

Eco-Friendly Building and Green Architecture: Making the Connection with Ethical Practices in Construction

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Abstract:

This paper draws attention to the relationship between the achievement of sustainability goals in construction (i.e. eco-friendly building; green architecture, etc.) and the ethical behaviours of people working in the industry. Using data from a survey of United Kingdom (UK) construction leaders conducted in Spring 2024, it is noted that sustainability targets can be missed or compromised by unethical practices occurring in the design and construction phase of projects. Through a review of the survey findings, the paper presents prevalent and persistent ethical challenges facing the construction industry, noting how company and individual actions are significantly important in the achievement of sustainability in construction. The paper identifies a number of examples of unethical practices connected to sustainability in construction and presents a number of practical solutions to address unethical behaviours in construction. The paper advocates that companies adopt the ideas presented in the paper to address any potential unethical practices occurring on their projects. It is argued that the achievement of sustainability in construction is related to ethical/unethical practices occurring on projects.