



**Center for Sustainable Urban Environments**  
**Introduction to Sustainable Development**

**John Davidson**

**Concrete Promotion Council of Southwest Ohio**

**Friday, 29 January 2010**

**11:00 AM, 643 Baldwin Hall**

The issue of sustainability is defined. Market forces influencing sustainability and the concrete industry's motivations and efforts toward that end are presented. These concepts are highlighted through a number of case studies.

Mr. Davidson has been associated with the Concrete Promotion Council, as its executive director since the inception of the organization in 1996. He has spent a great deal of time promoting the use of pervious concrete in conjunction with the "sustained development" concept promoted by the US Green Building Council. Mr. Davidson has been in the concrete industry since 1969 and has achieved concrete certification in several states. He is presently on the Boards of Directors for the American Concrete Institute and the American Society of Engineers.

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The Center for Sustainable Urban Environments (<http://www.eng.uc.edu/sue/>) sponsors these free seminars for the University and Cincinnati communities. For directions and parking, see <http://www.uc.edu/visitors/>

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