

## Sustainable architecture creates value

**Peter Andreas Sattrup**  
Danish Association of Architectural Firms



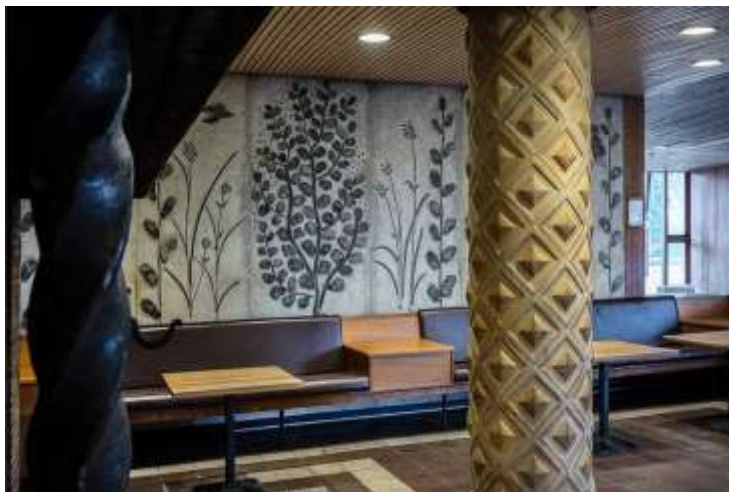
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## Cultural affinities



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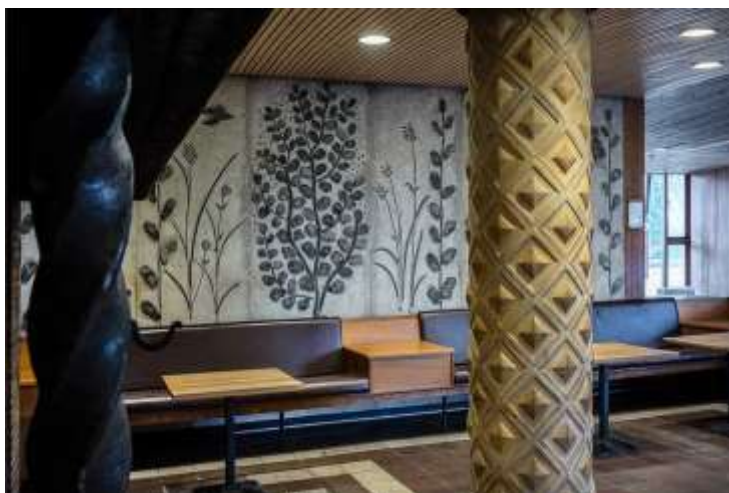


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## Cultural affinities

- Good governance
- Safety
- Wellfare
- Health
- Productivity
- Learning
- Happiness



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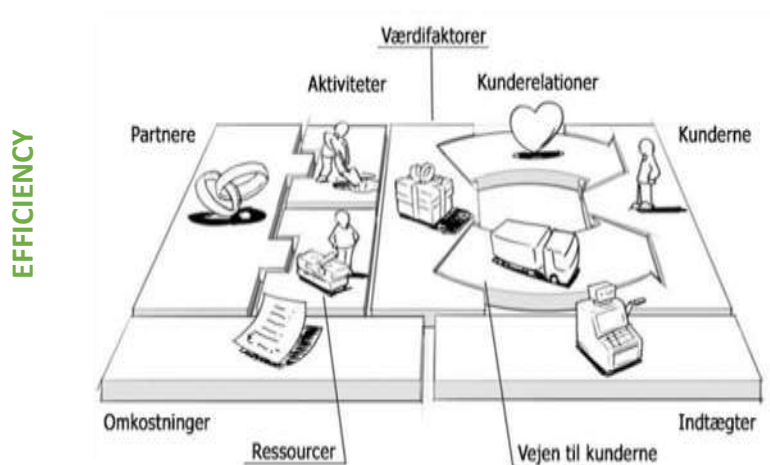
## How does architecture create value?

- For whom? How? Where? For how long?

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## VALUE CREATION - as a business model?

