



YUGENING

what if architecture

Made you long for the sea

VERONIQUE ORENS

YUGENING

www.yugening.com

GOTTHARD TUNNEL

LIGHT AT THE END OF THE TUNNEL





“A shift to a circular industrial economy means a **disruptive change. It needs new business models and different policymakers’ approach.”**

- Walter R. Stahel –
Strategic foresight board member
Circular Economy Alliance



“When you want to build a ship, do not begin by gathering wood, cutting boards and organising work gangs, but rather create the longing for the sea, awaken within men the desire for the vast and endless sea.”

- Saint Exupéry -

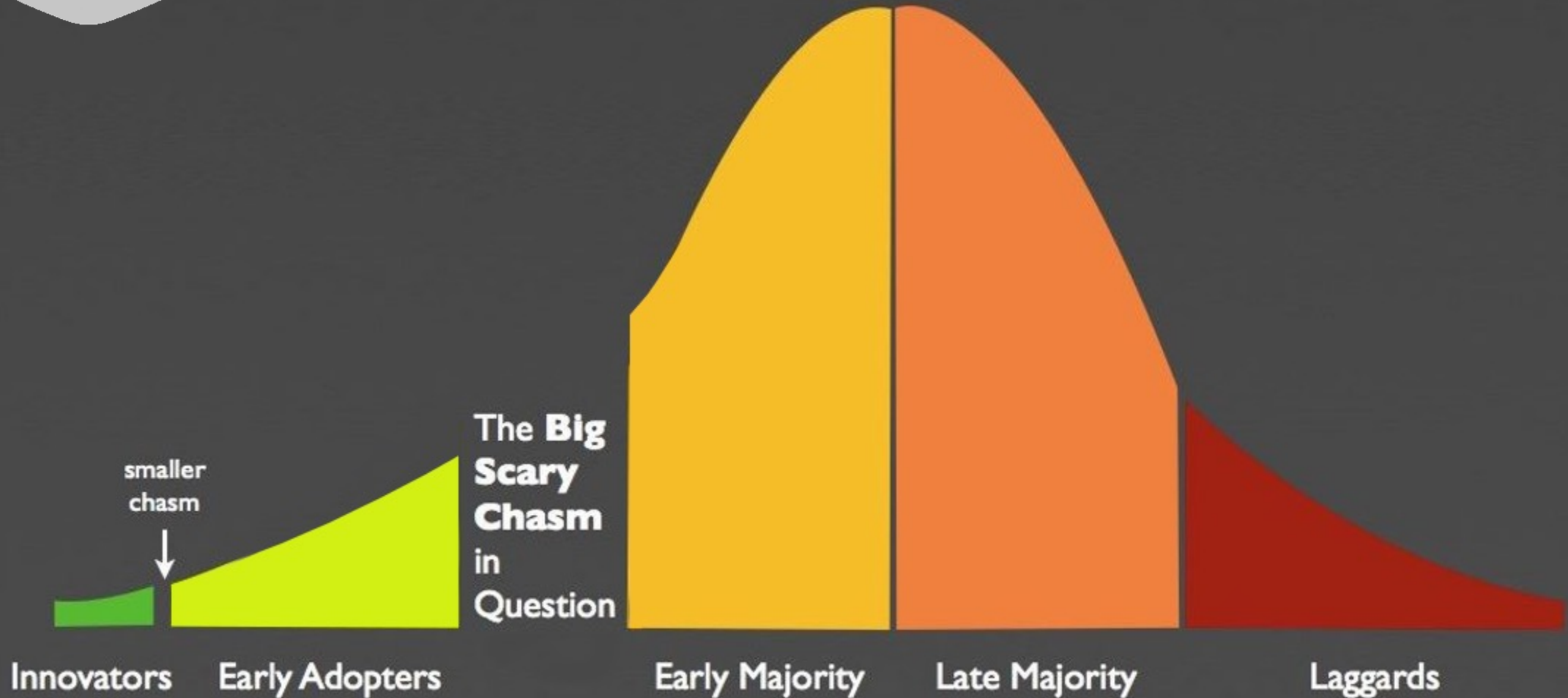


**INNOVATION –
ADOPTATION CURVE**



THE BIG SCARY CHASM

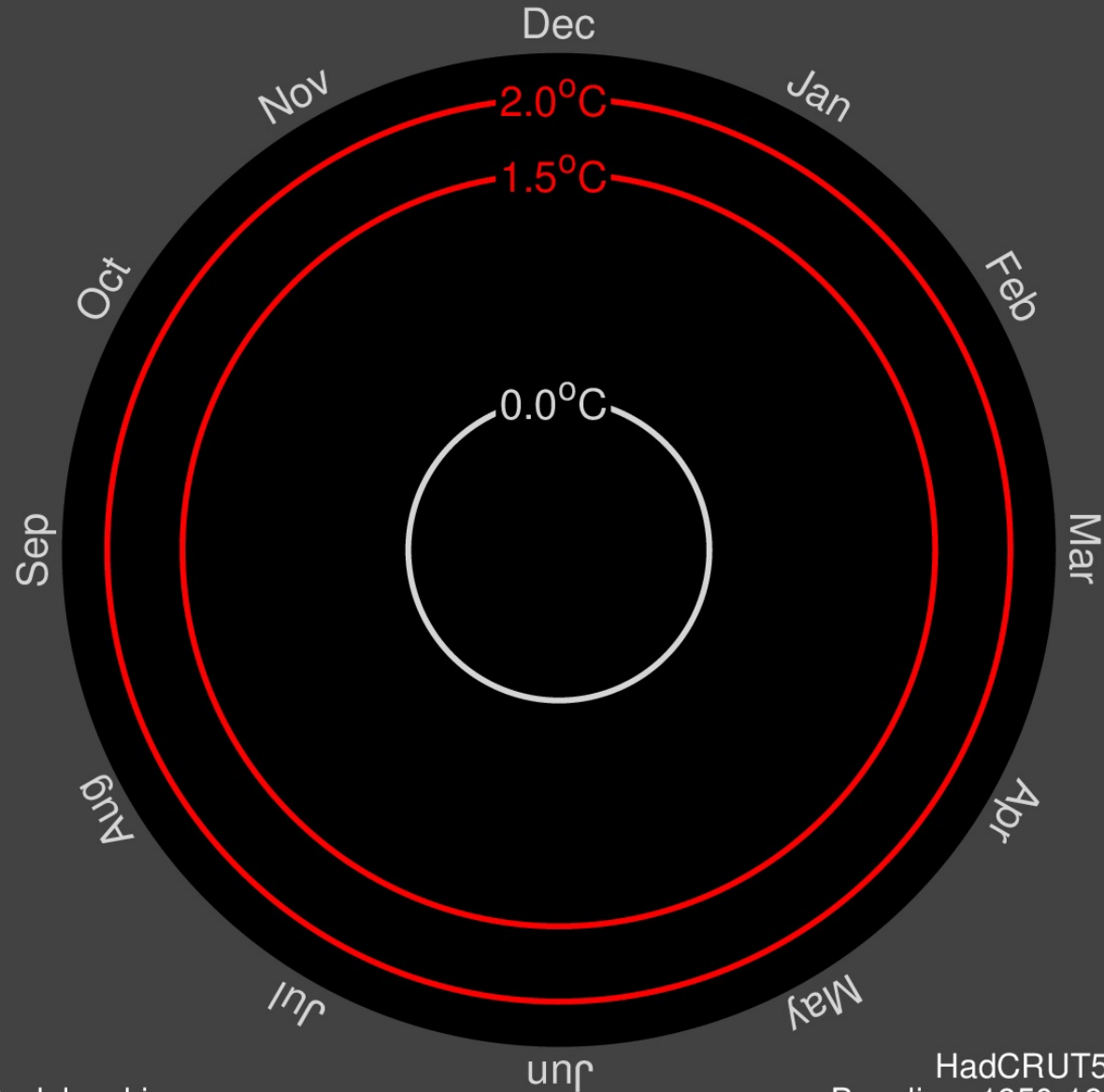
GEOFFREY MOORE, 1991



THE 1.5°C CHALLENGE

1850 - 2020

Global temperature change (1850-2020)



