



# Become World Green Building Council's Partner in MENA

With Green Building Councils (GBCs) in **over 70 countries** and **27,000 member companies**, WorldGBC is the largest global network advancing green building –and we continue to grow.

Work side by side with us as a Regional Partner as we transform the industry to make all buildings and communities sustainable, enabling us to thrive on our planet today and in the future.

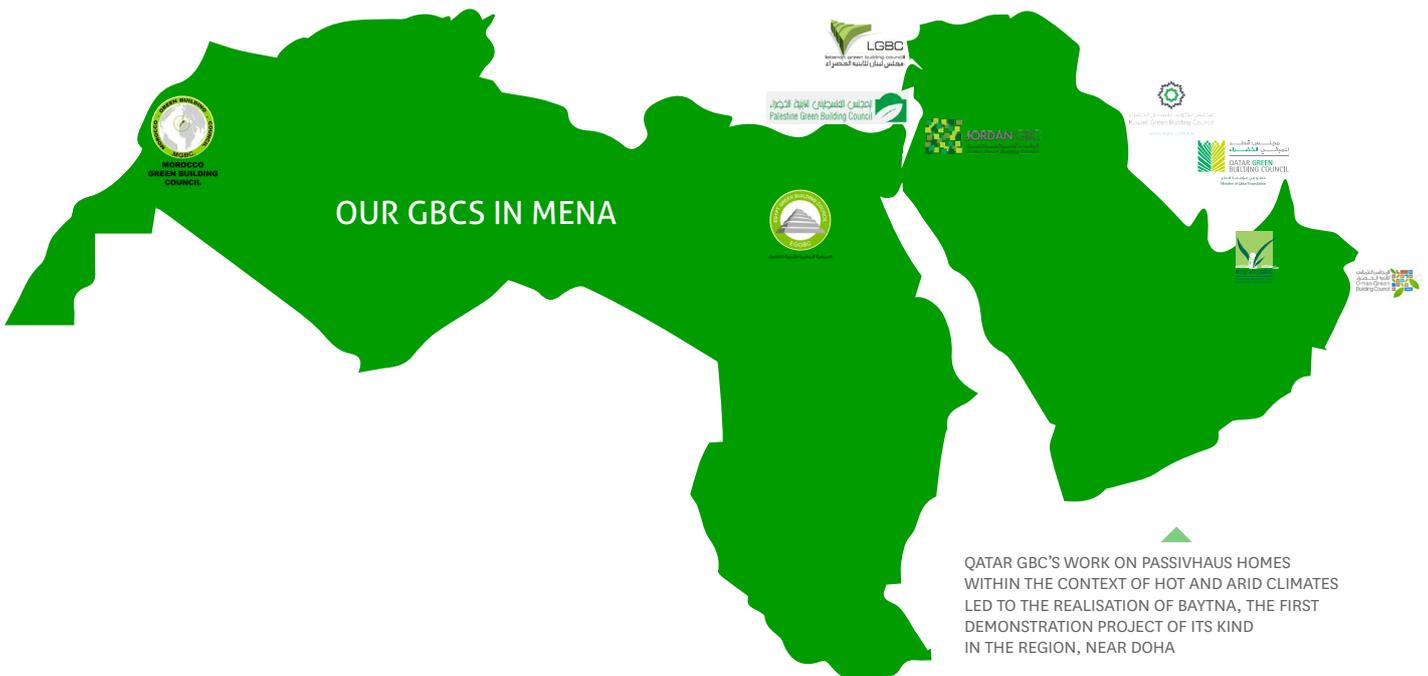
The Middle East and North Africa region is currently home to over 350 million people, and its population growth has been characterised by rapid urbanisation. This is projected to continue, with urban population expected to double from 2010 to 2050, from 200 million to nearly 400 million. This means a large demand for buildings, complicated by the challenges of conflict-induced displacement of people.

Yet the MENA region is also set to be critical for the growth of green building globally over the next few years. GBCs in our MENA Network are responding to challenges and opportunities on the ground, ensuring that the region's buildings ensure a high quality of life for people, minimise negative impacts on the environment, and maximise economic benefits.

