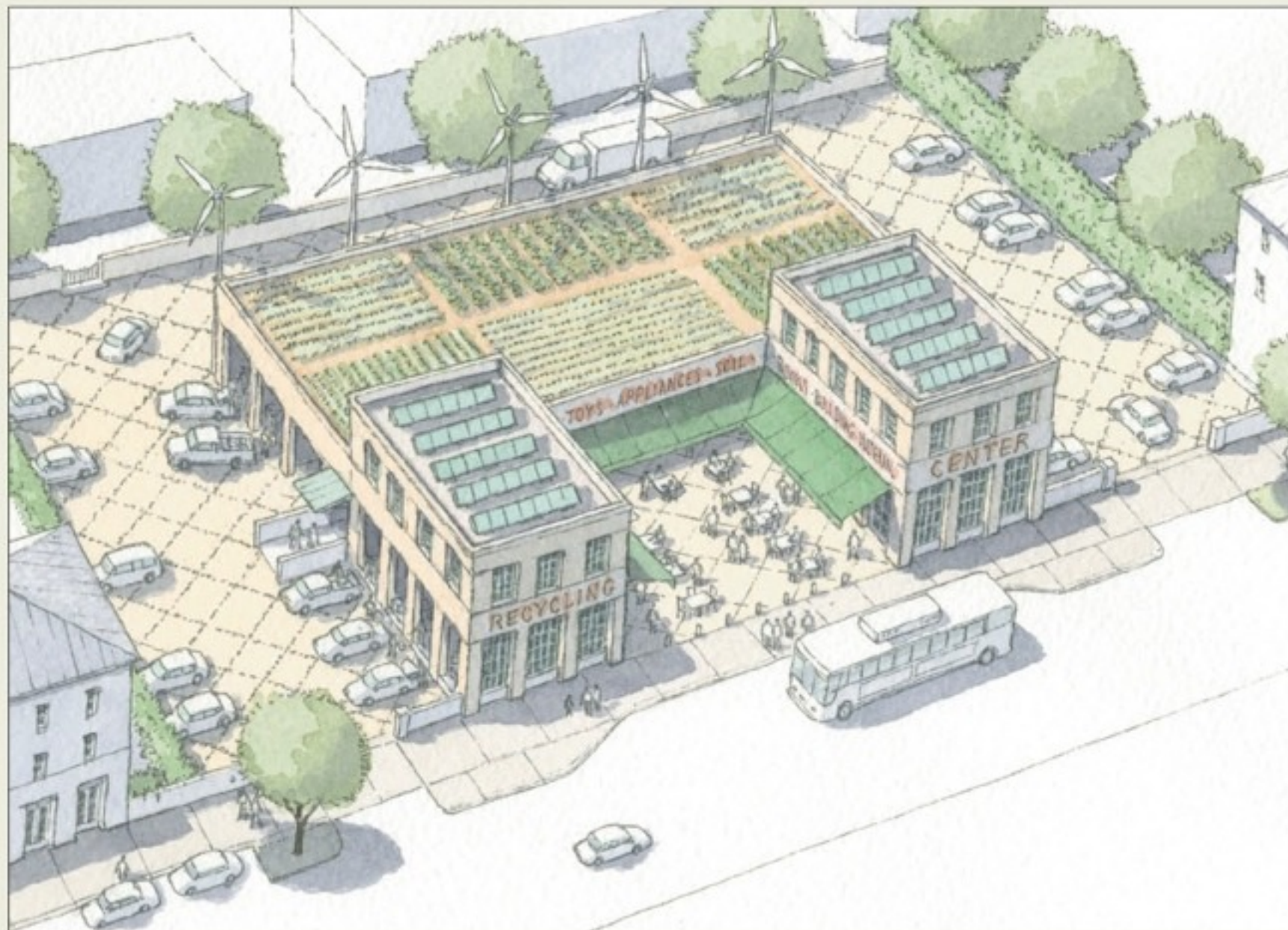
Existing Strip Center



AFTER

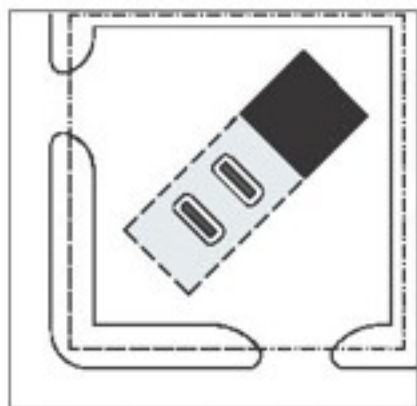


Proposed Building Additions

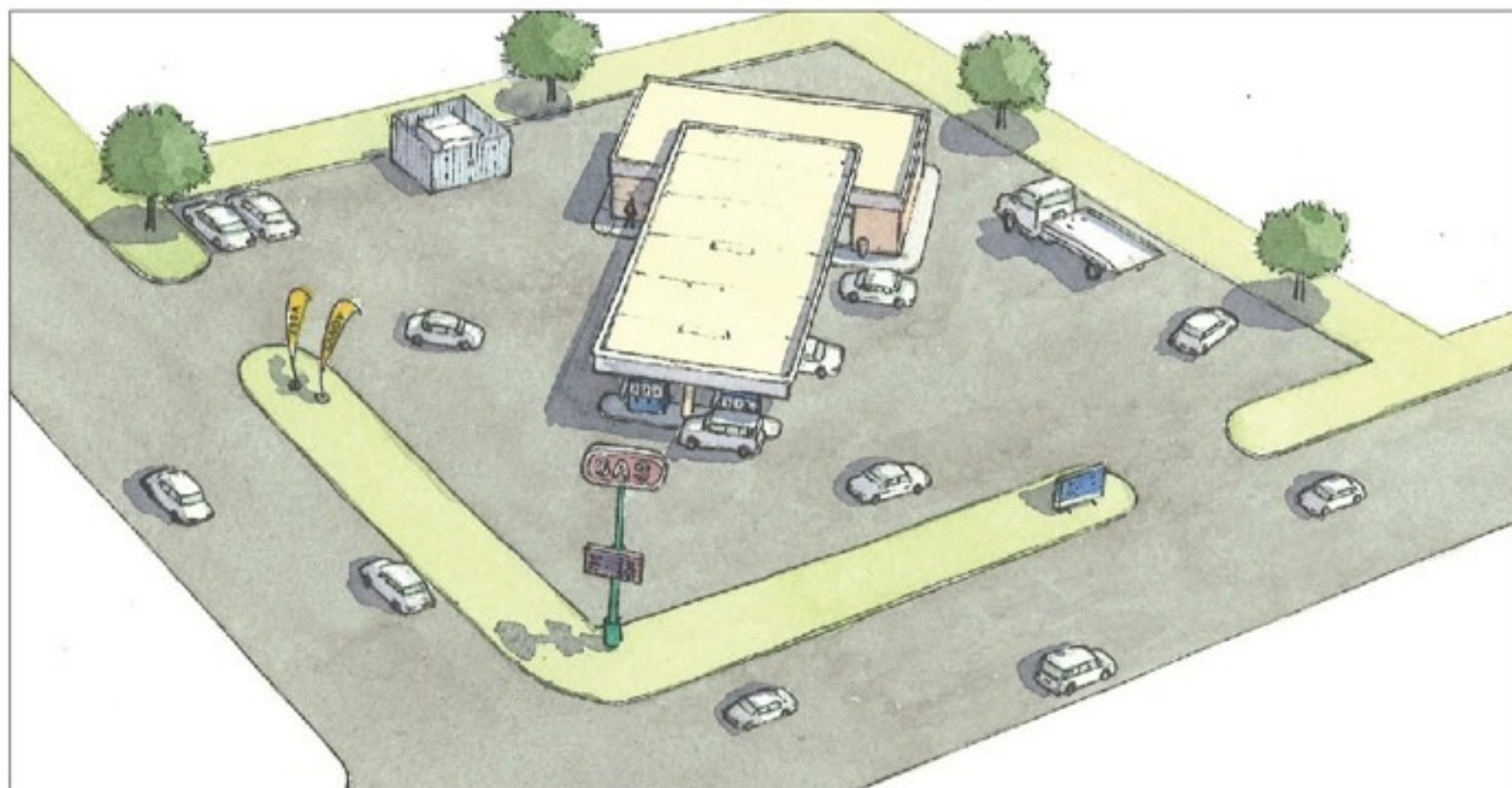


Expansion and re-purposing of strip center with multi-story wings and public plaza

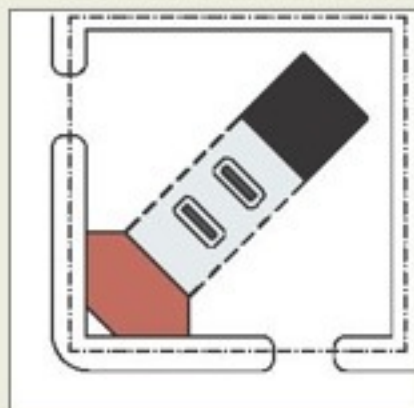
BEFORE



Existing Gas Station



AFTER

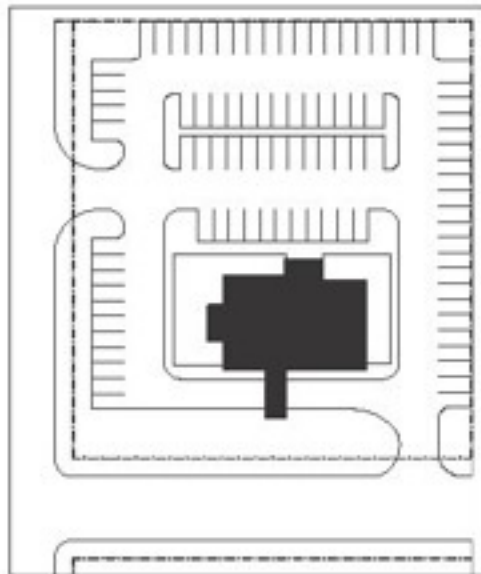


Proposed Addition

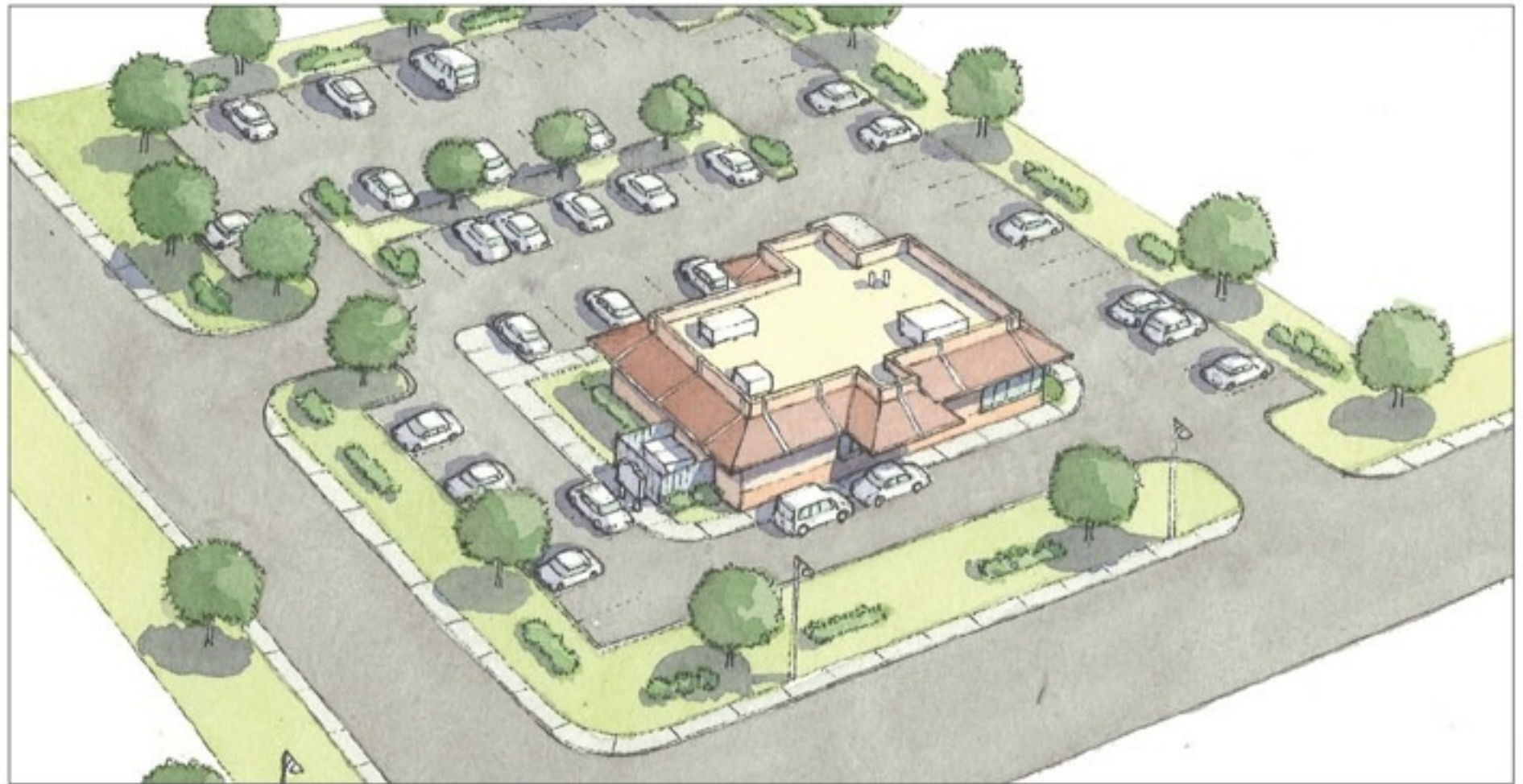


Mixed-use addition with corner store

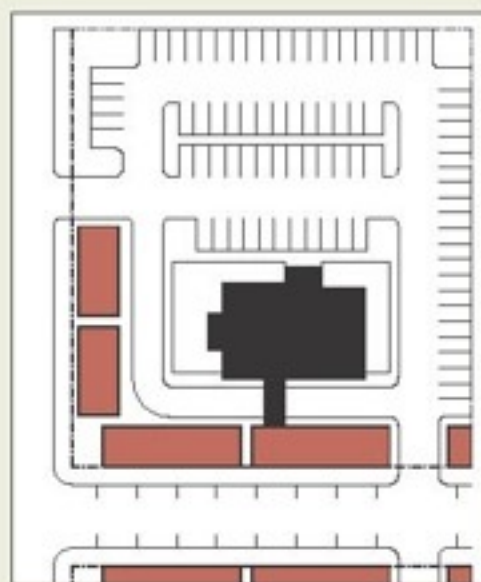
BEFORE



Existing Suburban
Restaurant Pad



AFTER

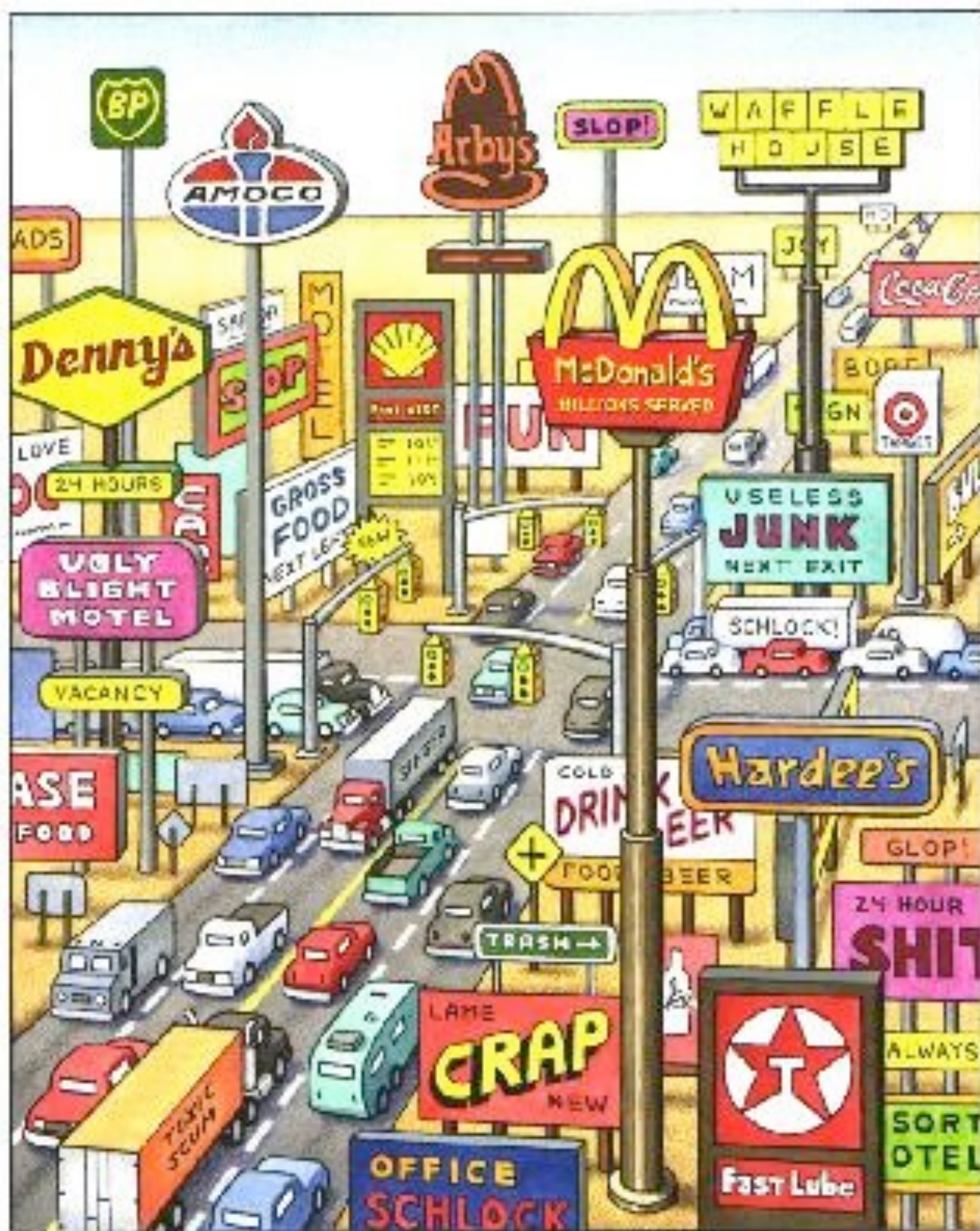


Proposed Liners



New neighborhood center intersection with mixed-use infill structures









FINISHES

Recycled, non-toxic, locally sourced, sustainable.

