

# Deal Makers & Game Changers: Being Responsive to a Market for Equitable Development

14<sup>th</sup> Annual New Partners for  
Smart Growth Conference  
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4516 Sheridan, 1963  
My Aunt Irene's Wedding



4516 Sheridan, 1963  
My Aunt Irene's Wedding



4516 Sheridan, 2011  
An Abandoned Shell



4516 Sheridan, 2012  
A New Vacant Lot

A Detroit Neighborhood in 1949



The same Detroit Neighborhood in 2003





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A common standard to guide, evaluate and certify the social, economic and environmental impact of design projects

# How did SEED originate?

It all started with a question...

Summer 2005 at GSA

**Q:** Why isn't there a means by which to measure the social impacts of design projects?

**A:** Because the emphasis is really placed on economic objectives with increasing attention to environmental impacts.

**R:** "There should be something like LEED for social issues...we could call it SEED."



## The Ethics of Brick

By Lanco Hossy

Giving priority to social equity can lead to surprising conclusions that subvert some of the widely accepted principles of green design.

When Kenyan activist Wangari Maathai received the Nobel Peace Prize last fall, it signaled a new direction for environmentalism. As leader of Africa's Green Belt Movement, Maathai has fought tirelessly to empower women and better the environment for three decades, so by any standard she deserves the award. But her win was also historic. As the Nobel committee's chair observed, "This is the first time the environment sets the agenda for the Nobel Peace Prize, and we have added a new dimension to peace."

For many designers the "new dimension" is not new, since the primary aim of sustainability—its so-called "triple bottom line"—is to maximize ecological, economic, and social value. Yet despite this goal, the building industry's green standards typically emphasize the first two values over the third. So how can designers champion social justice? One way is to reorient architects' traditional focus on wealthy clients by embracing neglected or disadvantaged communities, a group Bryan Bell

of Design Corps calls "the 98 percent": people who rarely own homes or even encounter good design. Another method is through advocacy, which Cameron Sinclair and Architecture for Humanity support by sponsoring design competitions for housing and health clinics in Africa and other developing regions. Earlier this year, architects rushed to provide temporary shelter for survivors of the Asian tsunami.

A third way for construction to promote humanitarian causes is to concentrate on materials and products. The production, selection, and installation of concrete, steel, wood, masonry, and other materials can have a profound effect on social equity. Max Bond of Davis Brody Bond has illustrated this for

years in his work with African-American communities and organizations. Researching the membership of construction unions in New York City, his team learned that masonry unions include a relatively large percentage of members from Harlem. Accordingly the architects specified brick for projects such as Harlem's Schomburg Center for Research in Black Culture. Bond says, "I have tried to make it as likely as possible that people of color would work on the construction of our buildings." The project resonated not just through the end product but through the state of specification and construction. Call it material justice. *Continued on page 128*

# What is SEED?

## Social, Economic, Environmental Design

### **The SEED Mission**

To advance the right of every person to live in a socially, economically and environmentally healthy community.

### **The Three Components of SEED**

- The SEED Network
- The SEED Evaluator
- SEED Certification

### **The SEED Principles**

SEED Principle 1: Advocate with those who have a limited voice in public life.

SEED Principle 2: Build structures for inclusion that engage stakeholders and allow communities to make decisions.

SEED Principle 3: Promote social equality through discourse that reflects a range of values and social identities.

SEED Principle 4: Generate ideas that grow from place and build local capacity.

SEED Principle 5: Design to help conserve resources and minimize waste.



# Where is SEED today?

www.seed-network.org

The SEED Network is composed of members who have taken the SEED Pledge and endorse the founding mission and principles of the network.

SEED facilitates action by providing tools such as the SEED Evaluator, which provides guidelines for pursuing a design process informed by inclusivity and participation.

The SEED Network | Home - Microsoft Internet Explorer provided by Hellmuth, Obata + Kassabaum, PC

http://www.seed-network.org/

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## Welcome to SEED

**SEED: Social Economic Environmental Design®** is a common standard to guide, evaluate and measure the social, economic and environmental impact of design projects.