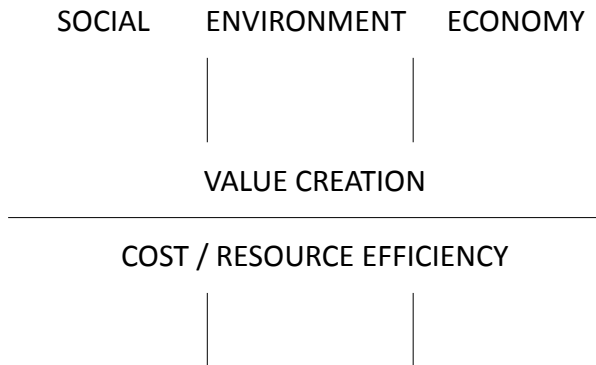


Kilde: Business Model Generation (Osterwalder & Pigneur, 2010)

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## VALUE CREATION



**DESIGN  
MATTERS**

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## Architecture Creates Value - the cases

Launched at [www.danskeark.dk](http://www.danskeark.dk) by end october

- Interesting stories
- Great architectural projects
- **Documented value creation**

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## Architecture Creates Value - the cases

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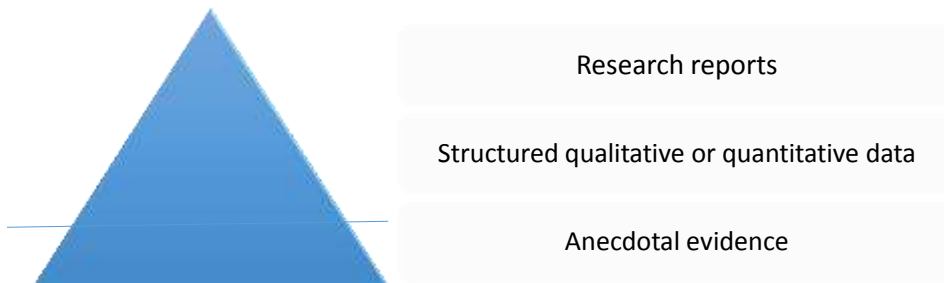
- Cases submitted by architects, clients, public authorities etc.
- **Cases identified by available research reports**

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## Architecture Creates Value - the cases

### Hierarchy of evidence



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## Up-Cycle House by Lendager Arkitekter



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## Up-Cycle House by Lendager Arkitekter

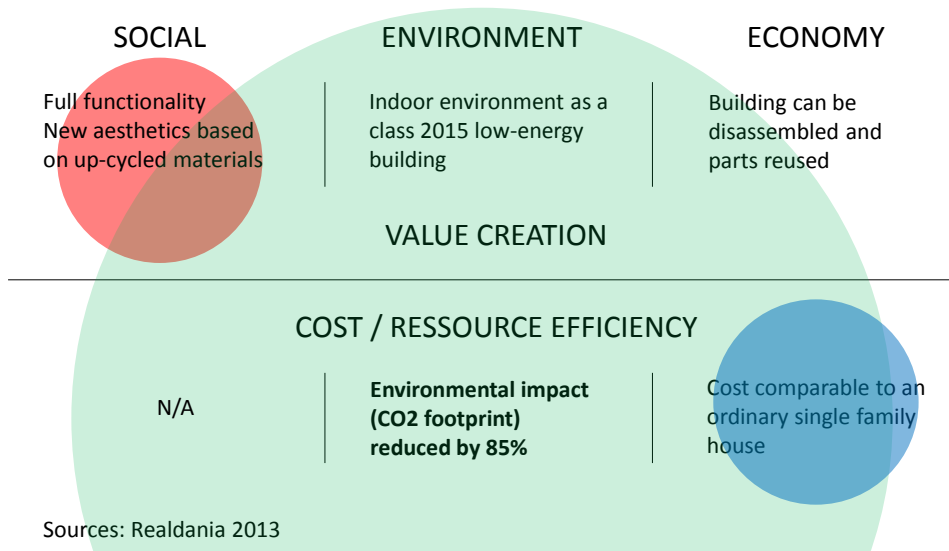


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## Sønder Boulevard by SLA



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## Sønder Boulevard by SLA

### SOCIAL

Increases urban outdoors activity and local commerce.

Facilitates sports and stimulates health

### ENVIRONMENT

Improved bio diversity and air quality

### VALUE CREATION

### ECONOMY

Increased property values by 351 M DKK / 47,1 M EUR

Generates tax revenue of 11 M DKK / 1,5 M EUR yearly

### COST / RESSOURCE EFFICIENCY

Risk of gentrification

N/A

Cost 18 M DKK / 2,4 M EUR

**Paid back in 1 year 8 months**

Sources: Grontmij 2013, COWI 2013

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## Esbjerg Psykiatri by Arkitema Architects



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## Esbjerg Psykiatri by Arkitema Architects

### SOCIAL

Reduced forced fixation of patients by 69%

Improves well-being and health among patients and staff

### ENVIRONMENT

Better daylight and orientation

Building stimulates and facilitates exercise

### VALUE CREATION

### ECONOMY

Tranquilizing medicine reduced by 61%

### COST / RESSOURCE EFFICIENCY

N/A

N/A

Cost equal to similar new built institutions

Sources: Psykiatrien i Syddanmark 2015

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## Ryesgade 30 by Krydsrum Arkitekter



