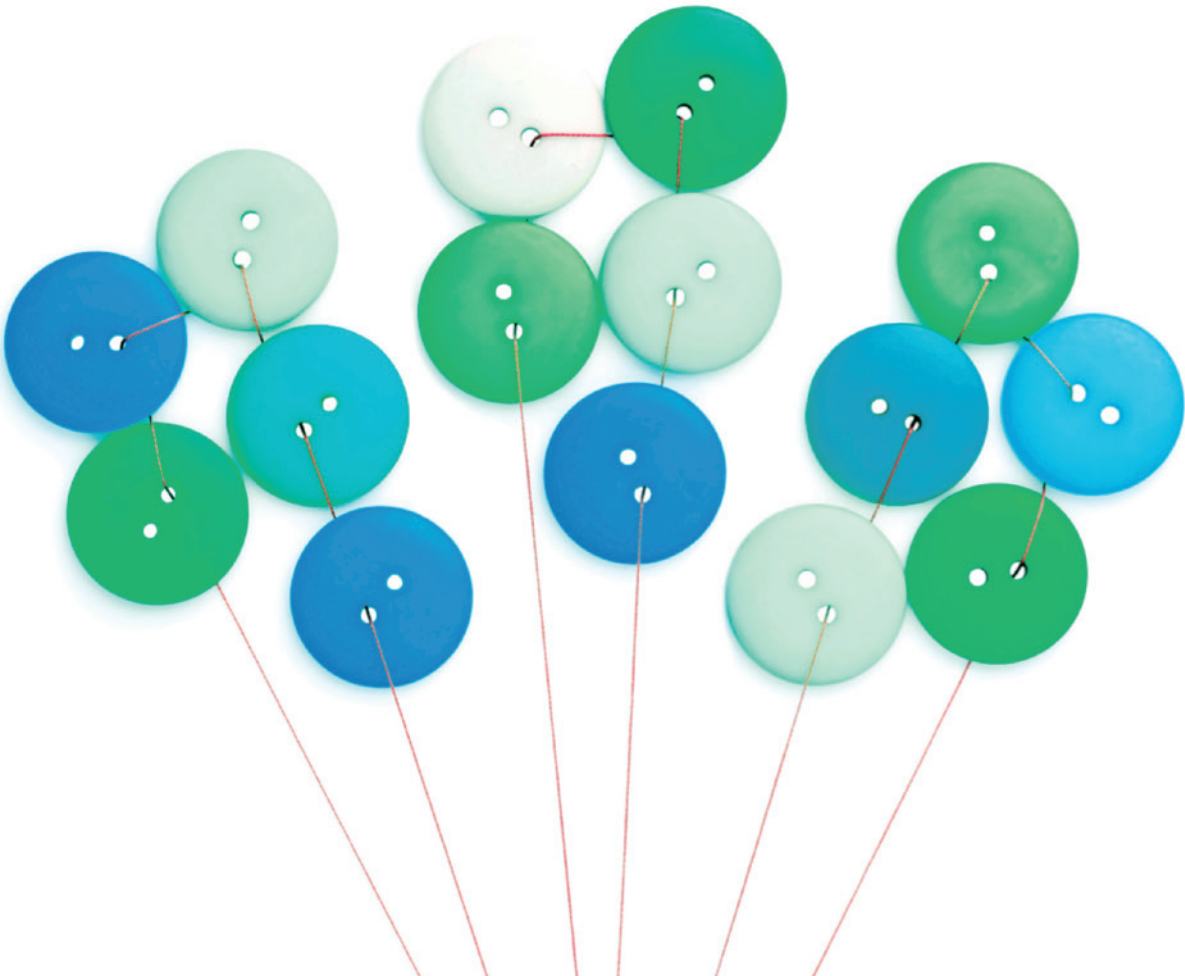


Skills for Sustainability:  
Green Building accredited  
professionals' networks in Europe





# Accreditation vs Certification

The terms "accreditation" and "certification" are sometimes used interchangeably, however, they are not synonymous.

Organizations that issue credentials or «certify» third parties against official standards are themselves formally accredited by «accreditation» bodies (such as IAS in the United States and UKAS in the United Kingdom); hence they are sometimes known as "accredited certification bodies".

