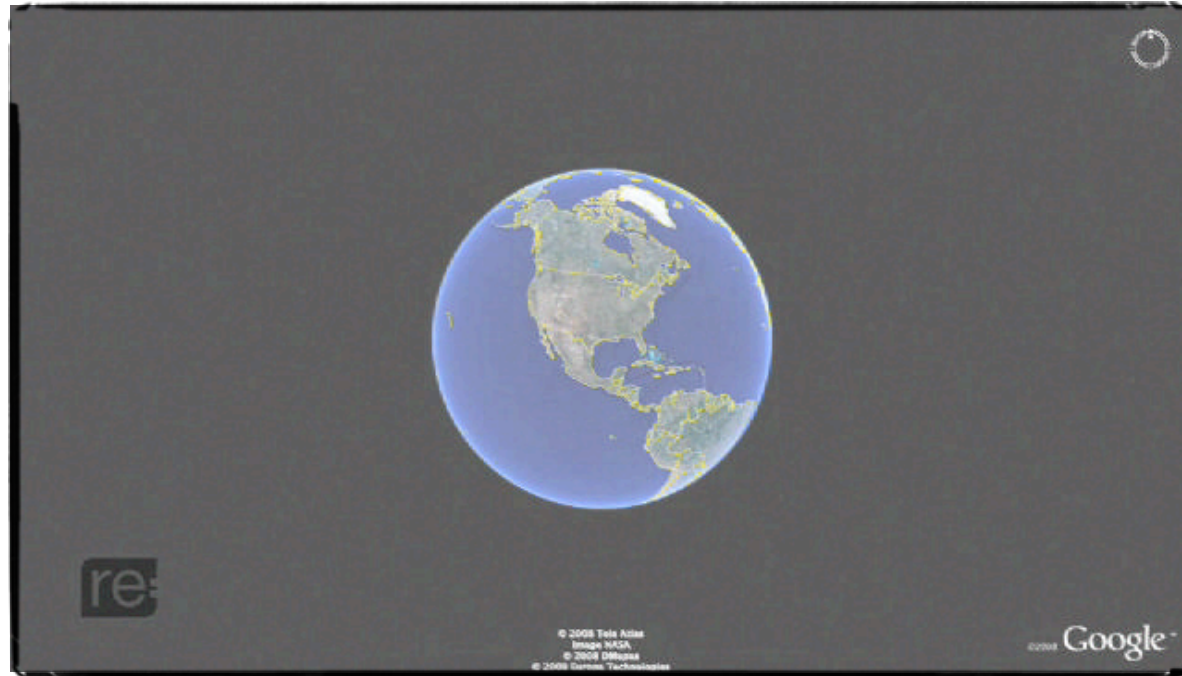


# Translating Geoweb Efficiency into real-world **Sustainability**

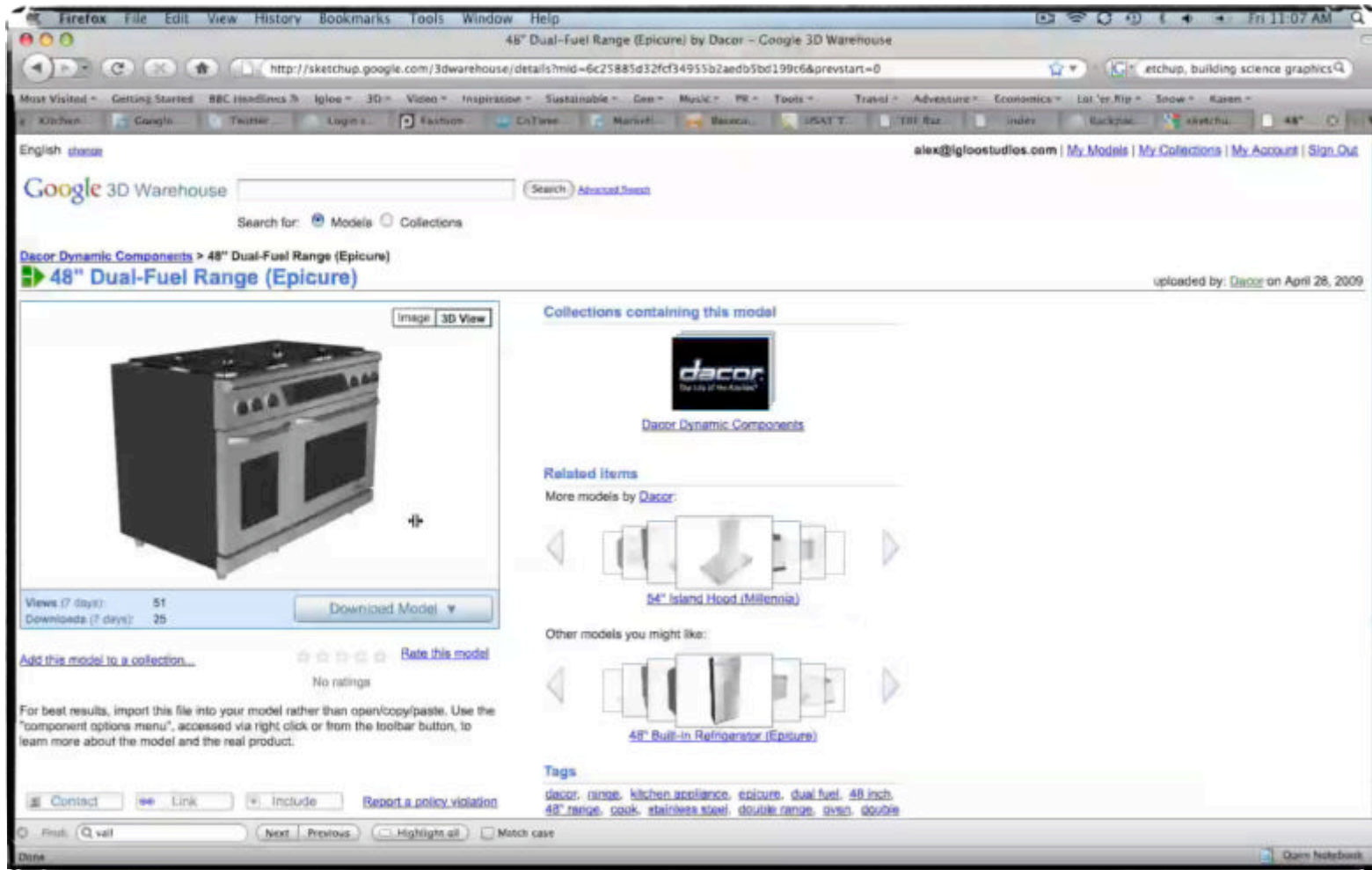


Alex Oliver, Igloo Studios

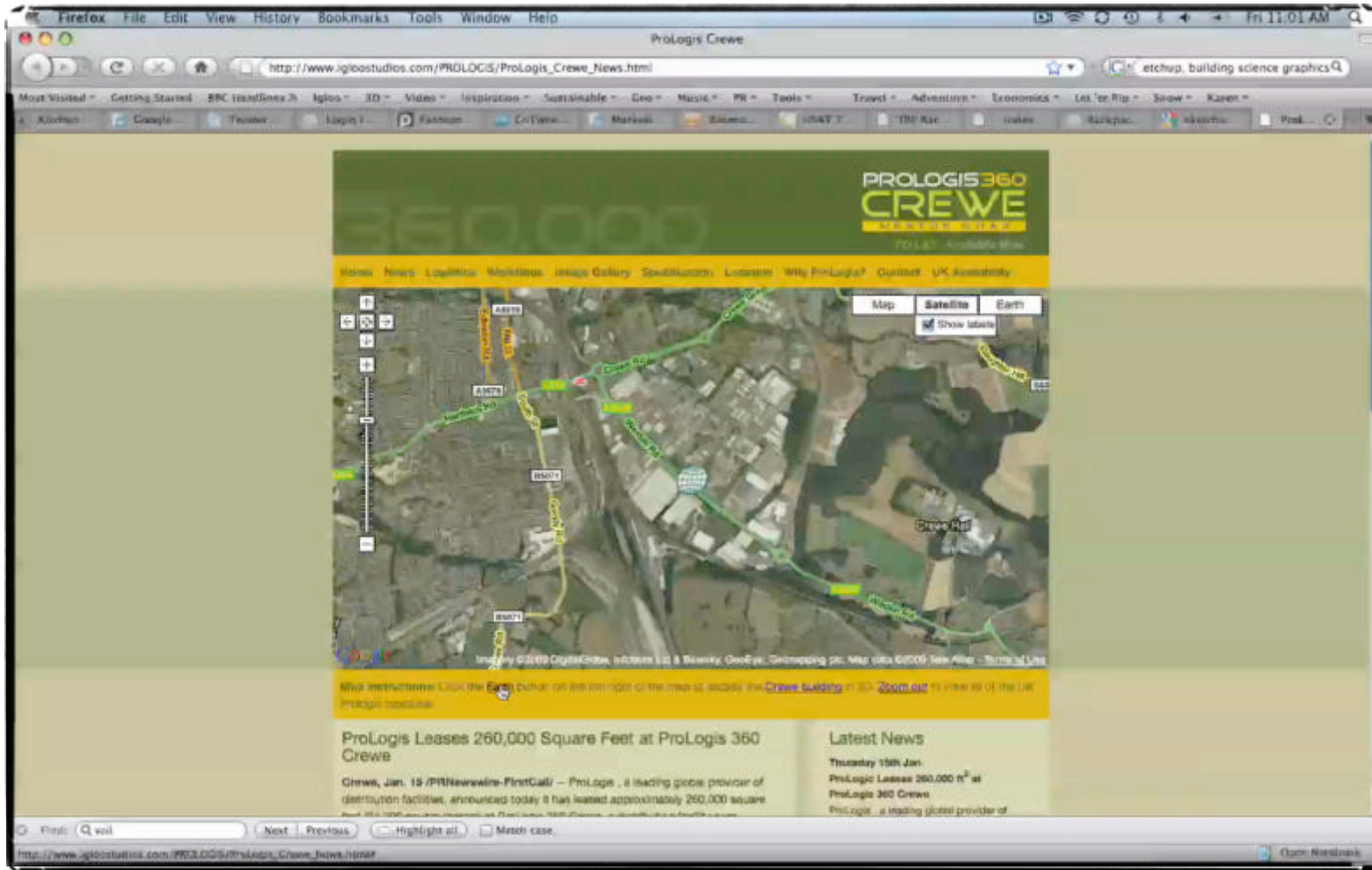
# Our Work



# Our Work



# Our Work



# Our Work

Product  
