

Who wants to get traded-off?

We don't as in The Right Environment Ltd.Co.

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Trade-offs in life cycle phases

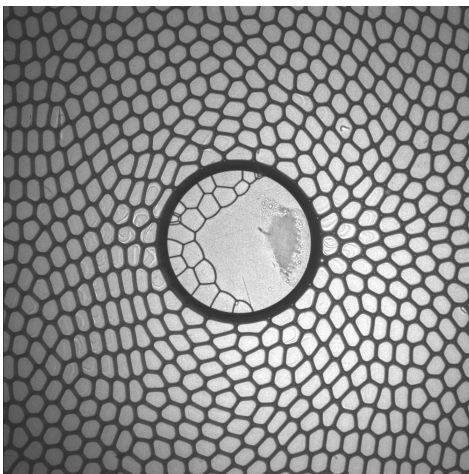


So you just bought a bag of organic spring leaf lettuce, bringing 57 calories of food to your table. How many calories of energy did they invest in cutting, washing, cooling and transportation to get you this fabulous bowl of lettuce?

About 70 times that much: 4500 calories.

Here is our question: which trade-off in life cycle phases do you not want to miss making a great design?

Trade-offs in sustainability impact indicators



So you just picked a material that was foamed using CFC's and thought, shouldn't we not use propellants that do not harm the ozone layer, and yes, you can pick the one using methane as a foaming agent. You are happy, but you just traded off global ozone layer for local fire danger and smog formation. Can't we improve on this one using steam? Yes, some producers can. But we just traded of all the local effects for more energy and global warming.

So here is the point: if we make an environmental conscious decision we should never focus on one single sustainability indicator. Think about a carbon neutral design or home....