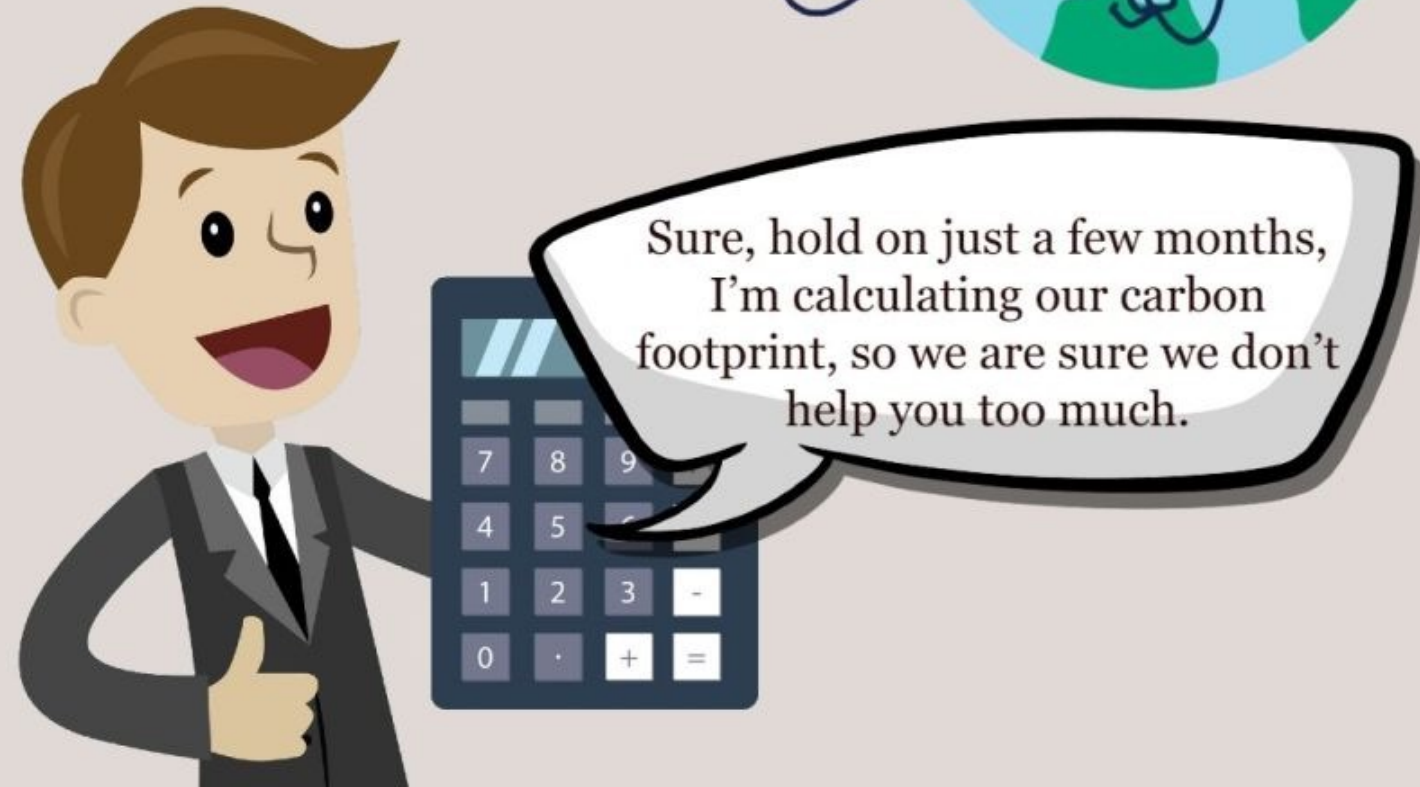
@ed_hawkins

HadCRUT5.0
Baseline: 1850-1900



REPORTING FEVER

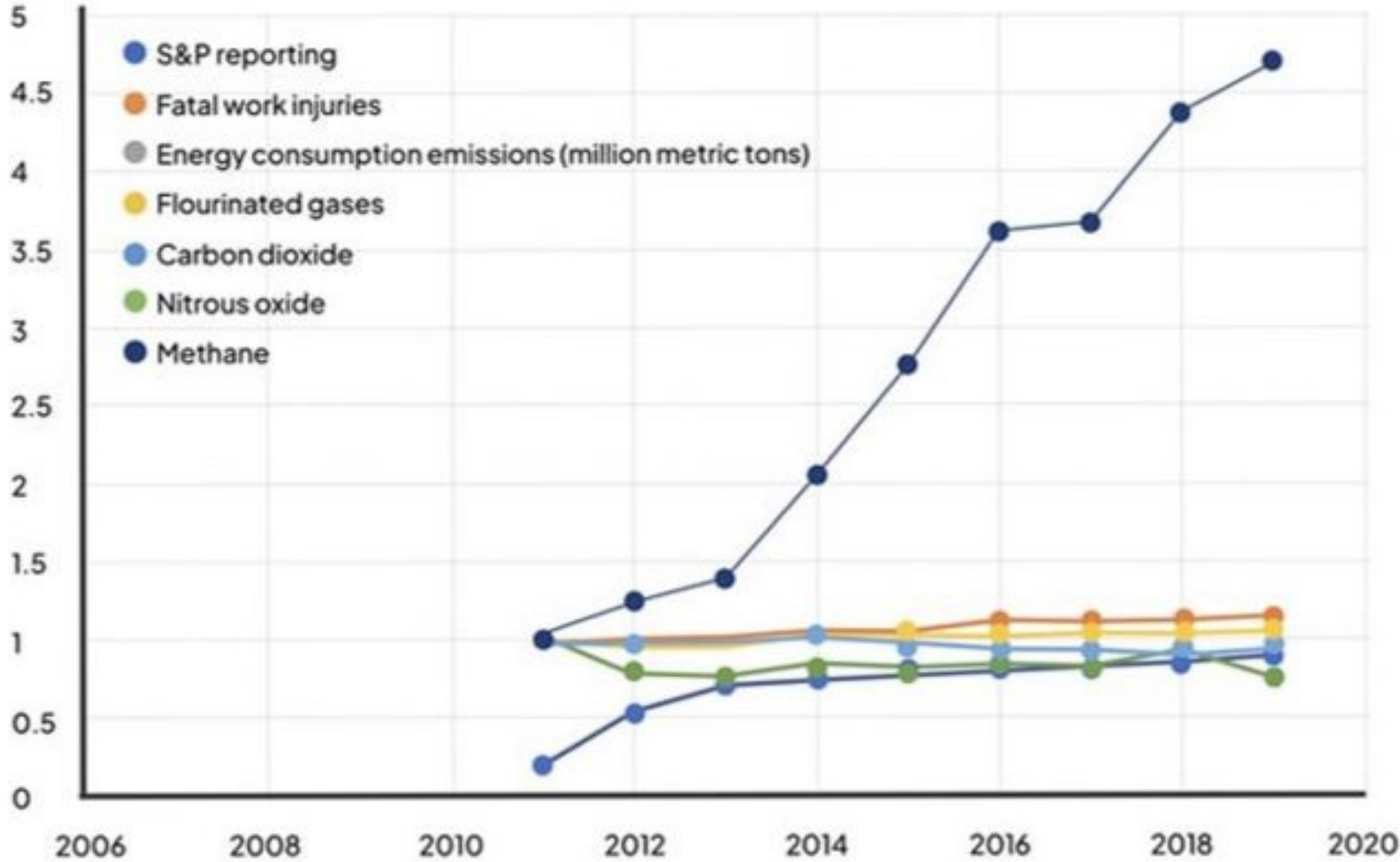
DOING THINGS RIGHT VS
DOING THE RIGHT THINGS



REPORTING FEVER

DOING THINGS RIGHT VS
DOING THE RIGHT THINGS

Change in selected ESG indicators since 2011 as S&P reporting rose from 20% to 90%