The accreditation process ensures that their certification practices are acceptable, typically meaning that they are competent to test and certify third parties, behave ethically and employ suitable quality assurance.

One example of accreditation is the accreditation of testing laboratories and certification specialists that are permitted to issue official certificates of compliance with established technical standards.

Accreditation bodies in this field usually operate according to EN 45011/ ISO/IEC 65 A.

Accredited entities in specific sectors must provide evidence to the accreditation body that they conform to other standards.

Certification is used for verifying that personnel have adequate credentials to practice certain disciplines, as well as for verifying that products meet certain requirements.

In general certification must be renewed periodically, or may be valid only for a specific period of time i.e. in the built environment arena, a newly constructed «Green Building» certification would be valid only for a year.

As a part of a complete renewal of an individual's certification, it is common for the individual to show evidence of continued learning — often termed «continuing education» — or earning continuing education units or points.

Most certification programs are created, sponsored, or affiliated with professional associations, trade organizations, or vendors interested in raising standards.

Certification stands about the resume and the professional reference by being an impartial, third-party

endorsement of an individual's professional knowledge and experience.

There are three general types of certification:

- Corporate (internal);
- Product-specific;
- Profession-wide.

Corporate, or internal certifications, are made by a corporation or low-stakes organization for internal purposes. For example, a corporation might require a one-day training course for all sales personnel, after which they receive a certificate. While this certificate has limited portability – to other corporations, for example – it is the most simple to develop.

Product-specific certifications are more involved, and are intended to be referenced to a product across all applications. This approach is very prevalent in the information technology (IT) industry, where personnel are certified on a version of software or hardware. This type of certification is portable across locations (for example, different corporations that use that software), but not across other products.

The most general type of certification is profession-wide. Certification in the medical profession is often offered by particular specialties. In order to apply professional standards, increase the level of practice, and possibly protect the public (though this is also the domain of licensure), a professional organization might establish a certification.

This is intended to be portable to all places a certified professional might work. An example of this is a Certified Public Accountant (CPA), which would not be certified for just one corporation or one piece of accountancy software but for general work in the profession.

In the Green Building movement, the word "Accreditation" is used to designate what should be call "competence certification", whereas the word "certification" only refers to buildings.

While several «professional accreditation» programs exist, BREEAM and LEED are the two predominant systems.

# Prominent professional Networks

The main differences between these two systems are:

- While BREEAM Assessors (who assess the evidence against the credit criteria and report it to the BRE who then validate it and issue the certificate) are trained and licensed by BRE;
- The USGBC does not require a LEED AP to be involved on a LEED project. However project teams can obtain one credit if an accredited professional (AP) is involved in the project. The role of the LEED AP is to help gather the evidence and advise the client. The evidence is then submitted to the USGBC which does the assessment and issues the certificate.

In both systems the Assessor/AP is independent from the certification body and is able to advise the client.

LEED and BREEAM have inspired other professional credentials systems such as GREEN STAR in Australia and DGNB in Germany. The French system is with this respect unique: in France "Auditors" are directly paid by the certification body and cannot advise the client. In the French system this is called "integral third party".

For certification bodies, the importance and geographical distribution of their network of accredited professionals is a key indicator of the market awareness of their brand outside their home market.

With approximately 4000 certified buildings in the UK and 4061 certified buildings in the whole of Europe, BREEAM is by far the first Green Building market player in Europe.

The brand has strong notoriety in the continent where it is seen as the only European scheme that can claim on international presence. This perception has been enhanced by the commitment of key market players, particularly in the retail sector.

