

6th June 2012

susturb

# MAKE MORE USE

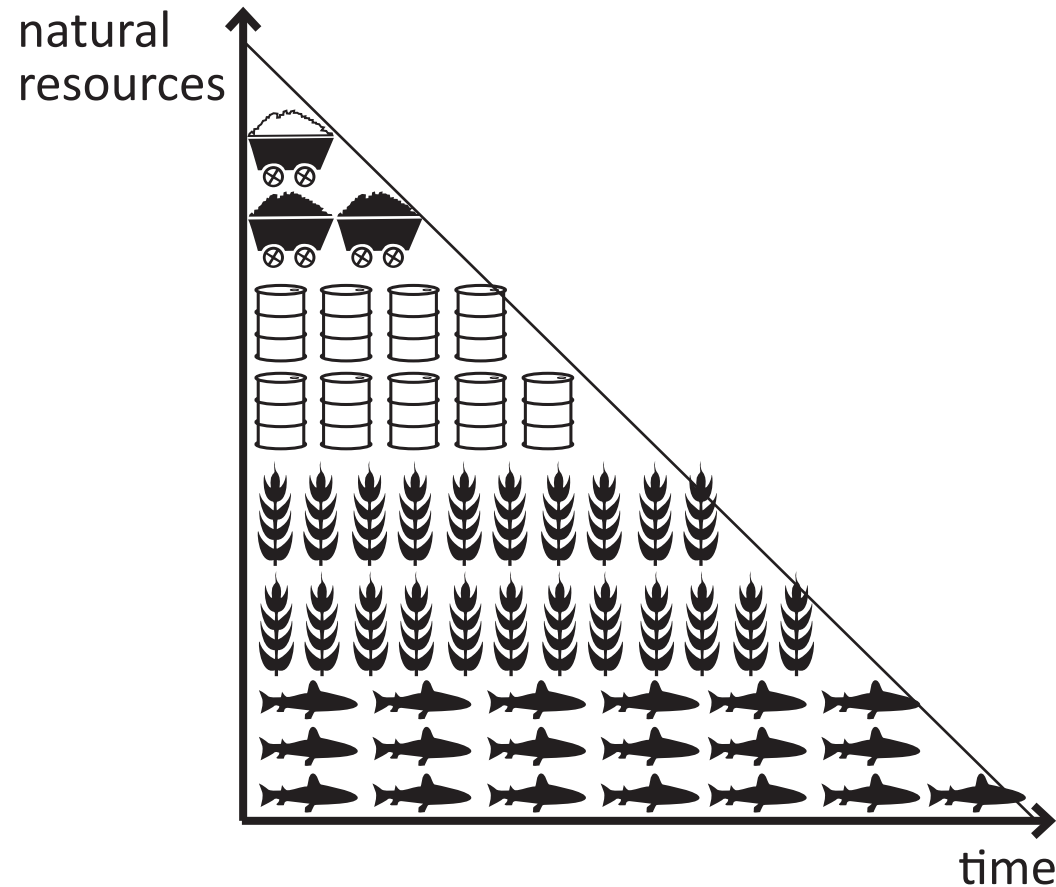
## Release Our Resources



## 2 problems

susturb

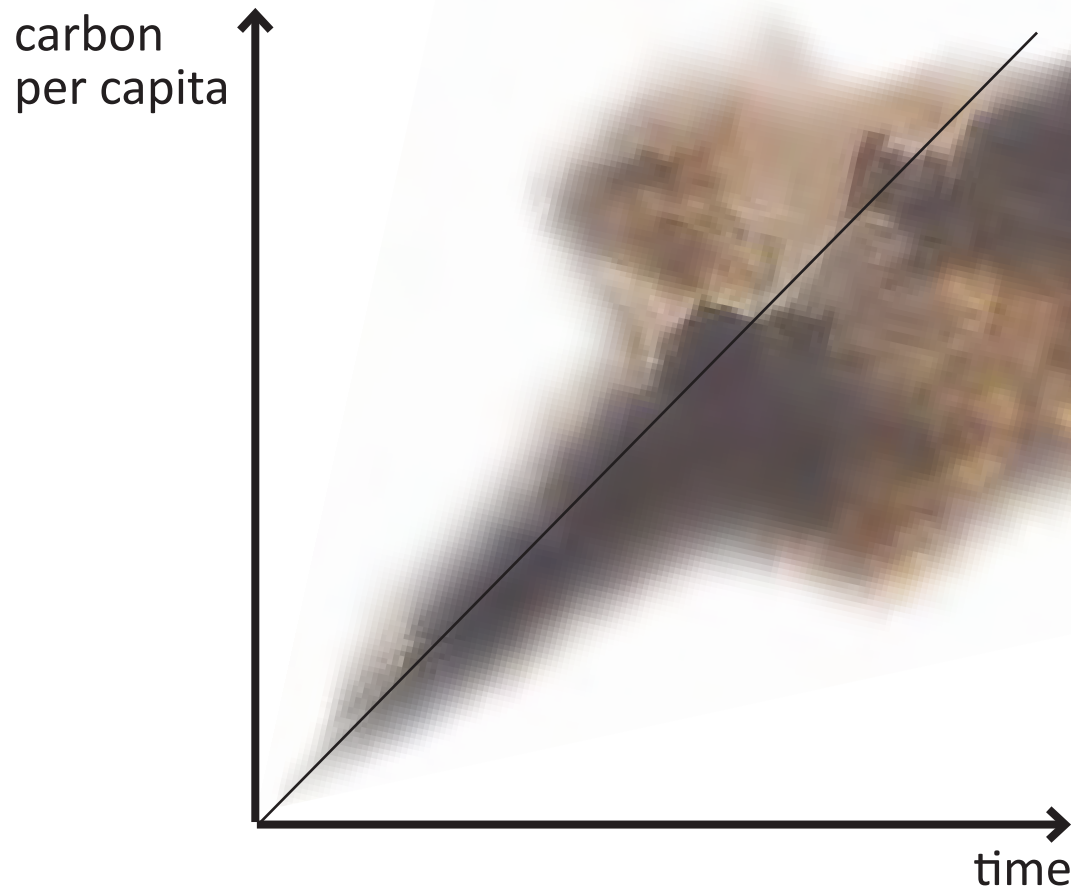
# 1. Decreasing natural resources



2 problems

susturb

## 2. Increasing carbon per capita



**2 solutions**

**susturb**

# **1. Use Different Resources**



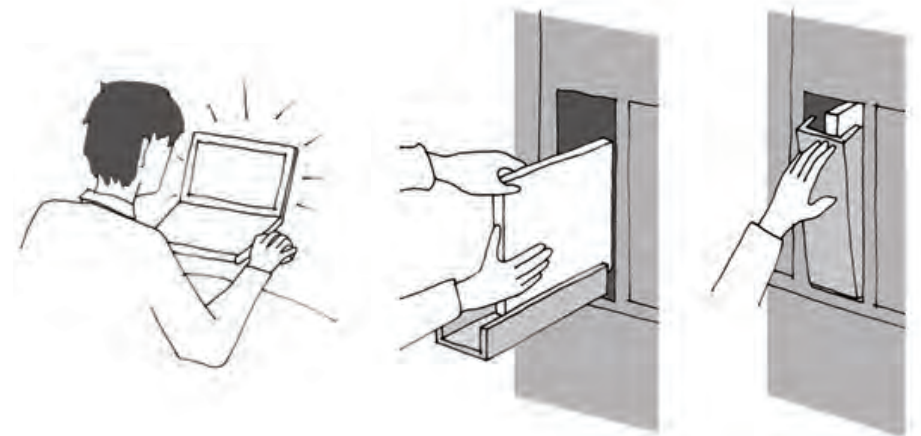
2 solutions

susturb

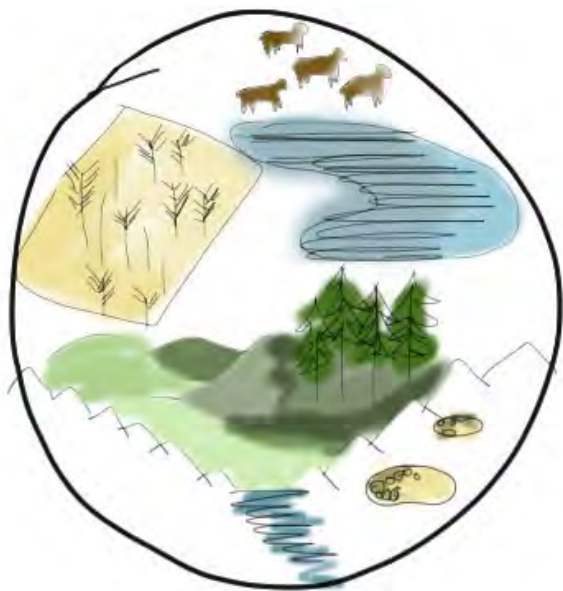
# 1. Use Different Resources



# 2. Use Differently



# 1. Use Different Resources



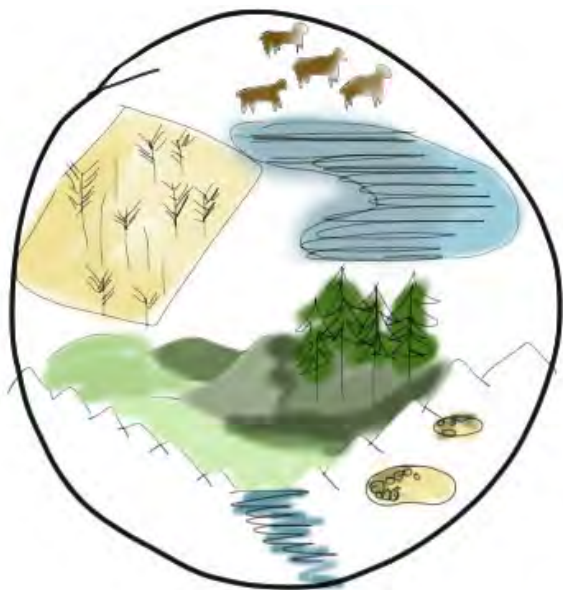
natural quarry



man-made lake



# 1. Use Different Resources



**natural quarry**  
*not much left*



**man-made lake**  
*not yet organised*

