

# World Green Building Council

Transforming The Construction Industry  
Through Member Councils Internationally

Nigel Howard  
VP LEED & International

US GREEN BUILDING COUNCIL

Hands up if you believe in the need for  
**continuous** economic growth



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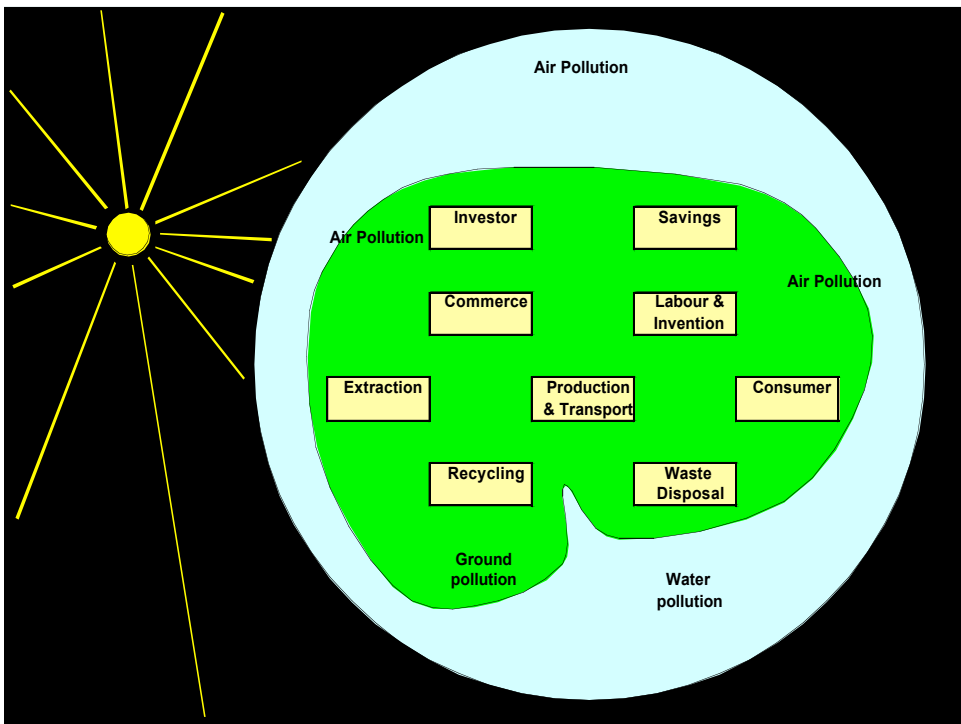
**Green Building Councils do too!**



Hands up if you believe in the need for  
**continuous** economic growth

**Keep your hands up if you believe that the earth  
is flat and extends infinitely in all directions**





## Environmental Impact of Buildings

- 39% of US Primary Energy consumption
- 38% of total U.S. greenhouse gas emissions (27% come from transport)
- 52% of total U.S. Sulphur Dioxide emissions
- 136 million tons of construction and demolition waste in the U.S. ( \_ ton per person/yr)
- 12% of potable water in the U.S. (143 gallons per person/day)
- 40% (3 billion tons annually) of raw materials use globally

BUILDINGS – the 40% sector  
AND Green Building Council Members Get It!

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## World Green Building Council

Founded in San Francisco

1999

US	Spain	Japan	Korea
Canada	(UK)		

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## Objectives of World Green Building Council

- To assist Green Building Councils to form and transform their own markets
- To share information on successful strategies for market transformation
- To have a collective voice in international affairs and in fund-raising
- To develop a common understanding on difficult issues

**Some of these Councils may want to  
license LEED from USGBC**



## Members

**Australia** - Green Building Council of Australia ([www.gbcaus.org](http://www.gbcaus.org))  
Maria Atkinson, Executive Director ([info@gbcaus.org](mailto:info@gbcaus.org))

**Canada** – Canada Green Building Council ([www.cagbc.org](http://www.cagbc.org))  
Alex Zimmerman, President ([info@cagbc.org](mailto:info@cagbc.org))

**India** - Indian Green Building Council  
Sundaresan Raghupathy, Senior Advisor ([s.rahupathy@cionline.org](mailto:s.rahupathy@cionline.org))

**Japan** – Japan Green Building Council ([www2u.biglobe.ne.jp](http://www2u.biglobe.ne.jp))  
Takatoshi Ishiguro ([green\\_building@msa.biglobe.ne.jp](mailto:green_building@msa.biglobe.ne.jp))