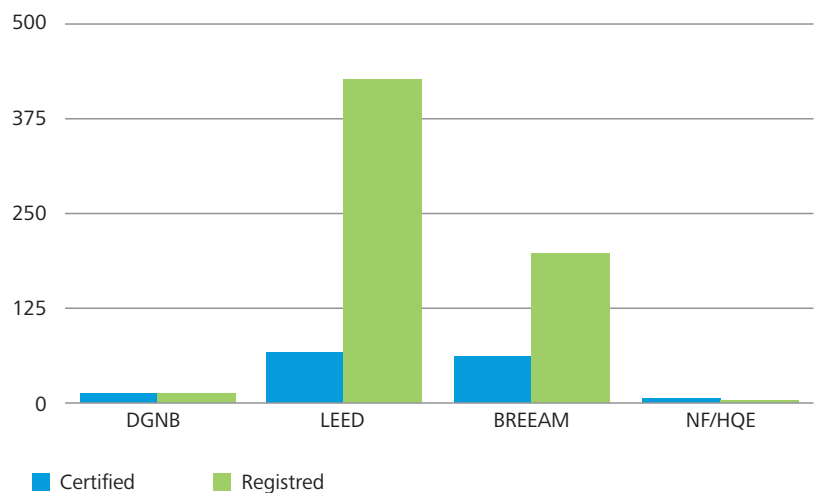
Competing scheme operators in France and Germany have performed well in their domestic markets. However, neither "NF, Bâtiments tertiaires, démarche HQE" nor DGNB have gained significant traction at the European or international level.

However, possibly, one of the most novel phenomena taking place in Europe is the progression of the LEED rating system, both in terms of Registered/Certified buildings and Accredited personnel.

This positive trend is likely to continue and to further increase in countries where training and LEED professional exams are available in local language.

LEED's progression is likely to continue and to further increase in countries where training and LEED professional exams are available in local language.

Certified/Registered Commercial buildings in Europe (EU+27), excluding national figures (i.e. excluding the total number of BREEAM buildings in the UK, DGNB building in Germany, etc.) RICS 2011.



The total number of certified and registered commercial buildings in Europe as per May 2011, excluding local figures (i.e. excluding the total number of BREEAM projects in the UK or HQE projects in France and so forth) is a good indication of how Green Building rating schemes travel.

In 2011 LEED and BREEAM European Green Building market share reached 65% (UK excluded) and 88% (UK included).

For the first time, the total number of certified and/or registered buildings under LEED is superior to any other rating system in the region.

In terms of accredited personnel, the UK is quite naturally Europe's largest market. The UK is also BREEAM's first market (France and Belgium being respectively second and third both in terms of certified/registered buildings and «accredited personnel»).

BREEAM International assessors, who are qualified to carry out any BREEAM assessments outside of the UK using the standard schemes and the Bespoke International scheme, are well represented outside the UK, where 71 % of all BREEAM Assessors are qualified.

BREEAM professionals' international presence in Europe is expected to grow as a result of a new offer and a significant emphasis from market forces on existing buildings and historic structures.

BREEAM In-Use is a new scheme to help building managers and owners reduce the running costs and improve the environmental performance of existing buildings.

The scheme uses an on-line assessment system which can be completed by managers and owners to self-assess their buildings.

BREEAM In-Use introduces a new category of Assessors: BREEAM In-Use Auditors. BREEAM In-Use Auditor's training course is only available to existing BREEAM Assessors.

There are two levels of qualification:

- Auditors: who carry out self-assessment audits of their own buildings using the on-line system;
- Assessors/Client: who are licensed to independently review/carry out audits for the purposes of certification.

BREEAM In-Use International is currently under development. At present international assessments can receive an indicative rating.

BREEAM In-Use International training courses are also under development and should be available by the summer 2012.

Another recently launched program is the BREEAM Accredited Professional (BREEAM AP) which is open to suitably experienced construction professionals who already have a good knowledge of environmental design and the design process but lack detailed understanding of BREEAM.

The BREEAM AP qualification is aimed at architects, engineers and others with design skills and responsibilities.

In recognition of the significant contribution a BREEAM AP can make to the design process, up to three BREEAM credits (BREEAM 2011) are available if a BREEAM AP is engaged from an appropriate point in a project. A separate "fast track" procedure exists for BREEAM Assessors.

# Geographical distribution

Our research demonstrates that the proportion of professionals accredited under the LEED AP and LEED Green Associate programs in the euro zone is all ready superior to any other professional accreditation group.

Not surprisingly, most European countries are covered by both networks: LEED and BREEAM. The only countries where BREEAM has a presence in terms of accredited personnel and not LEED are: Iceland (7 Assessors), Estonia, Latvia, Malta, and Ukraine (1 Assessor each).

In the context of the global fight against climate change and with a view to keeping the CO2 reduction commitments made, OECD countries have come a long way in developing important policy instruments to achieve these goals.