JORDAN GBC HAS LED SEVERAL PUBLIC ENVIRONMENTAL AWARENESS CAMPAIGNS, SET UP A COMPREHENSIVE GREEN TRAINING ACADEMY, AND HELPED PEOPLE TO FIND GREEN JOBS THROUGH THEIR SECTOR SPECIFIC GREEN JOBS PORTAL

LEBANON GBC HAS DEVELOPED AND IS IMPLEMENTING THE ARZ BUILDING RATING SYSTEM AND IS COLLABORATING WITH THE LEBANESE STANDARDS INSTITUTION TO PREPARE NATIONAL GREEN STANDARDS FOR BUILDING

EMIRATES GBC HAS BEEN AT THE FOREFRONT OF THE UAE'S GREEN BUILDING MOVEMENT, FROM SHAPING POLICIES AND DEVELOPING RATING TOOLS, TO CREATING TECHNICAL GUIDELINES FOR RETROFITTING EXISTING BUILDING



## WORLDGBC'S REGIONAL NETWORKS EMPOWER GBCS AND ACCELERATE CHANGE

Our Regional Networks are powerful, collaborative platforms where GBCs can effectively exchange knowledge, generate new ideas and design solutions that speed up green building in their own markets and across the region.

Regional Networks also allow GBCs to address the challenges and opportunities that are most relevant to their regional context (e.g. renovation in Europe, or new buildings in Africa), thereby focusing their work where it can have the most impact.

Regional Networks have been proven to:



**Accelerate the development of GBCs** by enabling WorldGBC to work more closely with them to build their capacity in areas such as leadership, education and industry best practice, so they are best-equipped to transform building within their own countries.



**Increase their impact** by providing the platform through which successful green building programmes can be scaled-up and replicated across different countries – and at the same time creating stronger alignment within the green building movement.



**Strengthen collaboration** by creating a regional mechanism through which national GBCs can collaborate with other multilateral and regional entities such as UNEP, WRI, development banks, the EU and other organisations with a common mission.

## HOW PARTNERING WITH WORLDGBC BRINGS VALUE TO YOUR COMPANY

Our GBCs work to create the market conditions within which green buildings and sustainable communities can flourish. Investing in GBCs and their collective work is one of the most effective ways of accelerating the growth of the green building market and your company's share in that market.

Companies can become Regional Partners only if they are already members of one or more national GBCs. Increasing your investment to the regional level strengthens GBC's ability to not only impact local and national markets, but transform building across entire regions.

**As a Regional Partner, your company also benefits from:**

- Being **positioned as a green building leader** through participation in high profile platforms (e.g. Buildings Day at COP)
- Increased **brand exposure and marketing** through our communication channels
- Opportunities to **network with key influencers** in the region
- Access to **regional market intelligence**

**Becoming a Partner of WorldGBC in MENA requires an annual contribution of \$30,000 USD. The insight and involvement of your team in our activities is a key investment to ensure you take full value from being a Partner.**

## CASE STUDY

### THE WORLD'S LARGEST COLLABORATIVE PROJECT ON BUILDING RENOVATION

The Europe Regional Network (ERN) is our most developed Network. Established in 2011 it has shown that regional collaboration can achieve incredible results.

Last year the ERN was awarded a 2.35 million Euro grant from the EU to roll out its BUILD UPON project aimed at empowering national governments to design and implement robust 'national renovation strategies'.

In just one year the project has brought together 13 countries, launched a series of 80 European events that aim to bring together more than 1,000 organisations, and developed the "RenoWiki", an online portal that gathers real-life initiatives on building renovations in Europe, that currently holds more than 550 such initiatives.

In addition to collaborative projects, the Network has seen increased growth in its GBCs. Since 2011, four GBCs have progressed to Established status, two to Emerging status and three to Prospective status - giving the Network a total of 11 Established GBCs, five Emerging and eight Prospective - our largest Network globally.

All this could not have been achieved without the commitment and support of our Europe Regional Partners.

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The Europe Network has emerged as the voice of the green building sector in Europe, consolidating the views of stakeholders and collectively driving for the common vision across European markets that is essential to achieve transformative change.

Roy Antink,  
former Director Green Support, Skanska AB

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Buildings are a major opportunity for Europe, but as a single link in the whole value chain we realise that only through collaboration with the entire chain can true changes materialise. WorldGBC brings this chain together.

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Vincent Briard  
Head of Sustainability, Products & Buildings  
Knauf Insulation

To find out more about becoming a WorldGBC Regional Partner [contact Dominika Czerwinska, Director of Membership and Regional Networks, \[dczerwinska@worldgbc.org\]\(mailto:dczerwinska@worldgbc.org\)](#)