

ARCHITECTURE AND CORPORATE SOCIAL RESPONSIBILITY

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WHAT IS CSR ?

A corporate social responsibility policy acts as a form of self-regulation for a company, setting a standard to ensure its own ethical code as well as complying with legal requirements and benefitting the wider public as well as clients.

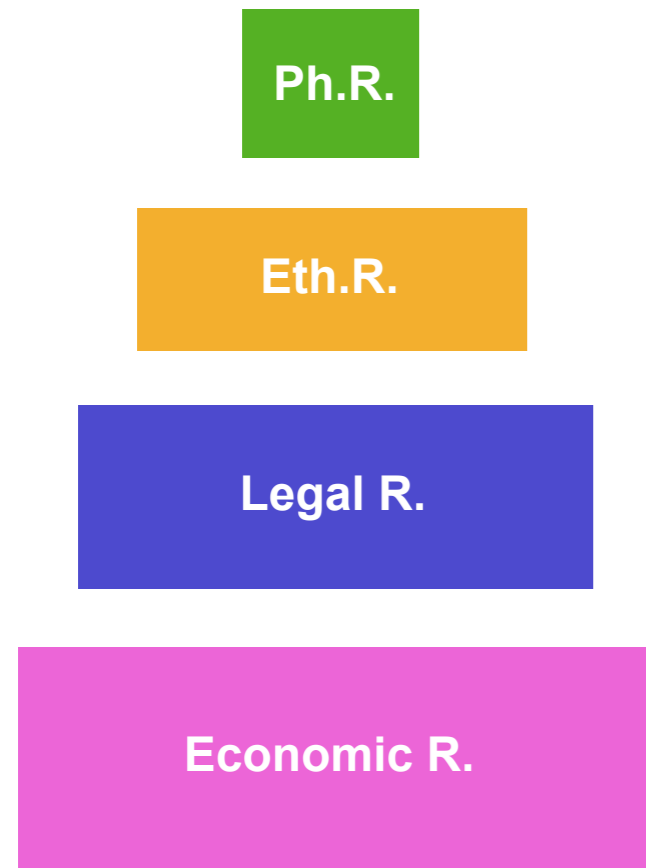
This approach has led to companies exploring new ways to “**give back**” including donating man hours or pro bono work, reducing environmental footprints and investing in sustainable practices and products.



PHILANTHROPY OF THE PAST

In 2004 the then Chancellor of the Exchequer Gordon Brown said:

“Corporate social responsibility goes far beyond the old philanthropy of the past – donating money to good causes at the end of the year – and is instead an all year responsibility that companies accept for the environment around them, for the best working practices (and) for their engagement in their local communities”.



FORMS AND DIMENSIONS OF CSR

CSR is a multi-layer concept consisting of four aspects of responsibilities, namely, **economic, legal, ethical, and philanthropic.**

Dimensions of CSR:

Dimensions of corporate social responsibility include the obligations a business has to its interest groups also called 'stakeholders.' The stakeholders in a business include shareholders : owners, consumers, employees, government and society.

'Four-Part Model of Corporate Social Responsibility'
as proposed by Archie Carroll



CSR AND THE SOCIAL HOUSING PROGRAM

Vienna's Social Housing Program - Vienna's city government owns and manages 220 000 housing units, which represent about 25 percent of the city's housing stock.

- every year from 5 000 to 8 000 new units in Vienna
- during 5 years 48 new social housing units in Bratislava, the city owns 2 947 older social housing units (reality.trend.sk, spravny.pravda.sk)

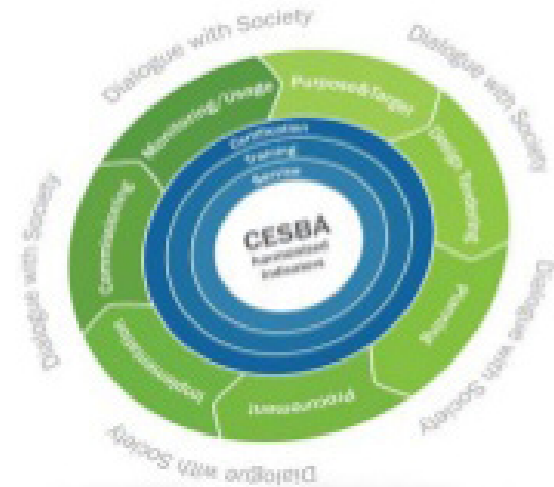
Private developers who collaborate with the city government to build affordable housing must allow the city to rent half of the new apartments to lower-income residents. In some projects, **future tenants participate in the planning, design, and construction process** and give input on what kind of facilities they would like to have in the building.