TASK LIGHTS

Only light the work areas to save energy.

CASH WRAP

Recycled paper, soy based inks & optional to use.

CABINETRY

Use formaldehyde free cabinets & FSC or bamboo doors.

DAYLIGHT

Increase sales with natural light.

FLOORING

Hard flooring doesn't trap allergens.

FIXTURES

Reusable, renewable, durable & recyclable.

PRODUCTS

Healthy, local & renewable.

GREEN RETAIL STORE

greendepot.com

psfk



DON'T TREAT ALL SPACES THE SAME

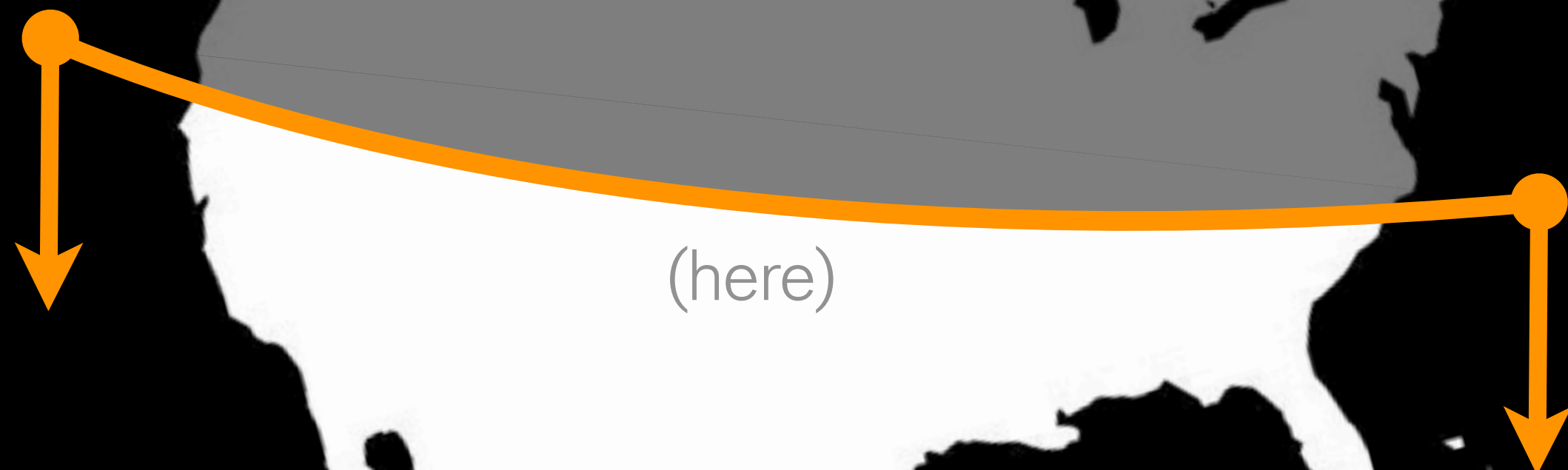




NORTH

WEST

SHADE SOUTH & WEST WINDOWS



(here)



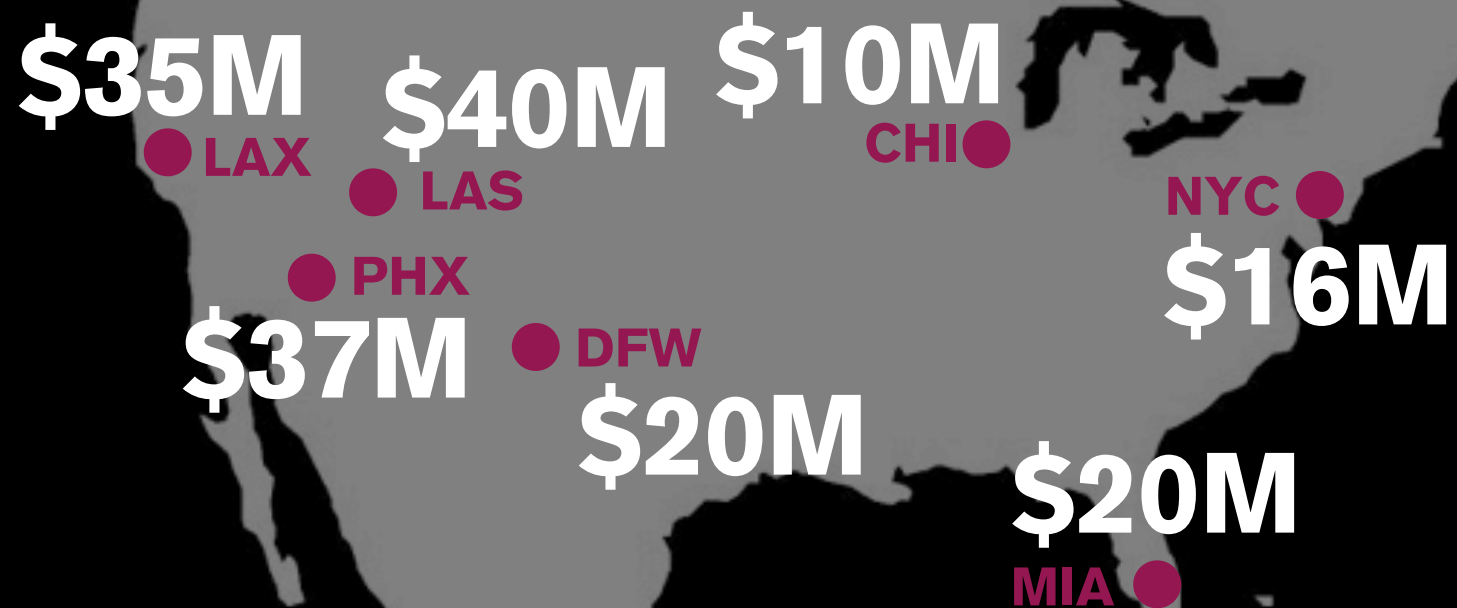
COOL ROOF SAVINGS

70°
40° C
cooler

COOL ROOF SAVINGS

\$4,000,000,000

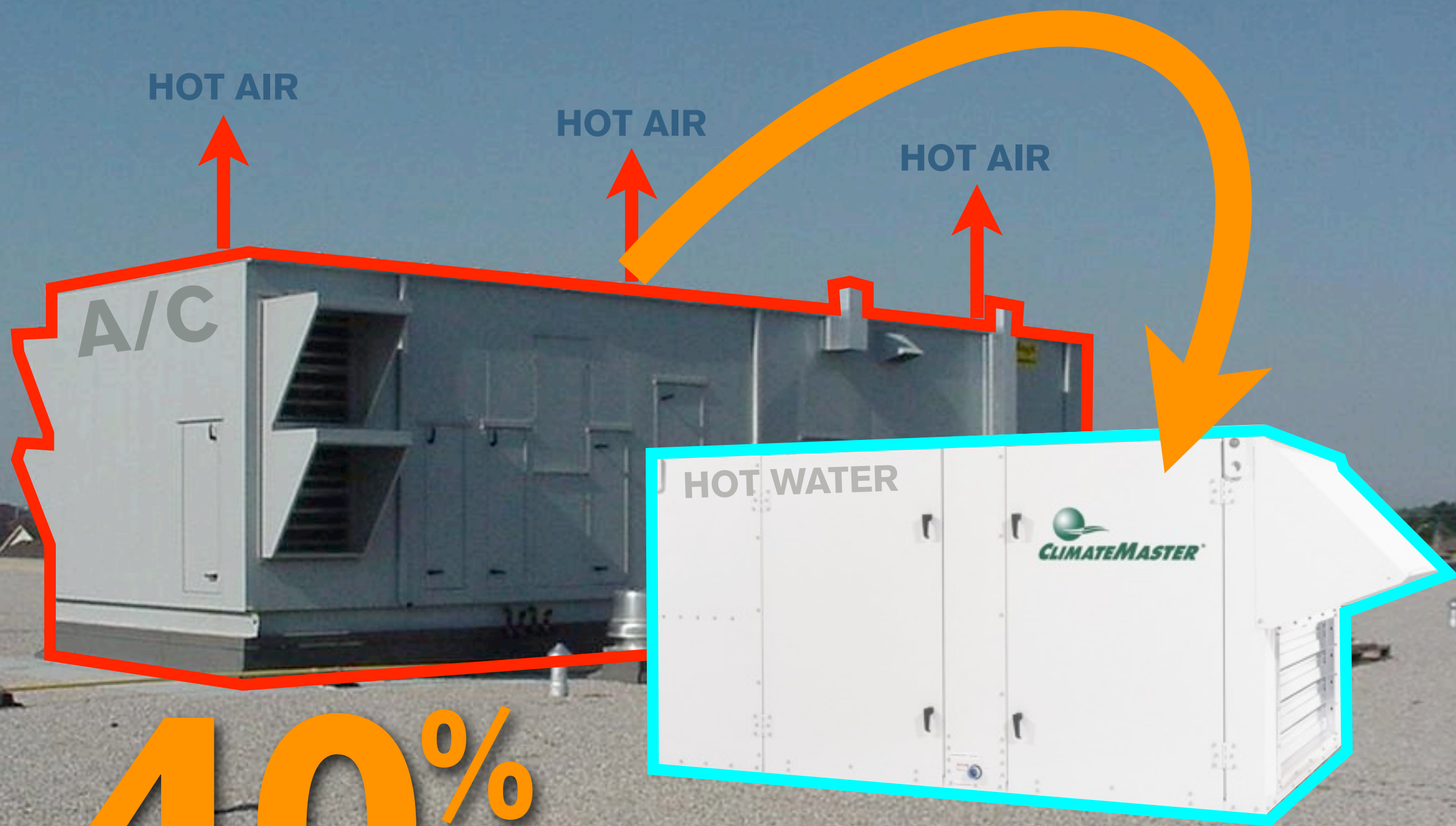
by 2015



GREEN ROOF SAVINGS

40%

energy savings



40%
off
HOT WATER BILL



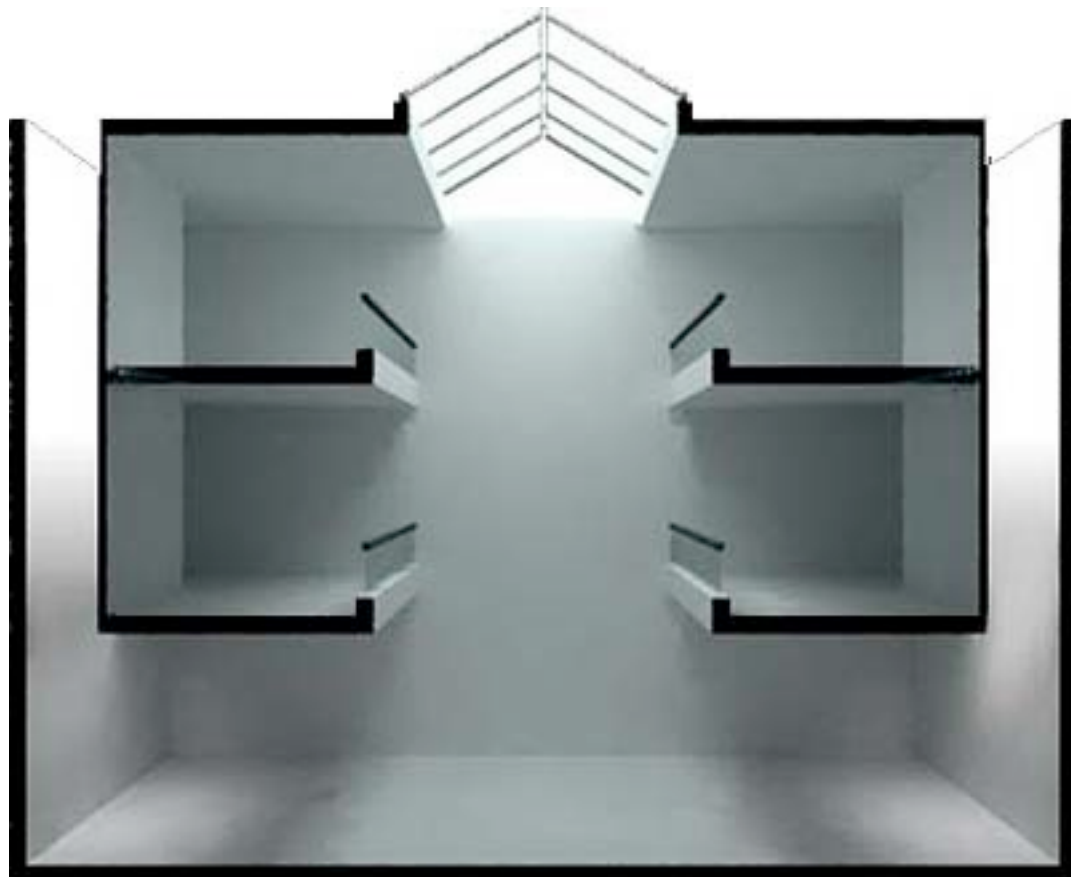
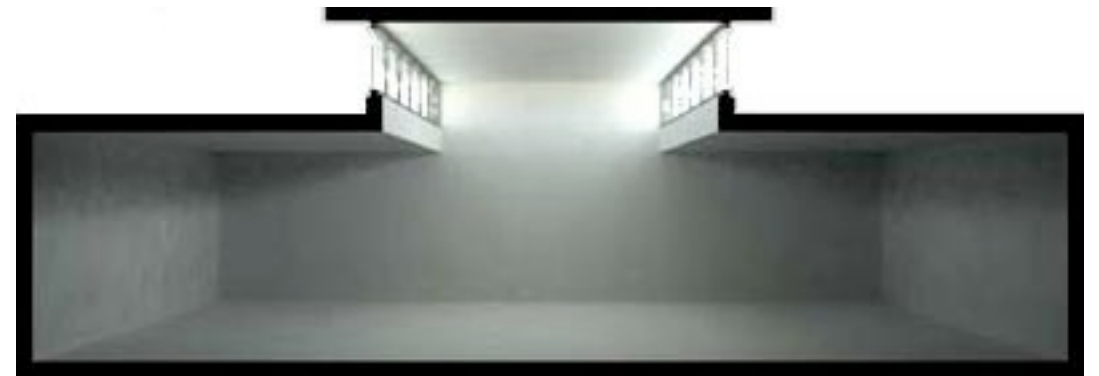
DAYLIGHTING

is the most important thing
you can do in a retail space.

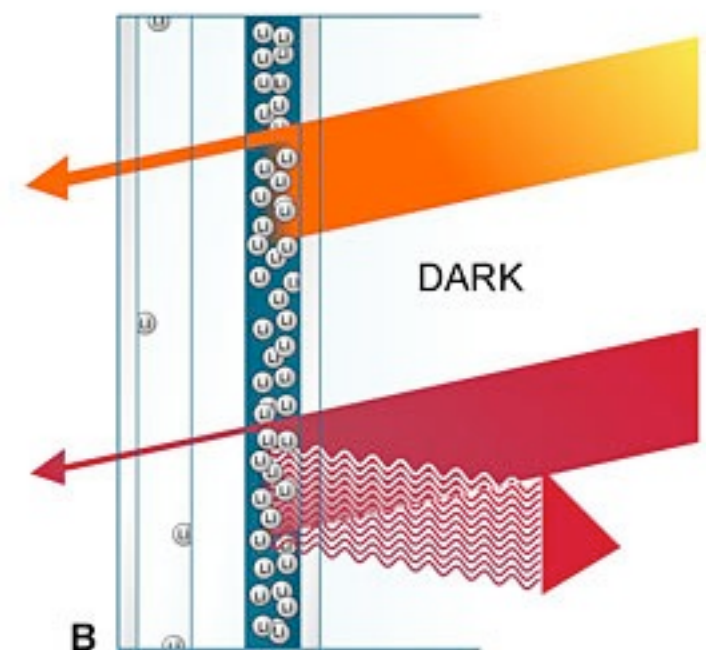
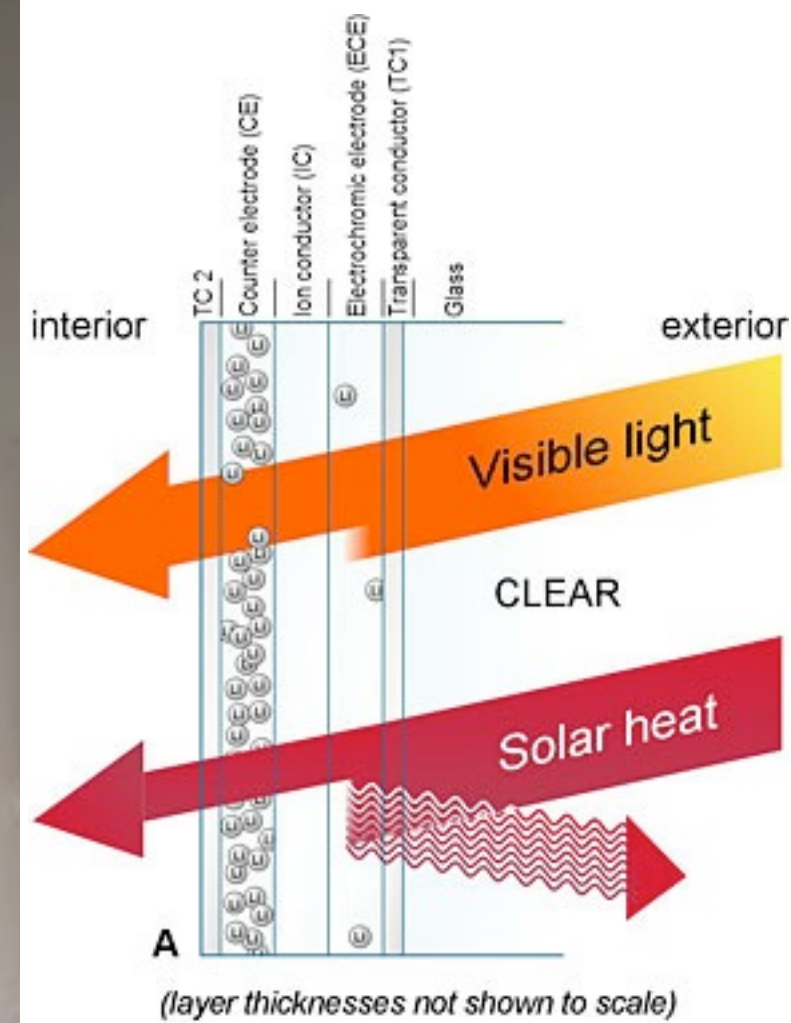
more than
store size

more than
location

increase sales
over 40%













MATERIALS

The image shows the interior of a modern retail store, likely a shoe boutique. The space is characterized by its white, angular, and geometric shelving units that create a dynamic, sculptural environment. These shelves are filled with various styles of shoes, including high heels and loafers. The ceiling is dark, and the space is illuminated by a series of track lights that provide focused, warm lighting on the merchandise. In the foreground, two bright red, angular display blocks sit on a dark, reflective floor. The overall aesthetic is clean, minimalist, and contemporary.

got formaldehyde?