# Cradle-to-cradle

susturb



## Production

known materials  
clean materials

## Design

single-materials  
designed for  
disassembly

## Use / Recovery

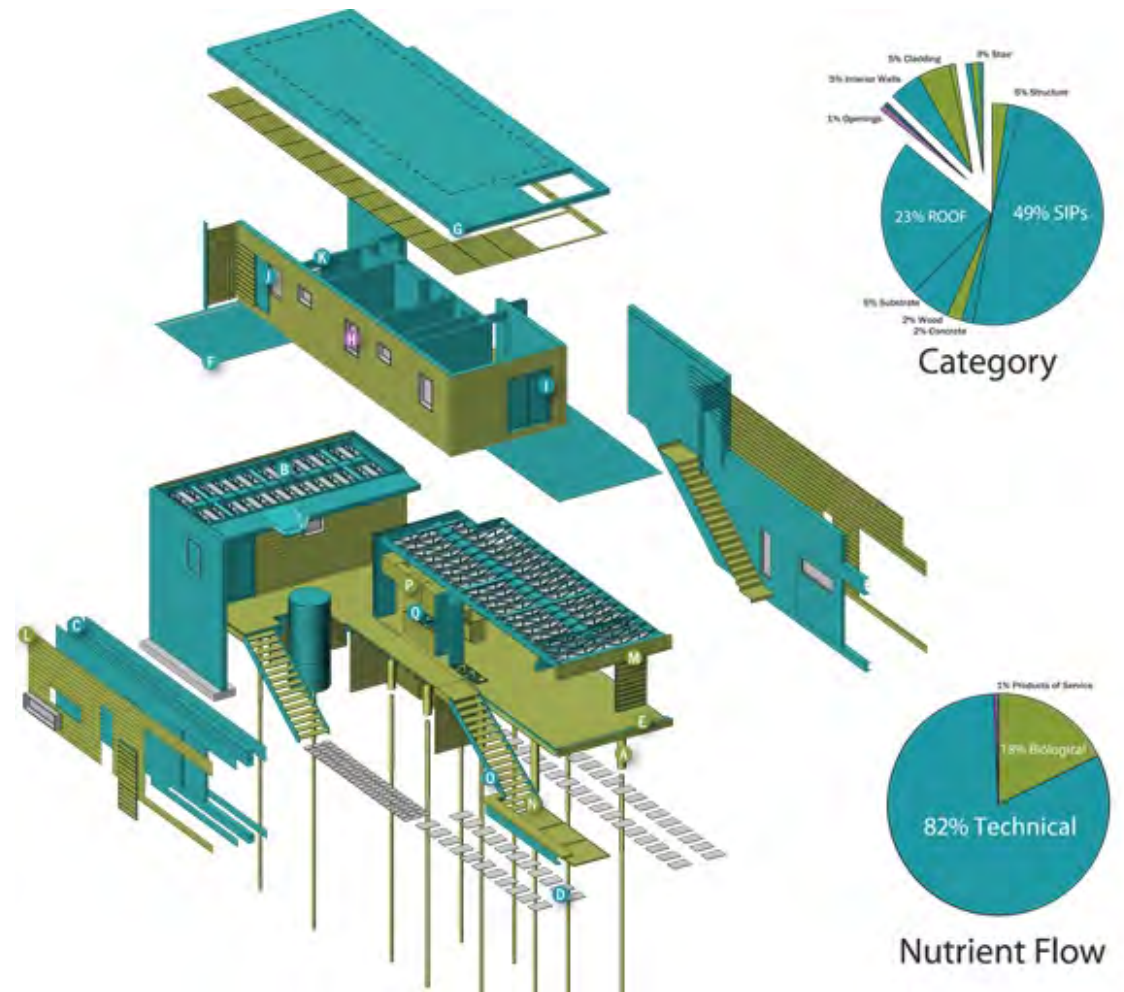
return product  
return component  
recycle material



# Cradle-to-cradle buildings

susturb

Flow House, New Orleans, Louisiana, USA  
McDonough + Partners



biological and technical materials

**susturb**

A large, bright interior space with a high wooden ceiling and walls made of vertical wooden slats. Large windows on the right side offer a view of greenery. Several people are working at wooden tables with laptops. A large, abstract, colorful artwork is mounted on the ceiling.