CSR IN EUROPE - CESBA METODOLOGY

Common European Sustainable Building Assessment

CESBA discusses the aspects of core European indicators to measure the sustainability of buildings.

All aspects along **the building cycle**, from planning to construction, from tendering to monitoring are challenged. It further integrates the certification processes and the needs for training and communication. Because incremental sustainability may add construction complexity, all stakeholders along the value chain including builders, administrations and users — need tools to evaluate both environmental and construction complexity.



Mismatch of the building regulations.
Nearly 100 different assessment systems in Europe



CESBA CASE STUDY

Building example - Life Cycle Tower in Vorarlberg, Austria

CESBA Case Study

Reference Performance Indicators have to be taken as a reference in the development of the specific regional assessment tools.

The indicators are organized by criteria: Site, process quality, and the three aspects of sustainability, i.e. environmental quality, social quality and economic quality.

CESBA CASE STUDY

Case Study of an Eight-Story Timber Office Building

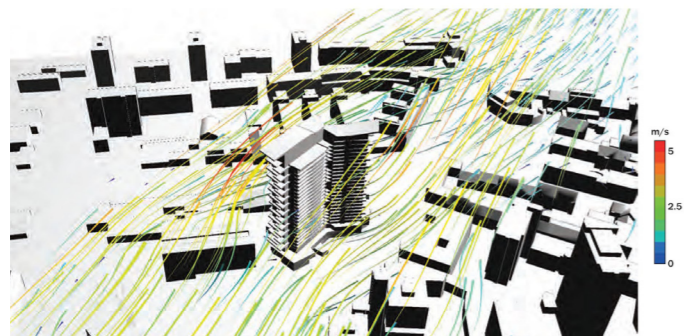
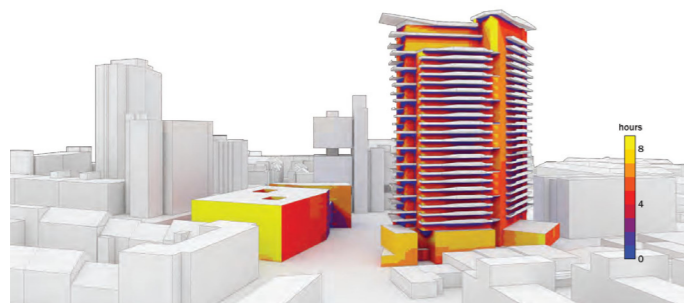
A strong example of tall wood buildings is the **LCT ONE** in Austria, built in 2012, by Cree GmbH which is the parent company of Cree Buildings in North America. The system is an eight-story, timber-based, sustainable building that was constructed to demonstrate how the global building industry could reverse the environmental impact of today's construction trends.

The eight-story LCT ONE in Dornbirn, Austria was erected in just eight days.





LCT internal



ARCHITECTS & CSR

Architectural Design Firm's CSR

- Environmental** Responsibility
- Economical** Responsibility
- Social** Responsibility

Matthew Bolton, emergency coordinator for volunteer organisation Outreach International, says architects are crucial to the recovery in Haiti:

“We can't make the world a better place without architects, engineers and construction professionals”.

WING TOWER, Linz, Austria,
Andrea Klimko Architects

OUR CORPORATE SOCIAL RESPONSIBILITY

**Sustainable and
Environmentally
Responsible Design**

Internships for young
architects

Urban Interventions
Architecture Services
pro bono

Promotion of women
in architecture
Lectures & Exhibitions

Nonprofit association
WOMEN ARCHITECTS

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European Exhibitions



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