

The Green Building Council Movement Transforming the market



Preface



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Chief Executive Officer
World Green Building Council

Jane is also a former director on the board of United Nations Environmental Programme Sustainable Building and Climate Initiative (UNEP-SBCI). Previously, she was founding CEO of the New Zealand Green Building.

«The world is on the brink of a new Industrial Revolution: The Energy Revolution.

The energy revolution will transform our cities and buildings, as we shift away from resource dependence to a new way of life: resource efficiency.

This revolution is not limited to energy supply opportunities - it will affect how every part of how the buildings we design today are made and used.

The World Green Building Council's global network of eighty-six green building councils are driven by early adopters who see business advantage in being at the front of this transformation curve.

We are only in the early stages of building knowledge and capability within our sector.

Green building: Global growth industry

The global green building market is expected to grow exponentially in the coming years. While just 13% of global construction firms were dedicated to green building in 2003, this had grown to around 33% by 2008 - with more than 50% predicting they'd be fully committed to green building by 2013.

An official Green Building Council (GBC) is a national non-profit, non-government organization recognized by a global network acting as an international federation : The World Green Building Council.

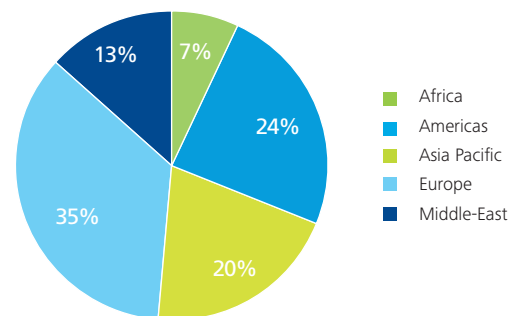
Green Building Councils are «transparent, consensus-based, not-for-profit coalition-based organizations with no private ownership and diverse and integrated representation from all sectors of the property industry».

Their overarching goal is to promote a transformation of the built environment towards one that is sustainable (buildings and cities that are environmentally sensitive, economically viable, socially just and culturally significant).

The role of the World Green Building Council is threefold:

- Firstly to **strengthen Green Building Councils (GBCs) and help them become viable, energetic and tangible organizations** within their own right and in their individual countries.
- Secondly to strengthen the network, to make sure all GBCs share best practice and intellectual property when possible.
- The third area where the World Green Building Council is focused on is communicating what GBCs are doing as an international movement to other bodies and other organizations on the international stage.

Over the course of the past decade and since its establishment, the WorldGBC has witnessed outstanding growth in its global network, currently reaching more than 80 countries.



With Green Building Councils in over 80 countries, the World GBC has developed five Regional Networks to enable these GBCs to work on the issues most relevant to their geographical region. This structure allows the World GBC to better understand regional differentiation and to provide more specialized support and focused action.

Europe

The WorldGBC's Europe Regional Network is made up of more than 30 GBCs at various levels of development. These GBCs represent the interests of more than **3,500 companies** across the breadth of the building and construction industry.

With 20 member states of the European Union represented, the Europe Network has significant strength, representation and potential for driving the green building agenda at a regional scale.

The Europe Regional Network's current focus is on:

- **Collaboration:** building strong relationships with national and European Union governments, and providing
- **knowledge-sharing and networking opportunities**
- **Education:** supporting green skills growth by establishing best practice benchmarks for green building education
- **Policy:** sharing up-to-date intelligence on EU policy initiatives and best practices, and developing resources for GBCs' work with governments.