Source: author

AQUATREAT

2012



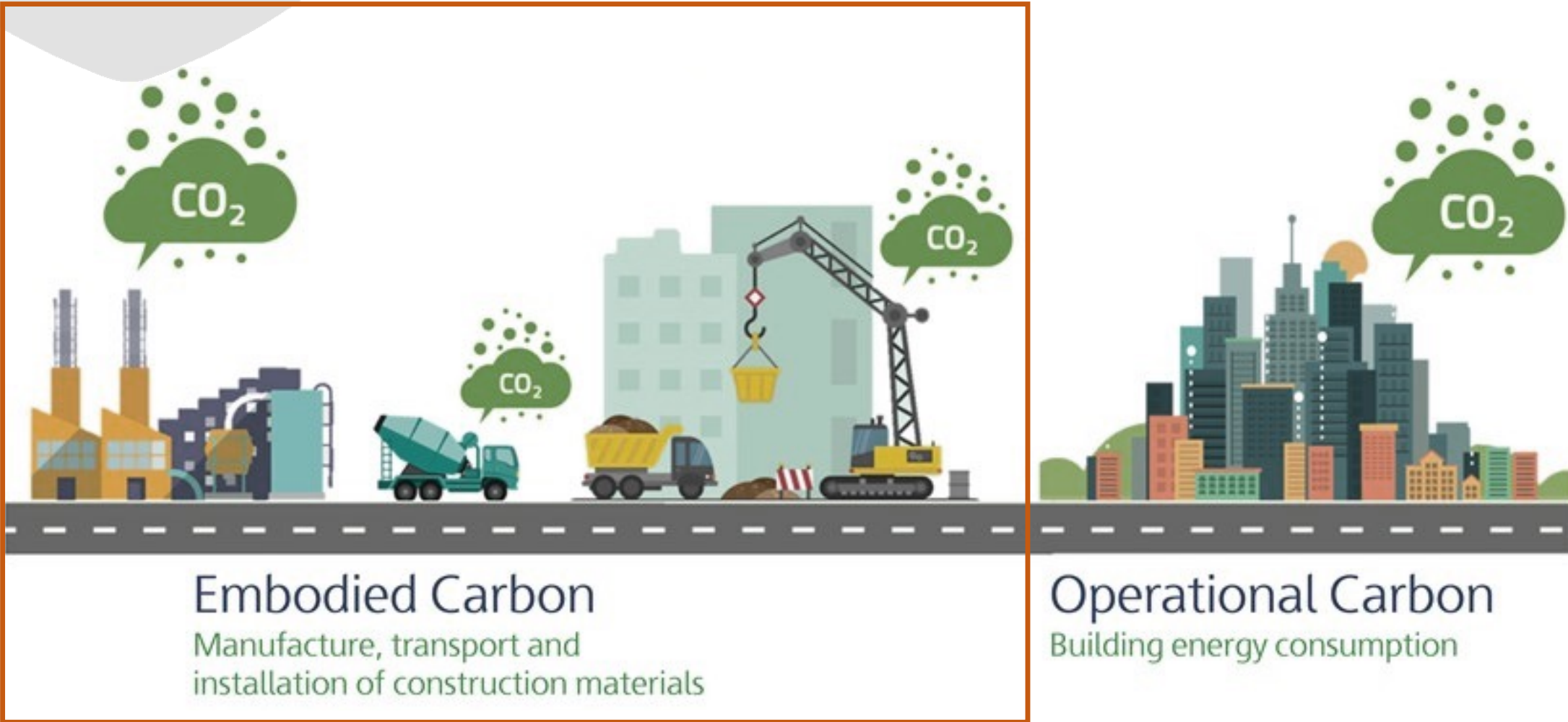
AQUATREAT

2012



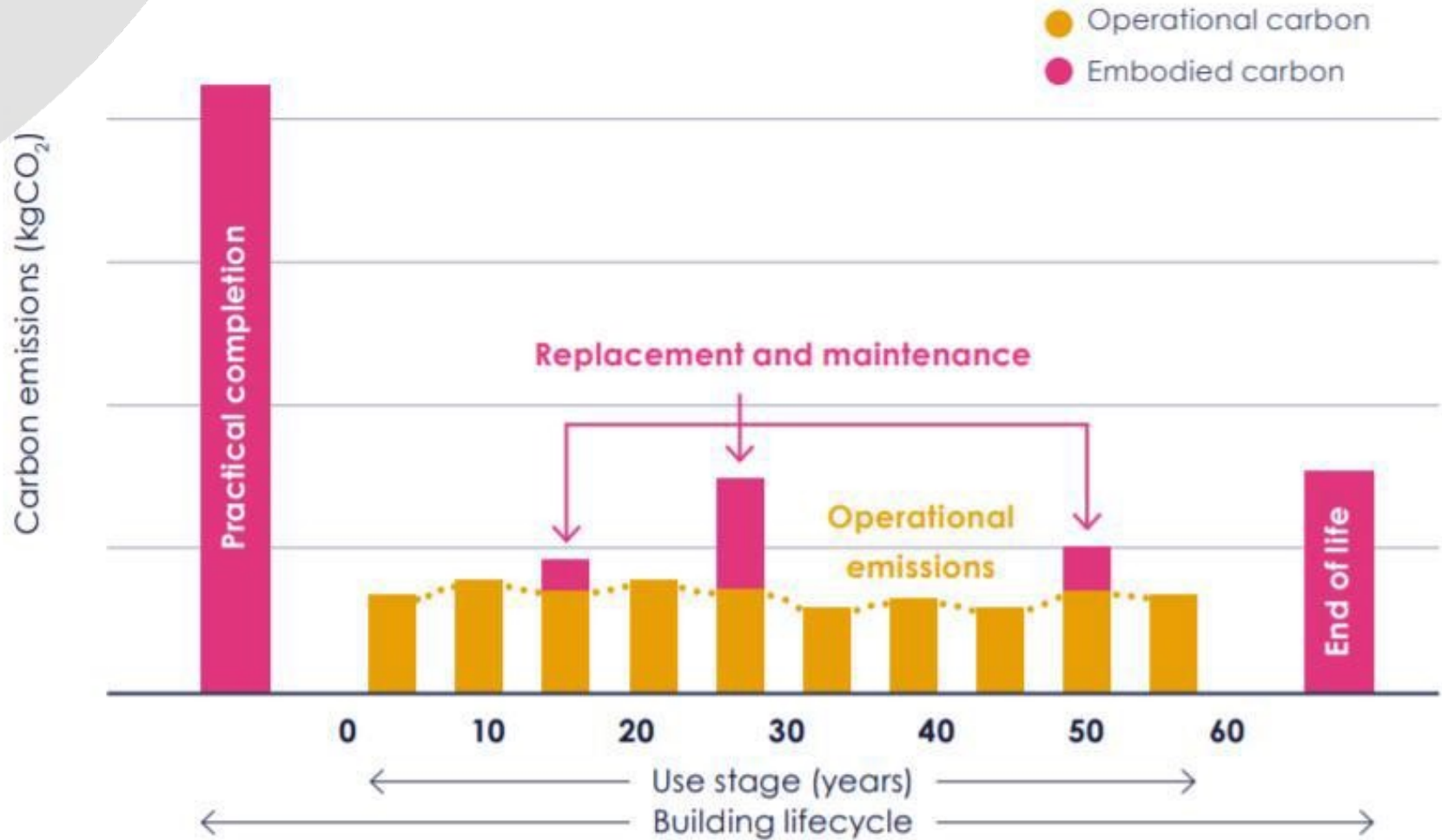
CO₂

EMBODIED VS OPERATIONAL CARBON



IMPACT

WLC (WHOLE LIFE CARBON)

