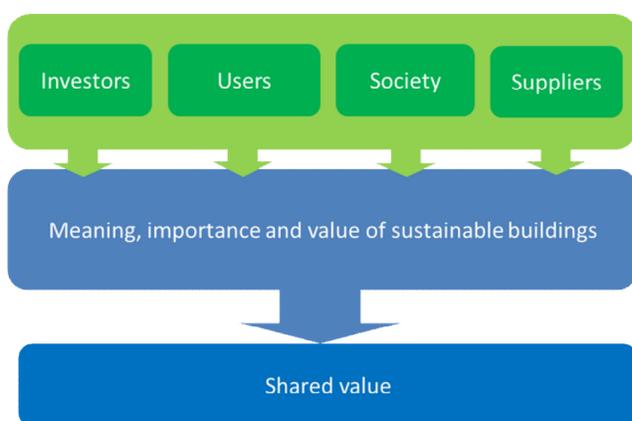


From sustainable buildings to sustainable business

Introduction

The current economic crisis is forcing businesses to look for new ways to improve productivity and competitiveness. One solution is to connect company success with social progress by shared value creation. The built environment has significant direct and indirect impacts on social wellbeing as well as the livelihoods and affluence of local communities and individuals. Therefore built environment and sustainable buildings play remarkable roles in shared value creation.



Picture 1. Shared value in built environment and green buildings.

Objectives

- find out the drivers and competitive edges of sustainable buildings for stakeholders for creating sustainable business
- understand how shared value is created in the building sector and to identify the mechanisms in this area
- understand how companies create economic value in a way that also creates value for the society.

Research methods

Research is inductive in the nature. Data will be gathered through structured surveys, interviews and literature review. Both quantitative and qualitative data analysis methods will be used. Case studies are used to observe the causalities and to understand the processes that contribute to sustainability and creating shared value.

What is shared value?

Shared value creation can be defined as policies and operating practices that enhance the competitiveness of a company while simultaneously advancing the economic and social conditions in the communities in which it operates.



Picture 2. The shared value connections. Adapted from Michael E. Porter and Mark R. Kramer.

From CSR to CSV

Recently the increase in attention to sustainability and green buildings has been remarkable. Corporate social responsibility (CSR) enables corporations to achieve sustainability by incorporating social, environmental and economic factors into their business plan. Corporate responsibility programs can be seen as a reaction to external pressure emerged largely to improve companies' reputations and are treated as a necessary expense. The challenge is to move from CSR to creating shared value (CSV) that goes beyond recognizing and reporting current situation to creating sustainable business.

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