Surface 12

9	10,073
9	46,560
7	11,212
6	11,467
2	14,139
9	2,228
4	44,901
	3,285
0	1,334
8	3,285
4	3,285
3	3,285
2	24,427
5	888
2	13,850
1	11,115
1	2,954

Labels: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12



biological and technical materials



# Black-market Material Recovery

susturb



**Stolen 2011**

Value = £ 500,000

Reward = £ 1000



**Stolen 2005**

Value = £ 3,000,000

Reward = £ 10,000

Material = £ 1500



**Stolen everyday**

Metal theft = £ 700 M

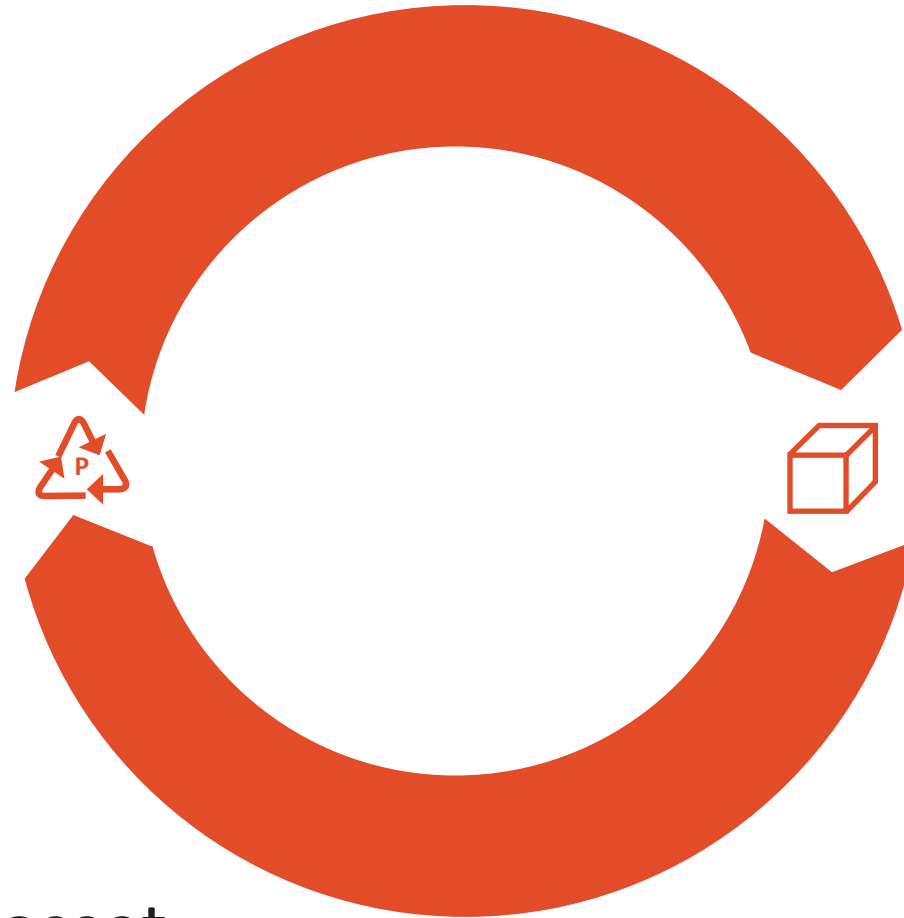
# Supply

susturb



# Supply links to Recovery

susturb



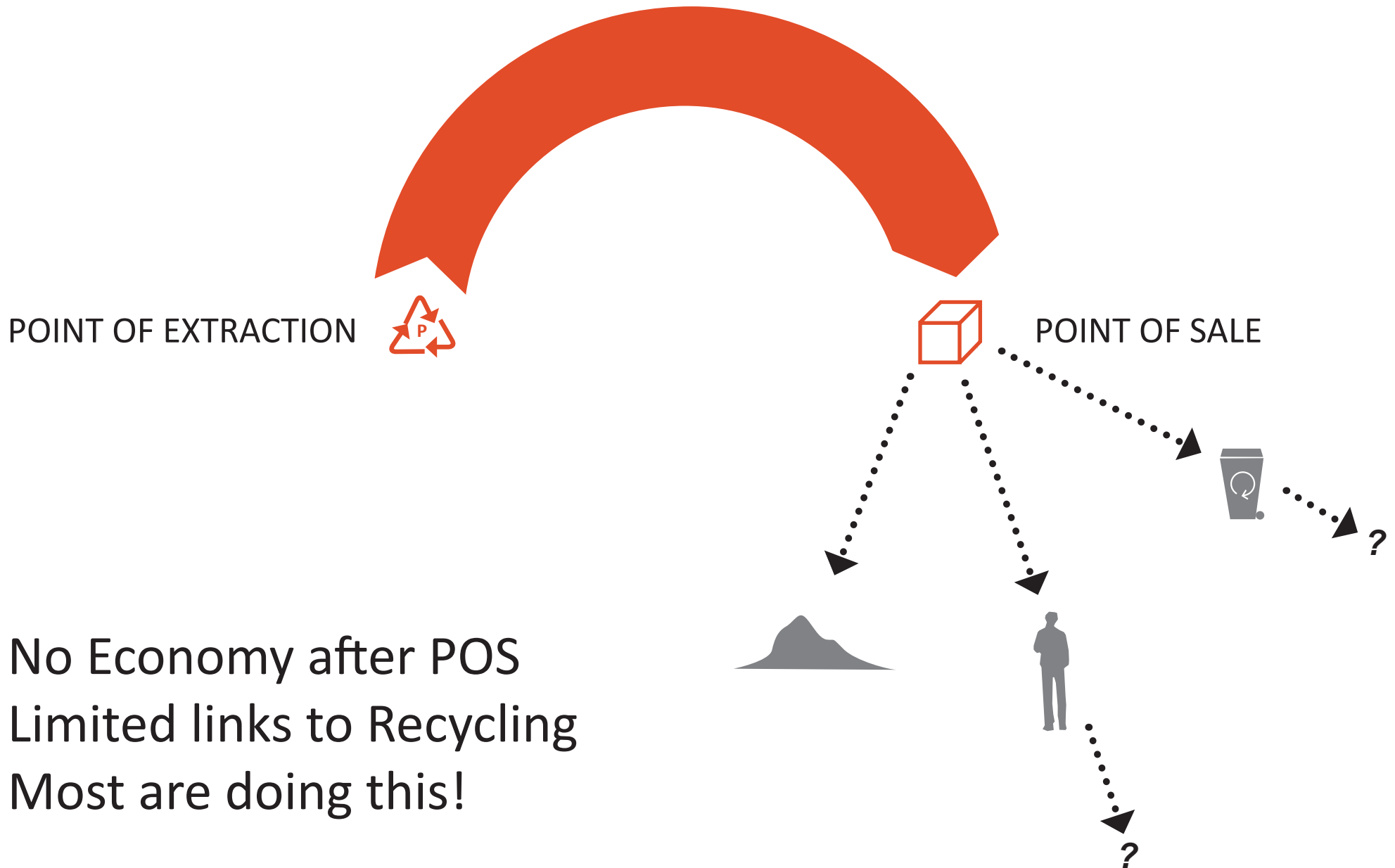
Material as key asset.

Producer owns and governs the material full-circle

Very few are doing this!