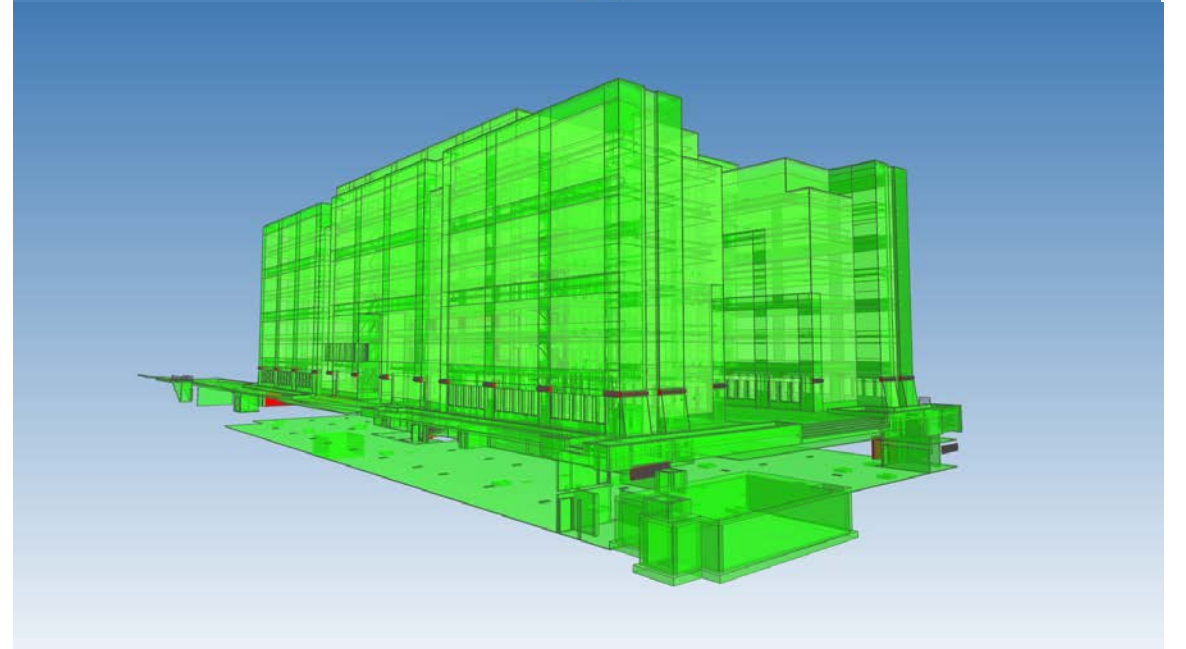


EMISSION BREAKDOWN OF A WHOLE BUILDING'S LIFE CYCLE

Source : London Energy Transformation Initiative, LETI Embodied Carbon Primer, January 2020.

