



**Date:**

**Wednesday, March 24, 2010**

**Time:**

**5:00 p.m. – 5:20 p.m.**

**Presentation:**

***"The role of water in the Green Economy: water and the built environment"***

James Wasley

Associate Professor of Architecture

University of Wisconsin-Milwaukee

Water is fundamental for life; a precious and finite resource with which the people of the Great Lakes basin are uniquely blessed. For water to remain a vital ecological foundation and economic resource, we must learn to value it economically as well as ethically, and from there to manage it in ways that preserve its ultimate value. Our use of water in the built environment; the provision of potable water for human consumption and its distribution and use for all types of activities... all of this also involves the use of a good deal of energy and hence is tied to the use of Coal in the Midwest and all that this implies in terms of climate change impacts, local air quality issues and the like. As we come to terms with the true value of our water resources, we must consequently reimagine the entire infrastructure that we have developed towards their collection, use, and maintenance. In the terms of the built environment, this means fundamentally using water more efficiently, and with less associated carbon emissions; two related but distinct concepts. It also means managing natural water flows through the environment in ways that restore ecological function and minimize ecological harm, which can again be tied to carbon emissions. This talk will sketch an overview of how water use in the built environment is being rethought and where it may head as water's true value is accounted for.

**See presenter  
biography  
next page**



### Presenter Biographies:

#### **James Wasley**

James Wasley is an associate professor in the Department of Architecture at UW-Milwaukee. He is a member of the Formal Education Committee of the United States Green Building Council and the past president of both the Society of Building Science Educators and the Wisconsin Green Building Alliance: An Affiliate of the USGBC. He is currently the Principle investigator for the Society of Building Science Educators' 'Carbon Neutral Design Project,' which is developing curriculum materials on the topic of carbon neutral design for the American Institute of Architects. Relating to the topic of today's talk, Professor Wasley's other current research involves the creation of a 'zero-discharge' stormwater masterplan for the UWM campus and the design and implementation of demonstration projects within that ecologically progressive framework. In 2005 he was recognized by the American Institute of Architects Committee on the Environment for promoting "Ecological Literacy in Architectural Education" for courses and activities featuring a similar blend of academic research, teaching and environmental activism promoting the adoption of green building standards throughout the University of Wisconsin System.(NREL) in Colorado, further enhancing his qualifications as a Master Teacher.