



**Thursday, October 20, 3:00 – 4:30 PM HST**

**Keynote: Zero Carbon is a Must-Have for New Housing, but It's Not Enough: Empowering Sustainable Architects to Survive Disruption Ahead**

**Presenter:** Sam Rashkin

**Moderator:** Gail Suzuki-Jones, Assoc. AIA, LEED AP O+M

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Many architects have committed to increasingly sustainability in building design. And that's a good thing because zero carbon is the future. This is an easy prediction with the plethora of federal, state and local codes, voluntary programs, and policies targeting high-performance buildings. But sustainability is not enough. Not nearly enough. Five crises have converged on the industry imposing tremendous pain and four innovations are market ready to mitigate this pain. As a result, the housing industry is poised for disruption with certainty; it's just a matter of connecting the dots. What are architects to do?

Attending this session is an important start. The context for housing disruption will be explored in detail to better understand driving forces for change. Then the critical building blocks for zero carbon homes will be laid out as a framework for sustainable design. And finally, recommendations will be provided for sustainable architects to leverage new innovations that can deliver zero carbon performance at lower cost. Better for less cost is good business. Consider saving the planet a nice dividend.