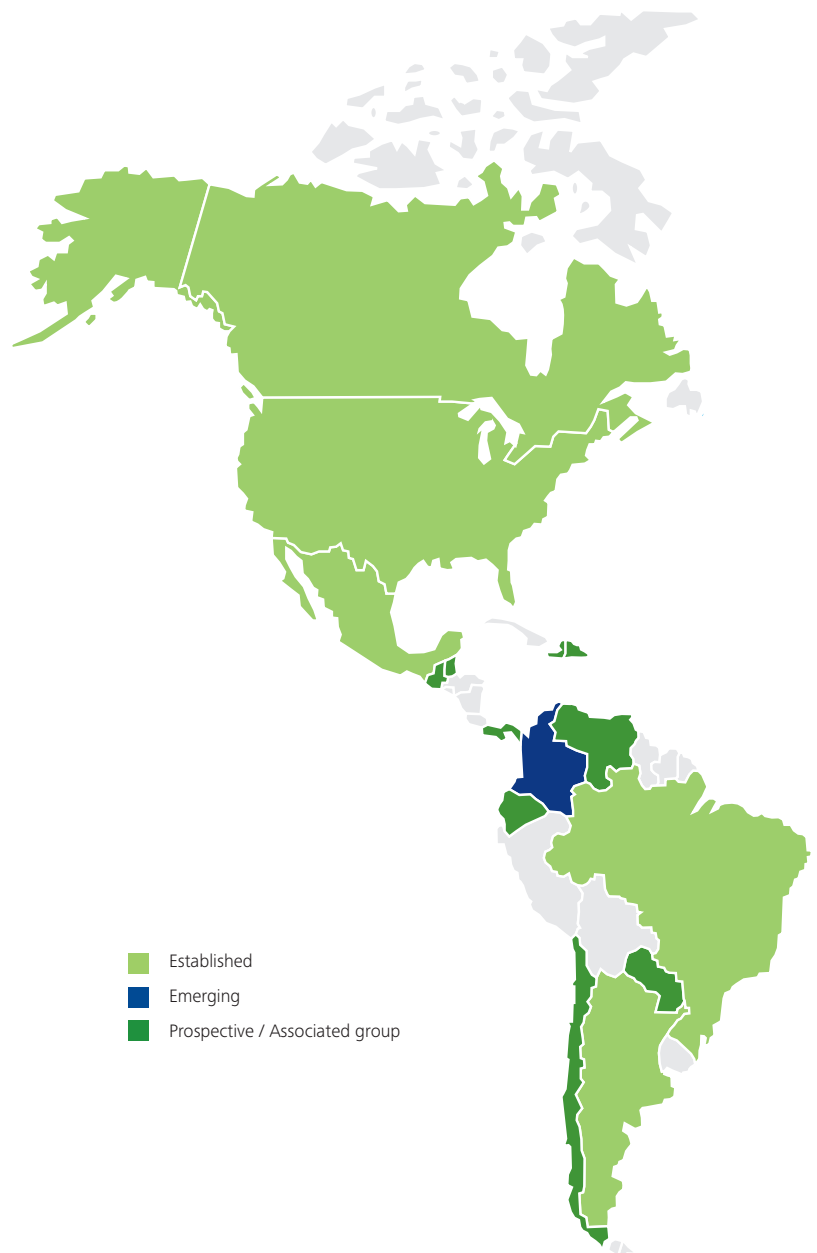
Americas

The Americas Regional Network links GBCs throughout North and South America and the Caribbean, enabling them to work together on common goals such as policy development, education and capacity building. The entire network benefits from the knowledge and experience of the several Established councils in the region, including those in Canada, Mexico, the United States, Colombia, Brazil and Argentina.

Twenty GBCs in various stages of development are working together to host successful conferences and events, roll out educational programs and form constructive relationships with their local and national governments. Planning is underway for a number of Network programs, including workshops with government officials on implementing effective green building policies.

The Americas Regional Network's focus is on:

- **Policy:** building strong networks with governments to ensure successful implementation of green building policies
- **Education:** collaborating to ensure regional consistency on green building education programs
- **Research:** establishing a solid business case for green building in the region
- **Climate funds:** leveraging the opportunities presented by Clean Development Mechanisms.