SEED maintains the belief that design can play a vital role in the most critical issues that face communities and individuals, in crisis and in every day challenges. To accomplish this, the SEED® process guides professionals to work alongside locals who know their community and its needs. This practice of "trusting the local" is increasingly recognized as a highly effective way to sustain the health and longevity of a place or a community as it develops.

The name "SEED" was first proposed during a 2005 meeting at the Harvard Graduate School of Design where architects, designers, and other diverse experts in the public interest design movement convened to evaluate how design could respond to the triple bottom line of social, economic, and environmental justice.

SEED's mission is to advance the right of every person to live in a socially, economically and environmentally healthy community.

The SEED guiding principles are:

- SEED Principle 1: Advocate with those who have a limited voice in public life.
- SEED Principle 2: Build structures for inclusion that engage stakeholders and allow communities to make decisions.
- SEED Principle 3: Promote social equality through discourse that reflects a range of values and social identities.
- SEED Principle 4: Generate ideas that grow from place and build local capacity.
- SEED Principle 5: Design to help conserve resources and minimize waste.

**SEED Evaluator:** The **SEED Evaluator** is a communication tool that allows communities to define goals for design projects and then measure the success in achieving these through a third-party review. Completion of the SEED Evaluator can lead to the SEED Certification process, which allows communities to develop their leadership and decision-making from within while using a proven method and recognized standard of success.

**SEED Certification:** Obtaining SEED Certification means that a project is recognized as having achieved levels of success within the qualitative and quantitative measures set forth within the SEED Evaluation process. Being certified requires that minimum thresholds of the SEED mission and principles be met by the specific goals set within the project and that the project has met benchmarks. When a project is awarded SEED Certification, it demonstrates compliance with SEED standards at an exemplary level. Communities that achieve this recognition leverage their accomplishment not only for their own goals but also for that of moving forward a process of inclusion and informed decision making in design. Obtaining SEED Certification is the standard that community organizers, leaders, designers and funders alike can use to document their significant and valued achievements.

Disaster Modular Housing

web site design co-conspirators:  
Lisa Abendroth, Eric Field

Sponsors:

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- Harvard University Graduate School of Design
- NATIONAL ARCHITECTURAL ASSOCIATION

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# The Need for SEED

## Accountability + Communication

### Defining the problem

- What is the scope of the project ?
- Who are the project stakeholders?
- What are the project goals?
- What impacts will the project have on the local community?

### Building Consensus

- Charrettes
- Social Media
- Workshops



Photo courtesy of MASS lab

### Under SEED Review : Butaro District Hospital

*Dear SEED Network,*

The Social, Economic, Environmental Design Network showcases designs that play vital roles in the most critical issues that face communities and individuals. For the month of November we present the Butaro District Hospital by MASS lab in Rwanda, Africa. The Butaro District Hospital has aided in the rebuilding of Rwanda's health and economic infrastructure since its collapse in the years following the tragic 1994 genocide that took the lives of close to a million Rwandans in just 100 days. Today it is estimated that there is only one doctor for every 30,000 Rwandans and the health facilities that are available actually contribute to the spread of common air-borne diseases due to their lack of appropriate designs.

<b>Social</b>	<b>140 beds; 6,000 sq meter facility to serve 400,000 people</b>
	<b>1000 Rwandans employed and provided job-training during construction</b>
	<b>Food, water and healthcare provided to all employed construction</b>
	<b>Community design process employed including daily site visits with doctors, experts, and local builders</b>
	<b>Air-change rate of approximately 12 air changes per hour (ACH) in wards will prevent spread of disease</b>
<b>Economic</b>	<b>1st regional hospital in Burera District</b>
	<b>Local laborers and materials used for construction creating local economic stimulus</b>
<b>Environmental</b>	<b>Local volcanic rock from the Virunga mountain chain and libuyu wood used</b>
	<b>6 culturally significant trees preserved and used in design of hospital</b>
	<b>Rainwater collection system, fish ponds, and gardens used for natural ventilation</b>
	<b>100% renewable power through hydro-electric power supplemented by solar panels</b>
	<b>Located on main pedestrian thoroughfare in area</b>

# SEED vs. LEED

It's not a competition!

