susturb

2 problems:

1. Decreasing natural resources

2. Increasing carbon per capita

susturb

2 solutions:

1. USE DIFFERENT RESOURCES

2. USE DIFFERENTLY

susturb

1. USE DIFFERENT RESOURCES

18th January 2012

susturb

Natural quarry

Man-made lake

18th January 2012

susturb

Natural quarry

Not much left

Man-made lake

Not yet organised

18th January 2012

susturb

Cradle-to-cradle

PRODUCTION

- known materials
- clean materials

DESIGN

- single-type materials
- designed for disassembly

USE / RECOVERY

- return product
- return component
- recycle material

18th January 2012

Today's adhoc 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

18th January 2012

susturb

2. USE DIFFERENTLY

susturb

carbon per capita

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)

18th January 2012

susturb

Use ≠ Consumption

18th January 2012

susturb

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

18th January 2012

susturb

Change behaviour

18th January 2012

susturb

~~Change behaviour~~

Change life-style

susturb

~~Change behaviour~~

~~Change life-style~~

Change the offer

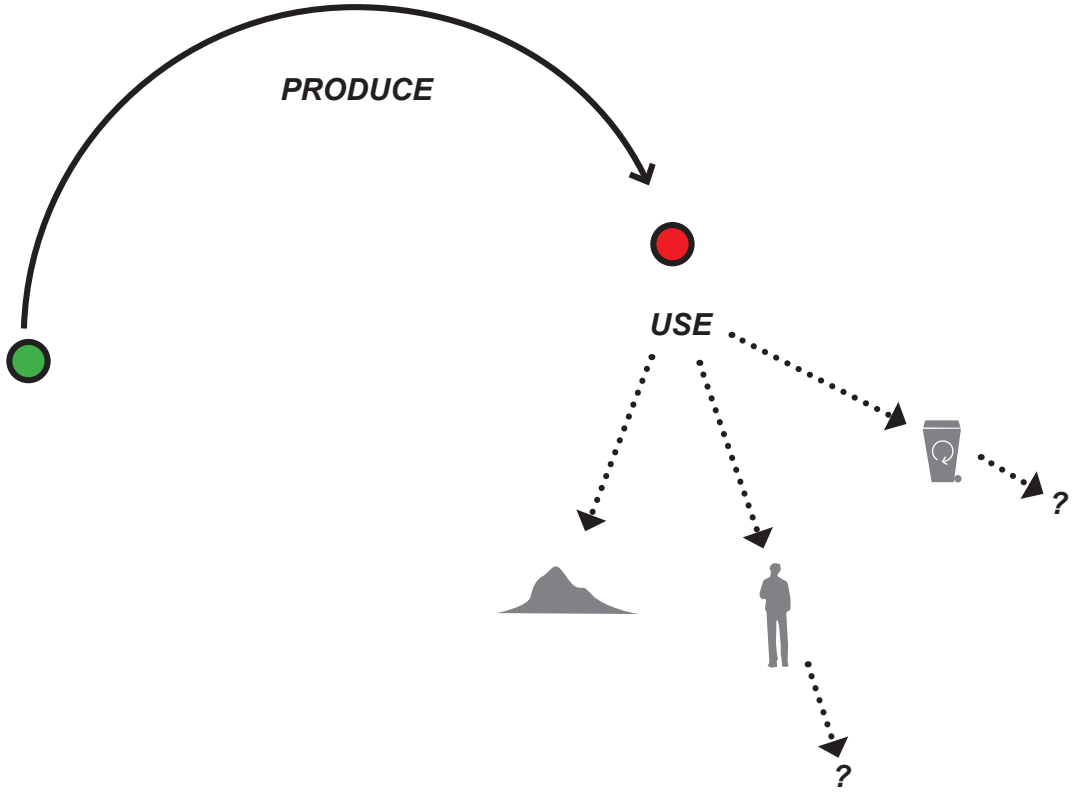
18th January 2012

susturb

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