Catalog



3D Model



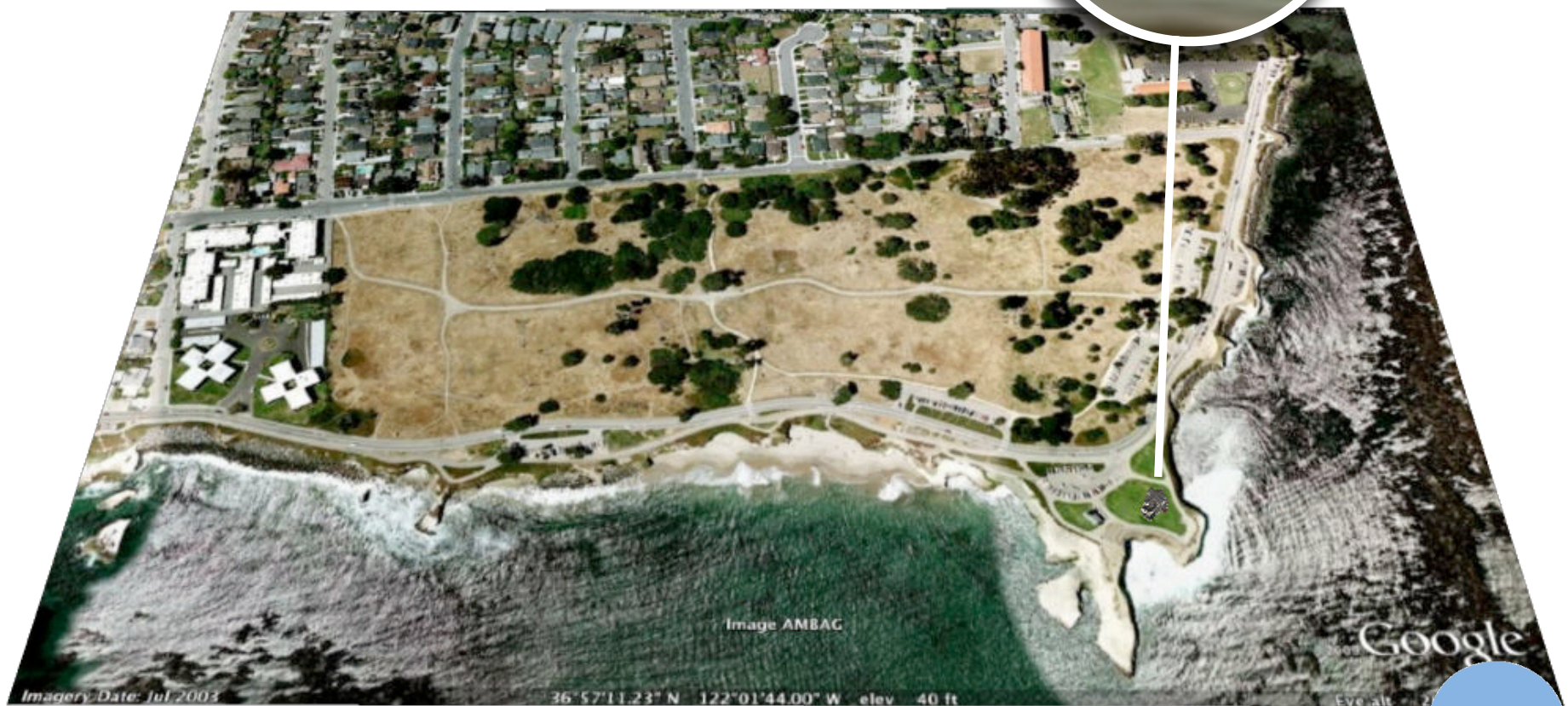
Design



# Our Work



# Our Work



**72%** of U.S. electricity usage comes from buildings. **39%** of energy usage comes from buildings. **38%** of **CO2 emissions** come from buildings. **15%** of all **water** is consumed by the construction and operation of buildings. The production of **Portland cement** accounts for **8%** of **CO2 emissions** worldwide. You can replace up to **50%** of **Portland cement** with **Fly Ash**, significantly reducing your footprint. **Sustainable Forestry** is better for the environment than **clear-cutting**. But which organization do I deal with, **FSC** or **SFI**? **Modular/Prefab** homes can reduce construction waste by up to **75%**. **25-40%** of energy waste in a home comes from poor **insulation** and **sealing**.

