



GHA at Ecobuild 2009: are eco-homes ugly?

4th March 2009, 17.00 – 18.00: In the Main Arena

Key Speakers:

Professor Germaine Greer

Tony Juniper, independent sustainability adviser

Bill Dunster, ZED Factory

David Orr, Chief Executive, National Housing Federation

Pete Halsall, Vice Chair of the GHA and Director of BioRegional Quintain

Chaired by **Mark Lawson** "Britain's Brainiest Potato"

Programme

17.00 Introduction from the chair: Mark Lawson

17.05 GHA welcome: Pete Halsall, Vice Chair of the GHA and Director of BioRegional Quintain

17:10 Debate

- 1) Are new homes ugly?
- 2) Are eco-homes more or less ugly than the norm?

Professor Germaine Greer

"New Homes are universally ugly, and eco-houses are the most horrible of the lot!"

Bill Dunster

"if you were lucky enough to choose where you live : your choice of home expresses your worldview"

- 3) Are we successfully delivering beautiful sustainable communities?
- 4) Can we deliver both beautiful and sustainable communities?

Tony Juniper

"The current plans and visions need to go deeper and understand the fundamentals of what makes places beautiful and cherished."

David Orr

It is the quality of the community that is the real issue. We need quality places supporting sustainable lifestyles and a high quality of life.

We will ask the panel to share their views on the beauty of eco homes and communities, and to comment on:

- How do we build beautiful homes in low carbon communities?
- Is the most thermally efficient form for a new home a box?
- Is current policy delivering what we want?
- Are eco-homes selling in this difficult market?
- And what do zero carbon targets mean to you?

18.00 Networking

Speakers:



Germaine Greer Germaine Greer was born in Melbourne and educated in Australia and at Cambridge University. Her first book, *The Female Eunuch* (1969), took the world by storm and remains one of the most influential texts of the feminist movement. Germaine Greer has had a distinguished academic career in Britain and the USA. She makes regular appearances in print and as a broadcaster, journalist, columnist and reviewer. She is Director of Stump Cross Books, a specialist publishing house for lesser-known works by early women writers. She is a Bye-Fellow of Newnham College Cambridge. She spends four months of every year in Australia where she runs a rainforest rehabilitation project on 125 acres in SE Queensland. She writes a regular column in *The Guardian*. The latest of her 19 books is *Shakespeare's Wife* (2007).

Bill Dunster founded 'the ZEDfactory' in 1999– now a 20 strong multidisciplinary association of architects, product designers, project managers, engineers, physicists and financial expertise all dedicated to providing viable low and zero carbon development solutions. The company aims to demonstrate that a step change reduction in carbon footprint is achievable at the same time as an increase in overall quality of life – with a zero carbon, zero waste lifestyle, and workstyle achieved by synchronising urban ZEDs with zero fossil energy farming and food distribution. Bill has co written the 'ZEDbook' a manual for achieving zero carbon development at different densities and scales, with eco footprint expert Craig Simmons and building physicist Bobby Gilbert.



According to the ENDS Report in 2008, **Tony Juniper** is "one of the top ten environmental figures of the last 30 years". In 1990 he joined Friends of the Earth. He was appointed Vice Chair of the 70 national bodies that comprise Friends of the Earth International in 2000, and Director of Friends of the Earth in 2002. He stepped down from both roles mid-2008. Tony now works as an independent sustainability adviser, including with The Prince of Wales' Rainforest Project and with the Cambridge University Program for Industry, where he is a Senior Associate. He is a member of several advisory panels, for example with the British Council. He makes frequent speaking appearances and advises companies that genuinely wish to make a positive difference in the world. www.tonyjuniper.com.

David Orr took up his post as Chief Executive of the National Housing Federation in July 2005. For the past 15 years, David has been Chief Executive of the Scottish Federation of Housing Associations. David also previously worked in London as Director of Newlon Housing Trust (a housing association in the high stress, high need areas of the East End) and for nine years with young homeless people at Centrepoint, in Soho.

The National Housing Federation represents 1,300 independent, not-for-profit housing associations in England. Together, our members provide around 2 million affordable homes for over five million people, creating places where people want to live.



Pete Halsall is Vice-Chair of the Good Homes Alliance (GHA) and a sustainable community developer, with a background in property development, construction and environmental engineering. He is co-founder and Managing Director of BioRegional Quintain Ltd., where he has successfully led the company in securing developments at Middlesbrough (development agreement with EP) and One Brighton (JV with Crest Nicholson). Pete is passionate about regeneration, sustainability and architecture. He is a graduate of Bath University and has worked in the UK, Spain and the US.

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