# No system after point-of-sale (POS)

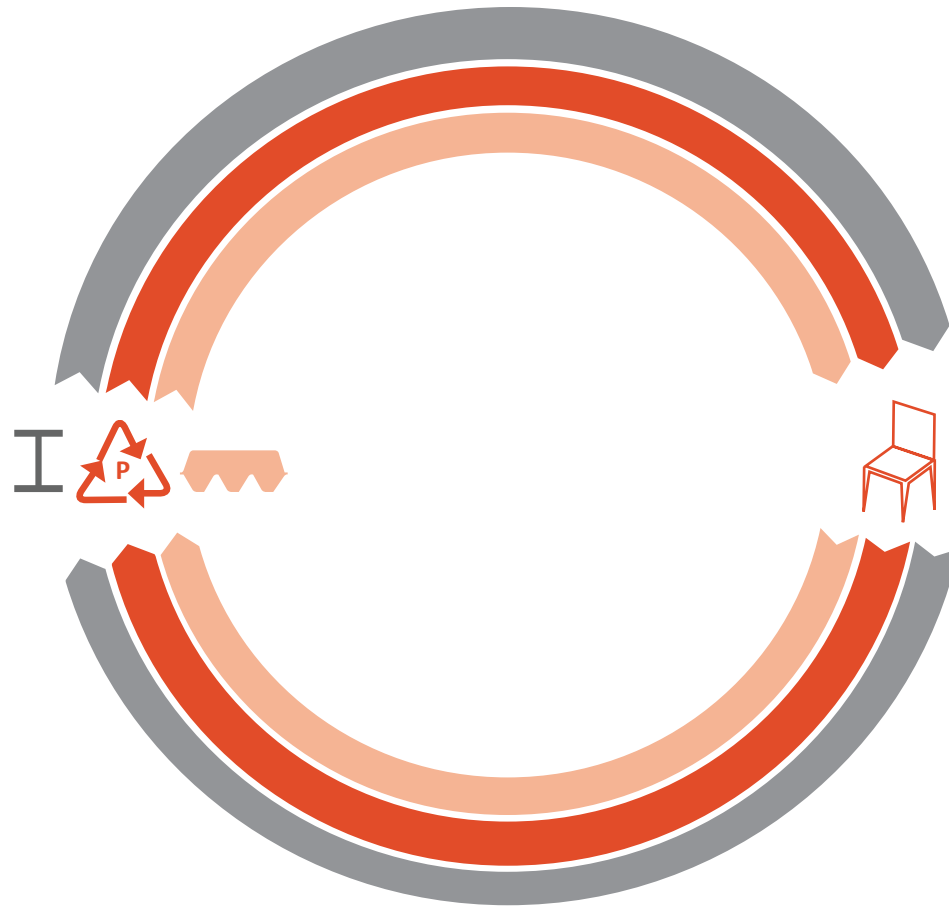
susturb





# The Material Economy

susturb

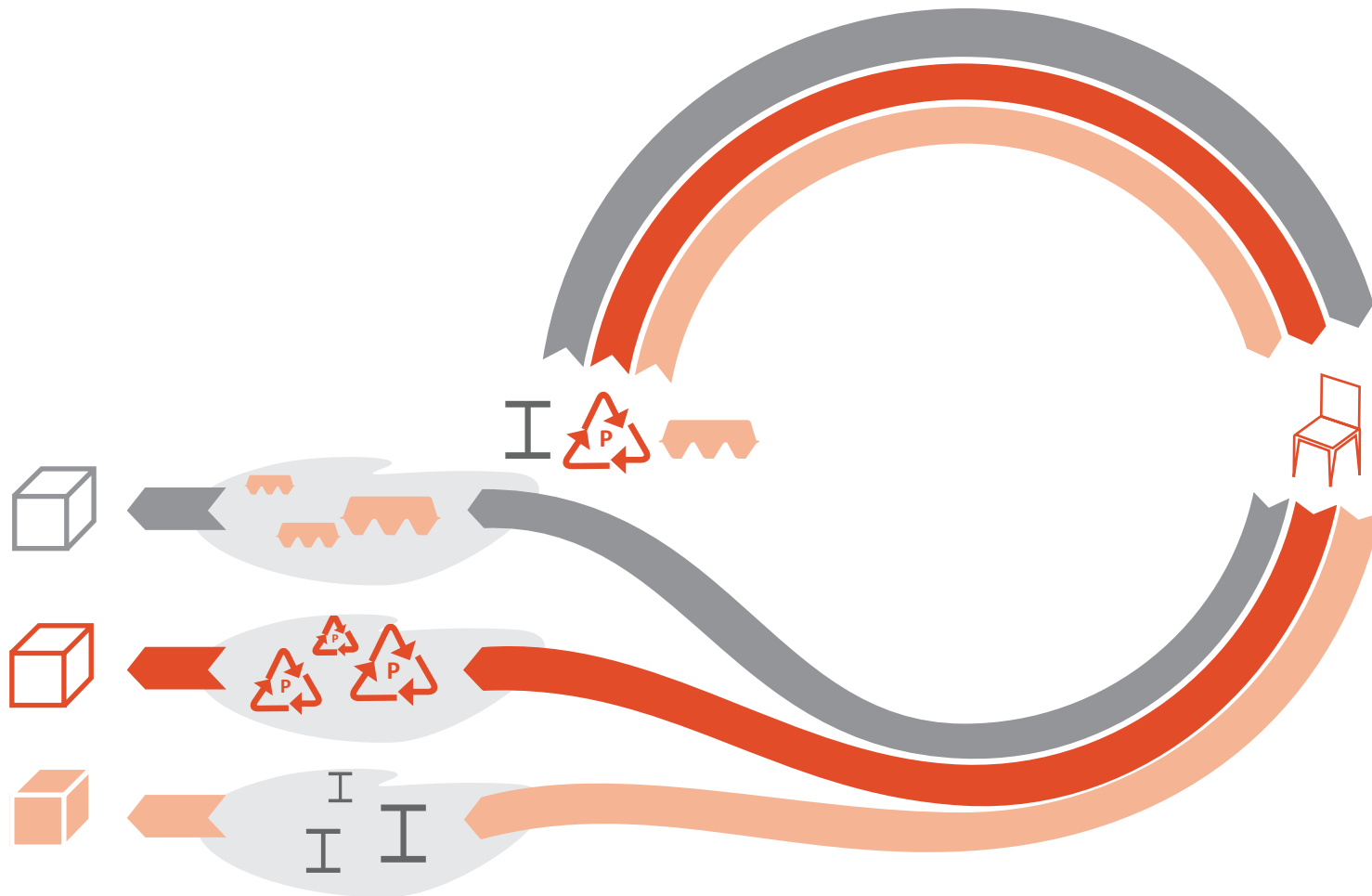


*The Loop Economy*

Separate material streams back to producer

# The Material Economy

susturb



*The Lake Economy*

Separate material streams sold to producer B or material lakes

# What it takes

susturb

- Clean materials
- Few materials (chemists only add!)
- Combine don't mix
- Connect supply to recovery
- High volume (production, consumption, recovery)
- Quality = performance (of product and material)
- Sustainability  $\neq$  Durability
- Need some fast product cycles
- Need slow and fast material cycles

**coca-cola didn't!**

**susturb**



## 2. Use Differently



# carbon per capita

susturb

1. public sector / collective infrastructure (6t)
2. personal possessions (5t)
3. food & drink (3.2t)
4. electricity & heat (2.1t)
5. fuel to car (1.1t)
6. flights (900kg)
7. service / communication (700kg)



# carbon per capita

susturb

1. public sector / collective infrastructure (6t)
2. personal possessions (5t)
3. food & drink (3.2t)
4. electricity & heat (2.1t)
5. fuel to car (1.1t)
6. flights (900kg)
7. service / communication (700kg)

# carbon per capita

susturb

1. public sector / collective infrastructure (6t)
2. personal possessions (5t)
3. food & drink (3.2t)
4. electricity & heat (2.1t)
5. fuel to car (1.1t)
6. flights (900kg)
7. service / communication (700kg)

# carbon per capita

susturb

1. public sector / collective infrastructure (6t)
2. personal possessions (5t)
3. food & drink (3.2t)
4. electricity & heat (2.1t)
5. fuel to car (1.1t)
6. flights (900kg)
7. service / communication (700kg)

**Use  $\neq$  Consumption**

# Innovate the 'use' of things

susturb


Ask, “when and how is something not in use?  
and how can use be maximised? How to use most times, by  
most people?”