Engineering

Architecture

Construction

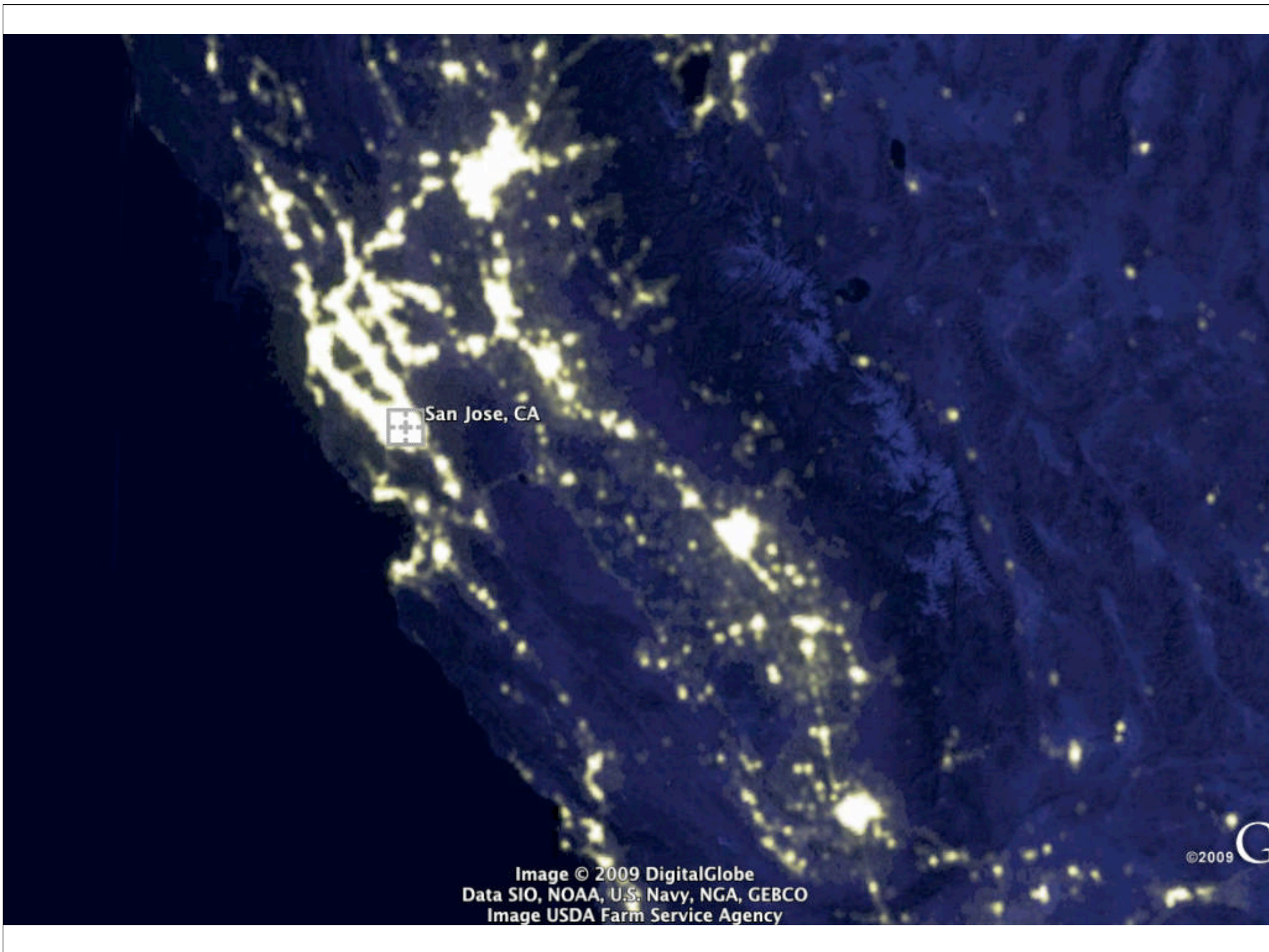


Image © 2009 DigitalGlobe  
Data SIO, NOAA, U.S. Navy, NGA, GEBCO  
Image USDA Farm Service Agency

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# what's this got to do with location?

**72%** of all electricity usage

**39%** of all energy usage

**38%** of all CO<sub>2</sub> emissions



# Where's the money



- The 2009 American Recovery and Reinvestment Act
- \$5 Billion

```
graph LR; A[awareness] --> B[education]; B --> C[action];
```