**Mexico** – Mexico Green Building Council  
Cesar Ulises Trevino, President ([utrevino@green-building.biz](mailto:utrevino@green-building.biz))

**Spain** – Spain Green Building Council  
Aurelio Ramirez-Zarzosa ([zeta3@caminos.recol.es](mailto:zeta3@caminos.recol.es))

**United States** – US Green Building Council ([www.usgbc.org](http://www.usgbc.org))  
Rick Fedrizzi, President & CEO, ([rfedrizzi@usgbc.org](mailto:rfedrizzi@usgbc.org))

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## World Green Building Council Austin Texas – November 2002



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## World Green Building Council

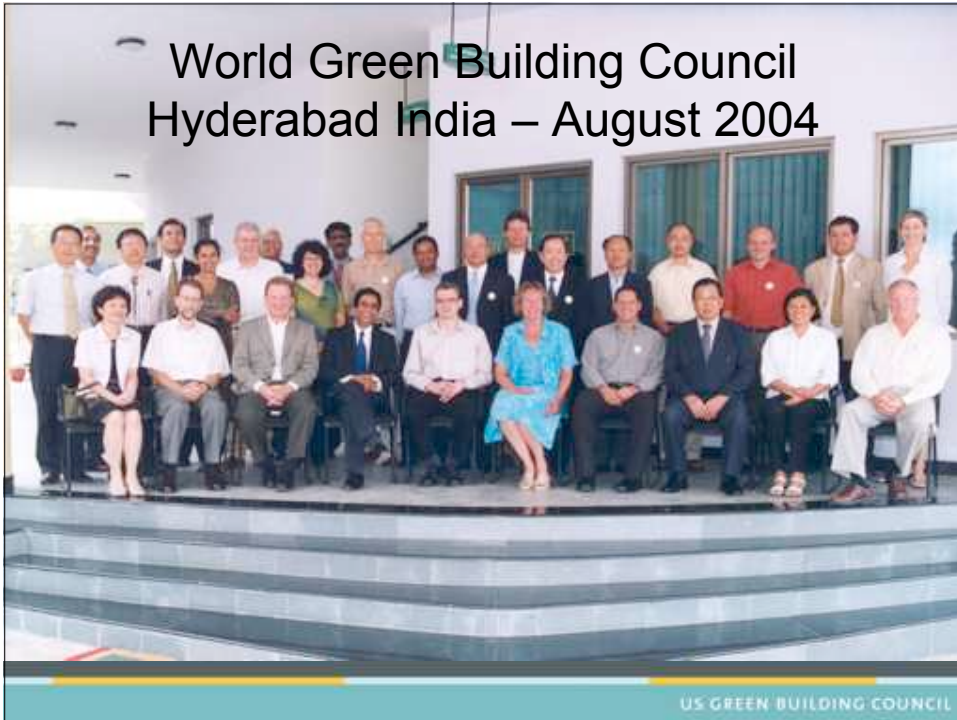
US	Canada	Australia	Spain
Japan	Korea	India	Mexico
(Taiwan)	(Brazil)	(Israel)	(UK)
(France)	(Hong Kong)	(South Africa)	(UAE)
(China)	(Taiwan)	(Italy)	

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## World Green Building Council Sydney Australia – August 2003