Green Building rating systems have assumed an important role in the wide effort of reducing energy consumption of buildings by promoting and transferring best practice to the market.

However an increased number of accredited professionals getting involved with the sustainability aspect of constructing, retrofitting and operating buildings is needed to achieve the policy goals mentioned earlier.

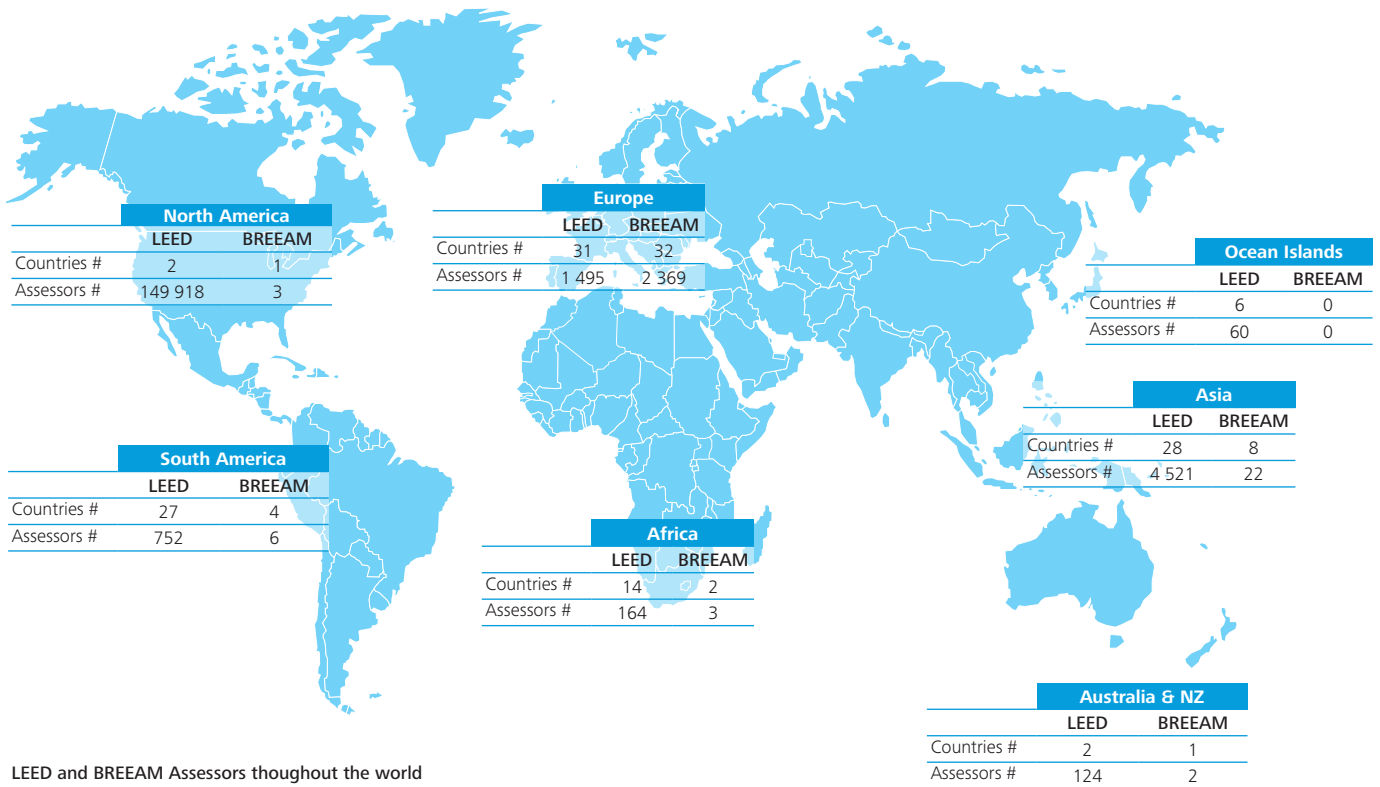
Education plays a fundamental role in transforming the way our built environment is designed, built and used.

Green Building education programs have the potential to turn the generic/specific concepts of the most sophisticated and ambitious regulatory frameworks into action.