FORMALDEHYDE



10x
more allowed



1
in

10,000

Californians

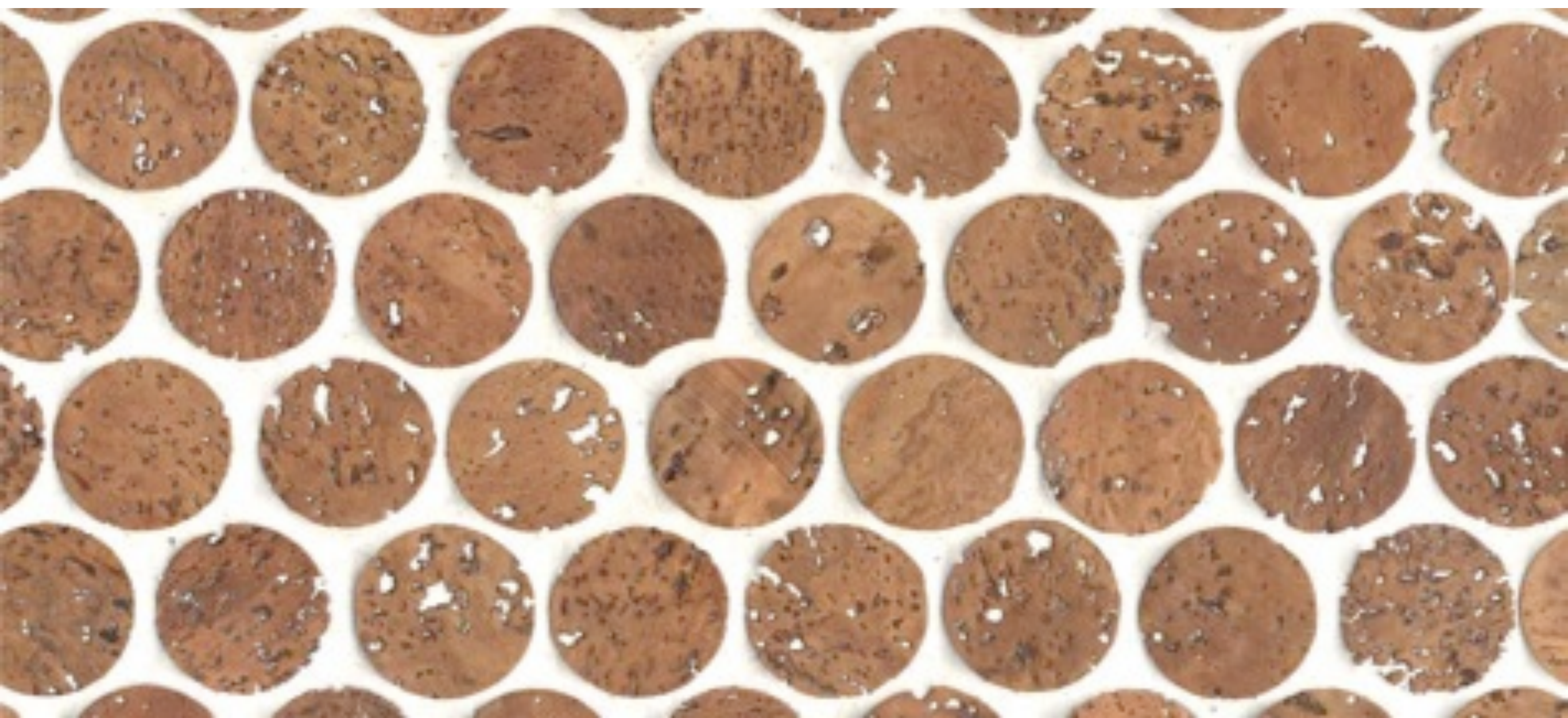
CANCER FROM
F O R M A L D E H Y D E

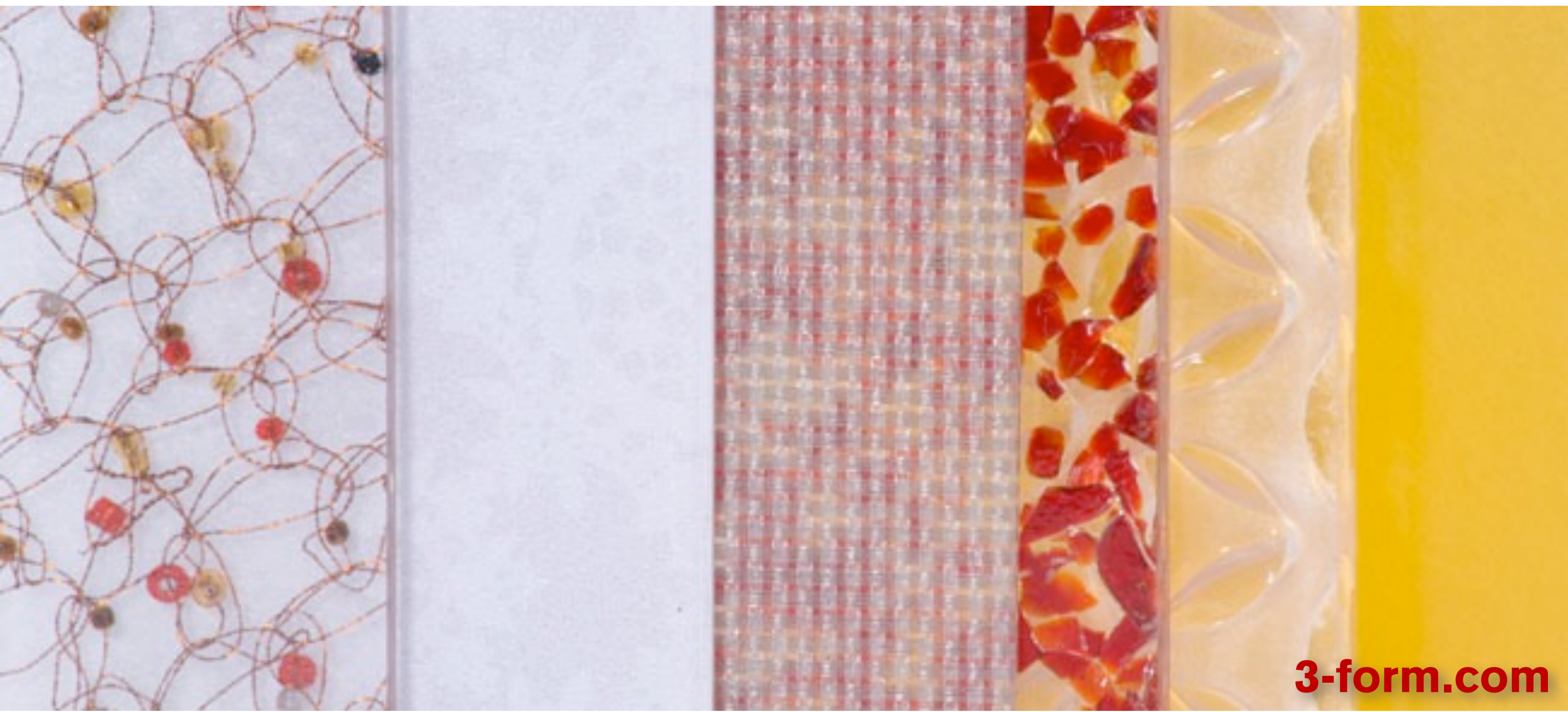
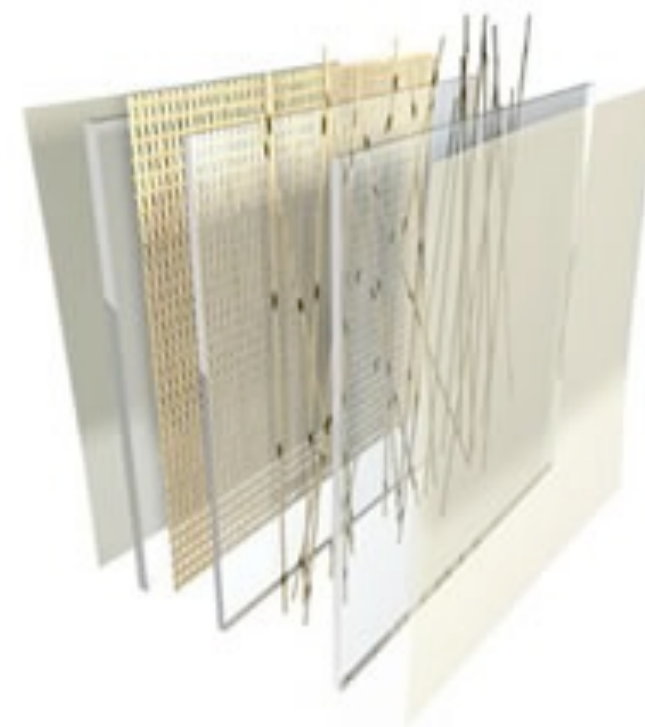
































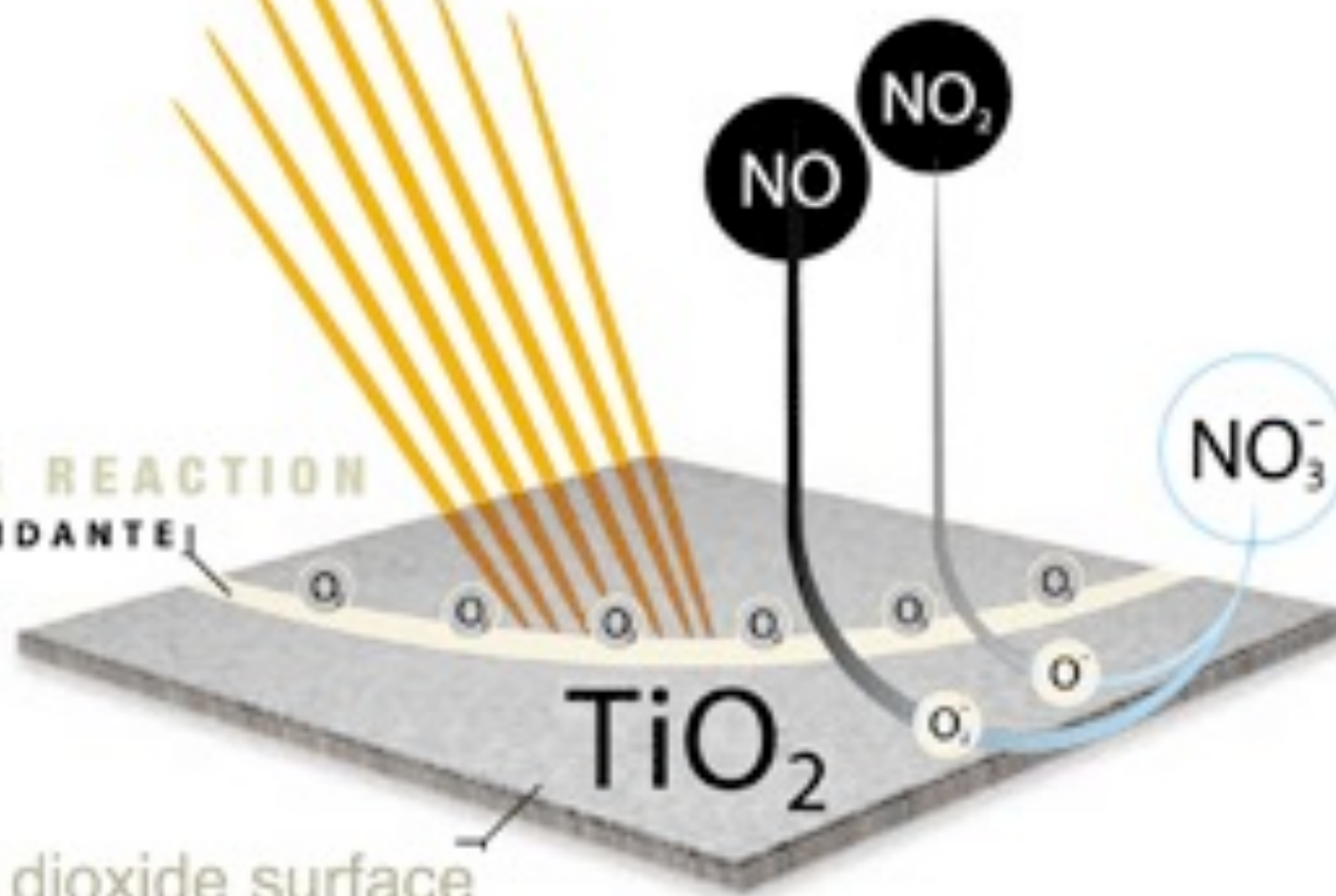
raggi ultravioletti

$h\nu$ ultraviolet rays



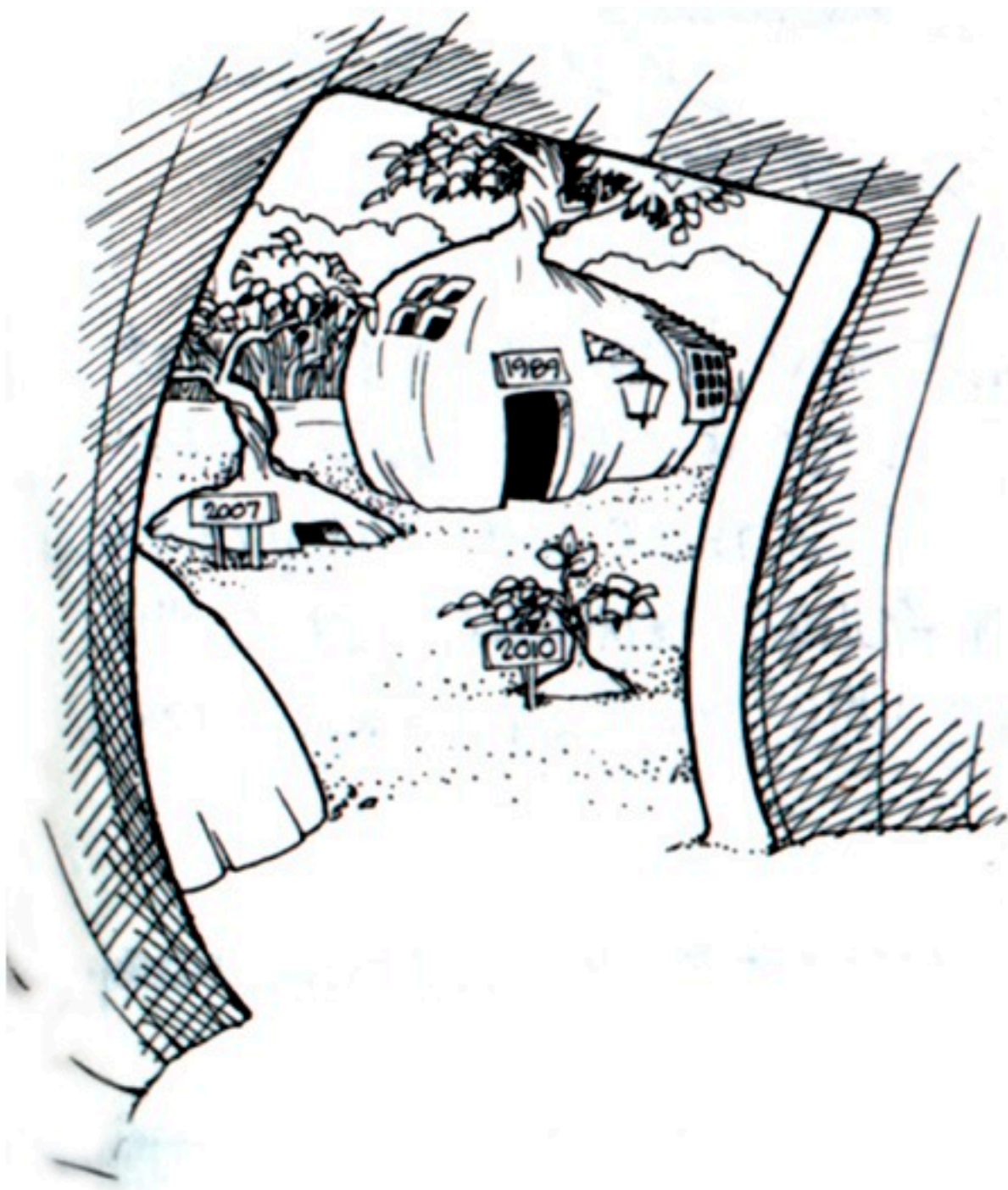
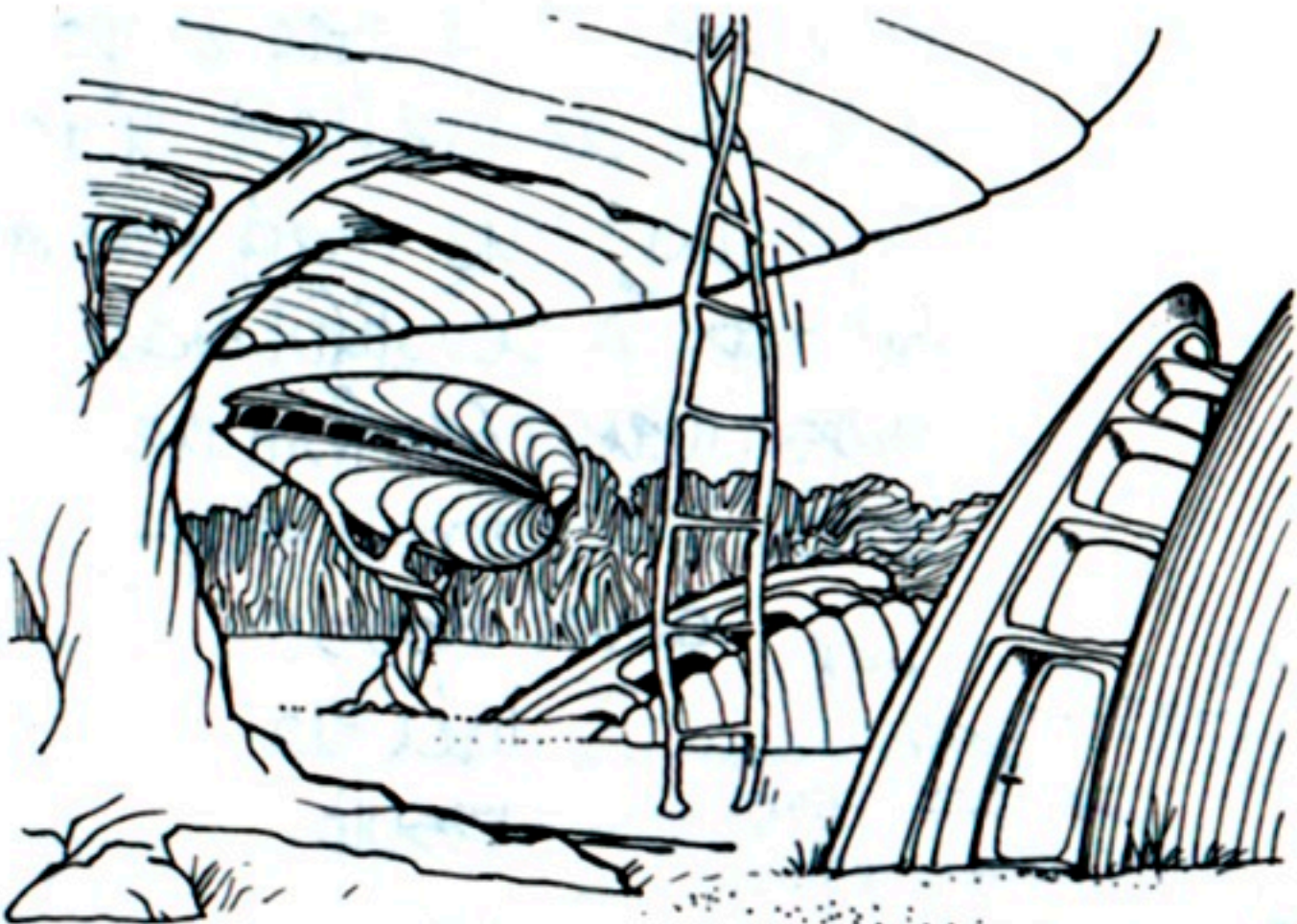
OXIDISING REACTION
REAZIONE OSSIDANTE