**SEED is designed to set up a framework for establishing and measuring goals.**

**These goals might include:**

- Achieving LEED Gold or better
- Reducing the transmission of airborne diseases like tuberculosis in Northern Rwanda by at least 20% by increasing access to natural ventilation.
- Increase engagement of the local community in project decision making process by at least 30%. Host charrettes and project town hall meetings at least once monthly, where project concerns are voiced and surveys are distributed to document opinions.



# The SEED Process

## Community Engagement

### Part 1

- Project Basics

### Part 2

- Social, Economic and Environmental Goals, Challenges and Successes

### Part 3

- Process Towards Goals

### Part 4

- Results

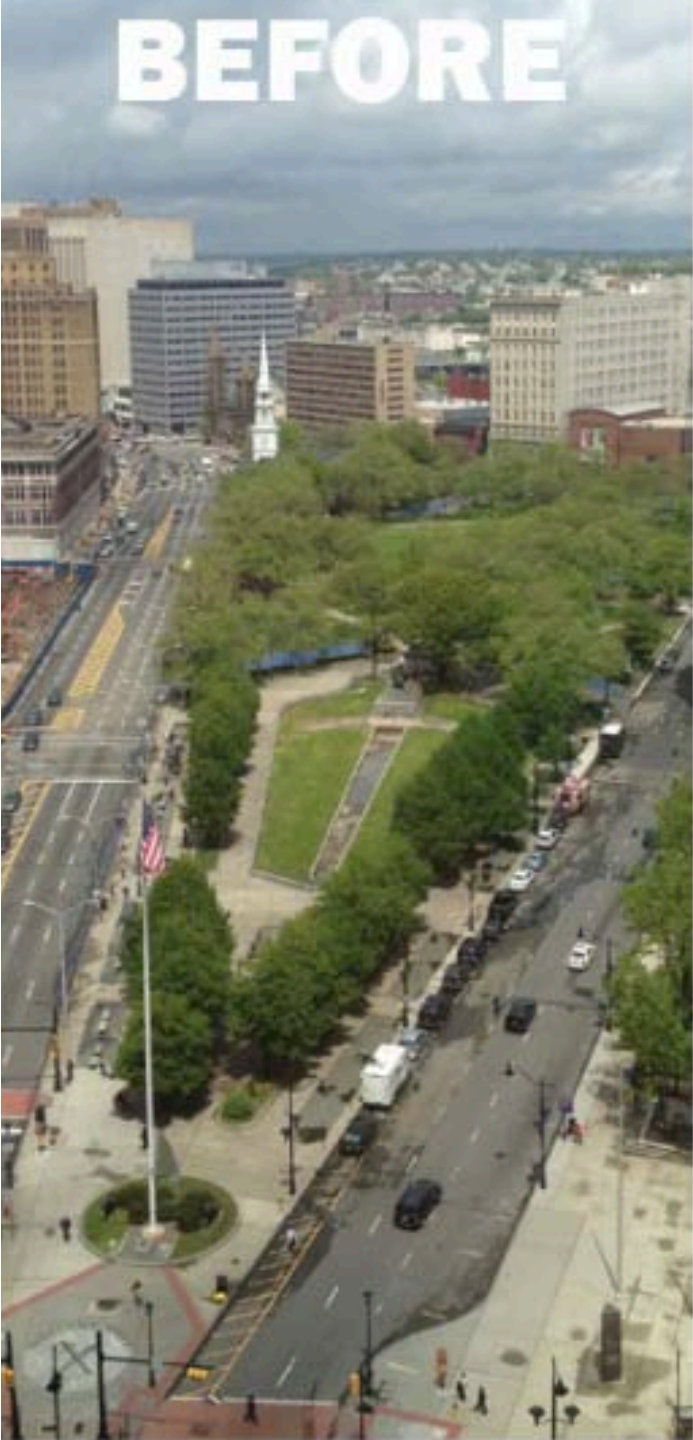


# Military Park

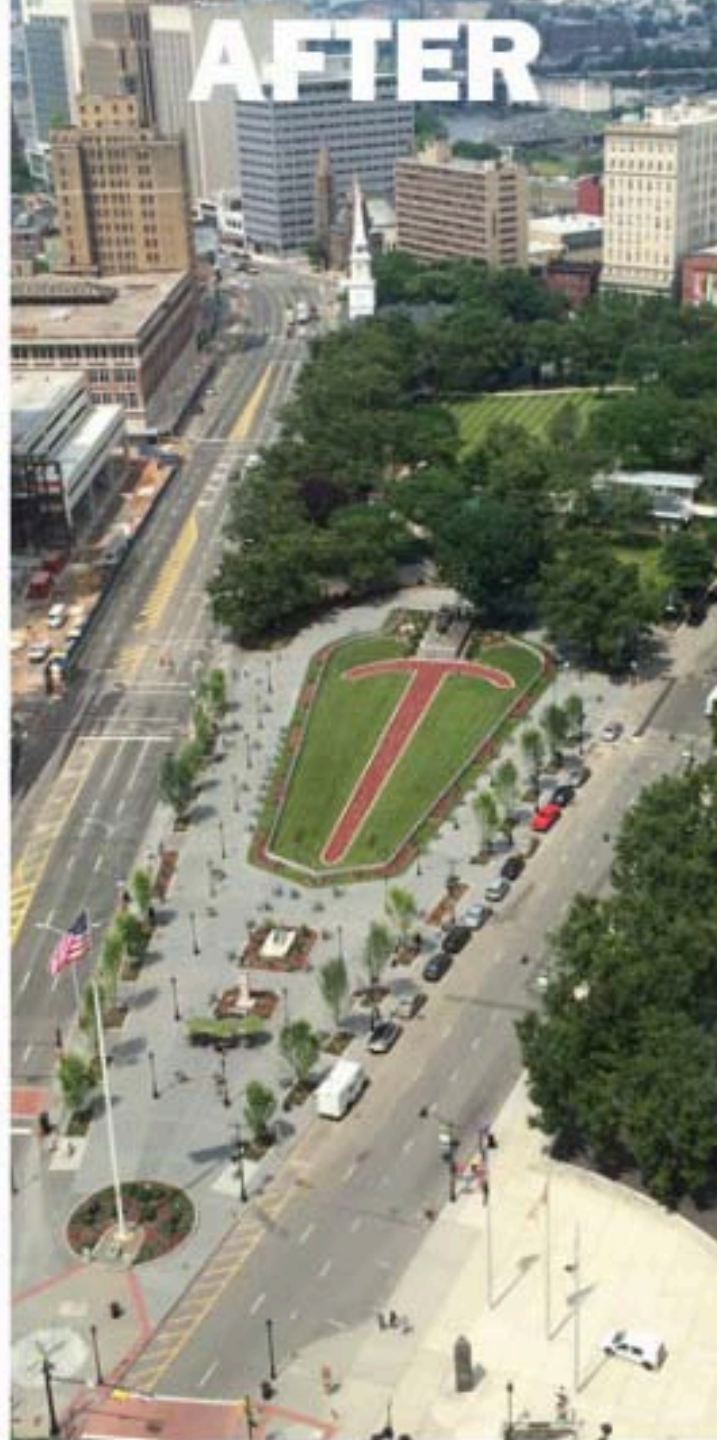
Newark, New Jersey



**BEFORE**



**AFTER**













MILITARY PARK

MILITARY PARK



MILITARY PARK

MILITARY PARK





## Military Park

Hours: 7am to 9pm

Military Park is managed by the Military Park Partnership

You are welcome to...

enjoy the park's scenic views, walk along the waterfront, and enjoy the park's amenities. The park is a great place to relax and enjoy the outdoors.

### Park guidelines prohibit...

- Alcohol consumption
- Smoking
- Pets (on-leash)
- Glass containers
- Firearms
- Drones
- Loud music
- Large gatherings
- Obstructing the path
- Damaging the park's infrastructure
- Littering
- Feeding the animals
- Climbing on the trees
- Riding bicycles on the path
- Playing sports in the park
- Using the park for commercial purposes
- Any activity that is illegal or against the law

For more information about the park, please visit [www.militarypark.org](http://www.militarypark.org) or call us at 475-360-5866



MILITARY PARK

MILITARY PARK

CUP RUNNER

PRESENTED BY  
MOSES PLAUT  
TO THE CITY OF NEWARK  
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