

we shape a better world

# Opportunities for Innovation

Adrian Campbell

Building Sustainability

ARUP

# Personal responsibility



750m by foot = 0 kgCO<sub>2</sub>  
= £0 offset

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**We are a global firm of engineers, designers and planners**







We number more than 7000 people

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# YOU DECIDE.

SUSTAINABLE THERMAL COOLING  
OF REINFORCED CONCRETE OR THE  
OVERHEATING, ENERGY GUZZLING  
OF LIGHTWEIGHT STRUCTURES?



REINFORCED CONCRETE  
MAKE THE RIGHT CHOICE

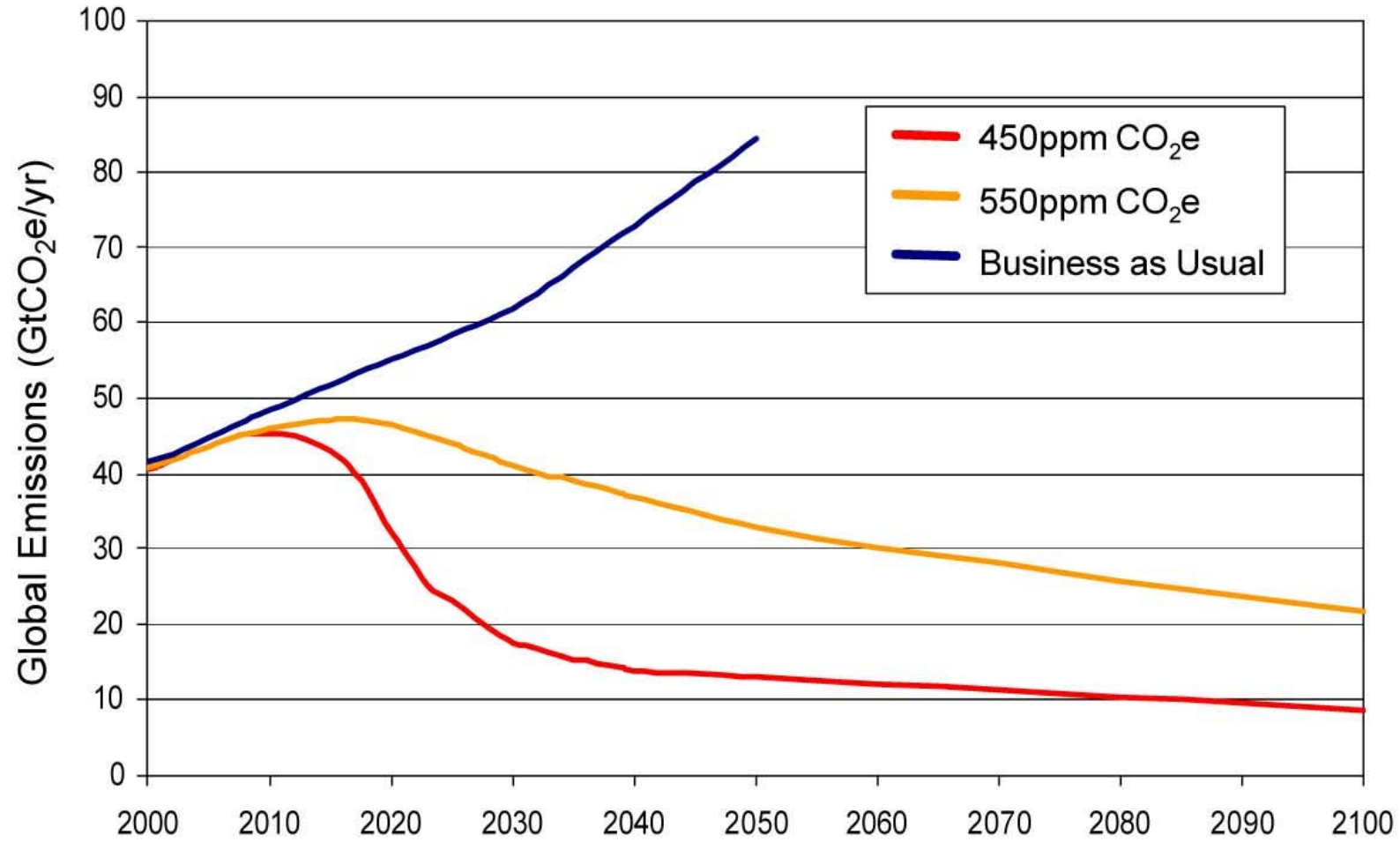


For more information on why concrete is the right choice visit: [www.uk-bar.org](http://www.uk-bar.org)

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# Emissions Paths to Stabilisation



# How big an opportunity do you want?

*“Markets for low-carbon energy products are likely to be worth \$500 billion per year by the year 2050”*

*Stern Review 2006*

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# Environmental Burden

$$Eb = f \{p, a, t\}$$

Paul Ehrlich and Barry Commoner

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