## World Green Building Council Hyderabad India – August 2004



## But What do Green Building Councils Do?

- Establish an inspiring mission



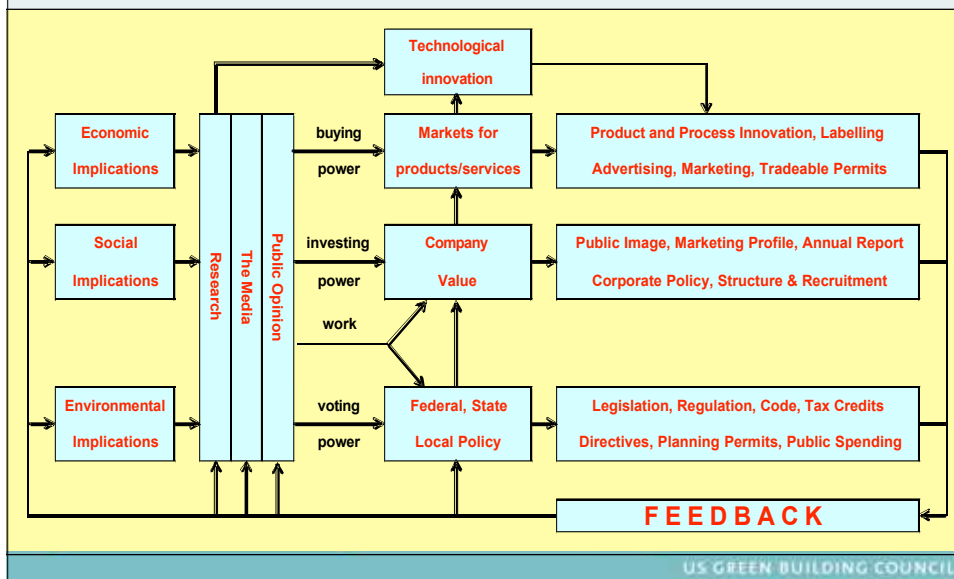
# Mission of the USGBC

“The U.S. Green Building Council is the nation’s foremost coalition of leaders from across the building industry working to promote buildings that are environmentally responsible, profitable and healthy places to live and work.”

Transform the market!

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# Drivers for Change



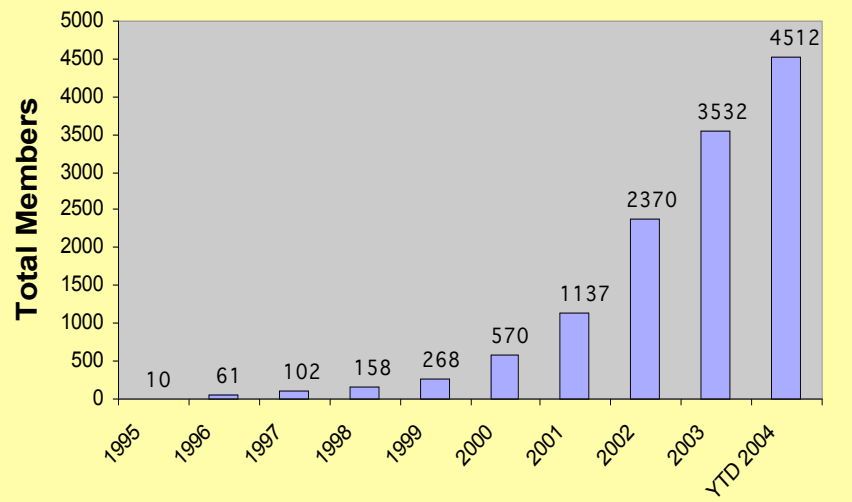
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## But What do Green Building Councils Do?

- Establish an inspiring mission
- Build a coalition of members from all stakeholders in Green Building and real estate

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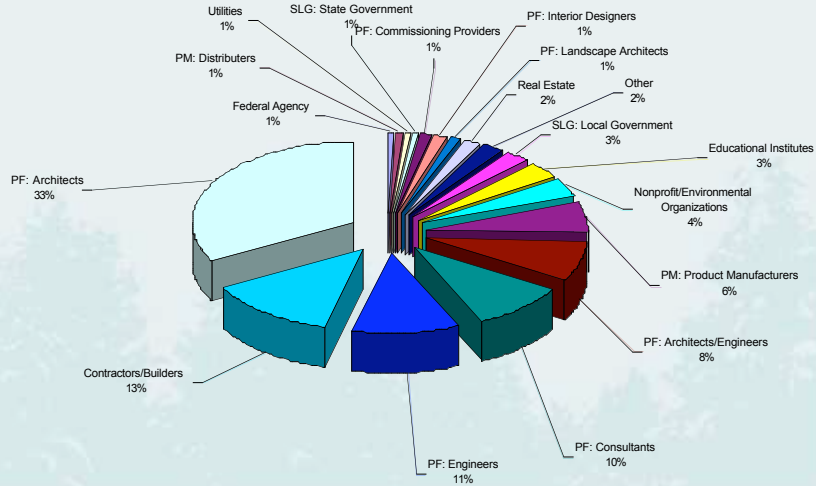
### US Membership Growth



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# Membership Diversity

Quarter 1 2004 Percentage of USGBC Member Companies by Category



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www.usgbc.org

Log in | Your Account | Contact | Search

ABOUT USGBC | JOIN | LEED | RESOURCES | NEWS | EVENTS | MEMBERS | EMPLOYERS

## Welcome to the U.S. Green Building Council

The Council is the nation's foremost coalition of leaders from across the building industry working to promote buildings that are environmentally responsible, profitable and healthy places to live and work.