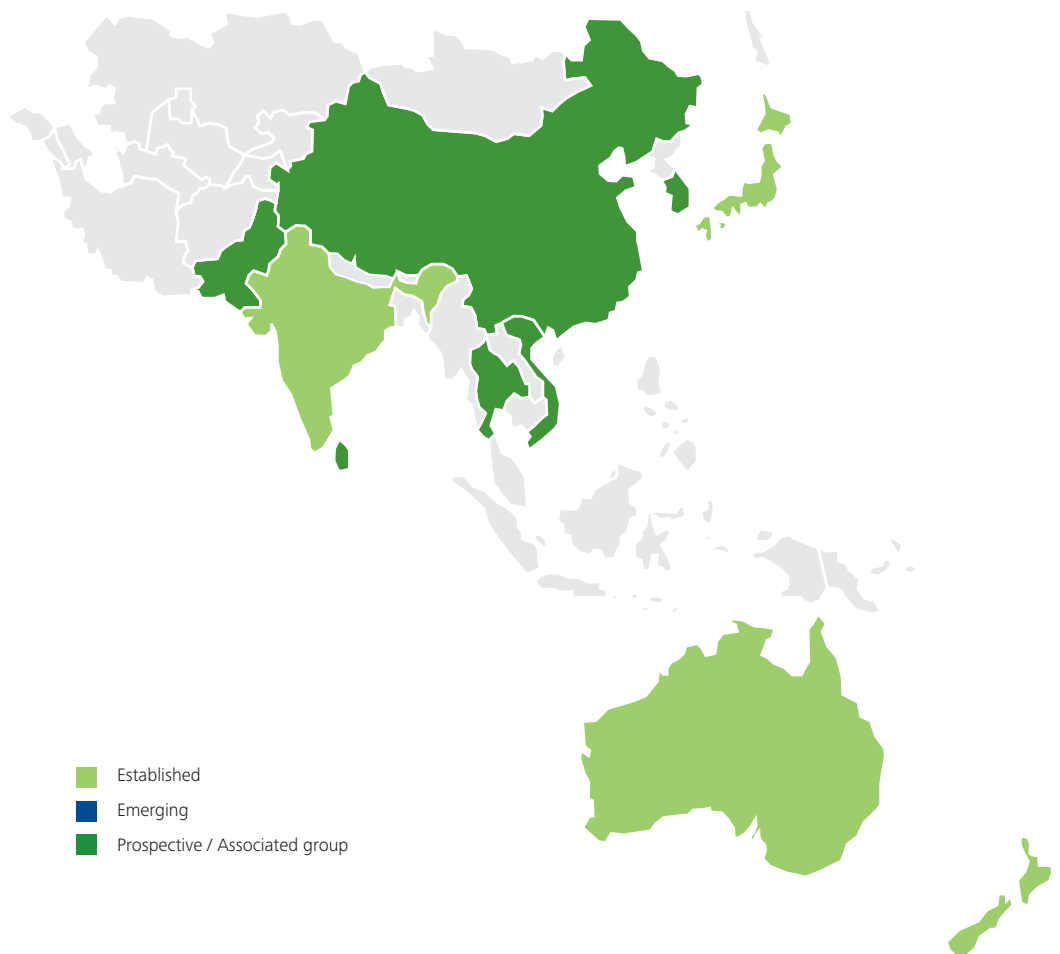
Asia Pacific

The WorldGBC's Asia Pacific Regional Network was the first to be established, linking individuals and organizations from countries throughout the region to provide support as they establish green building councils, develop rating tools and embark upon education programs for the development of green buildings.

While some countries in the region have well established green building rating tools, others are in the process of developing them and some are just considering the process. The network has been established to ensure that knowledge is shared and support provided in order to accelerate the pace of change.

The Asia Pacific Region is focused on:

- **Joint events:** hosting networking and information-sharing opportunities
- **Policy:** creating a dialogue on the role of government and business-led initiatives to accelerate the uptake of green building in the region
- **Education:** sharing best practice examples of green building throughout the region
- **Research:** Building the business case for green building in emerging markets.