awareness

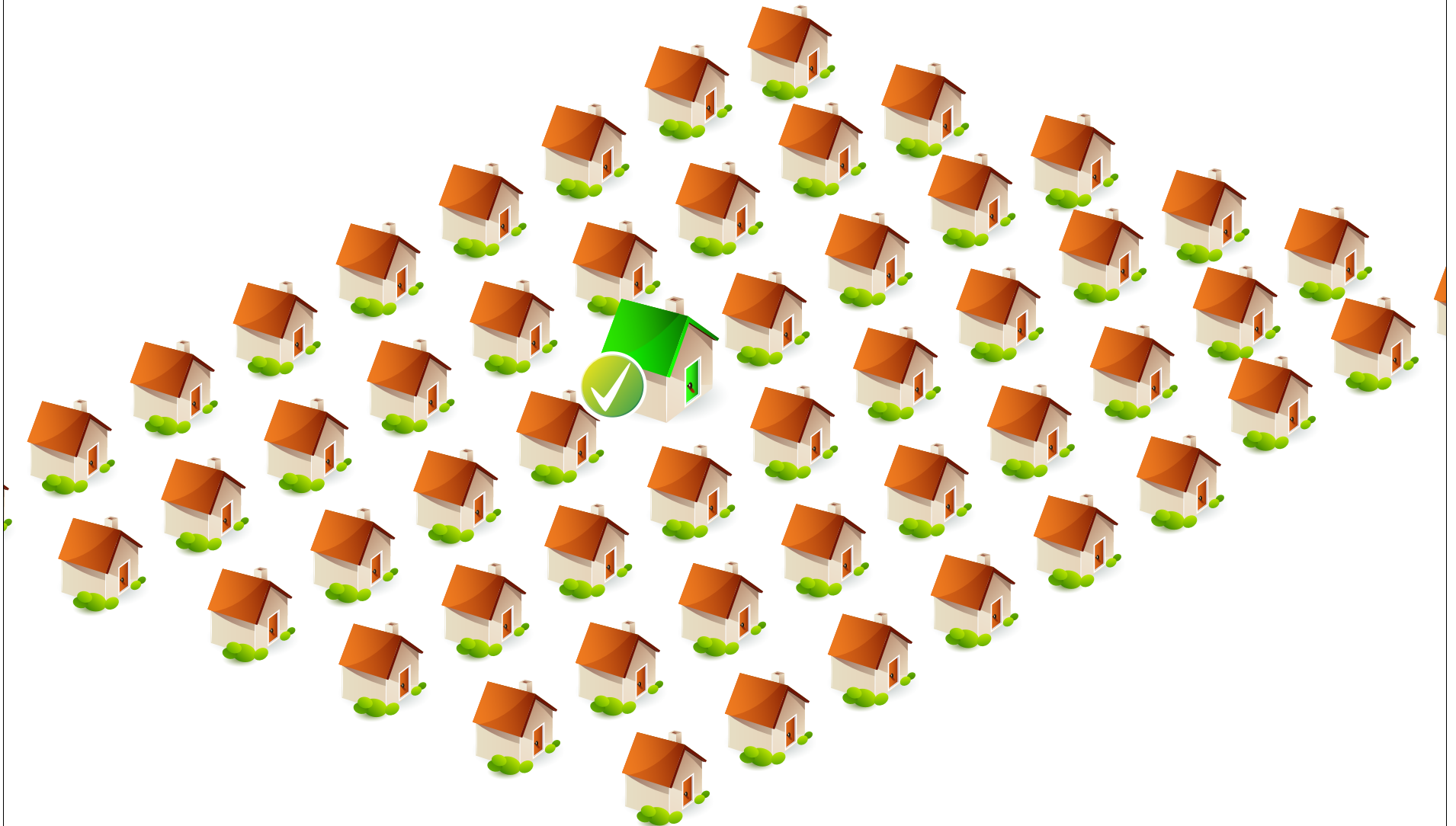
education

action

awareness

education

action



awareness

education

action



awareness

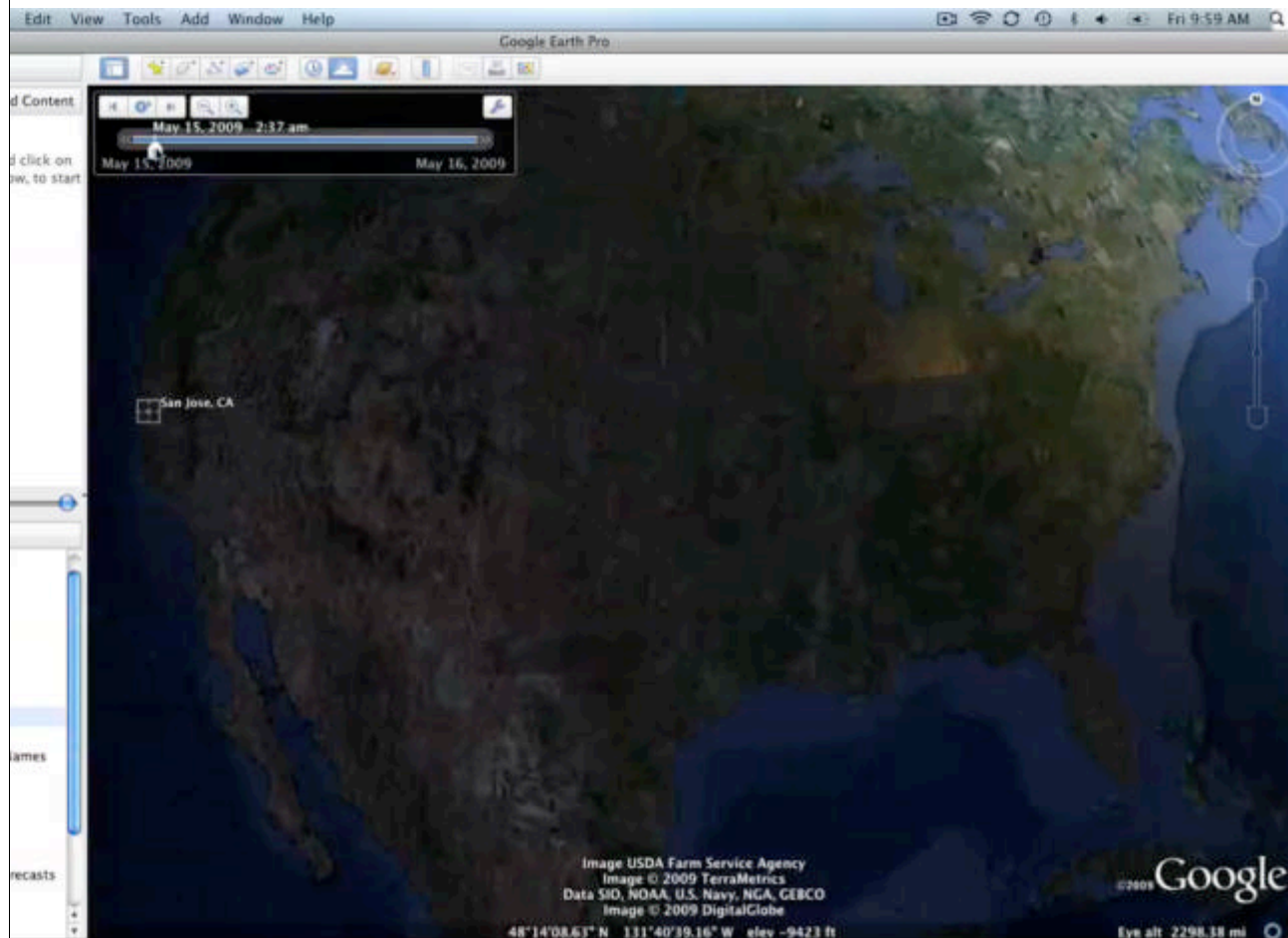
education

**action**

# Create tools that:

- take all the meaningful location data, interrelate to create tools and incentive for homeowners, Architects/Designers and Builders/Remodelers
- use the big crowd (128M existing homes and their owners) to scale quickly
- add the awareness and educational components as needed

# Data types



sun

wind

geothermal

solar orientation

weather/climate

local codes

zoning

terrain

costs

# Data types

Proximity to:

- people
- places
- resources



# Data types

- Community participation/will
- Case Studies/How-to
- Political climate/will

# Thank you!

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