

LET'S TALK ABOUT SUSTAINABILITY & BUILDINGS

The Sun continuously provides the Earth with 174 petawatts (174,000,000,000,000 W) of solar energy. That's one year of world electricity consumption each seven minutes!

To exploit solar energy, there are more options than photovoltaic and thermal solar panels. For millennia, architects have developed strategies to manage natural energies and elements in their natural states. These strategies are static (i.e. fixed); movable (i.e. operate by humans) or dynamic (i.e. automated). They are called passive strategies.

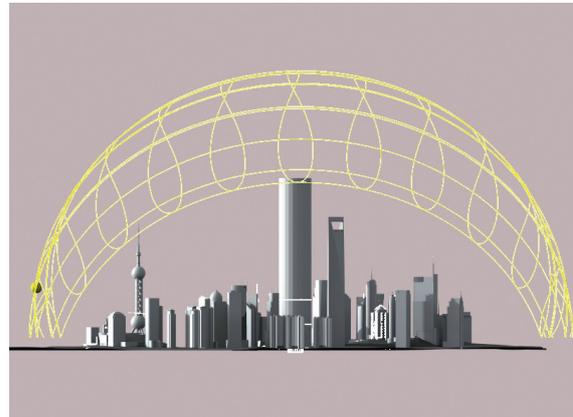
TRUE GREEN BUILDINGS ARE DESIGNED UPON PASSIVE STRATEGIES.

There's no greener energy than the one that is never to be generated! Therefore, the two greenest building design strategies are Recycling and Passive Strategies. By applying the right combination of passive strategies at the earliest stage of the design, architects and engineers reduce the energy requirements of the building down to its lowest level. HVAC and lighting can be "rightsized". Consequently, operating costs and possibly first cost are decreased. Moreover, due to the very nature of passive strategies, biophilia is enhanced.

The essence of bioclimatic architecture is to define the optimal combination of passive strategies for the building. Applying the latest technologies, SOMFY For Bioclimatic Facades is continuously revisiting the passive strategies to enhance their potentials. Today, not only can occupants control them for more comfort, but the building itself can control them to reduce its energy consumption without jeopardizing its Interior Environmental Quality (IEQ).

Green Buildings; Mitigation and Sustainability: Motivations & Opportunities are there. But the Resilience in the building sector has still to be broken.

Too many codes and regulations; too many stakeholders define buildings as constructions of compartmented closed volumes where optimal environmental conditions are maintained by several active systems defined and working independently. This 150 year old paradigm



emerged during another era. Active solutions were to have access to unlimited resources to generate artificial environments. But the Earth is a finite world. So to save the paradigm, active solutions are requested to always do more with less! Inconveniently, it just postpones the conclusion.

Between business and CSR, SOMFY has dedicated experts to break the resilience "business as usual" has to turn green. Their mission is to promote green buildings; to inspire stakeholders with best practices in codes & regulations and state-of-the-art tools & processes. They assert: *a building is a unique construction that works as a whole in an outdoor environment full of free and natural energies and elements it can play with for the benefits of humans.* Do not hesitate to contact them. ■

SOMFY is the worldwide leader of its market. All over the world, its collaborators participate to define the best passive strategies for each project. SOMFY's researchers and engineers work to develop and manufacture always more efficient solutions to apply the dynamic passive strategies. They all work so people can live and work in healthy, safe, comfortable, attractive, economical, energy efficient and environmentally friendly places.

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