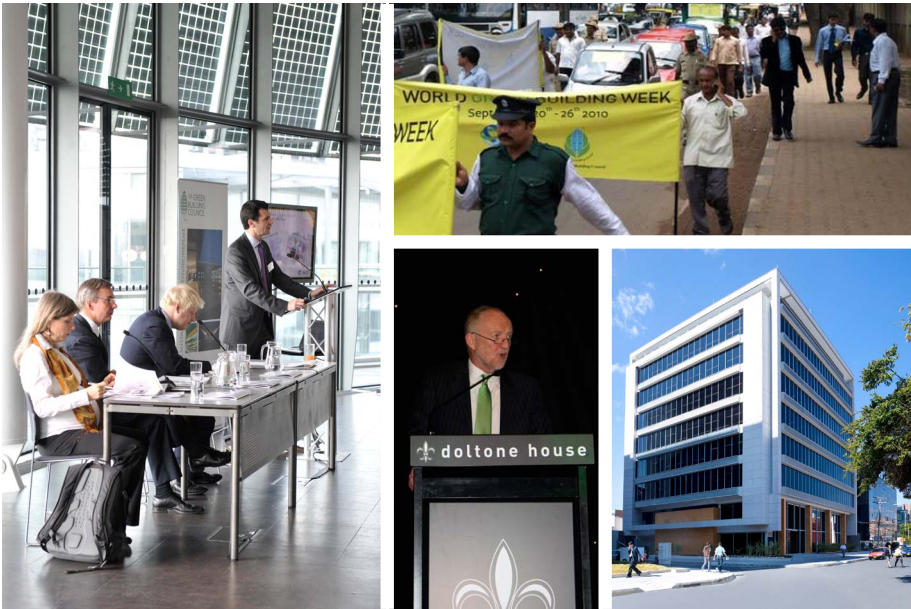


# WORLD GREEN BUILDING WEEK 2010

## SEPTEMBER 20-26



Green building councils around the world, together with their members, promote and celebrate green building.



WORLD GREEN BUILDING COUNCIL

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### WORLDGBC MEMBERSHIP

World Green Building Week is celebrated annually to draw attention to the role of green buildings in the creation of healthier, more sustainable communities. Each year during the third week of September, green building councils and their members from around the world celebrate this occasion with events and activities that reflect the diversity of their cultures and industries. This report presents an overview of the types of events that took place in 25 countries during World Green Building Week 2010.

WorldGBC's Special Report [Tackling Global Climate Change - Meeting Local Priorities](#) was officially launched on the first day of World Green Building Week 2010. The report demonstrates the important role that green buildings can play in providing social and economic benefits such as affordable housing, job creation and disaster recovery. It also brings together exemplary case studies from around the world and provides evidence of how green buildings have been used effectively to meet local needs. The full report can be downloaded from [www.worldgbc.org](http://www.worldgbc.org).



Plans for World Green Building Week 2011 are beginning to take shape — the celebration will be taking place between September 19 - 23, 2011. Please visit the [WorldGBC website](#) to stay up to date on progress and to learn about how your organization can get involved and join the celebration!

**Front Cover: Left:** Paul King, CEO of the UK-GBC gives a presentation at London City Hall **Top:** World Green Building Week celebrated in the streets with the Honourable Chief Minister of Karnataka, B S Yeddyurappa in Bangalore, India **Right:** The first LEED certified building in Colombia **Centre:** Tony Arnel, Chair of the World Green Building Council speaking at the Green Tie Gala, hosted by GBC Australia.

Report design and editing: Jason Neudorf and Nicole Lulham.

# AFRICA

## SOUTH AFRICA

The Green Building Council of South Africa (GBCSA) organized their annual conference and exhibition during World Green Building Week. The event was a great success, with a strong programme of local and international speakers, including two high-level government representatives who expressed interest in broadening dialogue with the Green Building Council and finding mutually beneficial ways to work together. Since it began 3 years ago, the annual event has advanced considerably and the level of debate and discussion is increasingly sophisticated. Key themes included green communities and cities, as well as government-private sector partnerships and initiatives. A large portion of the programme was also dedicated to better understanding the GBCSA rating tool and case studies on certified buildings.