Titanium dioxide surface
Superficie Biossido di Titanio

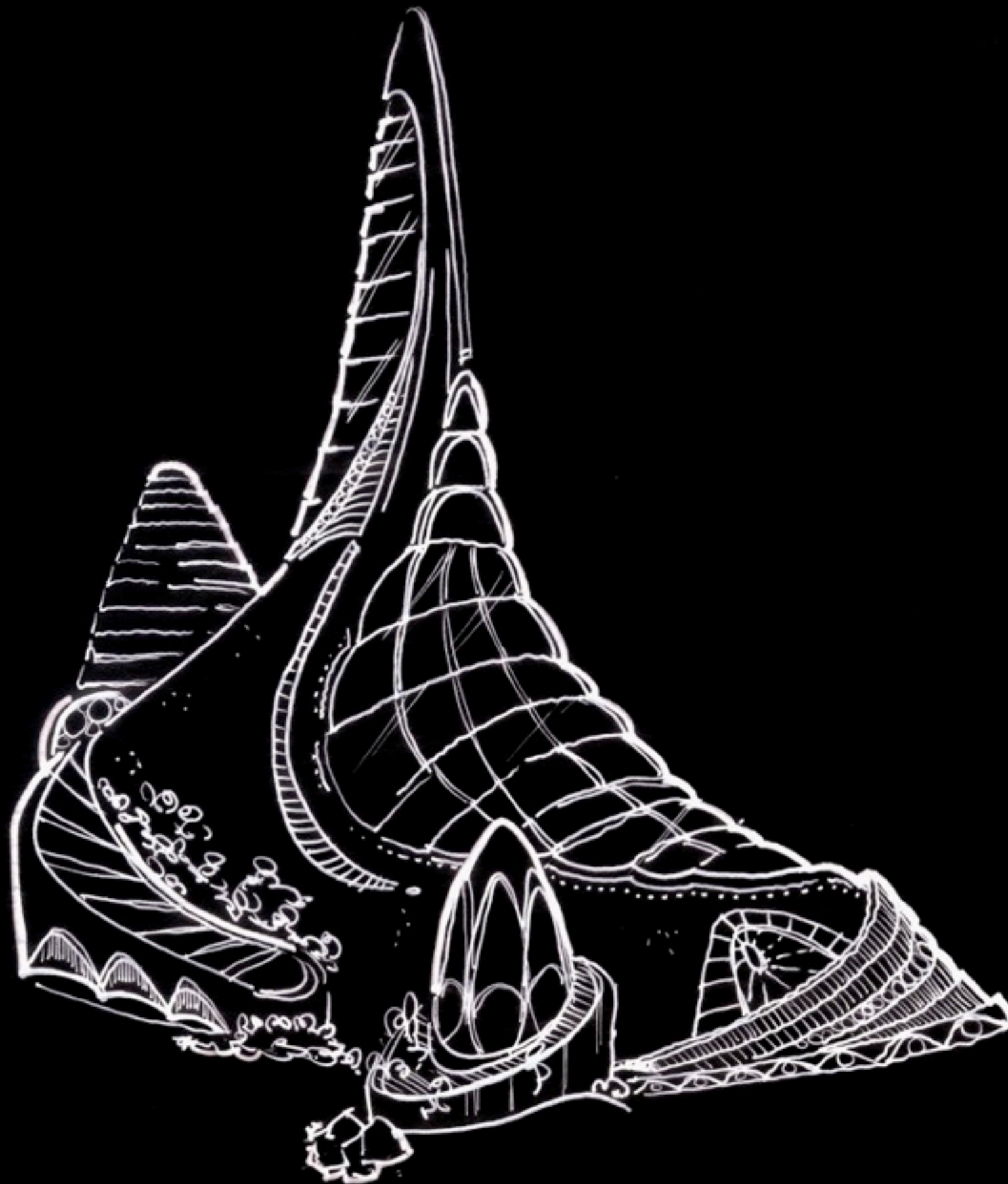

















 Recycle

 Compost

 Landfill

SMART





24
HOUR

FITNESS

DUMB

POINT LO...
HANDICA...
TO UPPE...
LOCATED...
24 HOUR...



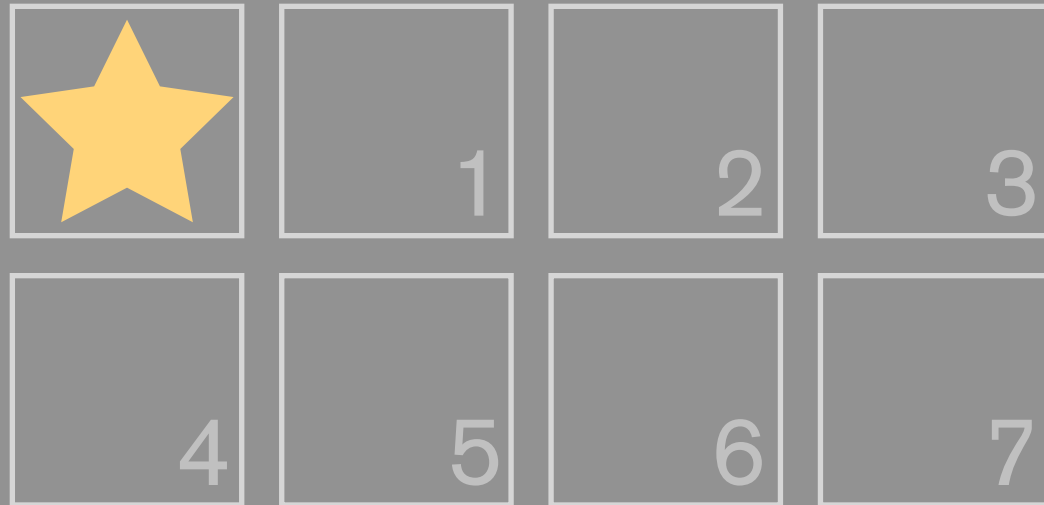
same price?



NOT ALL CUSTOMERS ARE EQUAL



GIVE INCENTIVES A HEAD START




Free car wash after **8** washes

19%
returned



Free car wash after **10** washes

34%
returned



*1/3
OF THE FOOD
WE BUY
WE THROW
AWAY!*



\$130
per SIGN
per year

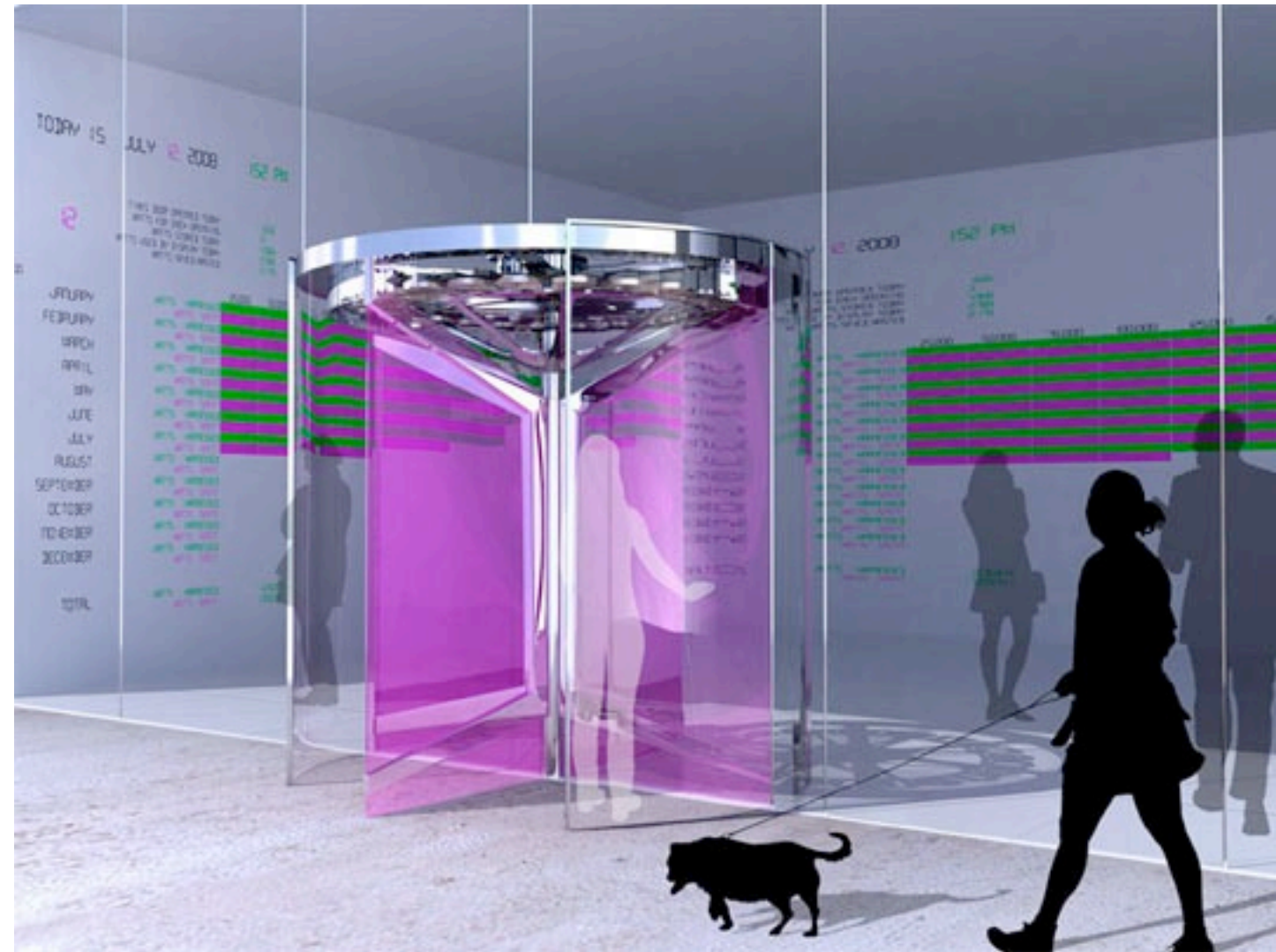
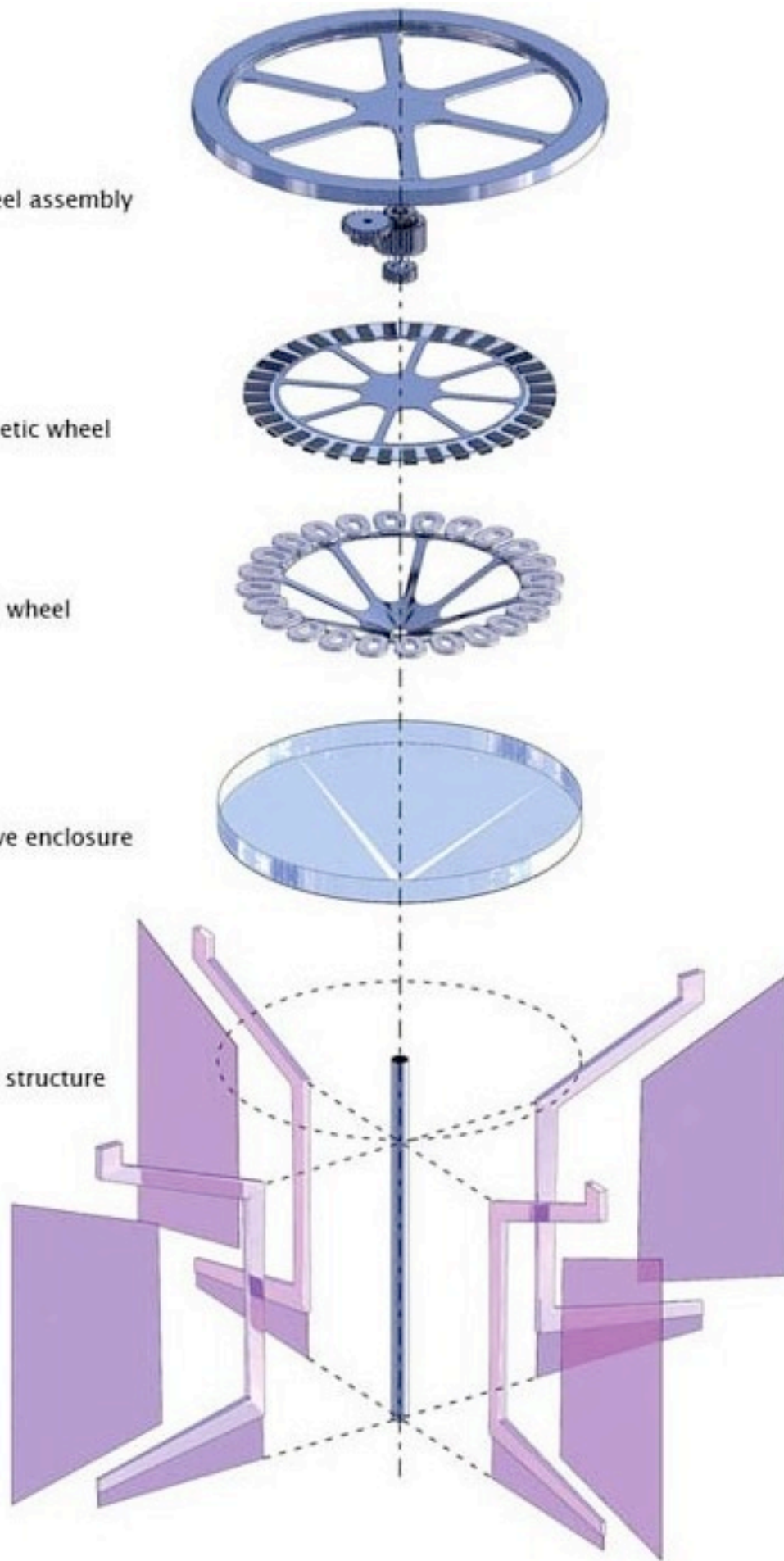
gear & flywheel assembly