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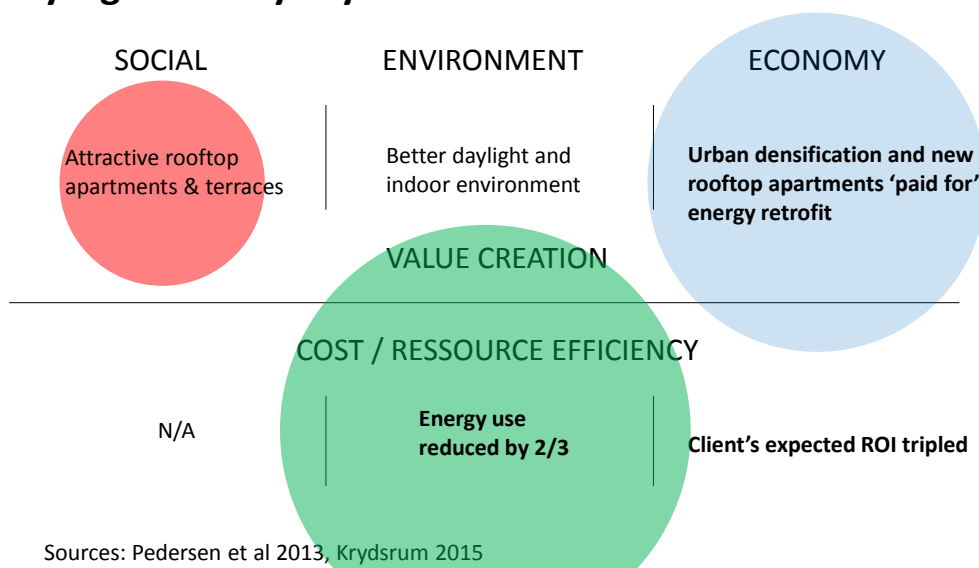
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## Ryesgade 30 by Krydsrum Arkitekter



Sources: Pedersen et al 2013, Krydsrum 2015

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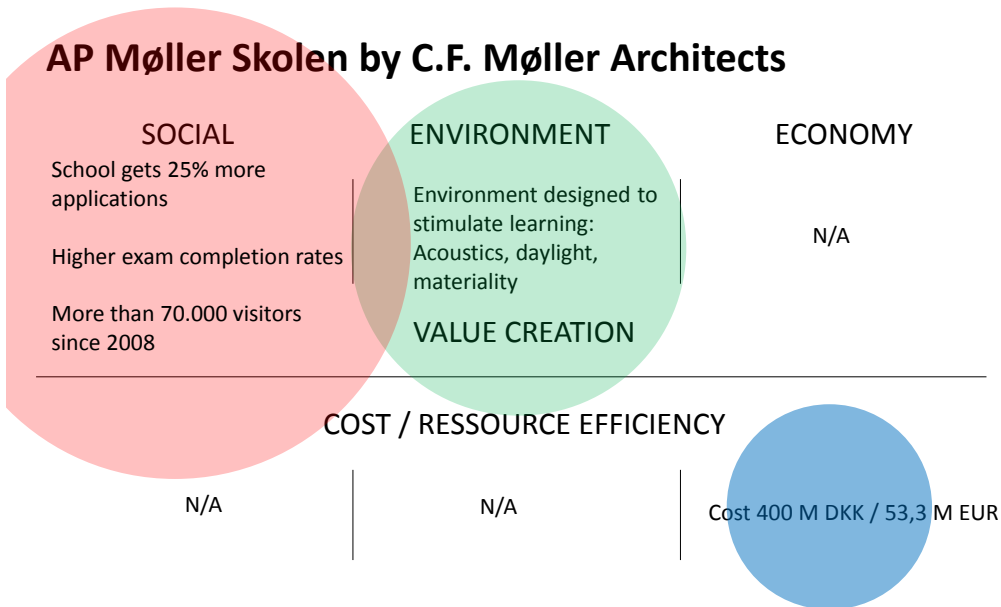


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## Thoughts

### Architecture and value creation

The effects are surprisingly powerful, but more knowledge is needed!

Architecture is a discipline of value creation and resource management

- Socially environmentally and economically

The benefits are not created by the architecture itself but in the opportunities it offers

- Value is in the eye of the beholder, it is based on perception and appreciation

Successful architecture creates mutual interests through collaboration and participation:

- clients, consultants, users, public administrations & citizens

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## Danke!

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