

How to build a sustainable home and work life?

My Journey

**Jason Inch @ Green Drinks Jakarta
August 14 2019**









DIAMONDS

RUBIES

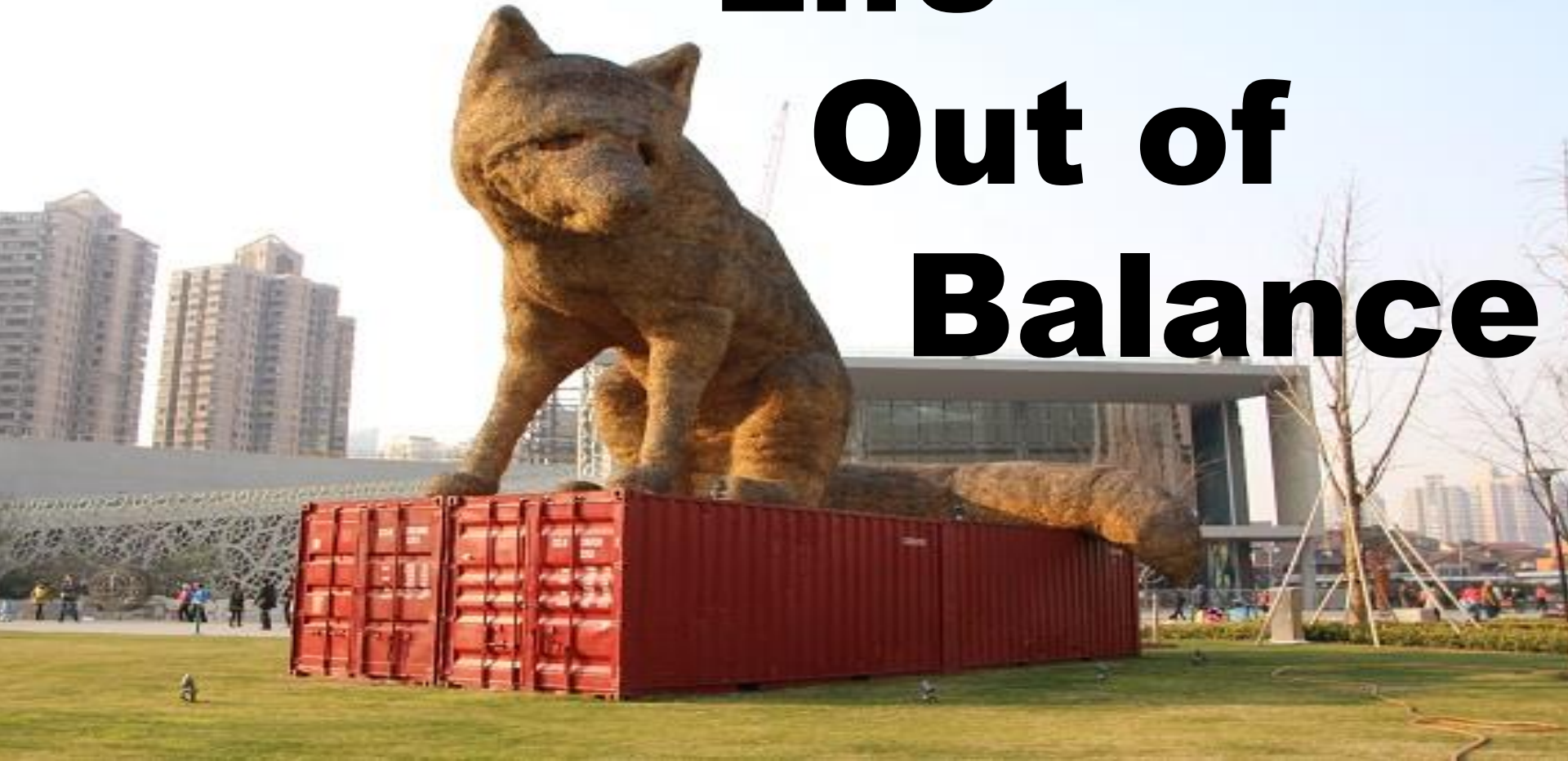
An aerial photograph of a city skyline, likely Hong Kong, with a prominent hazy or smoggy atmosphere. The text "Breathe easy?" is overlaid in the center in a large, white, sans-serif font. The background shows various skyscrapers and buildings, with the most prominent one on the right having a distinctive pointed top. The overall tone is muted and greyish-blue, emphasizing the air quality issue.