rotating magnetic wheel

fixed wire coil wheel

glass protective enclosure

door panels & structure



LEED

PLANNING

BUILD OUT

MATERIALS

OPERATIONS

COMMUNITY

COMMUNITY





STUBBINS

IN THE BEGINNING

IT ALL STARTED WITH A CUP OF COFFEE





**Free Wi-Fi
for everyone.**
Now at Starbucks.





muffin top

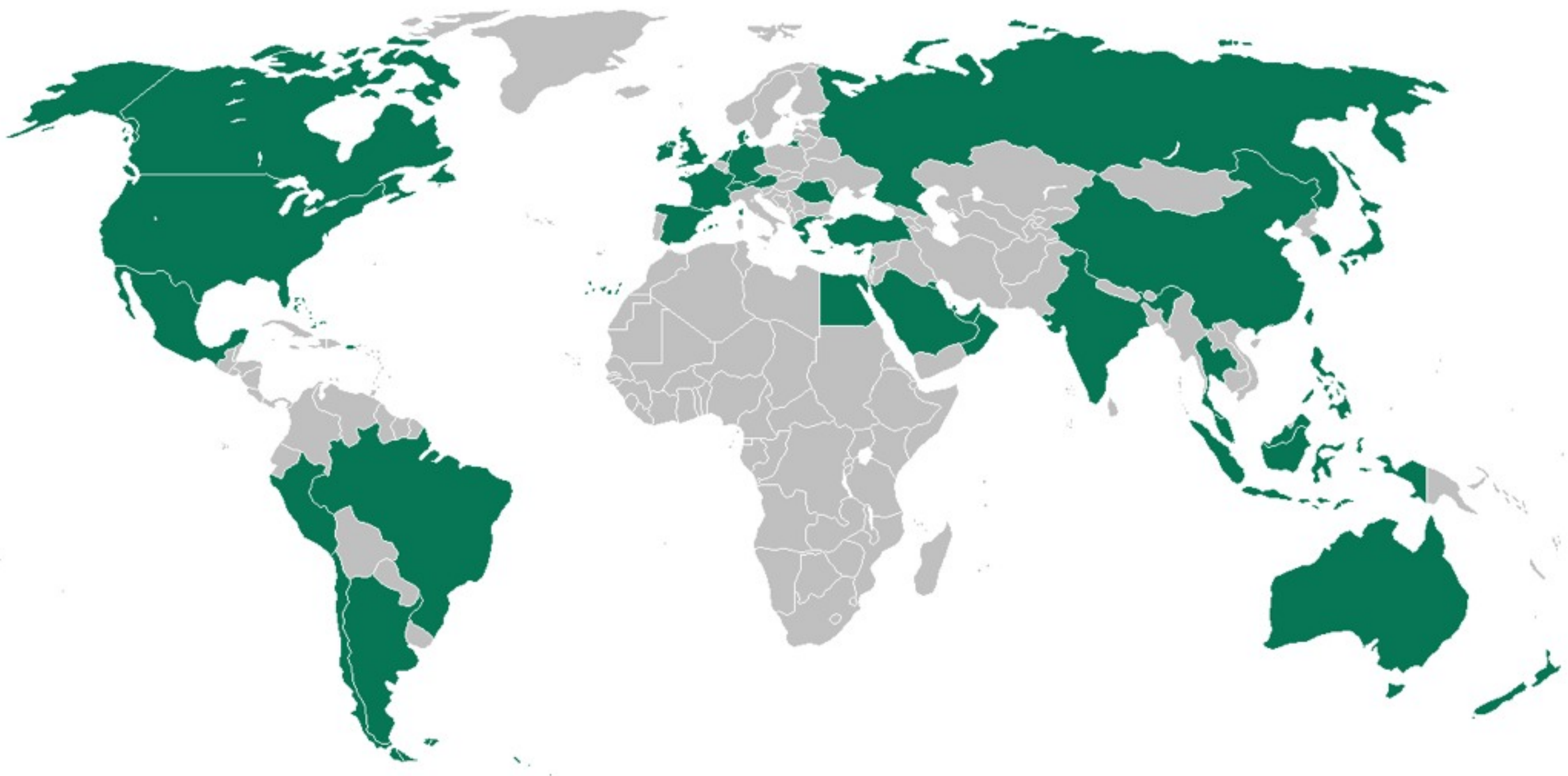


interesting person

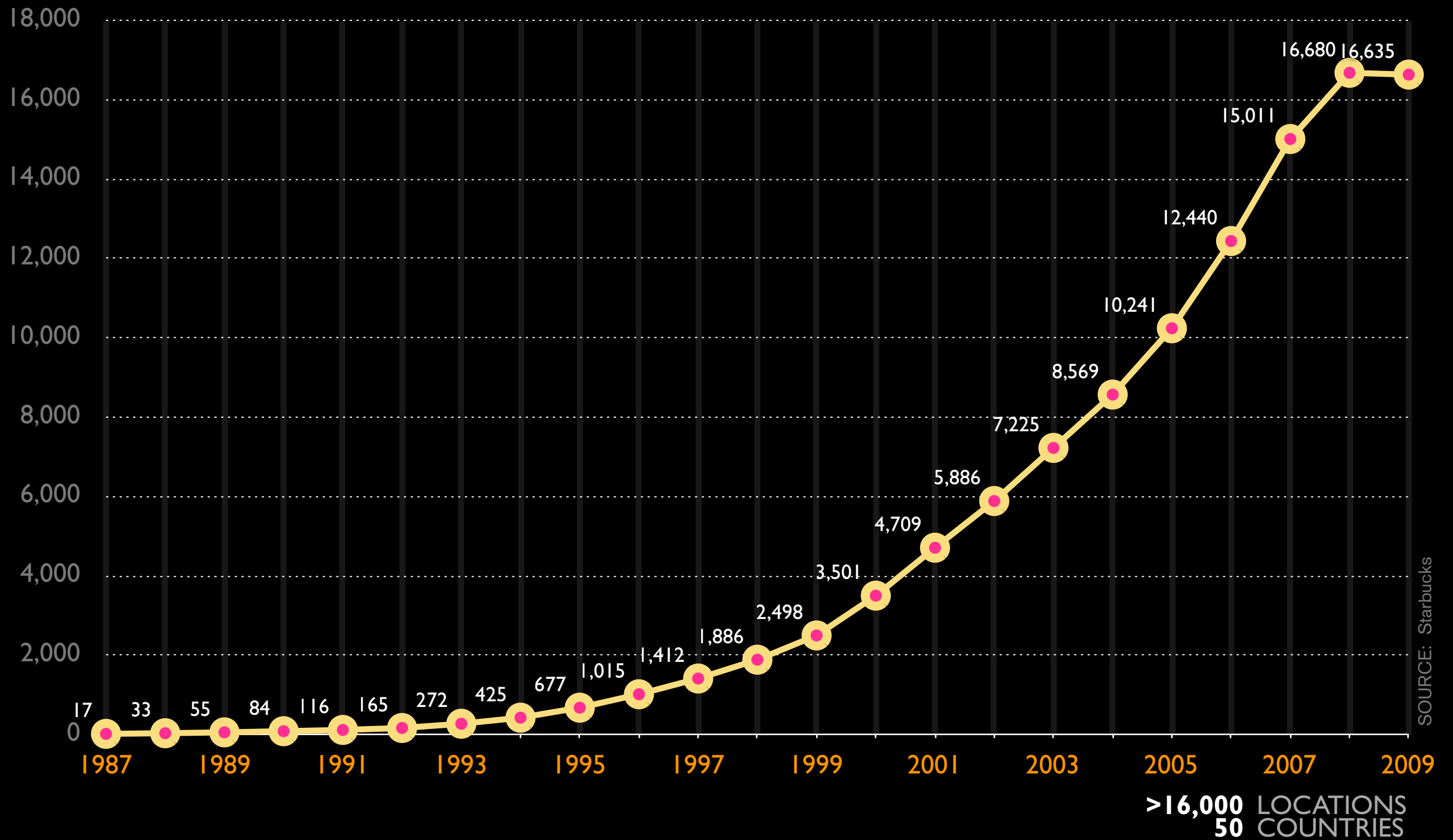




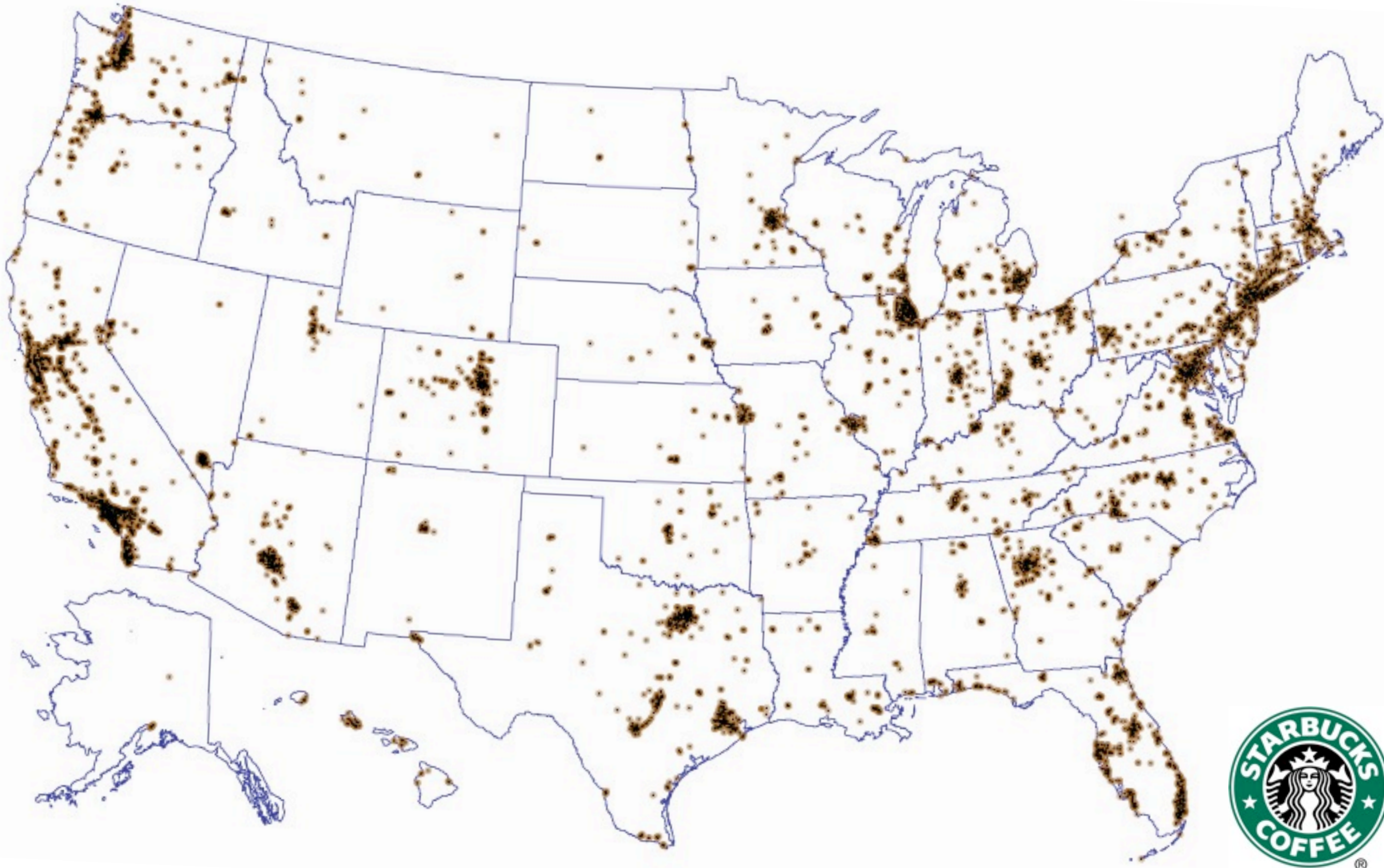
locations



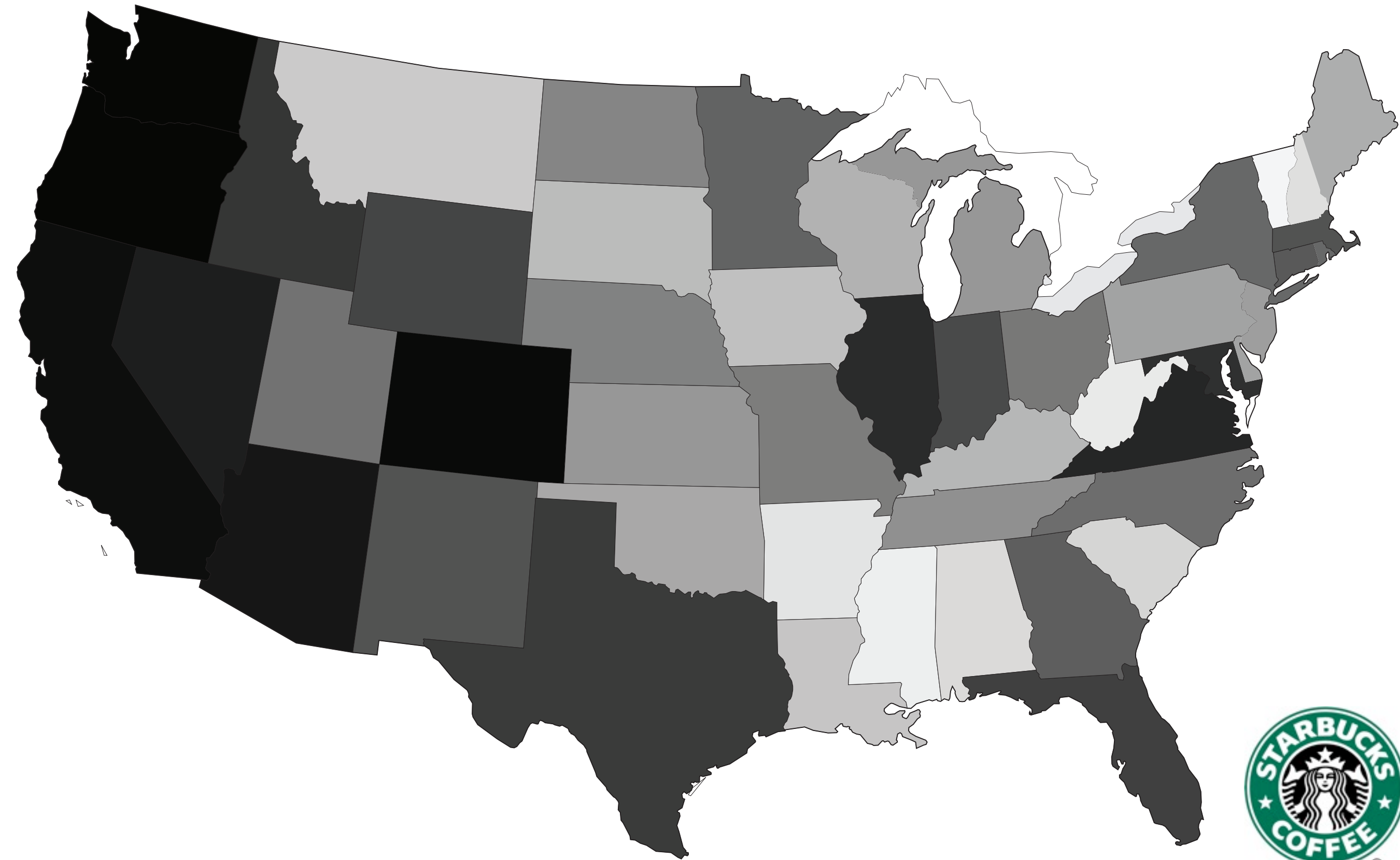
>16,000 LOCATIONS
50 COUNTRIES



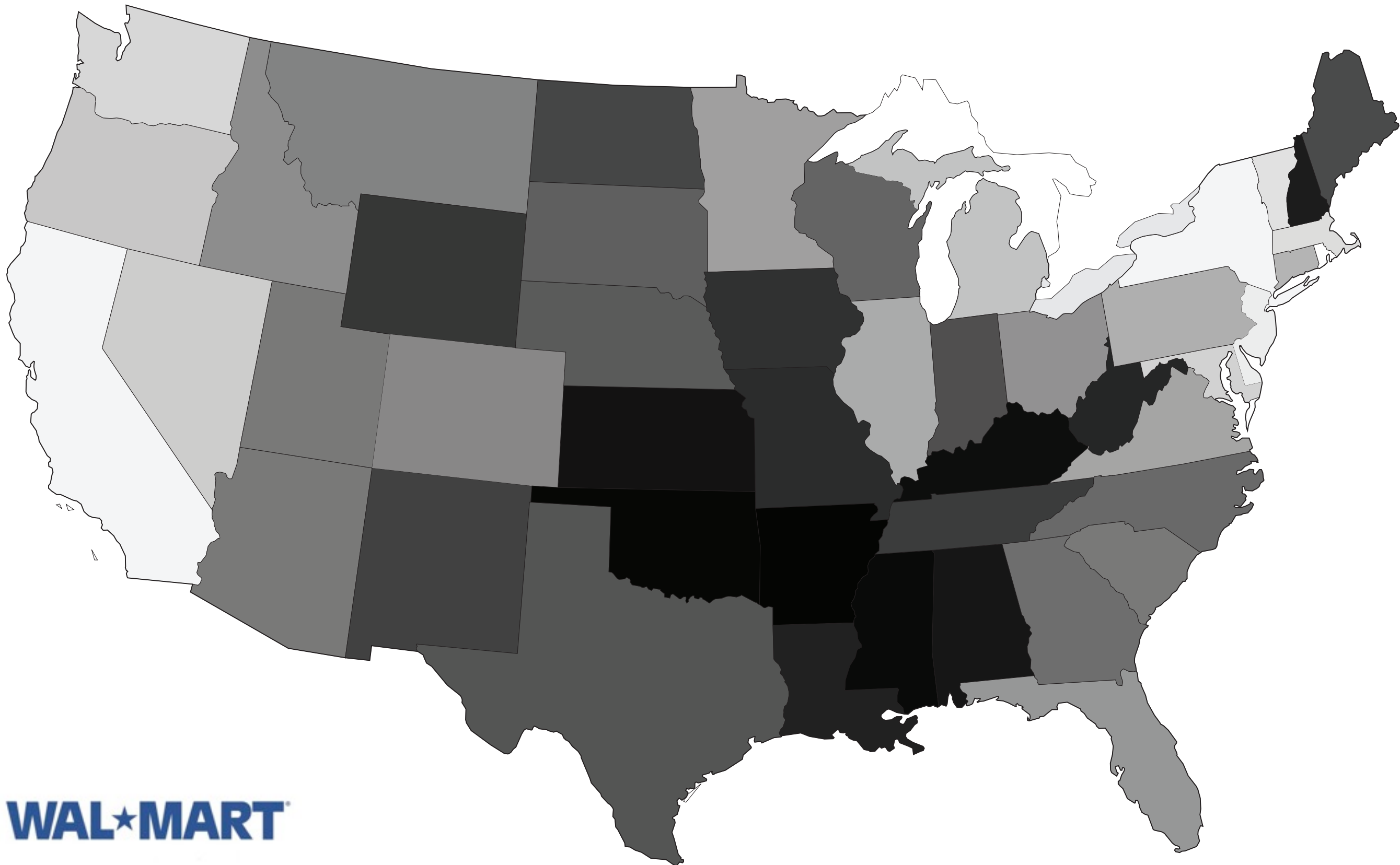
US STARBUCKS LOCATIONS



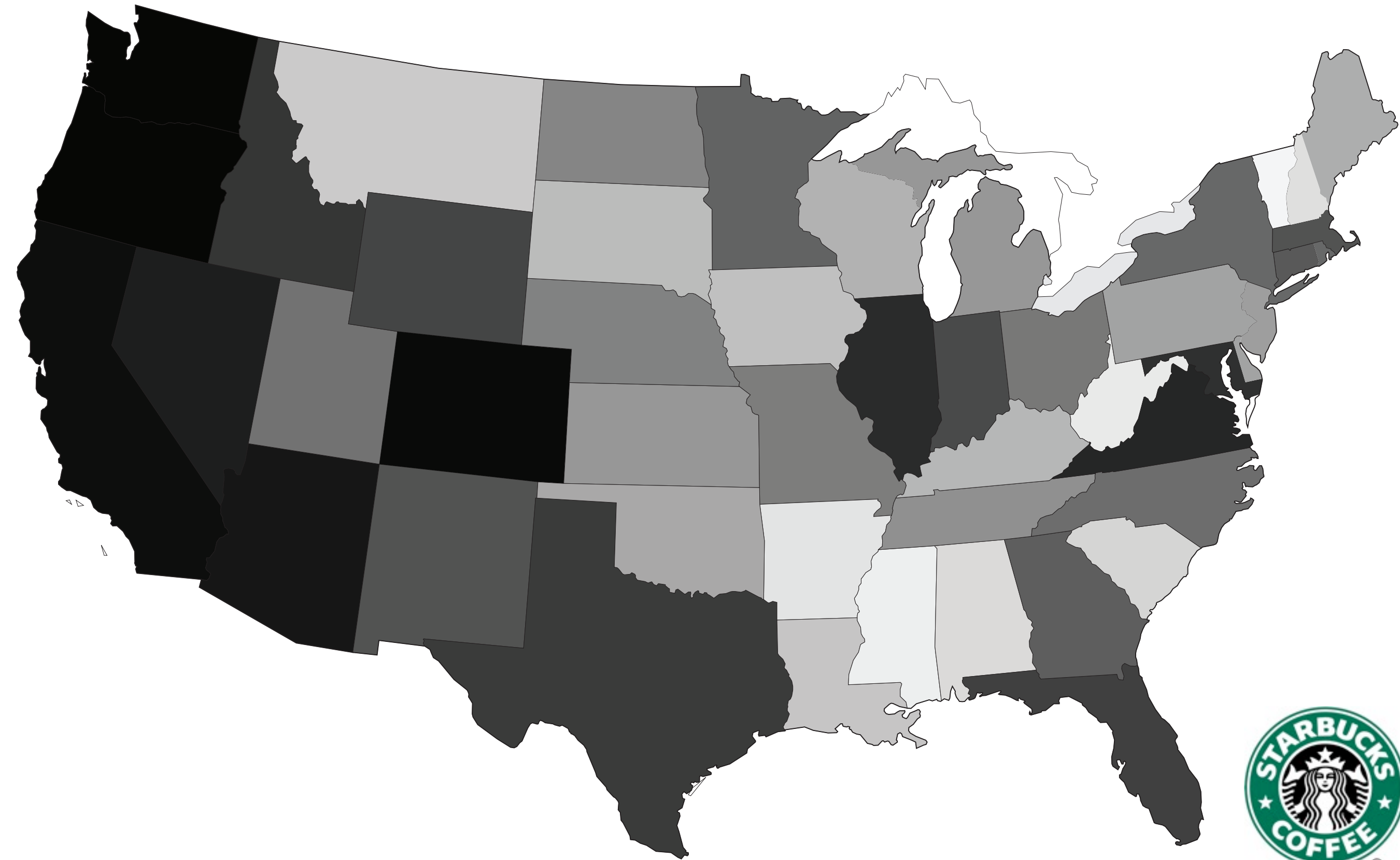
STARBUCKS PER CAPITA



WALMARTS PER CAPITA

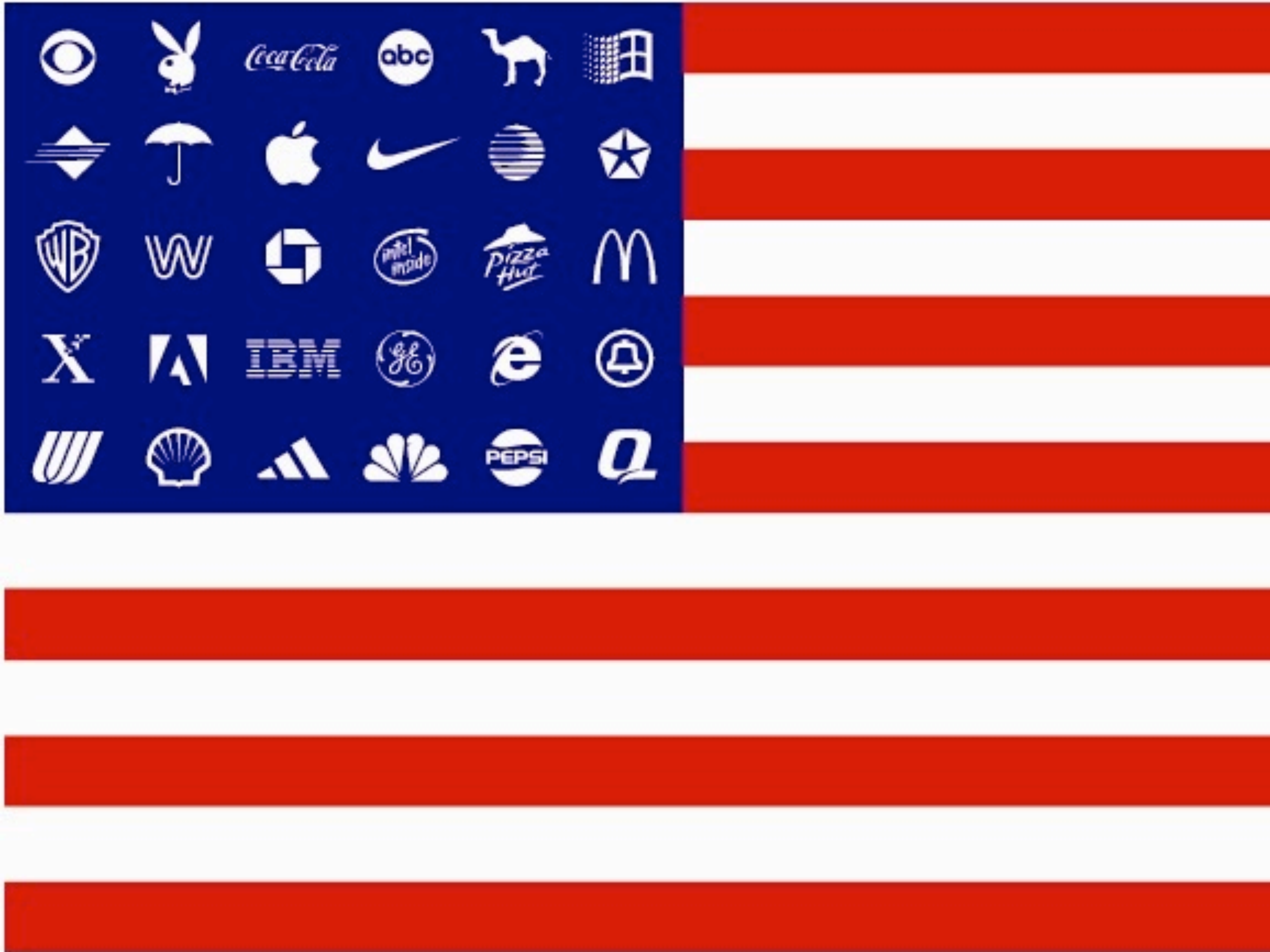


STARBUCKS PER CAPITA



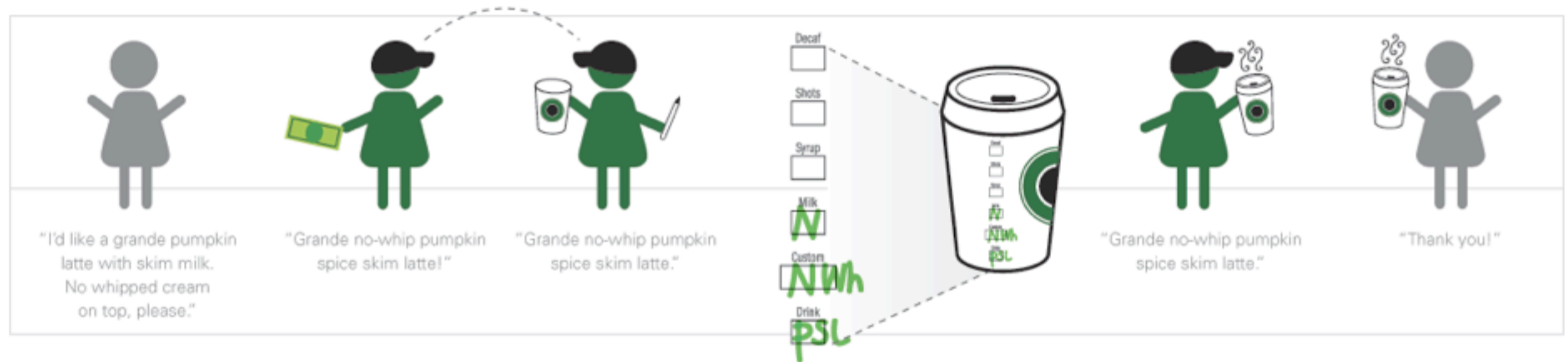
LEED CERTIFIED BUILDINGS





COMMAND LINE

Language distillation and translation



Long Form Language

(Understood by customer & cashier)

Short Form Language