18th January 2012

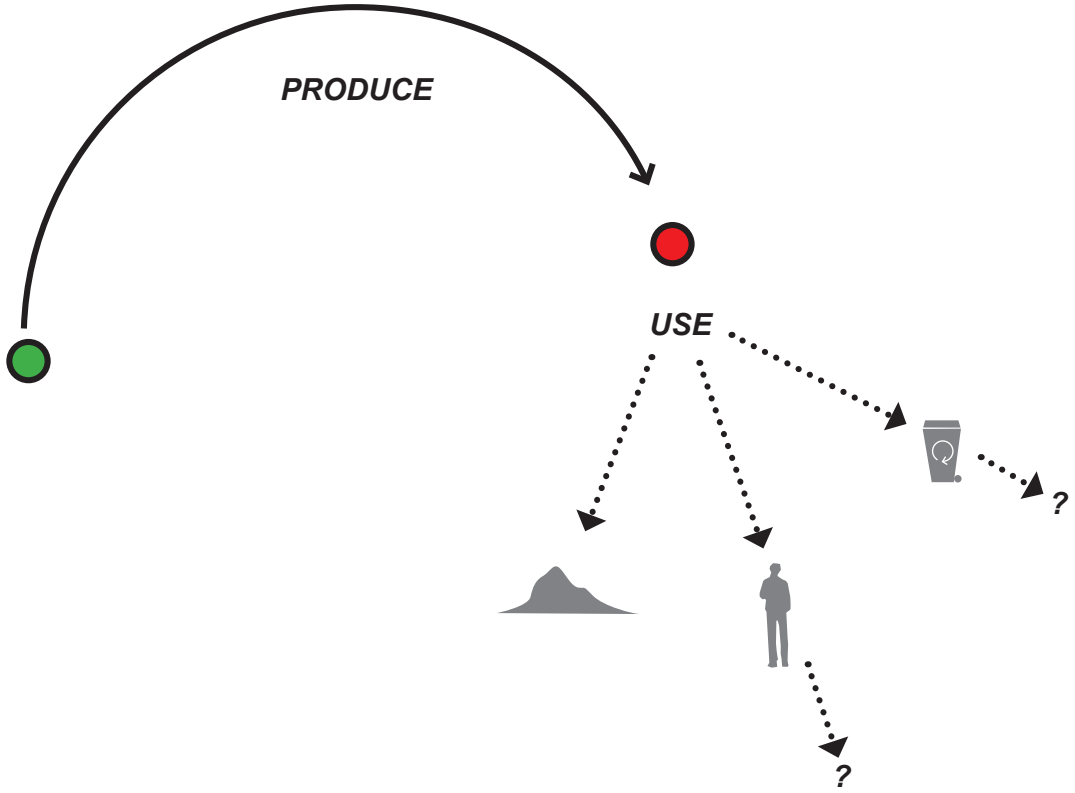
susturb



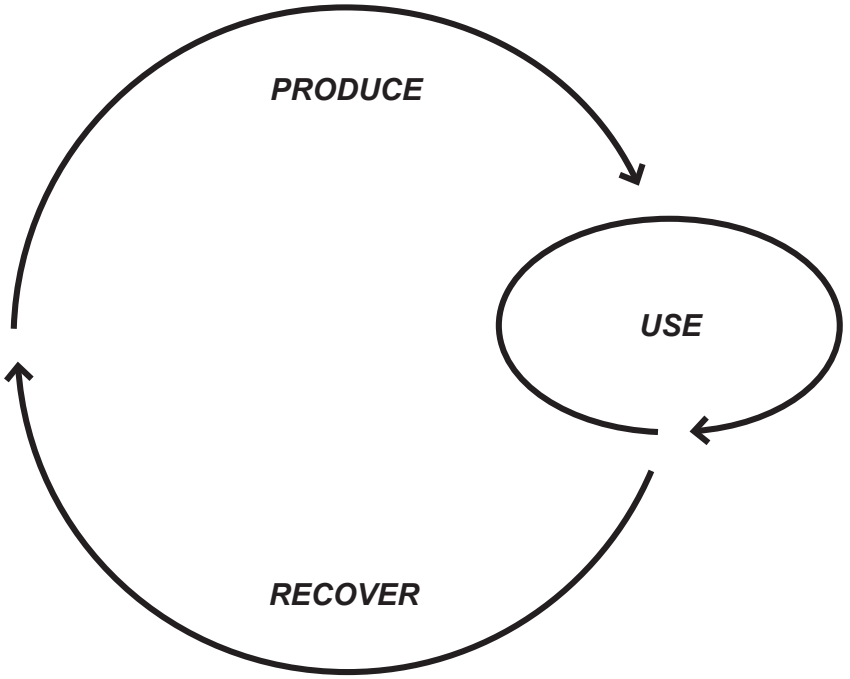
Today

18th January 2012

susturb



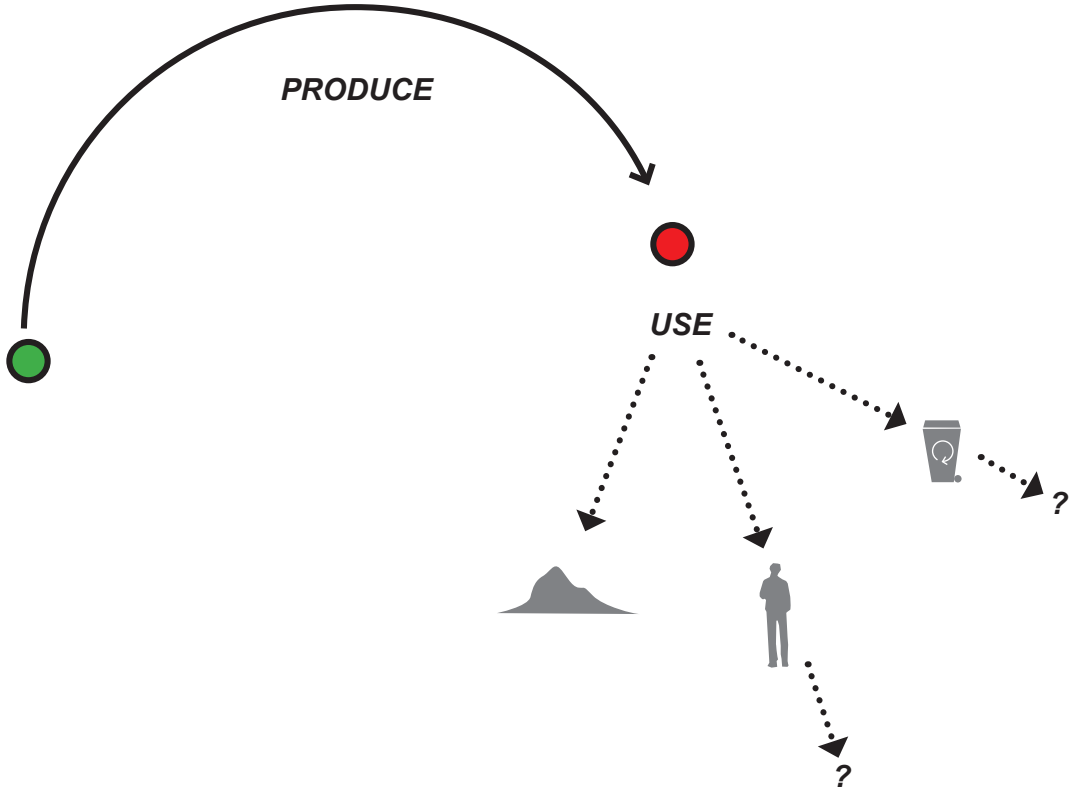
Today



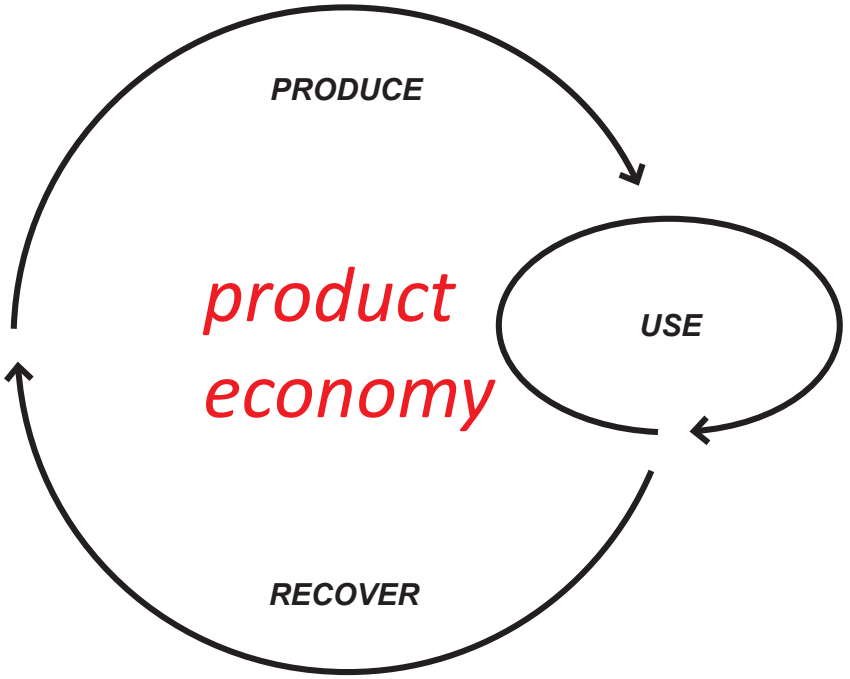
Tomorrow

18th January 2012

susturb



Today



material economy

Tomorrow

18th January 2012

susturb

target containers

recast personal as common

eliminate *'hoarding'*

18th January 2012

susturb

Innovate the ‘use’ of things

ask: “when and how is something not in use?
and how can use be maximised?”

Most power drills are used for 10 hours per year!

