Professional Ethics and the New Development Model

Who works with their hands is a manual worker, who works with their hands and brain is a qualified worker, who works with their hands, brain and heart is a surveyor.
Ethics is the part of philosophy that studies moral conduct of human beings and define or direct us to the right choice

The European Community has been supporting the concept of liberalization, both of market and culture
Our Challenge is developing different skills and experiences in favor of collectivity

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THE 20-20-20 EU TARGETS to be met by 2020:
- A reduction greenhouse gas emissions of at least 20% below 1990 levels
- 20% of energy consumption to come from renewable resources
- 20% reduction in primary energy use compared with projected levels, to be achieved by improving energy efficiency

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DECREASE
1) Revaluing
2) Re-conceptualizing
3) Renovating
4) Redistributing
5) Relocating
6) Reducing
7) Reusing
8) Recycling

We demand the beauty of landscapes and cities, the clearness of rivers and good health of oceans
GDP = richness of economic systems

In 1988, Robert Kennedy already gave his innovative idea of GDP
In Germany energy consumption (15kWh/m² per year, with a temperature of 20°) is about 10 time less than maximum levels foreseen by Italian law.

“Theory of creative destruction”
In Italy, between 2000 and 2003:
- Increase of goods production = 2.4%
- Increase of waste production = 3.8%

The concept of sustainability as model in the construction industry comes from forest economy.
SUSTAINABILITY OF BUILDINGS

STOP TO NEW BUILDINGS
HOMO OECONOMICUS = a person who is only interested in satisfying material needs

“We all need a deep revision of development models”
ASK NOT WHAT YOUR COUNTRY CAN DO FOR YOU; ASK WHAT YOU CAN DO FOR YOUR COUNTRY