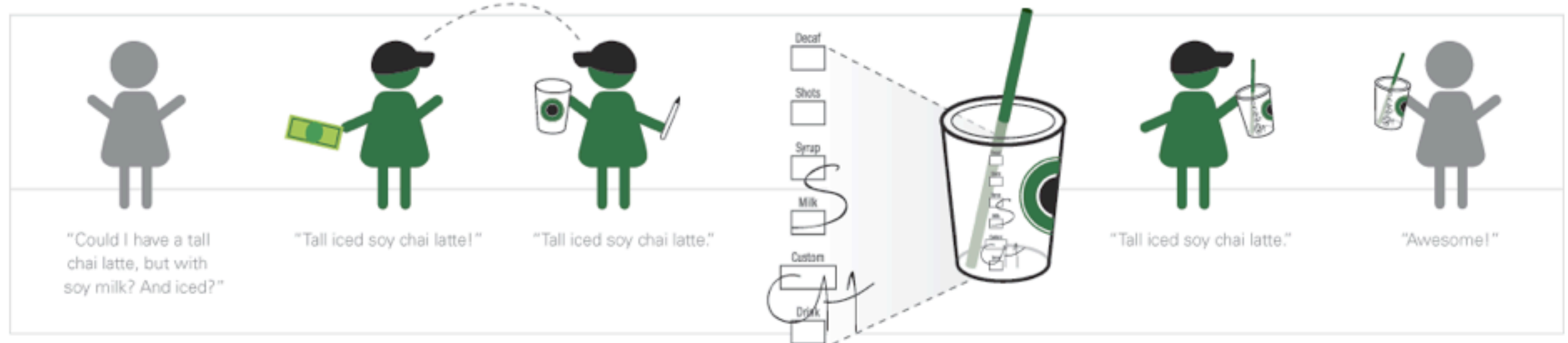
(Understood by all)

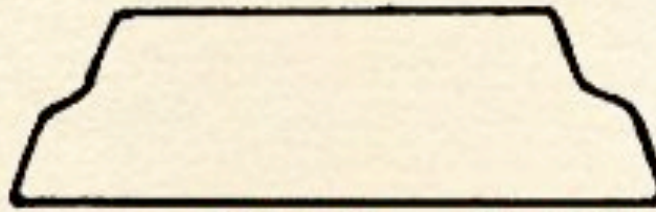
Short Form Notation

(Understood by barista)

Short Form Language

(Understood by all)





TALL 2^{SH}LOTS

NONFAT

WET

Cappuccino

"My Starbucks" *[Signature]*





happiness

COFFEE CULTURE



Careful, the beverage will
about to enjoy is extremely hot

11
time
WINNER



FORTUNE MAGAZINE
**100 Best Companies
To Work For**



ADDITIONAL AWARDS

10 Most Admired Companies
Best Ethical Score
Top 50 CSR



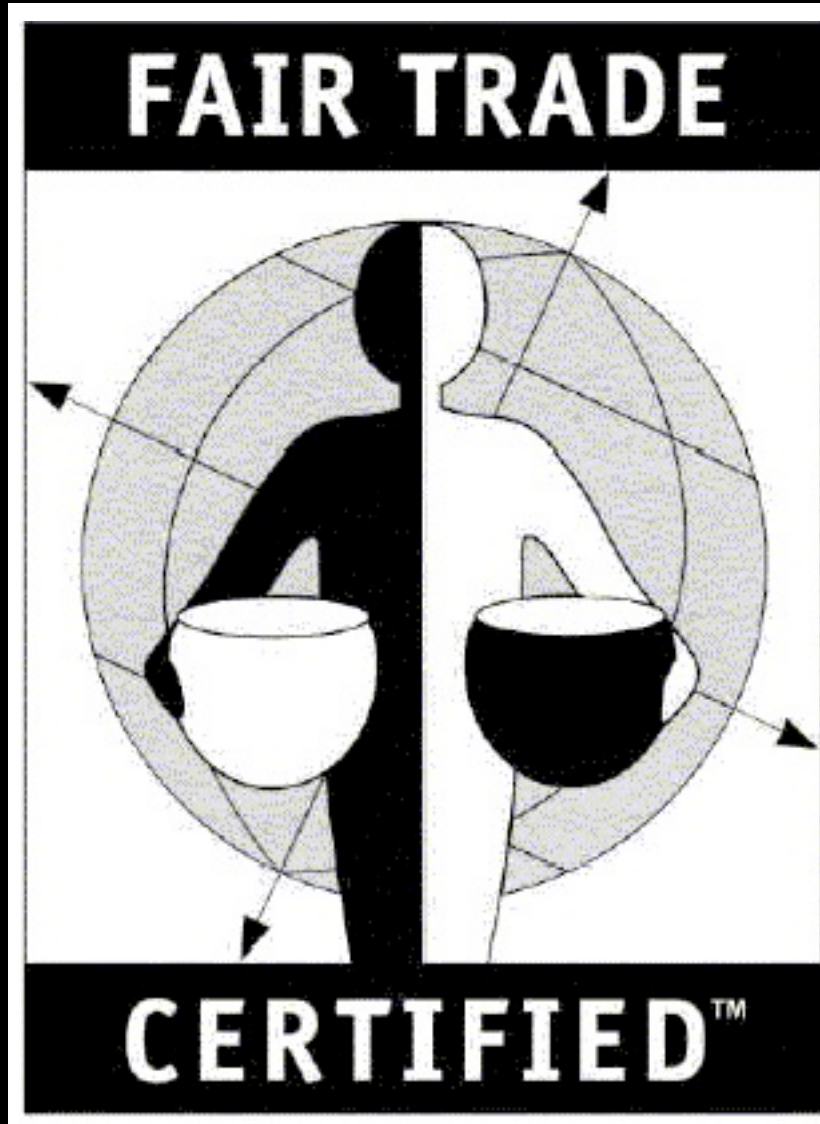
spends more on

HEALTH CARE

than

COFFEE BEANS

largest buyer of



CERTIFIEDTM

**WHAT
IF WE ALL
CARED
ENOUGH
TO VOTE**



hen Recycle.



a model company



life happens over coffee

ecodilemma



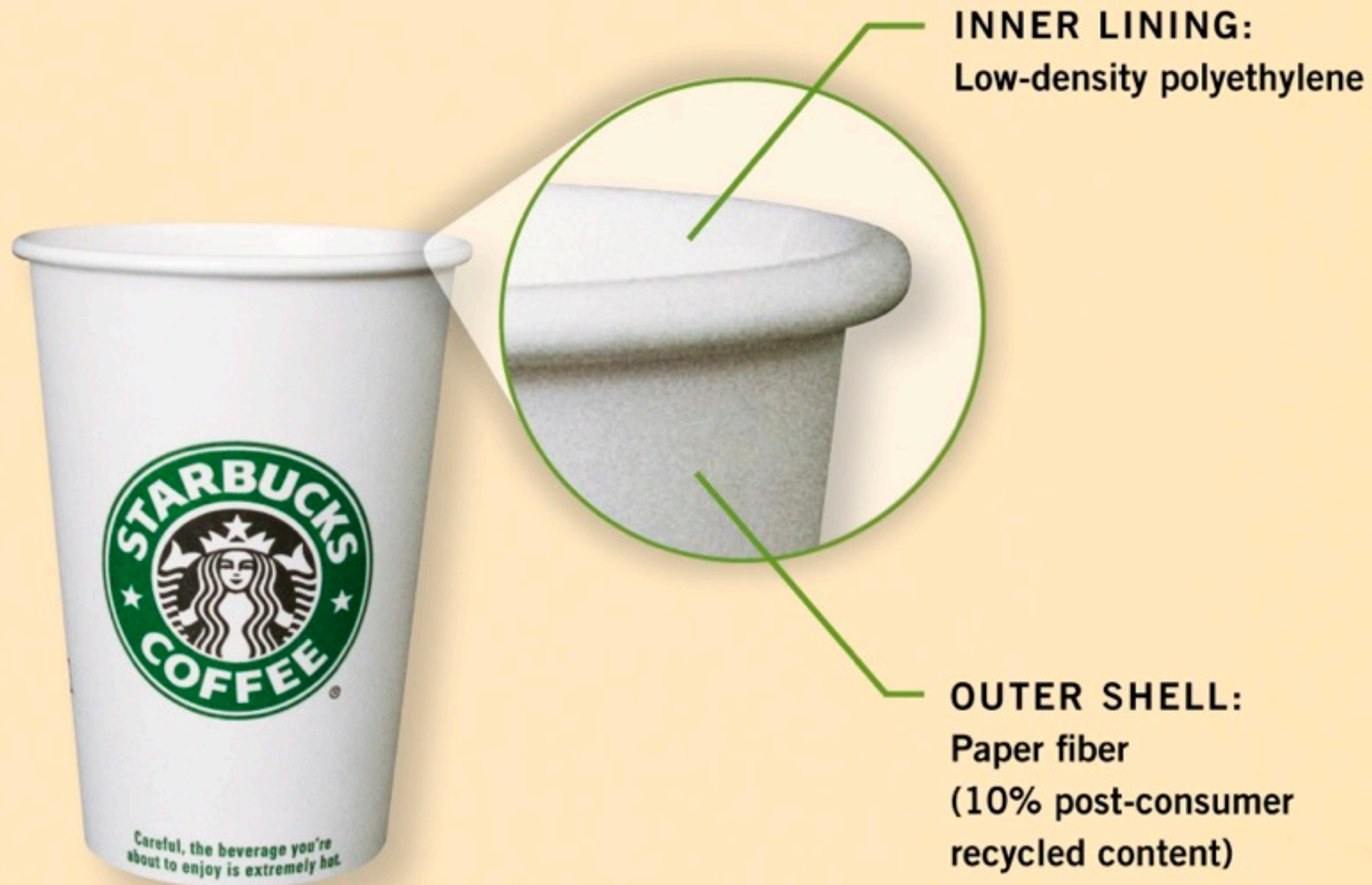


produces

2,300,000,000 cups/yr

ANATOMY OF A CUP

Paper cups provide a convenient way to serve Starbucks hot beverages, but they also result in some environmental impacts.