AQUATREAT

MATERIAL PASSPORT



MATERIAL PASSPORT



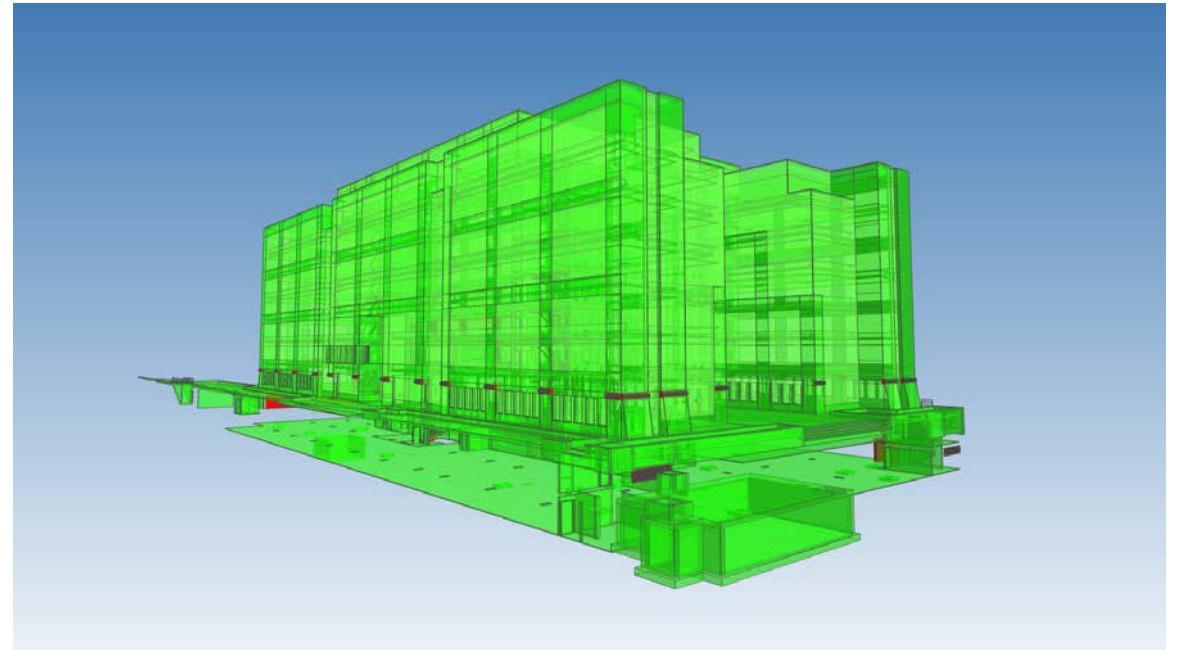
“Write it down, instead of write it off.”