**Breathe
easy?**



**Life
in
Balance**

Life Out of Balance







**Our
Image**



The Reality

GREENFEA



How might we create a:

Life

Of

Health

And

Urban

Sustainability?

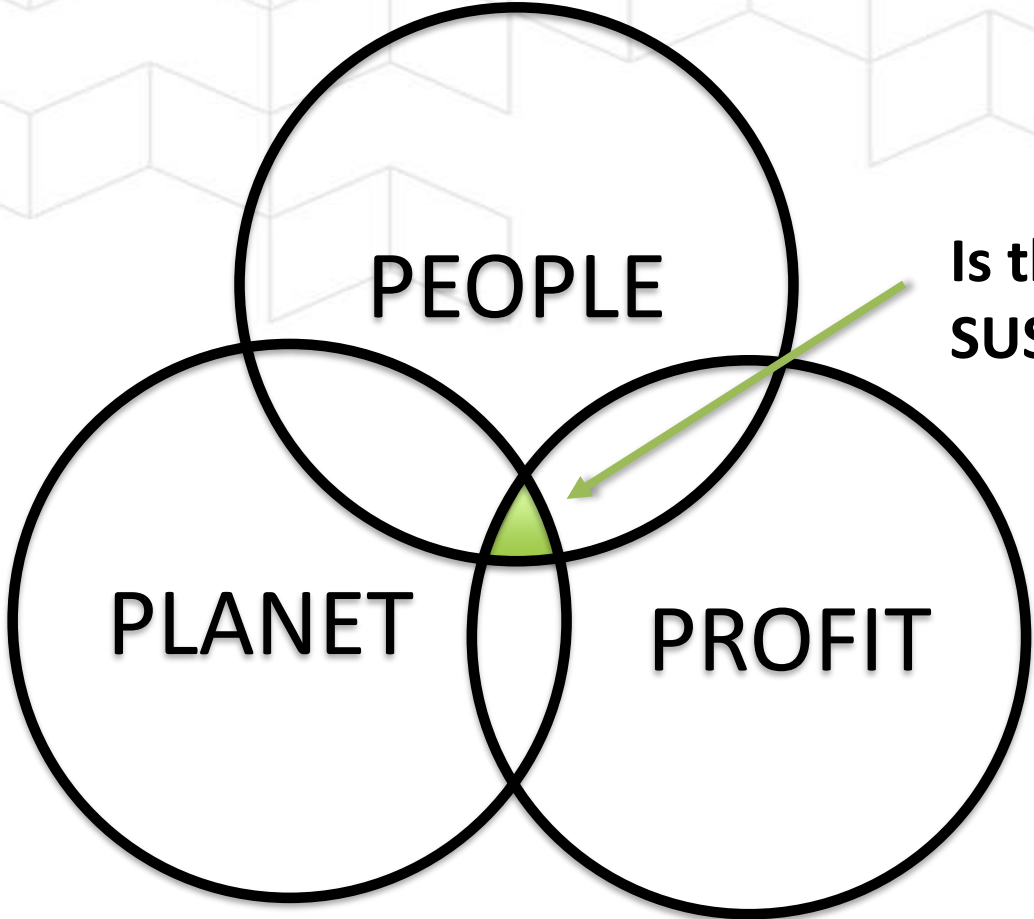


LOHAUS
乐豪斯



A Holistic Building Design Approach to Sustainability

What is Sustainability?



Is this
SUSTAINABILITY?