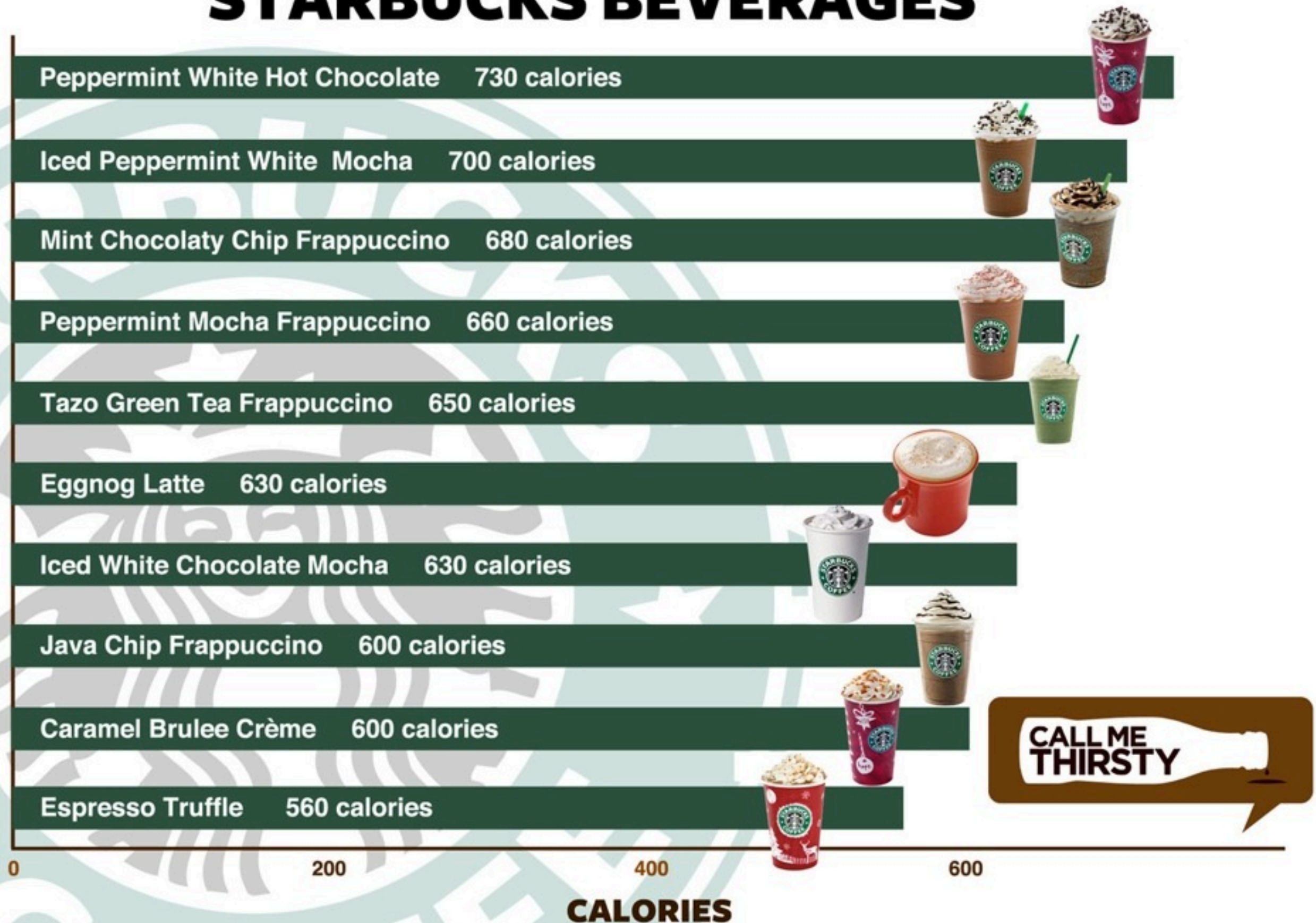




globally throw away
58,000,000,000 cups/yr

10 of The Worst and Most Fat-Filled STARBUCKS BEVERAGES

STARBUCKS BEVERAGE





sourced from

13 countries





PUTS

LOCALLY OWNED

CAFE'S

OUT OF BUSINESS

No STARBUCKS
ban corporate coffee





makes me unhappy



SUGGESTIONS

a better cup

SOLO?

100% recycled paper
Corn-based plastic coating
Biodegradable Lids
Soy inks





create
the market to
RECYCLE



make every store

local

10%





grow
HERBS

greenscreen.com



GRAVITY

Gallery & Coffeehouse.

explore
the differences

manage
local cafes

A large, white, three-dimensional sign for "Office DEPOT" mounted on a red, slanted metal roof. The word "Office" is in a script font, and "DEPOT" is in a bold, sans-serif font.

Office DEPOT

LOCAL STORE WITHIN A STORE

A large, orange, three-dimensional sign for "The Home Depot" mounted on a light-colored building facade. The word "The" is partially visible on the left, followed by "HOME" and "DEPOT" in a bold, sans-serif font.

THE HOME DEPOT

SMALLER TO REDUCE BLIGHT

A neon sign for "Applebee's" with the name in a stylized, cursive font. The sign is outlined in green neon and has a red apple logo above it. It is set against a dark background, likely the entrance of a restaurant.

GROW THEIR OWN FOOD

Applebee's

- disinfectant smell
- brightly lit
- no bathroom mirrors
- bolted furniture









PEOPLE FIRST



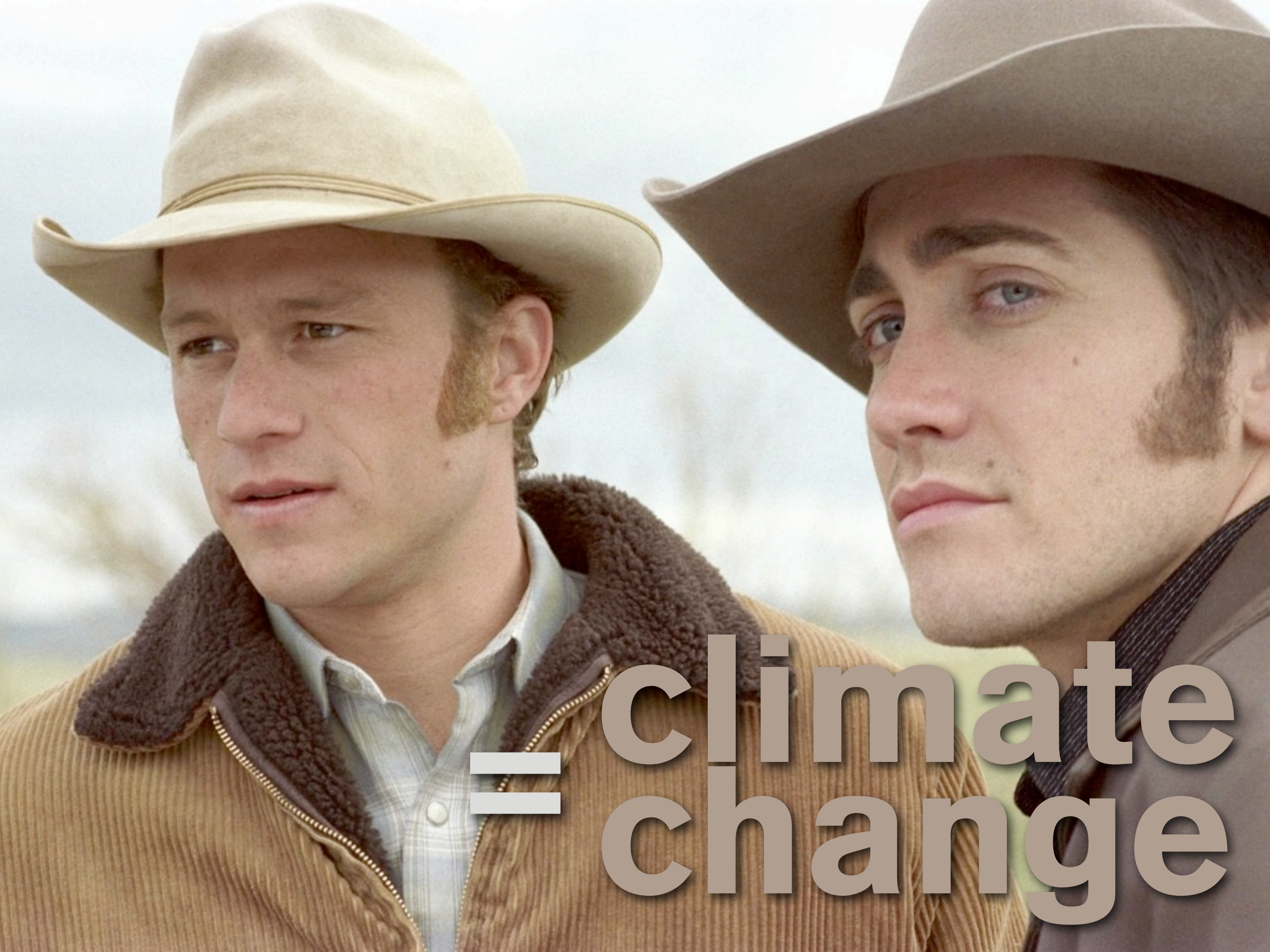
Masdar City
Abu Dhabi
masdar.ae

GLOBAL
WARMING



**CLIMATE CHANGE
IS A HOAX**

**SEA LEVELS ARE RISING BECAUSE
JESUS IS CRYING**

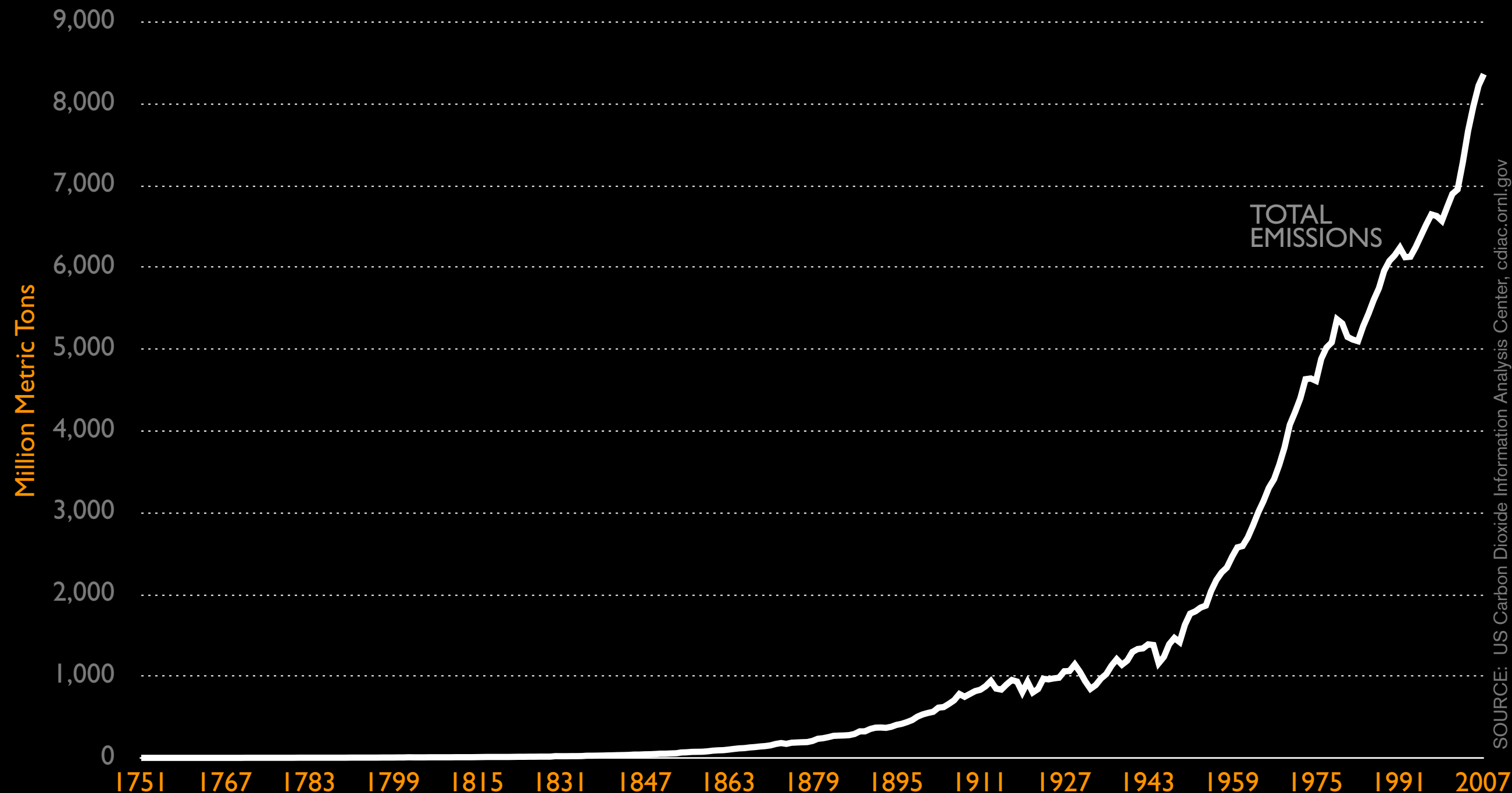


= climate
change

Global Carbon Emissions

1751-2007

Fossil fuels from Colonial days through the Industrial Revolution



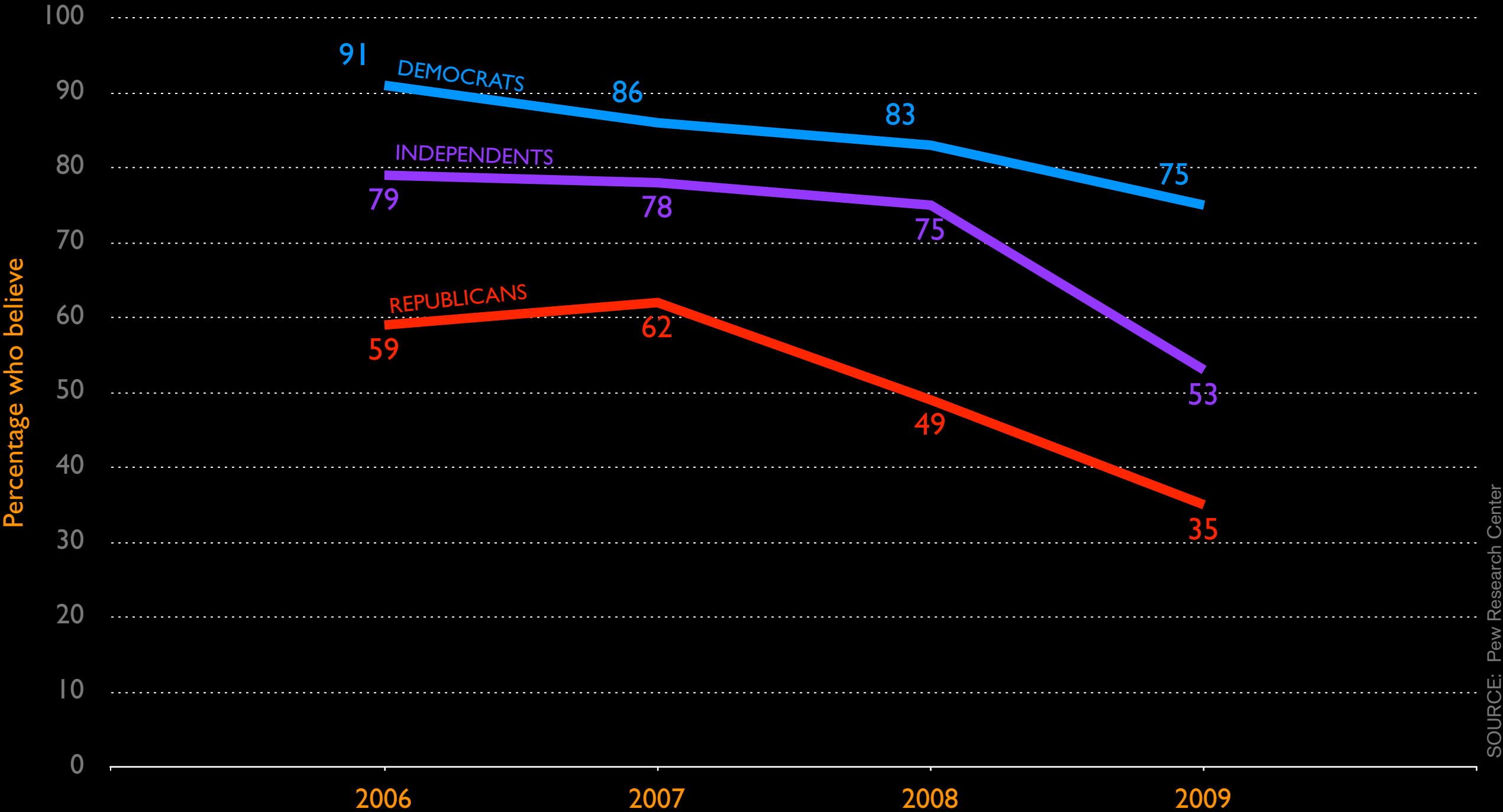
SOURCE: US Carbon Dioxide Information Analysis Center, cdiac.ornl.gov