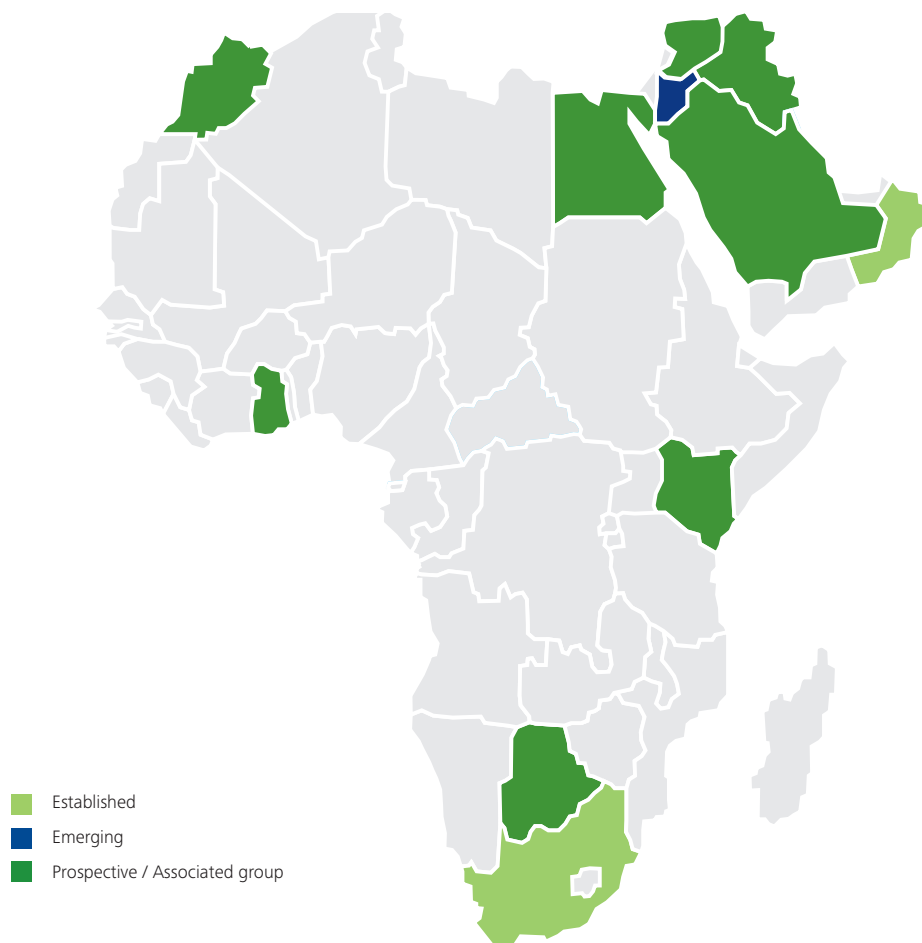
Africa & MENA

The Africa Regional Network was officially launched at the GBC South Africa Convention in September 2010. Early work focuses on the development of a socio-economic category that can be integrated into current building rating systems.

The Middle East and North Africa Region (MENA) is expected to increase the regional profile of GBCs in the region, attracting sponsorship, higher attendance at events, and opening the door for dealings with government. It will also foster interest with countries that do not currently have GBCs. Currently this network is made up of 11 GBCs at various levels of development.

The focus of the Africa and MENA networks is:

- **Building capacity:** strengthening GBCs in the region through knowledge-sharing and access to resources
- **Climate funding:** tapping into the funding opportunities from Clean Development Mechanisms and other programs
- **Socio-economic outcomes:** creating a socio-economic category for rating tools to recognise and reward projects which support priorities such as affordable housing, employment and skills development.



Outstanding Achievements

Green building councils act as a catalyst for change and a conduit for building capacity in the industry. The WorldGBC supports a range of GBC activities, which have already achieved outstanding results.



Zero carbon for all new homes in the UK

UK-GBC is the only cross-industry group focused solely on the sustainability of the built environment in the UK. The UK-GBC has successfully lobbied the UK Government to commit to 'zero carbon' for all new homes from 2016, a 'green deal' package to finance energy efficient refurbishments, and mandatory disclosure of energy certificates for commercial buildings.



