

# Leveraging the Power of **STORY** to Achieve Greater Sustainability



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# FORTUNE 500



# Storytelling for Business

February 24, 2014 // 10:50 AM

## Why Storytelling Will Be the Biggest Business Skill of the Next 5 Years

Written by [Shane Snow](#) | @shanesnow



## Business Storytelling Using Stories to Inspire



Learn that will produce inspire

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How many times have you been enthralled by a good story?

This American Life [www.thisamericanlife.org](http://www.thisamericanlife.org)

WordStream  
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## 6 Storytelling Tips to Tell Your Business Story Like a TED Pro

December 5, 2014 Margot da Cunha

## Forbes / Leadership

JAN 4, 2014 @ 11:00 AM 25,706 VIEWS

## Tap the Power of Storytelling



Rodger Dean Duncan, CONTRIBUTOR

I cover leadership issues that make or break your workplace experience

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Entrepreneur LATEST TOP 50 HOW TO LISTS EVENTS FRANCHISES IN SALE SUBSCRIBE

## From Bedtime to the Boardroom: Why Storytelling Matters in Business

By Rodger

No doubt good story trainers parents



# Why story works



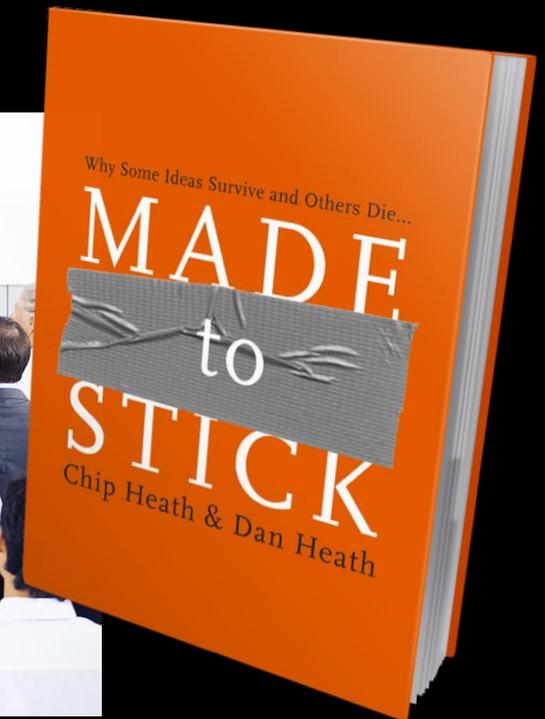
STORYTELLING?

SO EASY A CAVEMAN CAN DO IT ?

# Why story for sustainability?

*“A story can go where quantitative analysis is denied admission: **our hearts**.”*

*Data can persuade people, but it **doesn't inspire them to act**; to do that, you need to **wrap** your data or facts in a story that **fires the imagination** and **stirs the soul**.”*



# Story Purpose



# Data & Facts vs. Story

## **Data & Facts:**

- Language Processing
  - Comprehension



## **Story:**

- Vision
- Memories

- Motor Cortex
- Olfactory
- Amygdala  
(emotions)

# Know your audience!

*A Love Letter...*

To whom it may concern



# Use a story template

## Avoiding Toxic Chemicals in Commercial Buildings "Common Hazards, Risks and Opportunities" 30 November 2016

### SETTING

There are over 250,000 commercially available chemicals on the global market and less than 1% of these chemicals have been tested for safety. And we come into contact with hundreds of chemicals every single day.

### PROBLEM

One study has shown that up to 300 contaminants can be found in the umbilical cord blood of newborn babies. And while cancer survival rates have improved, the number of new cancer types and increasing rates in children are alarming.