**NEWS**

- LEED-EB Public Government Parking Opens
- Advocacy Initiative
- Scholarships for Minority Students
- Trade Association Draft Background Paper
- News: Greenbuild 2003 Presentations

Project: America Honda Regional Training & Distribution

Select a LEED Project:

**LEED** Visit the LEED Web Site:

[Certified Programs](#)  
[Professional Accreditation](#)  
[Project Registration](#)  
[Credit Interpretations](#)

**greenbuild** Visit the 2003 Greenbuild Web Site:

International Conference & Expo  
 November 10-12, 2004  
 Portland Convention Center  
[Register Now!](#)

**MEMBERSHIP:**  
 Become a member of the U.S. Green Building Council!

**TRAINING & WORKSHOPS:**  
 Attend a training workshop in your area. Learn more today!

Contact | Privacy Policy | Terms and Conditions | Search | Site Index  
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**WWW.usgbc.org**

## But What do Green Building Councils Do?

- Establish an inspiring mission
- Build a coalition of members from all stakeholders in Green Building and real estate
- Develop and administer consensus based, practical tools for environmental assesement, LEED, Green Stars, CASBEE, Taiwan GB Rating System

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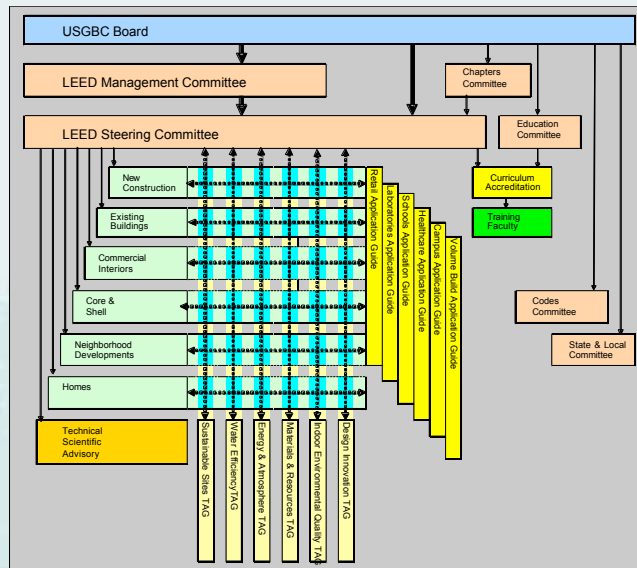


- Leadership in Energy and Environmental Design
- An environmental assessment and certification tool for buildings
- Distinguishes the best in the market
- Certified, Silver, Gold, Platinum Certification
- Easily used by policymakers – especially State & Local Government

**Easy to criticize – difficult to replace**

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# LEED® Committee Volunteers



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The screenshot shows the USGBC website homepage with the following elements:

- Header:** USGBC logo, navigation links (Home, LEED, Resources, News, Events, Members, Chapters), and a search bar.
- Main Content:**
  - Welcome to the U.S. Green Building Council:** A introductory message stating the Council is the nation's foremost coalition of leaders from across the building industry working to promote buildings that are environmentally responsible, profitable and healthy places to live and work.
  - NEWS:** A list of recent news items with circular icons, including "LEED-EB Public Government Parking Opens", "Advocacy Initiative", "Submitters for Ongoing Specimens", "Trade Association Draft Background Paper", and "News: Greenbuild 2003 Presentations".
- Project Showcase:** A section titled "Project: America Honda Regional Training & Distribution" with a "Select a LEED Project:" dropdown menu.
- LEED & Greenbuild Links:**
  - LEED:** "Visit the LEED Web Site:" with links for "Certified Projects", "Professional Accreditation", "Project Registration", and "Credit Interpretations".
  - Greenbuild:** "Visit the 2003 Greenbuild Web Site:" with links for "International Conference & Expo November 10-12, 2004", "Professional Convention Center", and "Register Now".
- Membership & Training:**
  - MEMBERSHIP:** "Become a member of the U.S. Green Building Council".
  - TRAINING & WORKSHOPS:** "Attend a training workshop in your area. Learn more today!".
- Footer:** Contact information, privacy policy, terms and conditions, search bar, and copyright notice: "Copyright (c) 2004 U.S. Green Building Council. All Rights Reserved." The website URL **WWW.usgbc.org** is prominently displayed in red.