- Thomas Rau



PROJECTS

PLXL - EXISTING



PROJECTS

PLXL - NEW



PROJECTS

PLXL - NEW



MATERIAL PASSPORT

BIM



BUILDING INFORMATION MODELLING



YUGENING

MATERIAL PASSPORT

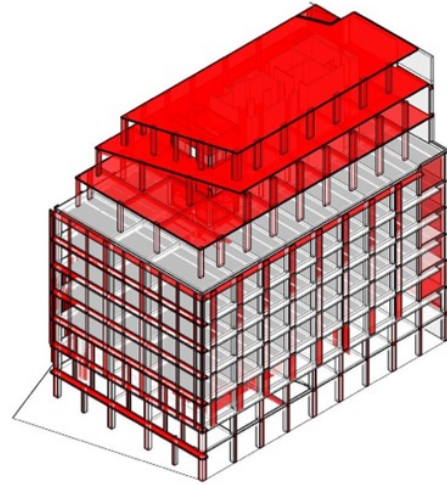
BIM



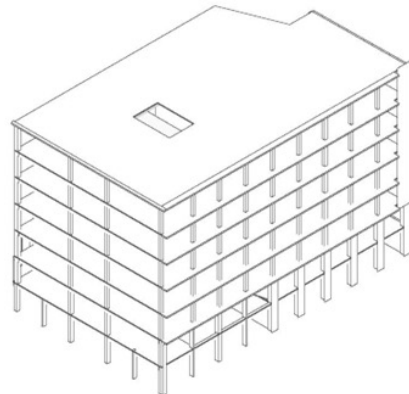
BESCHIKBAAR IN MAGAZIJN

THE PRECEDENT

HOW TO CREATE A PRECEDENT



INDICATION DEMOLITION



PRESERVED STRUCTURE



pre YUGENING



THE PRECEDENT

THE PRECEDENT

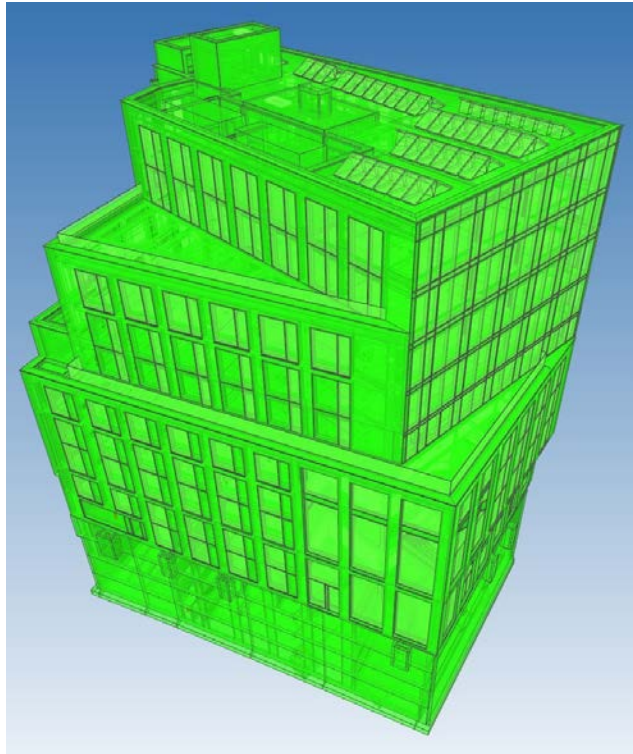
REUSING THE STRUCTURE



COST, TIME



ROI, M²



THE PRECEDENT







ECONOMICS

THE ESSENCE OF CIRCULARITY

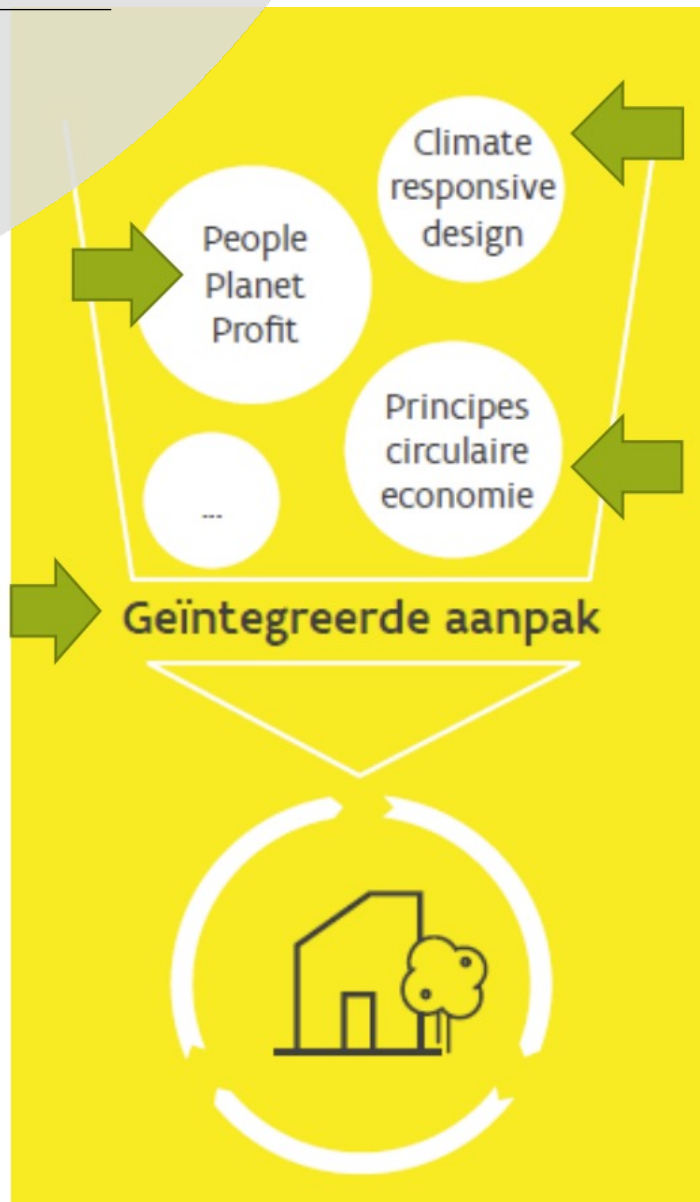
**“The circular industrial economy is about economics ;
the overarching principle should therefor be economics !
Environmental and social benefits will be a result, but only
exceptionally the decision criteria.”**



- Walter Stahel

GRO CONCEPT

GEINTEGREERDE AANPAK



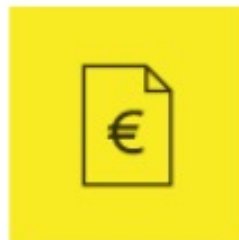
PEOPLE – ieder mens telt

- Comfortabele gebouwen voor de gebruiker
- Gebouwen voor iedereen bereikbaar, betreedbaar en bruikbaar
- Respect voor en behoud van waardevol erfgoed
- Kwaliteitsvolle, veilige en functionele gebouwen
- Creëren van shared value



PLANET – ons ecosysteem beschermd

- Minimale waardevernietiging, maximale waardebehoud door:
 - Grondstofgebruik te beperken
 - Technische en biologische kringlopen zo veel mogelijk te sluiten
- Beperking van de negatieve impact op de omgeving, positieve invloed stimuleren



PROFIT – fusie van belangen

- Toekomstgerichte gebouwen aanpasbaar aan veranderingen
- Ontwerpen voor een lange levensduur
- Gebouwen die op lange termijn betaalbaar en goed te beheren zijn
- Integratie van nieuwe circulaire businessmodellen

YUGENING CONCEPT

HOLISTISCHE AANPAK