### WHY CARE?

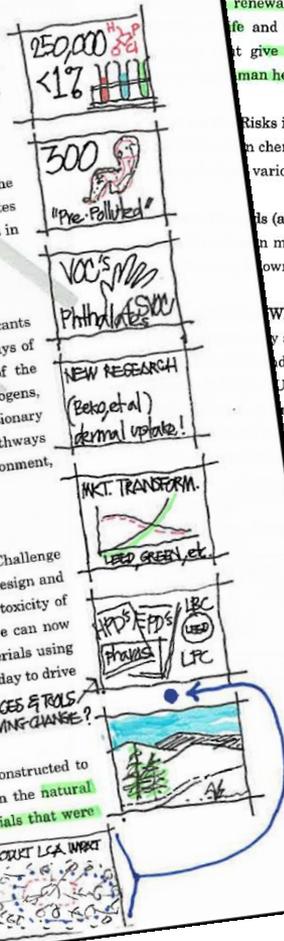
While food and water ingestion are the primary pathways for toxicants in humans, recent research has shown the impact dermal pathways of SVOC's and phthalates from the built environment. Some of the chemicals in common building materials are known carcinogens, neurotoxins and endocrine disruptors. Using the "precautionary principle", we must assume that these chemicals may also have pathways into our bodies and they most certainly negatively affect the environment, including our food and water supply.

### SOLUTION(S)

Just as rating systems such as LEED and the Living Building Challenge transformed the market and increased knowledge across the design and construction supply chain (including products/topics such as toxicity of vinyl or the health benefits of low or no VOC materials), we can now educate ourselves and evaluate the chemical content of materials using HPD's and EPD's and other web-based resources available today to drive change in the supply chain of building materials.

### RESOLUTION

Imagine if all the products we used were designed and constructed to function as elegantly and efficiently as anything found in the natural world. Imagine if these products were made up of materials that were



...biomimicry and biophilia and manufactured by processes that use less energy and water than they consumed - in facilities that use renewable resources. Imagine products that improve our lives and bring joy through their beauty and functionality, products that give more than they take over their total life cycles, products that protect human health, the world's ecosystems and the climate.

### Risks in Our Buildings?

Identify chemicals of concern and human risks. Show RED LIST of various sources for buildings

### Options (and Alternatives) in Building Products

Identify materials and products and most offensive chemicals and their own alternatives.

- HPD's
- HCF's
- CFC's
- National Ref.?

### What Can We Do Now?

Identify among other project concerns

Identify Rating Systems (LEED, WELL, LBC, LPC)

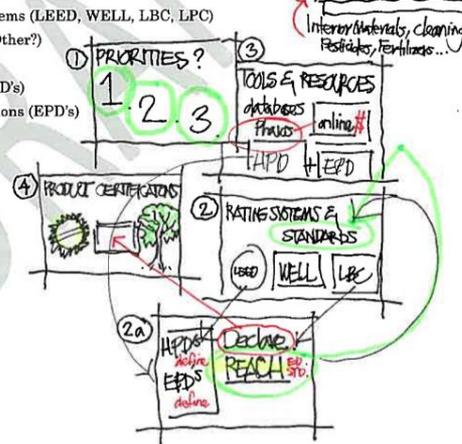
Identify (REACH), Other?

Identify Labels

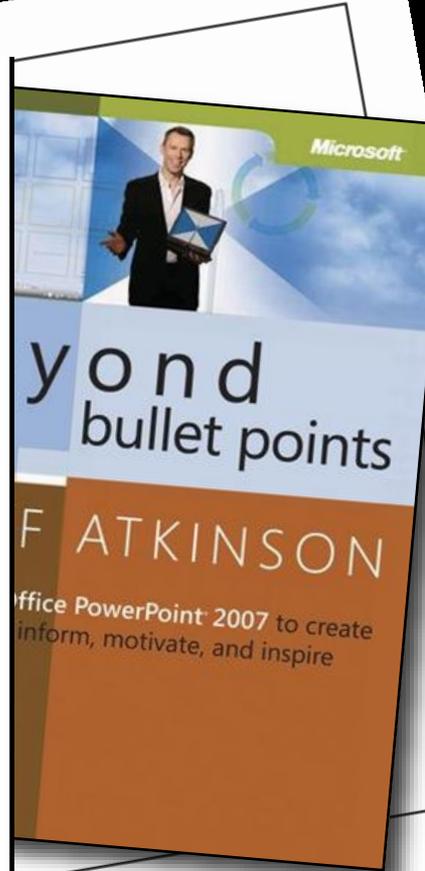
Identify Declarations (HPD's)

Identify Product Declarations (EPD's)

Identify Labels, Others?