## GBC's can use any rating systems

- Australia – Green Stars
- Japan – CASBEE
- Spain – VERDE
- (Norway – Okoprofile?)
- (UK – BREEAM?)
- (France – Equer?)
- Canada – LEED under license + Green Globes
- India – LEED under license

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- Provide a focus for green building networking, business, education, advocacy, political influence - Chapters

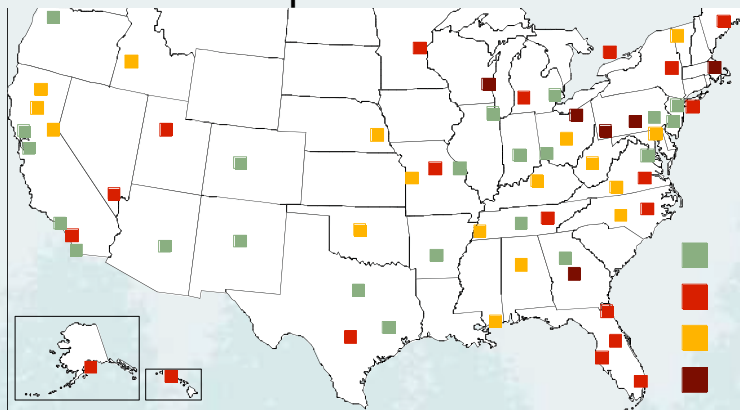
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# The Chapters



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## Local Action and Advocacy US Chapters & Affiliates



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## Greenbuild Conference – Networking USA



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The screenshot shows the homepage of the U.S. Green Building Council (USGBC) website. At the top left is the USGBC logo. A navigation menu includes links for ABOUT USGBC, HOME, LEED, RESOURCES, NEWS, EVENTS, MEMBERS, and CHAPTERS. The main content area features a large image of a modern building with the caption "Project: America Honda Regional Training & Distribution". To the right, a "Welcome to the U.S. Green Building Council" message is followed by a "NEWS" section with a list of recent articles. Below this are three promotional boxes: "LEED" with links to "Certified Projects", "Professional Accreditation", "Project Registration", and "Credit Interpretations"; "greenbuild" with information about the "International Conference & Expo" on November 10-12, 2004, at the "Portland Convention Center" and a "Register Now" link; and "MEMBERSHIP" with a link to "Become a member of the U.S. Green Building Council". A "TRAINING & WORKSHOPS" section offers to "Attend a training workshop in your area. Learn more today!". The footer contains contact information, a privacy policy, terms and conditions, and the website URL [www.usgbc.org](http://www.usgbc.org).

## But What do Green Building Councils Do?

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- Develop and administer consensus based, practical tools for environmental assessment, LEED, Green Stars, CASBEE, Taiwan GB Rating System
- Provide a focus for green building networking, business, education, advocacy, political influence - Chapters
- Differentiate markets to give Green Building a market edge

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## Differentiate the Market

- LEED rated buildings
- LEED Accredited Professionals
- Press, PR and marketing
- Web site – [www.usgbc.org](http://www.usgbc.org)

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- Differentiate markets to give Green Building a market edge
- Serve the public interest as not-for-profit organization
- Have more fun than anyone else!!





## To Join WGBC

- Check that your mission and objectives are aligned to those of WGBC
- Check that there is no other group already active in your country already participating in WGBC activities – if so, collaborate!?
- Come and find out more by affiliating with WGBC
- Join as a full member via WGBC web site ([www.worldgbc.org](http://www.worldgbc.org))

## Conclusion

- Green Building Councils aim to transform construction and real-estate working in tune with business
- World Green Building Council is a coalition of Green Building Councils Internationally – started 1999
- Purpose – to assist national GBC's to get started and progress
- 8 Member Councils – many more forming
- USGBC provides an example –
  - Not for profit
  - Broad coalition of over 5,000 members
  - Chapters
  - LEED rating & assessment tool
  - LEED training, workshops, professional accreditation program
- Other Green Building Councils similar activities
- Other Green Building Councils use other rating systems – Green Stars Australia, Taiwan Green Building Rating System, Korean Green Building Rating System
- Some license LEED from US – Canada, India, (Mexico)