EU-wide recognized organization in just four years

Founded in 2007 with 40 members, the **German Sustainable Building Council (DGNB)** has grown to more than 900 members. At the same time, a growing number of national and international building owners and investors have relied on the DGNB certification system to define their sustainability goals during the planning phase of their projects.



World Green Building Week

The WorldGBC first staged World Green Building Week in 2010 to draw attention to the role green building play in reducing carbon emissions while supporting a range of socio-economic priorities. From 26 nations participating in 2010, the WorldGBC expects more than 50 to take part in 2011.



139.5 kilometres of green space certified

The **US Green Building Council**, the world's largest, operates the Leadership in Energy and Environmental Design (LEED) rating system. Since 1998, the USGBC has certified more than 22,500 LEED projects – equivalent to 139.5 square kilometres of certified commercial space.



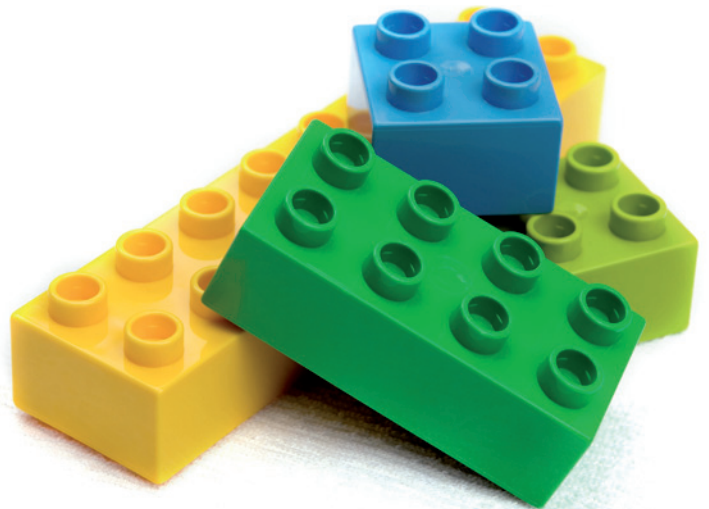
Green Star is standard

In Australia, the built environment has been transformed by the Green Building Council of Australia's Green Star rating system. The property industry now agrees that Green Star is standard consideration for commercial building projects, and that "too few Green Stars are a liability."



Winter Olympics go green in Russia

GBC Russia is working with the Sochi Olympics delivery body, Olympstroy, on the design of ten Olympic venues to BREEAM International standards. GBC Russia members are working on the projects, which will showcase of green buildings and establish green benchmarks for the industry.



Green World Cup in Brazil

Brazil is aiming to host the first "Green World Cup" in 2014. The BrazilGBC is working closely with World Cup organizers to ensure that the country's new stadia demonstrate state of the art environmental design. The new National Stadium in Brasilia is seeking LEED certification, and the payback period on green technologies and designs is expected to be just seven to 10 years.



Government fast tracks green developments

The Indian Green Building Council is building a Green Townships Rating System to promote the creation of diverse, connected, affordable, safe and healthy communities. The IGBC is working closely with government, and some state governments will offer automatic fast-track clearance for all projects awarded ratings under the system.



80% of buildings to be rated by 2030

The Singapore Green Building Council's Green Mark System, launched in 2005, has become so widespread and influential, that the government has set a goal that 80 per cent of existing stock will be rated by 2030.



Updating regulations and standards in Bulgaria

The Bulgarian GBC is working in partnership with the Ministry of Regional Development to adopt a national sustainable building and urban planning system, DGNB Bulgaria. Bulgarian GBC also serves on the advisory board to the Bulgarian Parliament to update regulations and bring about unification with EU standards.



Green collar growth in Romania

The Romanian GBC is focused on green skills development. The Romanian Green Building Professional Certification program was launched in 2010 to educate green building professionals across a range of disciplines, including design, engineering and management.

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