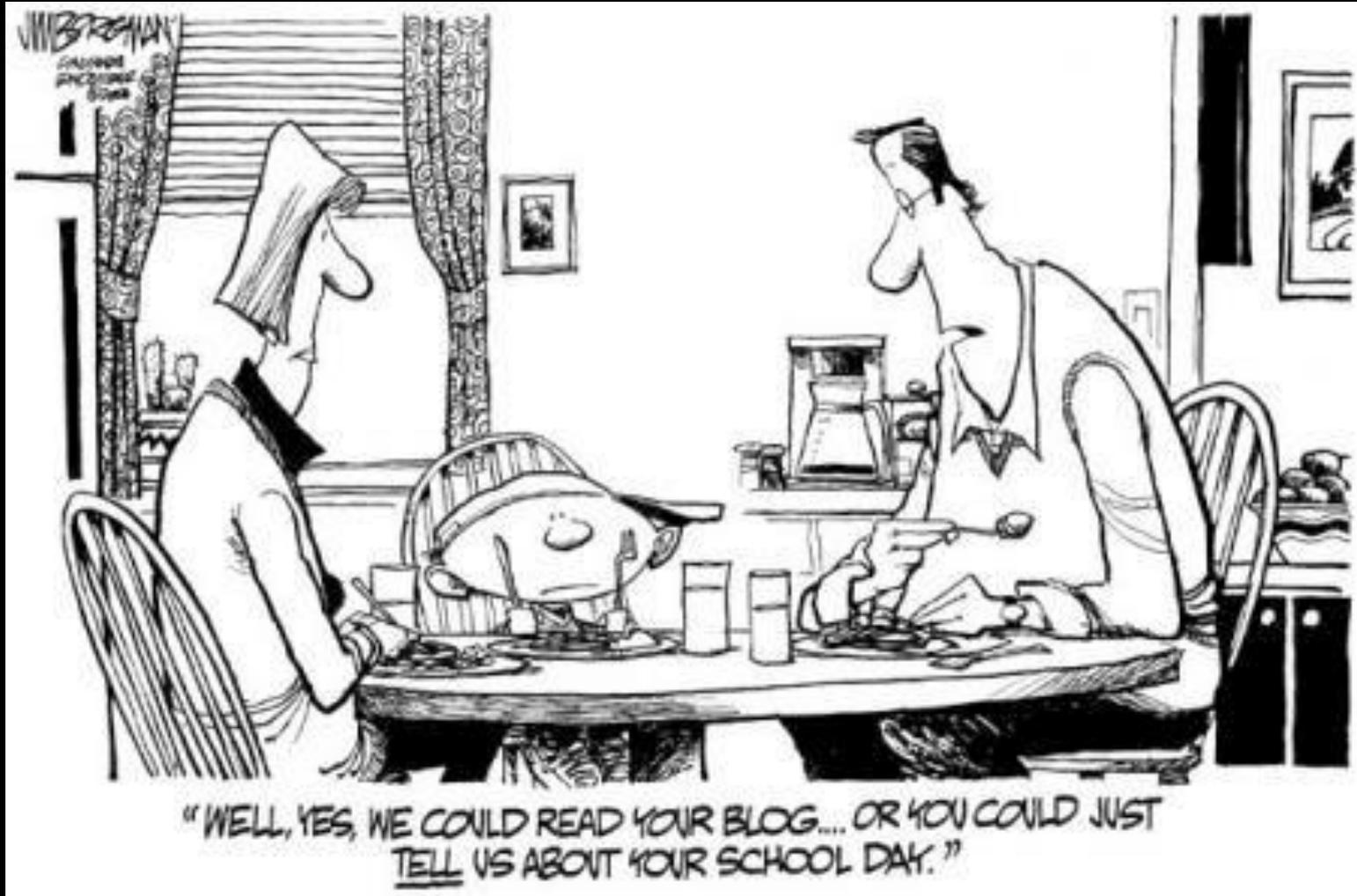


board doodles



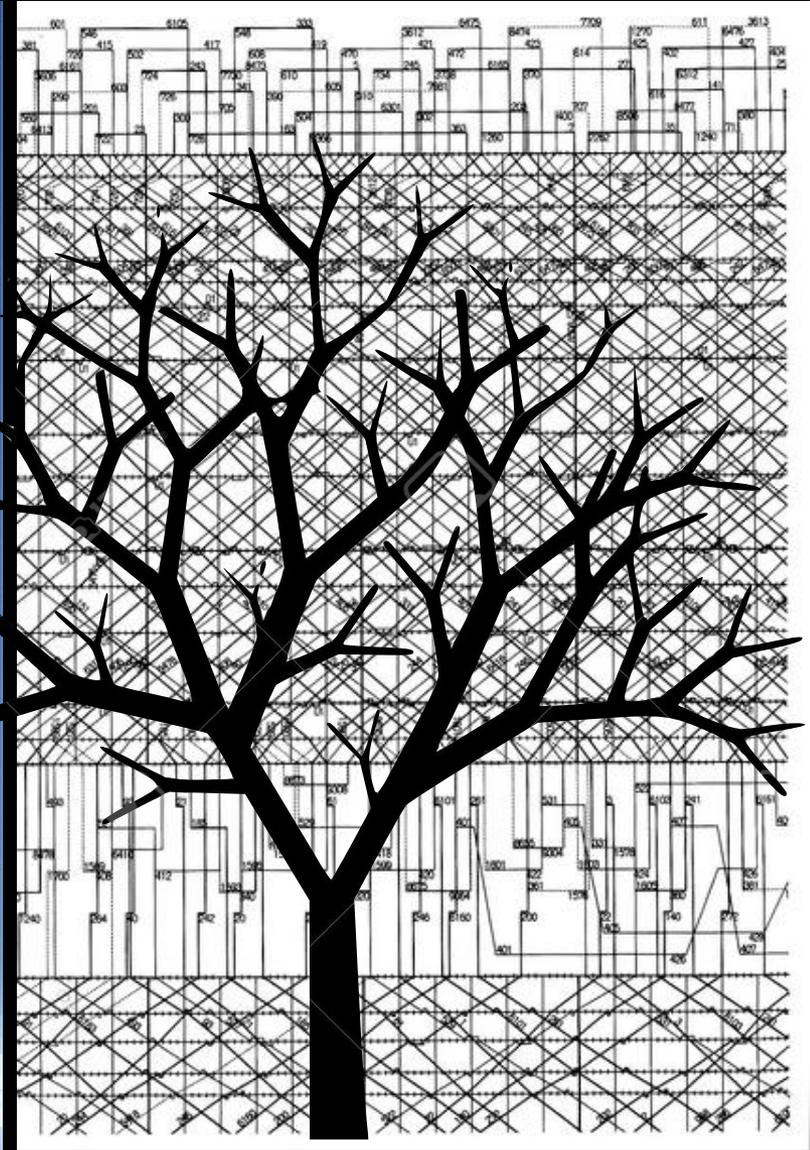
Spoken Content.

# Story Structure



Context • Character • Conflict • Resolution

# Analogies and Metaphors



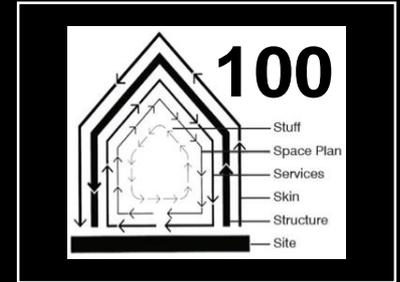
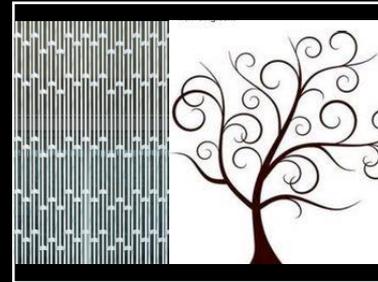
# Analogies and Metaphors



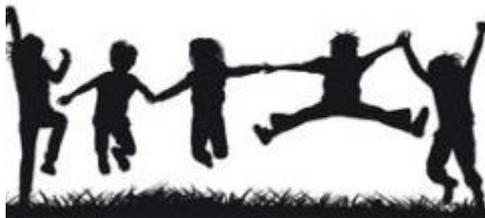
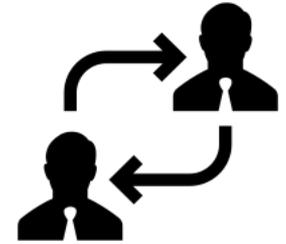
*“The cooling concept is similar to **experiencing a light breeze under the shade of a tree.**”*



# YKK Headquarters “story”



# Selling Sustainability with story



**\$1B**

# Thank you



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Organisers:



International Co-owners:



Sustainable Buildings and Climate Initiative  
Promoting Policies and Practices for Sustainability