No policy goal in the sustainability arena is achievable without a strong and deep implementation of these programs.

## BREEAM / LEED Accredited personnel, geographical distribution

### Assessor's network

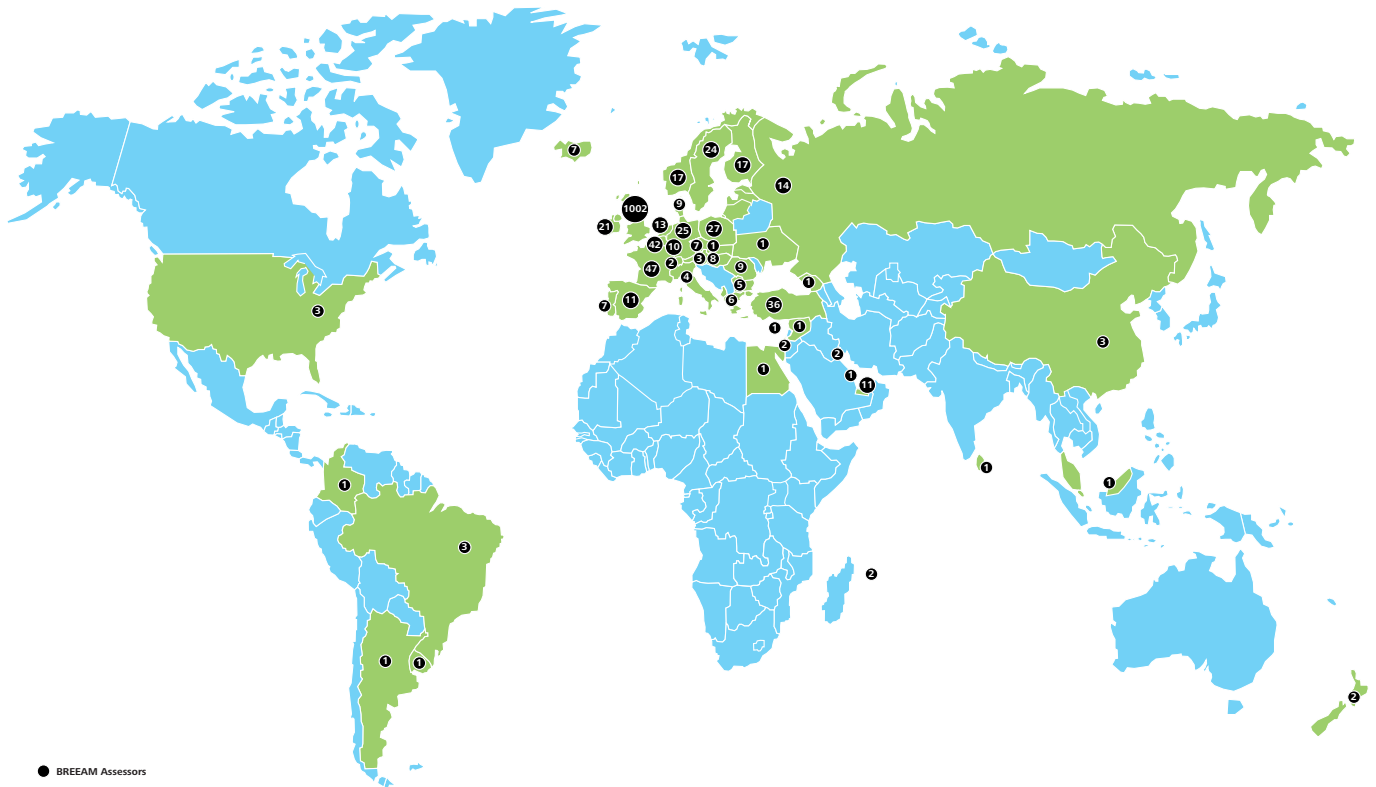


### LEED and BREEAM Assessors throughout the world

Country	Assessors	
	LEED	BREEAM
Total	157 034	1 405

# BREEAM Assessors geographical distribution

BREEAM assessor's network



## Contacts

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Deloitte Real Estate Advisory is a team of 20 specialists that offers to investors, occupiers, lenders and actors of the real estate industry an independent and unique service offer.



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