Most power drills are used for 10 hours per year!

“Do you want to own 4300 chemicals,  
or do you just want to watch TV?”



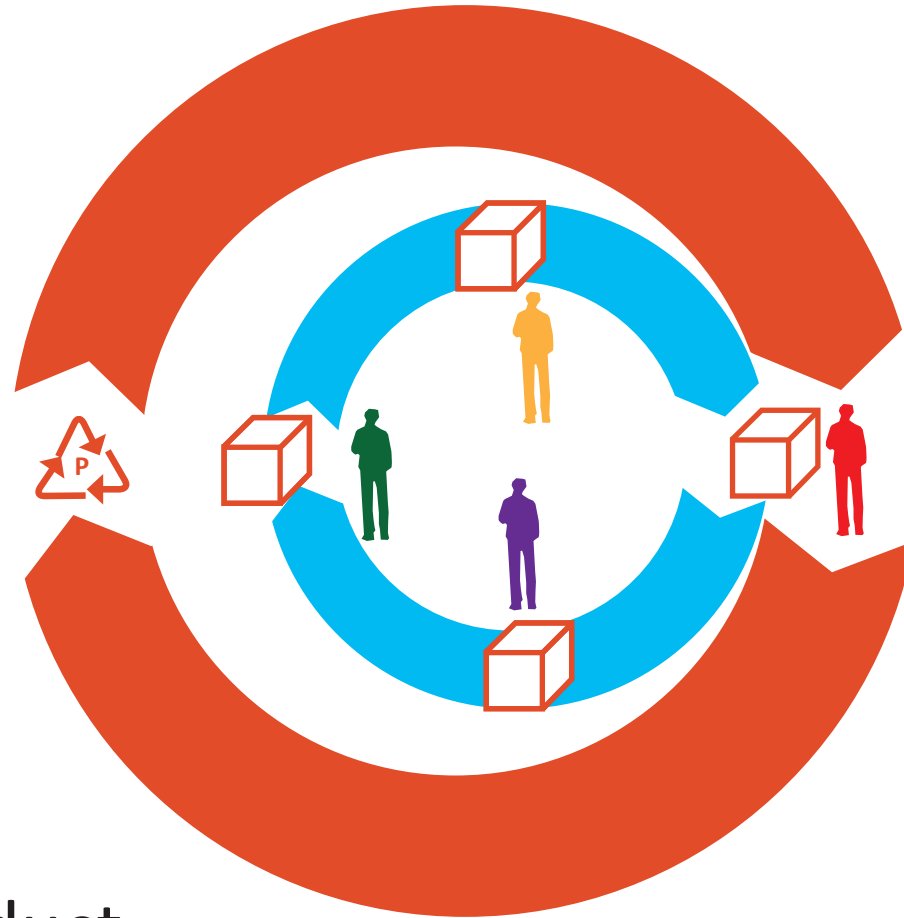


In 2030, Velux no longer sell windows, they sell, 'see through insurance'

**Re-cast the role of  
the consumer from  
*buyer & waster*  
**to** *user & returner***

# The Product Economy

susturb



Sells *use of* product  
**not** product itself.

Product used many times by many people

# Target all containers

susturb



Pant > *Multi-pant*

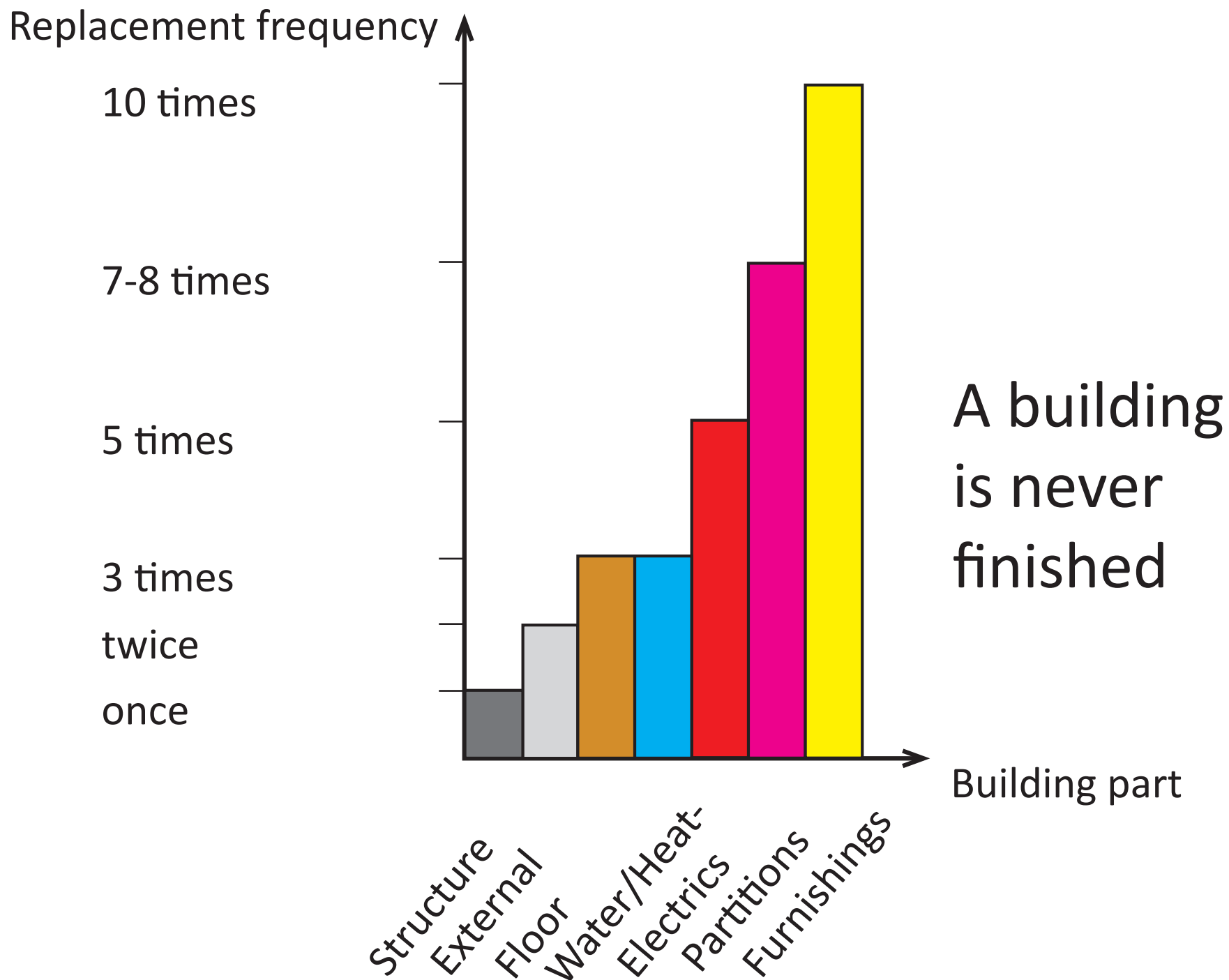


# Private, owned > Shared, used

susturb



recast personal as common  
eliminate *'hoarding'*





# Patagonia only went half-way!

susturb

## DON'T BUY THIS JACKET



It's Black Friday, the day in the year retail firms turn out to track and start to make real money. But Black Friday, and the culture of consumption it reflects, puts the economy of natural systems that support all life into the red. We're reducing the resources of the earth that plants on our one and only planet.