LOHAS 乐活



**HOW MIGHT WE
DESIGN A
SUSTAINABLE
LIFESTYLE THAT
PEOPLE ACTUALLY
WANT?**

Concepts from Bauhaus



Simple is better

Creativity and interaction

Commercialization and industrialization

Empiricism

Mechanization

Holistic design

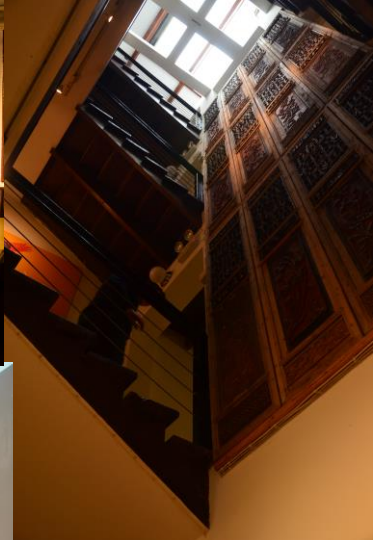
LOHAS 乐活





LOHAUS
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Lifestyle
Of
Health
And
Urban
Sustainability



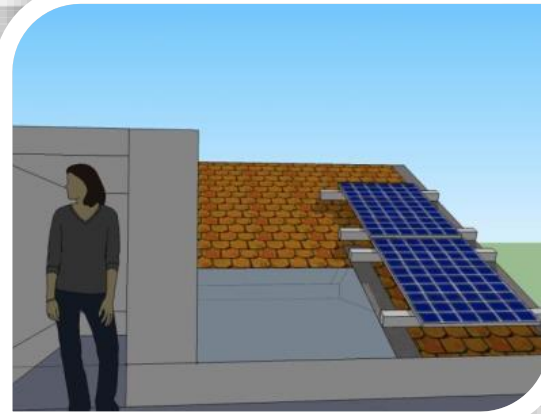
LED Lighting Project and Insulation Project



