

SUSTAINABLE FUTURE

THE UPCOMING LIFESTYLE

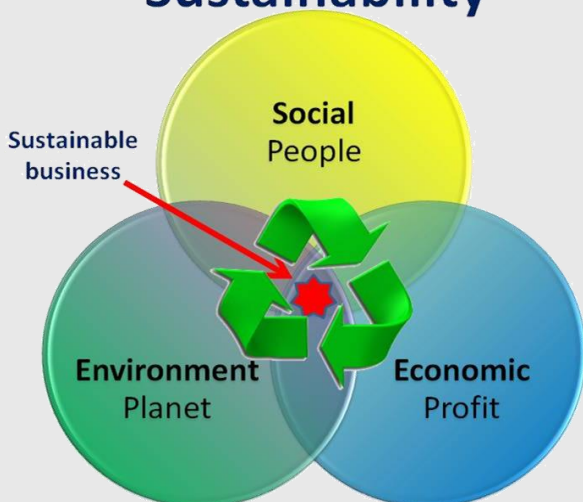


By 2050 the urban population will nearly be doubled, from 3.6 billion in year 2011 to nearly 7 billion capita. Thus, the world's urban areas are already jammed and especially in the developing countries facing shortages in clean water, electricity, and other resources that are vital to the support of their excessive populations and fragile economies. On that account, cities and human settlements must be made inclusive, safe and sustainable. Although 10 years ago sustainability was introduced, yet it always remains a question of why has it been shelved.

SO, WHAT ARE THE REASONS BEHIND THIS MATTER ?

It was audible that the perception '*sustainability costs more*' remains a real barrier. In other words, becoming sustainable will cost higher at first, but cost was not the main issue as businesses will spend money and lay out capital, but only when it makes sense. Yet, because they didn't clearly understand what it meant, and couldn't define a clear return on any 'sustainable' investments they made, they abandoned the concept of sustainability. Not to mention, fear of the unknown, where developers and organizations fear to take the first step of introducing a new lifestyle/approach such as to design sustainable buildings.

Sustainability



Sustainable cities consider the **Social, Economic & Environmental** factors referred as the 3 pillars of sustainability:

1. **Social:** Health and safety , skilled workforce and supporting communities
2. **Economic:** Jobs, assets, investment and wealth creation
3. **Environmental:** Climate, water, natural resources, and biodiversity



BENEFITS OF SUSTAINABILITY

- Becoming sustainable means a reduction in energy usage
- More efficiency means less waste, which means less pollution
- Sustainable businesses attract better quality investments
- Sustainable practices usually mean an overall reduction of operating costs
- Earn some local credibility
- Position yourself as an industry and/or market leader by embracing sustainability
- Contributes to environmental efficiency through management systems

RECOMMENDATIONS FOR DEVELOPERS



Energy & Carbon Efficiency

Solar Panels: Creating electricity from sun rays, thus clean energy production

Wind Turbine: Source of renewable energy, that reduces the use of fossil fuels



Waste Management

Protects the environment and the health of the population and reduces the cost of production of many products



Responsible Use of Resources

Water Management could be one of the effective ways such as collecting rain water, as well as recycling



Stakeholder Engagement

By building environmental awareness, the community is further educated on the need and importance of sustainability

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