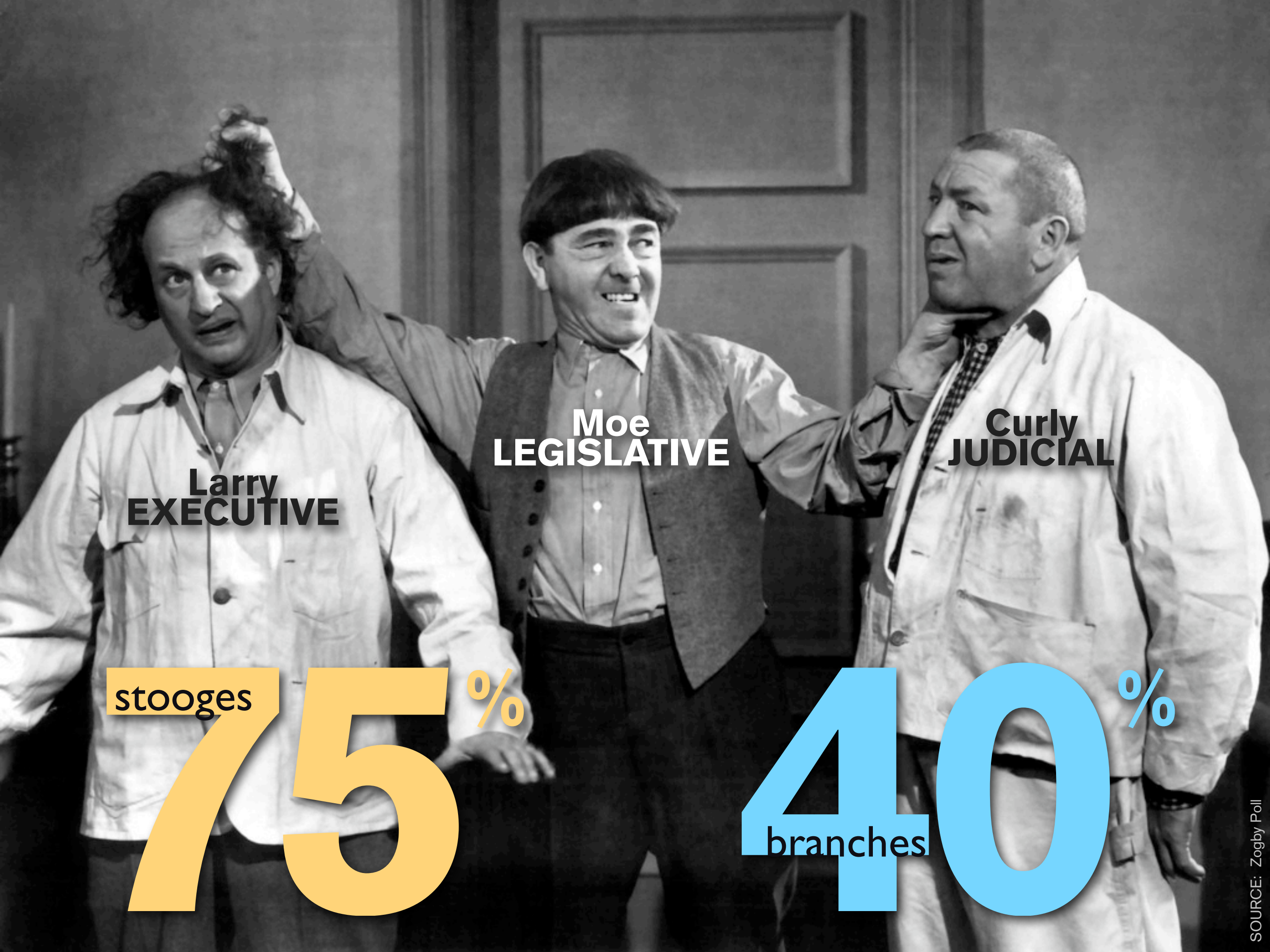
Belief in Global Warming

2006-2009

Despite the facts, belief in Man Made Climate Change is waning



SOURCE: Pew Research Center



Larry
EXECUTIVE

Moe
LEGISLATIVE

Curly
JUDICIAL

stooges

75%

branches

40%



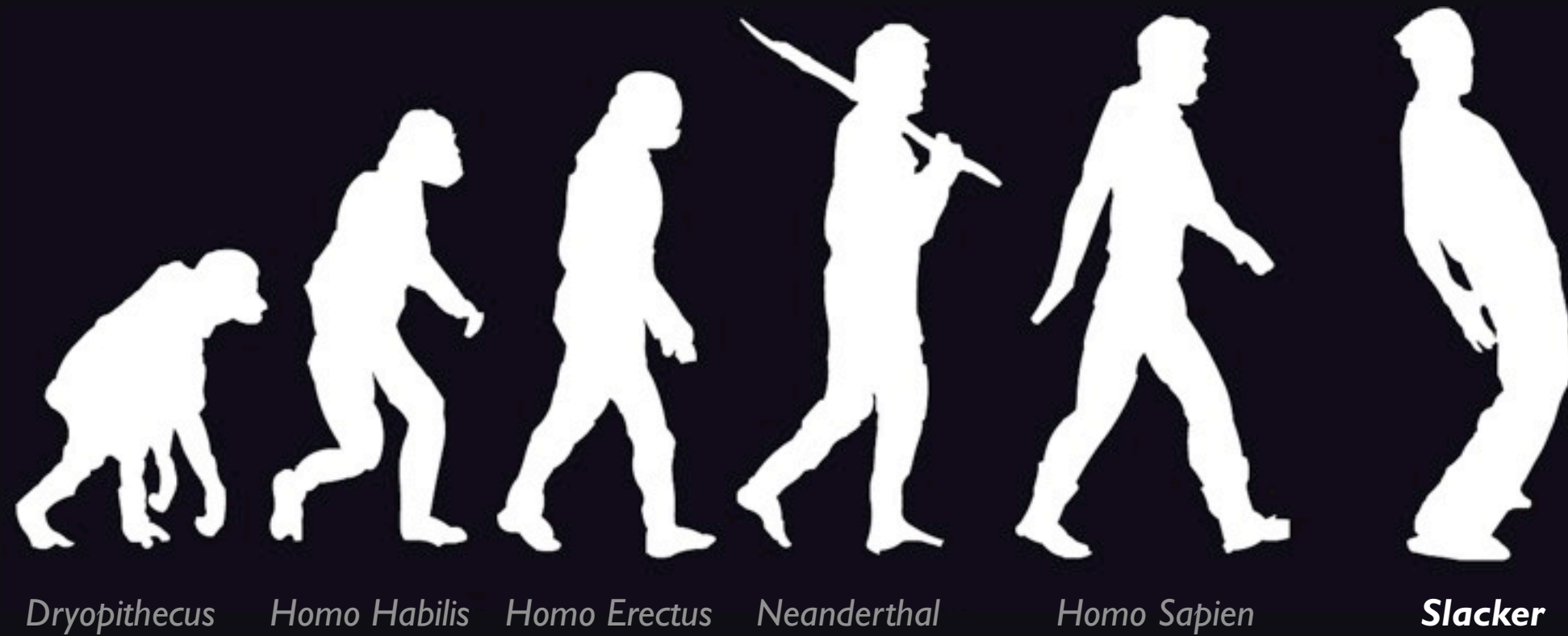
what

AMERICANS

believe...



EVOLUTION



39%
believe



20%
believe

NEVER THERE

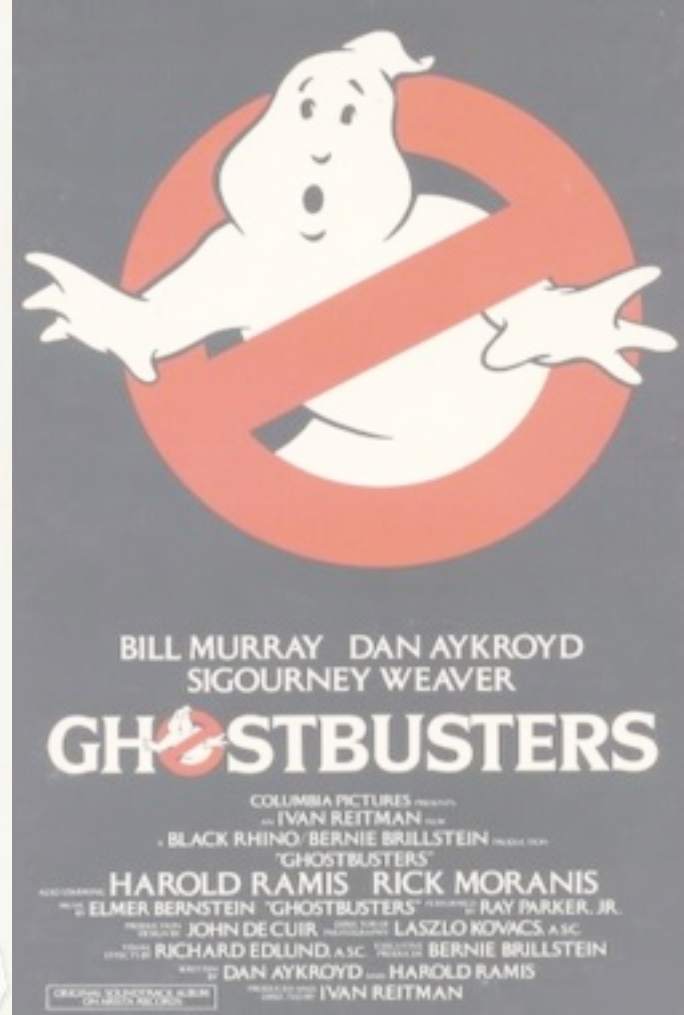
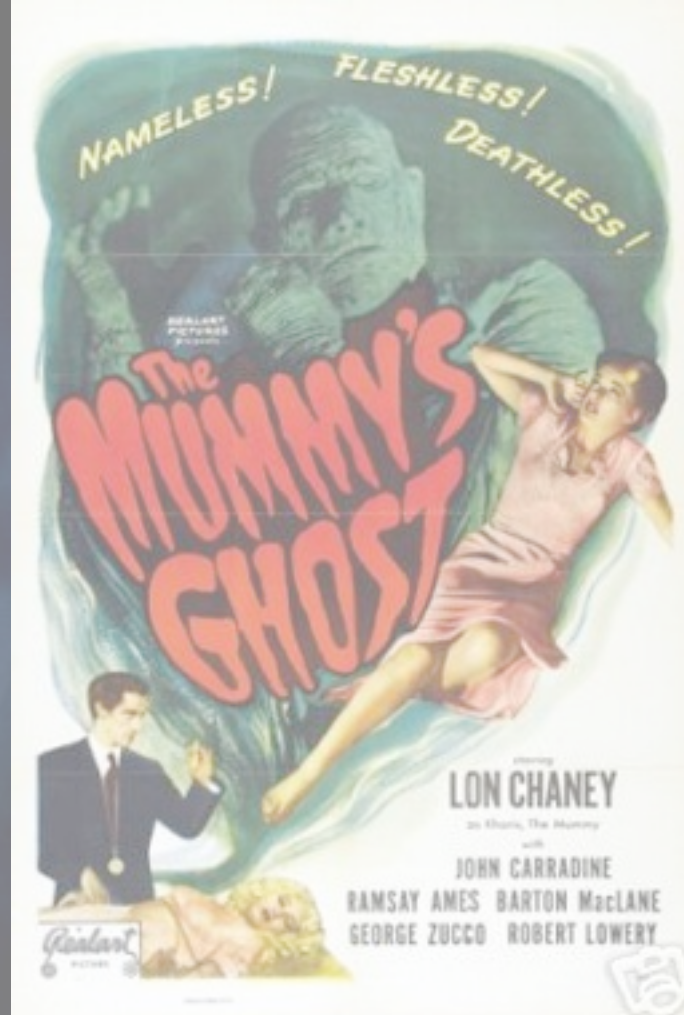
11%
believe



Bewitched

21%

believe



EXTRA-SENSORY PERCEPTION



41%
believe

REINCARNATION



20% believe

DEATH PANELS



41%
believe

ALIENS



80%
believe

UFO



32 believe %

ELVIS LIVES!



6%
believe



94%
can't believe

WHO CARES?



as American as...




Blissful Ignorance

the new national pastime





MORONS



I DON'T BELIEVE IN
GLOBAL WARMING

Sea Ice 2008

RIGHT

(& the scientists are **wrong**)

EITHER

WRONG

(& the scientists are **right**)



take control of our

ENERGY SUPPLY

out of the hands of

OIL & COAL COMPANIES



Global warming



Loading...

Please don't wait.

and we must

ACT NOW

to prevent

CATASTROPHE



“climidia”

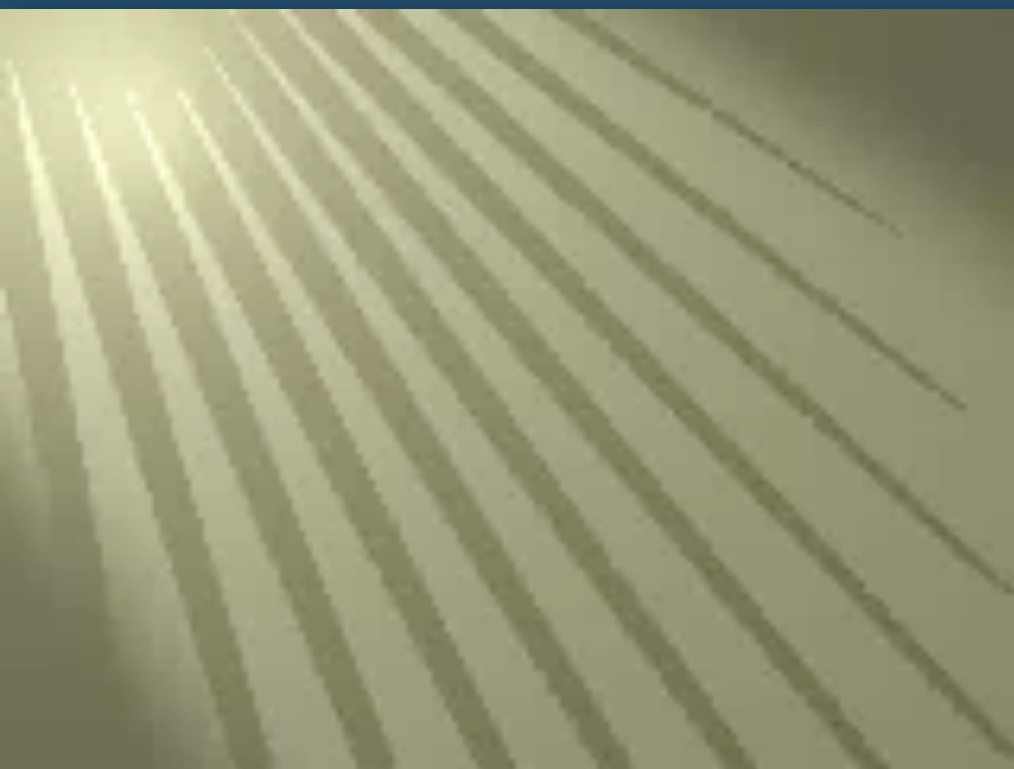
what's next:

5

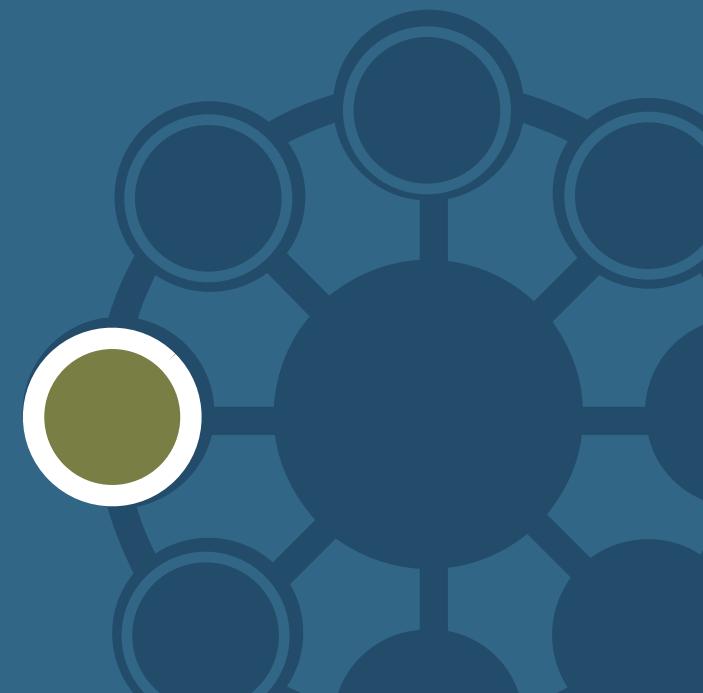
action steps



1 get a free waste
assessment from
atlanticenergy.net

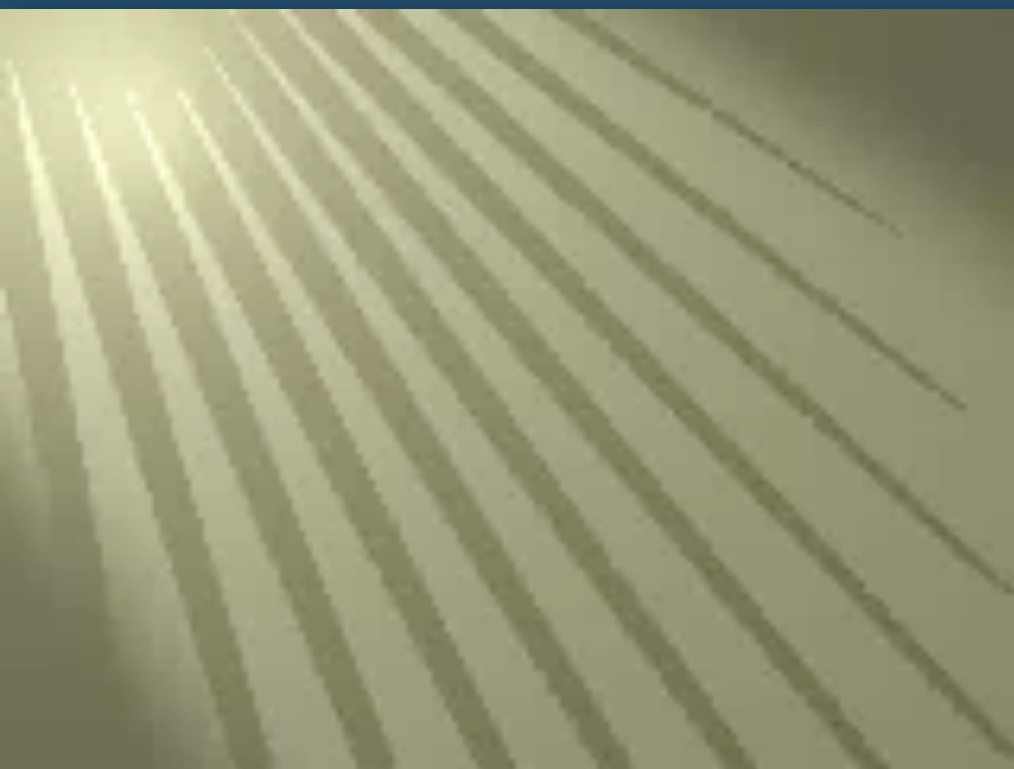


2 put capital people
in same room
as operations





**follow the money
to uncover the
easiest savings**



4 measure everything measurable



**5 learn from
customers
by asking for input**





“you must be the
CHANGE
you wish to see in the
WORLD...”

-Mahatma Gandhi

QUESTIONS

CONNECT:



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