Because Patagonia's work is to invent business to depend long-term—endless—on the health of our planet, we want to do the opposite of every other business today. We ask you to buy less and to reflect before you spend a dime to the point in anything else.

Environmental bankruptcy is with corporate bankruptcy. Our planet is very slowly, then all at a sudden, then in what we have called the slow death, then the end. The damage. We're moving, and you'll build, water, food, shelter, health, all our planet's natural systems, and economic, that support business, and life, including you.

The environmental cost of everything we make is staggering. Consider the 100-jacket shown, one of our best sellers. To make it required 1,000 hours of

**COMMON THREADS INITIATIVE**

**REDUCE**  
WE could save you that extra 10% long time  
YOU don't have what you don't need

**REPAIR**  
WE help you repair your Patagonia gear  
YOU design in the world's best

**REUSE**  
WE help find a home for Patagonia gear  
you no longer need  
YOU sell or pass it on

**RECYCLE**  
WE will take back your Patagonia gear  
that is sent out  
YOU design to keep your stuff out of the landfill and incinerator

**REIMAGINE**  
TOGETHER we reimagine a world where we take only what nature can replace

And this is a 100% recycled polyester jacket, and we want to be a high standard. It is exceptionally durable, so you won't have to replace it so often. And when it comes to the end of its useful life, we'll take it back to recycle into a product of equal value. But, as is true of all the things we can make and you can buy, the jacket comes with an environmental cost higher than its price.

There is much to be done, and plenty for all of us to do. Don't buy what you don't need. Think twice before you buy anything else. To [patagonia.com/CommonThreads](http://patagonia.com/CommonThreads) or scan the QR code below. Take the Common Threads Initiative pledge, and join us in the 100-100% to reimagine a world where we take only what nature can replace.

**patagonia**  
patagonia.com


Take the Pledge



USED PATAGONIA GEAR  
POWERED BY **eBay**  
List your used Patagonia Clothing and Gear.  
Learn how 

Join us in the  
Common Threads  
Initiative  
Together we  
can reduce our  
environmental  
footprint.

**TAKE THE PLEDGE**

Learn how 



# **Change behaviour**

~~Change behaviour~~  
Change life-style

~~Change behaviour~~  
~~Change life-style~~  
Change the offer!

**People can only  
*buy* sustainability  
if co's and orgs  
*sell* sustainability**

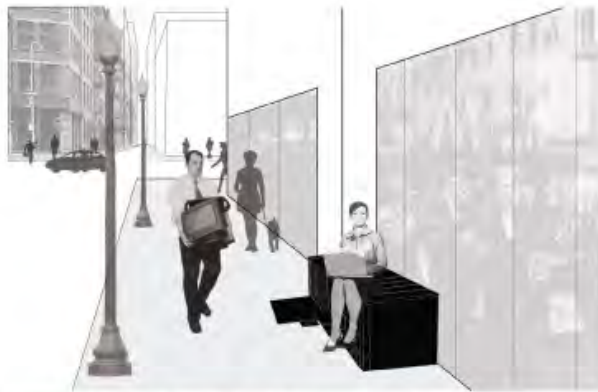
CALL FOR AN ELECTRONIC WASTE LOGO AND RECYCLING BIN FOR NEW YORK CITY



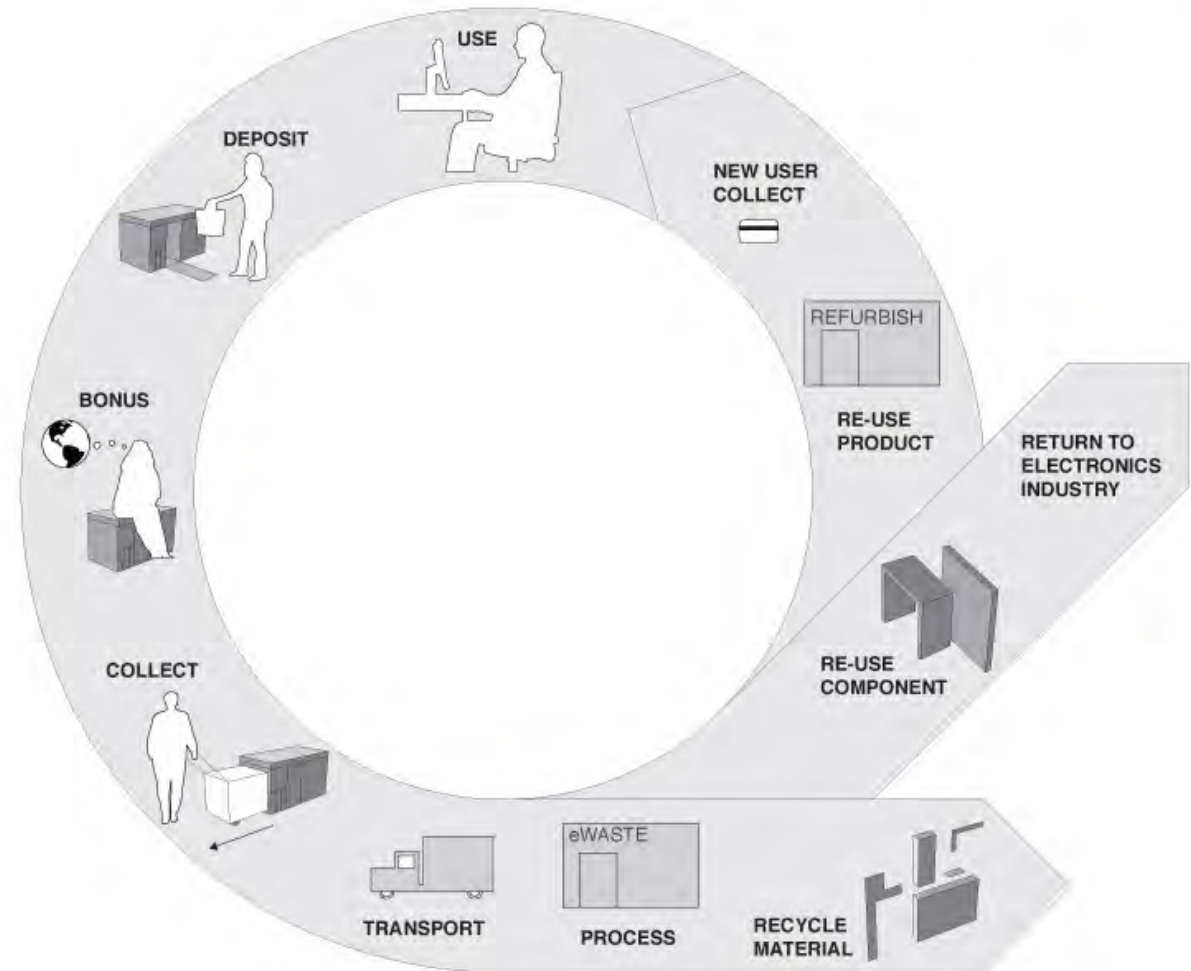
In 2005 the U.S. generated over two million tons of electronic waste; 250,000 tons from New York City alone.

