

Title	Positive impacts of high performance buildings needs more promotion, industry concludes
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The positive effects of high performance buildings on people's health, wellbeing and productivity needs much greater public promotion, leading building industry partners of the [CRC for Low Carbon Living's Closing the Loop Project](#) concluded following workshops held in conjunction with the [Green Cities 2015](#) conference.

Internationally renowned green design architect and researcher [Professor Vivian Loftness](#) of Carnegie Mellon University, who spoke at the conference and took part in the workshops, outlined the power of implementing the triple bottom line plus the financial, environmental and human benefits of good design choices.

Brett Pollard, Head of Knowledge and Sustainability at HASSELL said that there was plentiful research and evidence from academic experts such as [Professor Vivian Loftness](#), however the message about the benefits was still not getting through to people who are procuring buildings.

"Ultimately if you construct a building that does not take advantage of the evidence, organisations and businesses are missing out on the opportunity to create workplaces that are healthier and more effective," he said.

Lauren Haas, Australasia Sustainability Manager for Brookfield Multiplex added: "For business, a low performance building can mean disengaged employees with low performance, higher levels of absenteeism and many thousands of dollars wasted per year in lost productivity. If office workers, students or patients in hospitals are more informed about what can be achieved through high performance buildings they can help drive demand for these buildings."

Lester Partridge, Industry Director - Building Engineering at AECOM also took part in the workshops and said: "Vivian Loftness showed us a very powerful example in the workshop by comparing the decision making processes for a car, laptop and a building. People know more about the features of a car which may only be owned for 3-5 years or a laptop which might last 2 or 3 years than they do about the features of a building that will last in excess of 30 years. The conversation about high performance buildings needs to change and people need to be more aware of the true cost of buildings."

The Closing the Loop project will continue to work with leaders like Vivian Loftness and other industry partners to develop measures such as public promotion of high performance buildings to that our built environment and its occupants have positive outcomes for business and the community.

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About the CRC for Low Carbon Living Ltd

The CRC for Low Carbon Living (CRCLCL) is a national research and innovation hub that supports Australian industry to be globally competitive in the low carbon built environment sector. It brings together property, planning, engineering and policy organisations with leading Australian researchers. CRCLCL develops new social, technological and policy tools for reducing greenhouse gas emissions in the built environment.

A key aim of the CRCLCL is to help cut Australia's residential and commercial carbon emissions by 10 mega tonnes by 2020, which is the environmental equivalent of taking 2.3 million cars off the road each year. This will be achieved through developing low carbon building construction materials and increasing the evidence base for government policy and planning, among other measures. Australia has set greenhouse gas emissions reduction targets of 25 per cent by 2020 and 80 per cent by 2050 compared with 2000 levels.

When the 2020 carbon reduction targets are met, the CRCLCL will have delivered a direct benefit of \$250 million per year to the economy, while reducing risk to the \$150 billion per year construction industry as it adjusts to a carbon-constrained economy.

Ultimately the CRCLCL will help unlock barriers to cost-effective carbon reduction opportunities, empower communities and facilitate the widespread adoption of integrated renewable energy. This will enable the sector to transition and contribute to Australia's greenhouse gas emissions targets while maintaining industry competitiveness and improving quality of life.

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