Local Sourcing Initiative



Solar Shanghai Project



Measure and Monitor



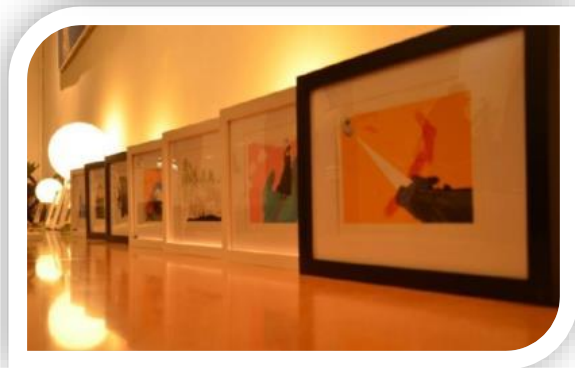
Embracing New Technologies and Ideas

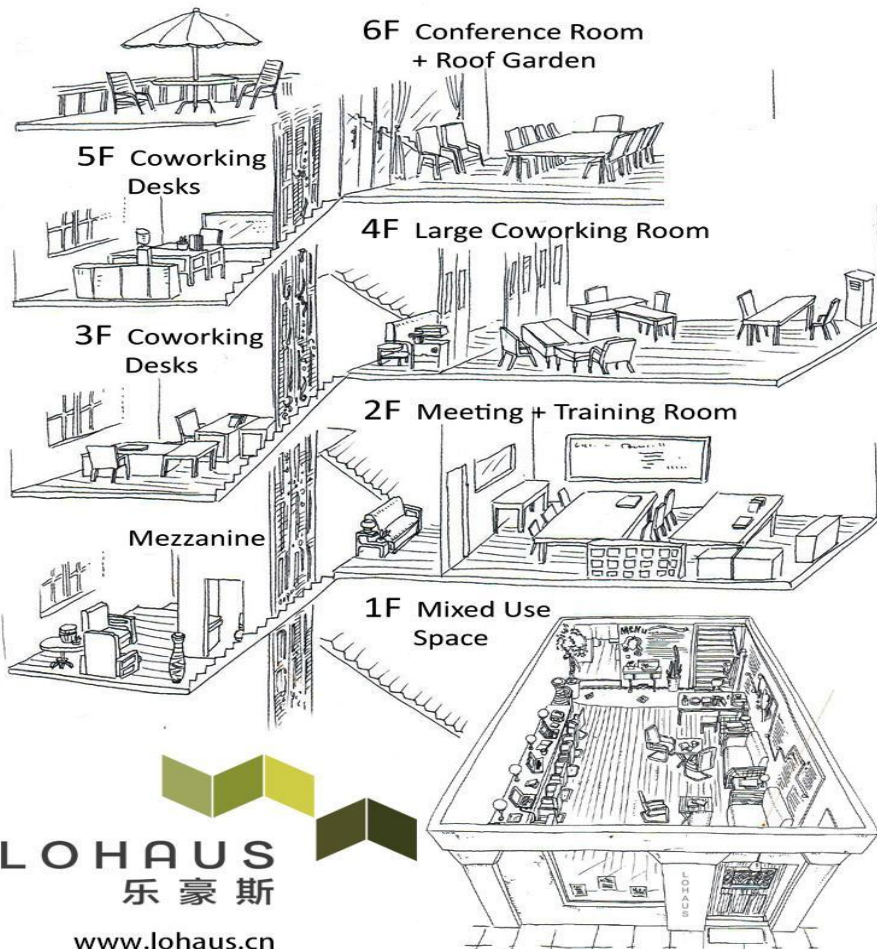


Local Creative Meeting and Social Space



Shanghai Artist Platform





The LOHAUS Social Enterprise Business Model



Jason
Inch

LOHAUS: A LIFESTYLE OF HEALTH AND URBAN SUSTAINABILITY

JASON INCH

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THE LOHAUS Book

Sharing Economy
Smart Cities

Better Air, Better Life
New Ways of Working

Energy Efficiency
New Technologies



**Start with
yourself.**

A small white plastic seedling tray with a scalloped edge is filled with dark soil. A small basil plant with bright green leaves is growing in the center. The tray is placed on a brown surface. In the background, another similar tray is visible. The text "You can start small." is overlaid in white on the image.

You
can
start
small.



...and watch it grow



THE LOHAUS ONE PLEDGE

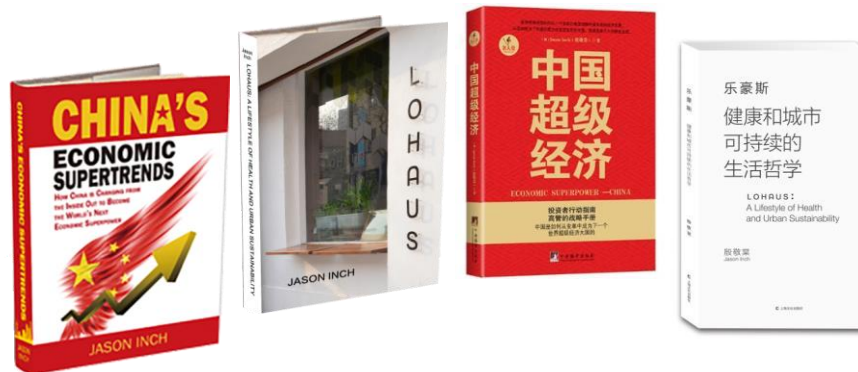
One thing you can do now.

OR

One thing you will do one
hour a day, one day a
week, one weekend a
month, one month a year.

Jason Inch

- ❑ MBA, Richard Ivey School of Business
 - ❑ Exchange at China Europe Int'l Business School (CEIBS)
- ❑ Undergraduate degree in Asian Studies, U. of Victoria (Canada)
 - ❑ Exchange at Nanzan University (Nagoya, Japan)
- ❑ Shanghai resident from 2003 to 2018
- ❑ Former Instructor, China's Economy, Jiaotong University
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