E-waste contains many toxic materials such as lead, cadmium, beryllium, and brominated flame retardants.

When dumped as landfill or sent to developing countries to be processed, e-waste causes serious health and pollution problems.

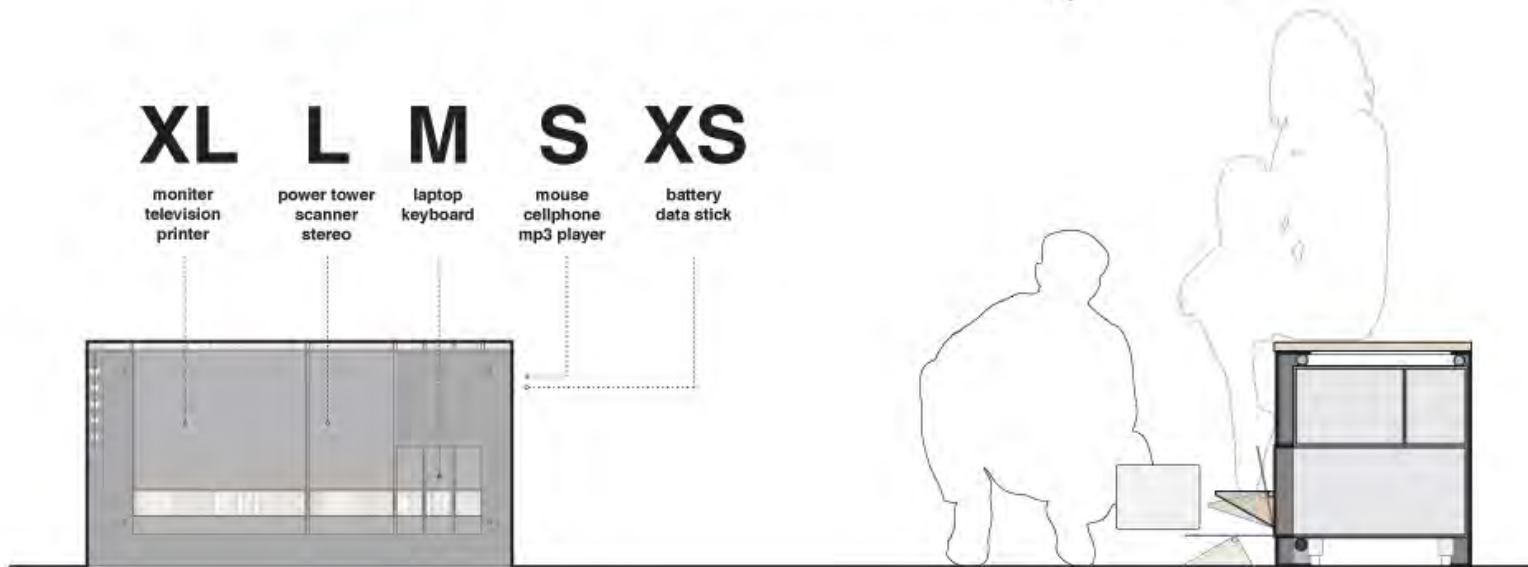
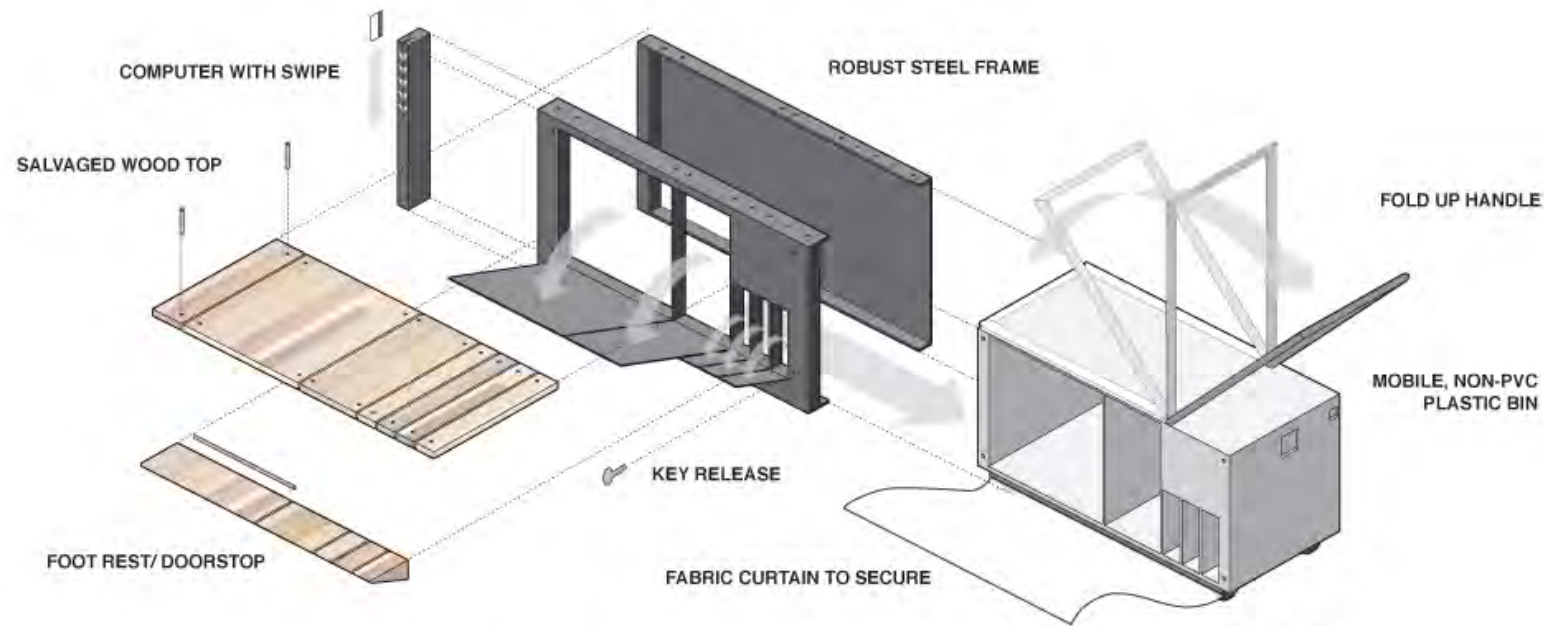


