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

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A Detroit Neighborhood in 1949

The same Detroit Neighborhood in 2003
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.”
What is SEED?

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?

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 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

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 inc. 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 ailments, due to their lack of appropriate designs.

Social
- 140 beds: 6,000 sq meter facility to serve 400,000 people
- 1000 Rwandans employed and provided job training during construction
- Food, water and healthcare provided to all workers during construction
- Community design process employed including daily site visits with doctors, experts, and local builders
- Air change rate of approximately 12 air changes per hour (ACH) in wards will prevent spread of disease

Economic
- 1st regional hospital in Burera District
- Local laborers and materials used for construction creating local economic stimulus

Environmental
- Local volcanic rock from the Virunga mountain chain and ibyongo wood used
- Culturally significant tree preserved and used in design of hospital
- Rainwater collection system, fish ponds, and gardens used for natural ventilation
- 100% renewable power through hydro-electric power supplemented by solar panels
- Located on main pedestrian thoroughfare in area

Photo courtesy of MASS inc.
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