18th January 2012

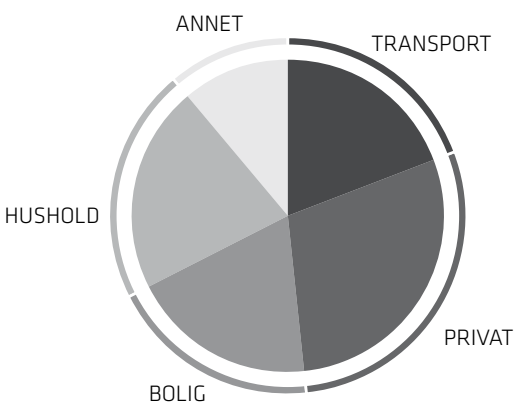
Brøset, Trondheim; *"3ton-suburb"*

susturb

3.1 | DET PERFORMATIVE BYLANDSKAP

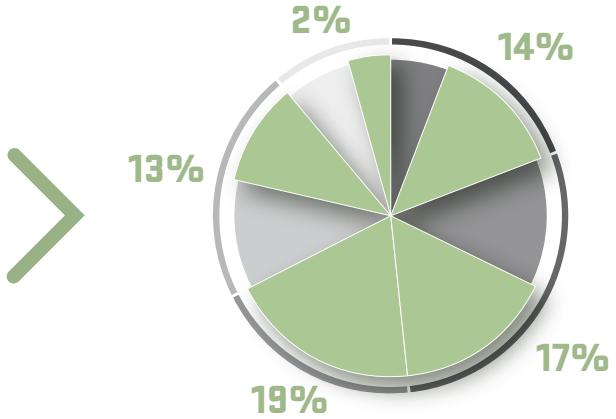
18th January 2012

susturb



12T

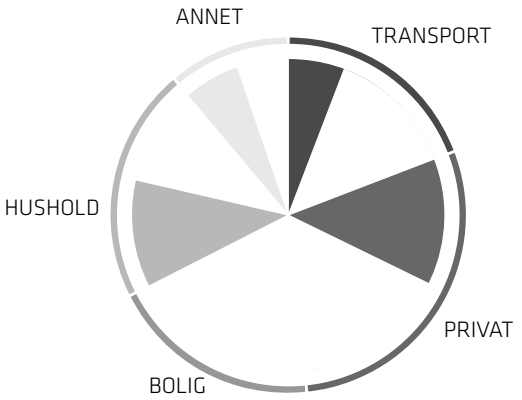
NORGE I DAG



÷7,4T

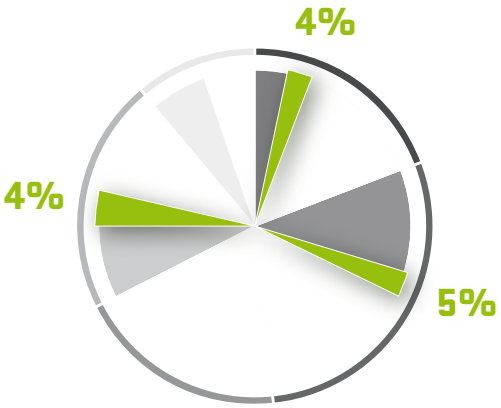
FLYTTE TIL BRØSET

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

18th January 2012

susturb

SUPER basket

SUPER return

* ***SUPER*** fridge

* ***SUPER*** fix

SUPER clean

18th January 2012

susturb

Think beyond minimising consumption. Maximise use.