# binbench



**FROM WASTE TO RESOURCE** A CLOSED CYCLE







# FIXED AND FREE

A SOLID FACE TO A MOBILE BIN

BATTERY  
MP3 PLAYER  
○ DATA STICK

CELLPHONE  
□ MOUSE

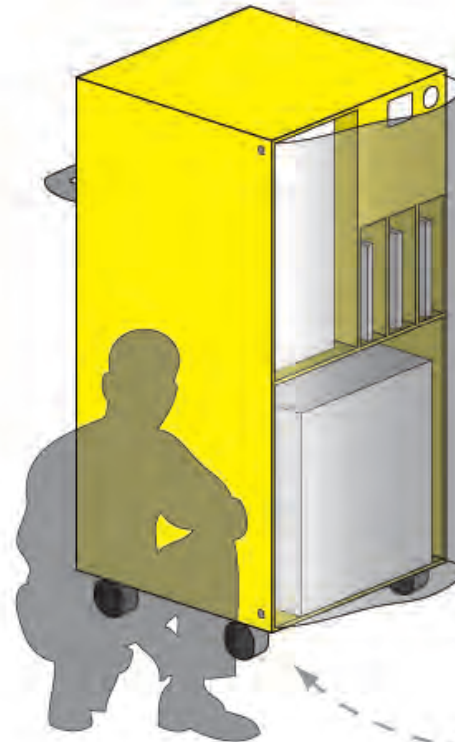
LAPTOP  
KEYBOARD

POWER TOWER  
SCANNER  
STEREO

MONITOR  
TELEVISION  
PRINTER

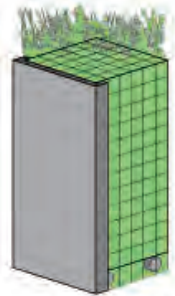


DEPOSIT

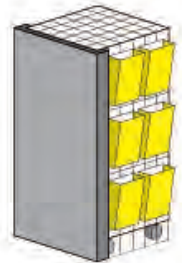


COLLECT

VARIATIONS



A PLANTER  
IN THE PARK

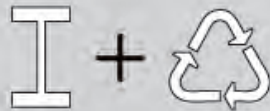


A NEWSSTAND  
ON THE STREET



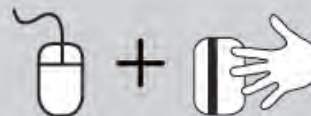
STAY

GO



STEEL

PLASTIC

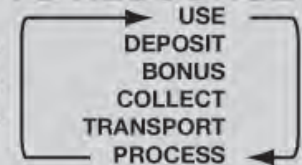


WEB

SWIPE

FROM WASTE TO RESOURCE

RE-USE PRODUCT  
RE-USE COMPONENTS  
RECYCLE MATERIAL



## DEPOSIT



SWIPE



OPEN



INSERT

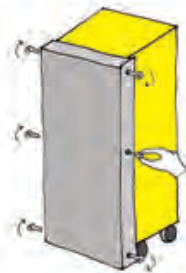


CLOSE

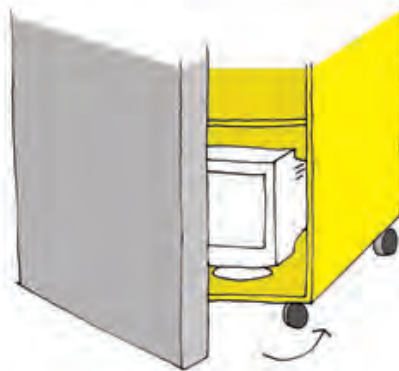


CREDIT

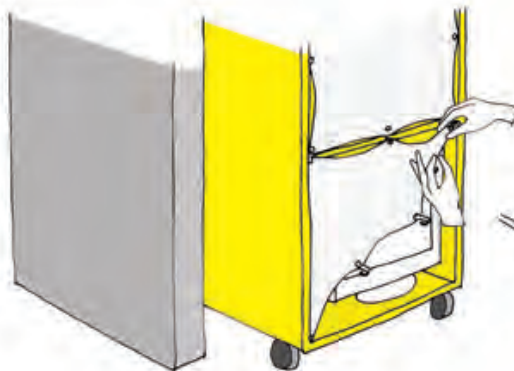
## COLLECT



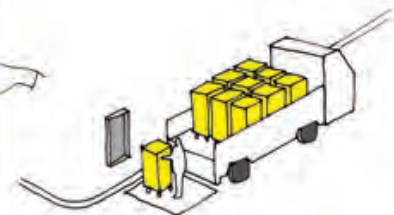
UNLOCK



RELEASE



SECURE



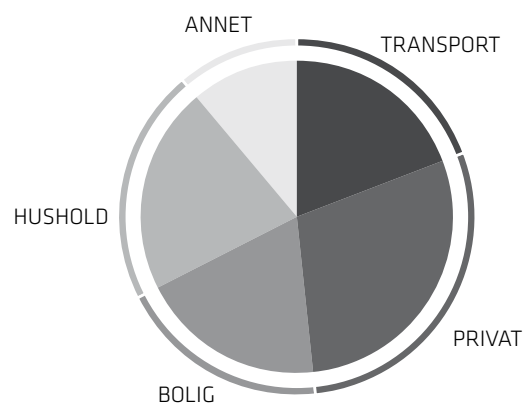
TRANSPORT



# Brøset, Trondheim; “3ton-suburb”

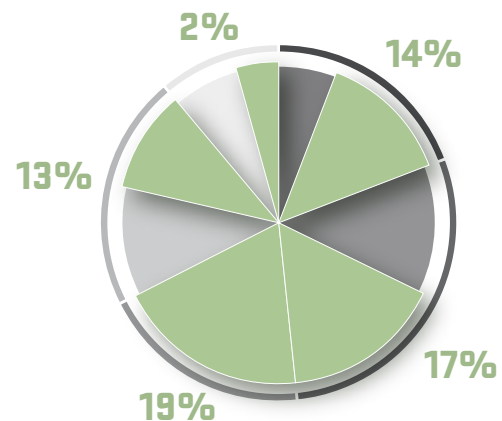
## 3.1 | DET PERFORMATIVE BYLANDSKAP





**12T**

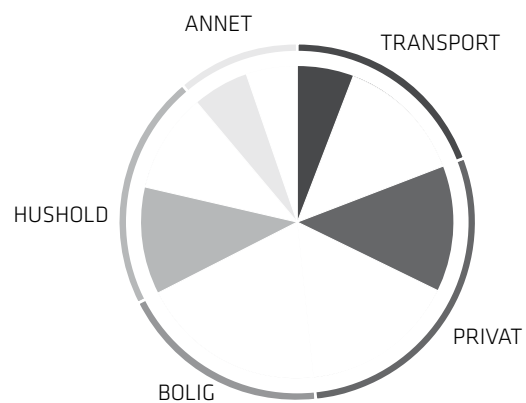
NORGE I DAG



**÷7,4T**

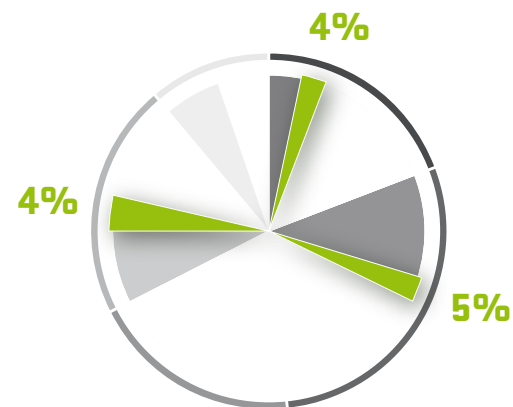
FLYTTE TIL BRØSET

■ CO2 sparing ved å flytte til Brøset.  
Tal i prosent af Norges CO2 utslipp pr. innbygger i dag.



**4,6T**

1. BRØSET I DAG



**2,9T**

2. BRØSET I MORGEN

***SUPER*** basket

***SUPER*** return

***SUPER*** fridge

***\* SUPER*** fix

***\* SUPER*** clean

**Don't only minimise  
consumption.  
Maximise use.**



An aerial photograph of a dense urban landscape, likely New York City. The image shows a vast number of skyscrapers and buildings of various heights and architectural styles. In the center of the image, there is a prominent green park area, which appears to be Central Park. The surrounding buildings are tightly packed, creating a complex pattern of vertical lines and colors. The sky is not visible, as the buildings fill the upper portion of the frame. The overall tone is one of a bustling, developed environment.

**susturb**

**We built this environment.  
Now we build a new one.**