- **More than 750 participants overall**
- **Annual conference and regional network meeting**

GBCSA also hosted Africa GBC Day, where members of the Africa Regional Network and individuals interested in initiating new green building councils came together to discuss and identify opportunities for mutual support and how to advance the green building agenda across the continent.



GBCSA annual conference in Cape Town, South Africa

## MIDDLE EAST & NORTH AFRICA (MENA)

### QATAR

- **More than 450 participants overall**
- **Conference, seminar, and media event**

The Qatar Green Building Council (Qatar GBC) marked World Green Building Week with a conference, seminar and media roundtable. The theme for the two day conference was *Humanization of Cities of Tomorrow* and it was attended by 300 participants including His Excellency Sheikh Abdul Rahman bin Khalifa bin Abdulaziz Al-Thani – Minister of Municipality and Urban Planning in Qatar. Speakers included representatives from academia, other Green Building Councils, the World Bank and other leaders from the building and planning sector. The focus of the conference was how cities can foster sustainability and economic growth, while emphasizing the 'human factor' in cities. The seminar, *The changing ecology of Qatar: A new paradise*, was part of an ongoing series, Doha Green Discussions. Finally, Qatar GBC also hosted 25 media representatives for a roundtable discussion.

### UNITED ARAB EMIRATES

The Emirates Green Building Council (EGBC) collaborated with Estidama, a sustainability program managed by the Abu Dhabi Urban Planning Council (UPC), to hold a series of high-profile meetings during World Green Building Week. The focus of the meetings was to increase awareness of Estidama's Pearl Rating System (PRS) among relevant stakeholders. The PRS is the Arab world's first sustainability rating mechanism, designed to

promote and evaluate the environmental performance of buildings. During the meetings, representatives of EGBC and Estidama addressed the importance of green credentials for the UAE economy, environment, society and culture, by focusing on how the PRS will drive sustainability in government and non-government buildings, communities, and villas.



*Humanization of Cities of Tomorrow Summit in Qatar*

# AMERICAS

## BRAZIL

The Green Building Council of Brazil (GBC Brazil) hosted an International Conference and Expo to celebrate World Green Building Week. The conference included workshops, keynote presentations, an exhibition hall, and technical tours. Among the 59 speakers were Lair Krähenbühl, Secretary of State for the São Paulo Housing Authority and Scot Horst, Senior Vice-President LEED at the USGBC. The event was so successful that plans are already underway for an expanded conference and expo in 2011.

- **More than 1100 participants overall**
- **59 speakers including senior government officials from Brazil and green building experts from around the world**

## CANADA

- **Webinar for members**
- **Green Building Festival with conference, expo and building tours**
- **Member events**

The Canada Green Building Council (CaGBC) celebrated World Green Building Week by hosting a webinar for its members, *Performance Matters: Results and Insights from CaGBC's [GREEN UP Program](#) for Existing Buildings*. The webinar explored how buildings are performing collectively in the GREEN UP program and how property owners are able to use that knowledge to improve their operations and direct retrofits and re-commissioning. Members of the CaGBC also hosted events, including B+H Architects who held presentations and a reception on the 40th floor of the RBC Centre, Canada's first major LEED Gold certified office building. Sustainable Buildings

Canada also hosted the 6th Annual *Toronto Green Building Festival*, which attracted 15,000 visitors and more than 400 exhibitors with workshops, tours and keynote speakers including Jeremy Rifkin.

## CHILE

The focus for the Chile Green Building Council (Chile GBC) during World Green Building Week was on policy and education. A LEED training course took place that week, which was attended by about 50 building and construction professionals. The Chile GBC also participated in a seminar with the Ministry of Energy and Health on energy efficiency in public health care facilities. Finally, a Memorandum of Understanding was signed between the Chile GBC and the Ministry of Housing and Urbanism to promote green building through housing and urban planning policies.

## COLOMBIA

The Colombia Green Building Council (Colombia GBC) celebrated World Green Building Week by hosting a conference focused on identifying local solutions to climate change. The conference demonstrated how better building practices not only reduce carbon footprints and resource consumption, but also help achieve a variety of social, environmental and economic objectives, including affordable housing provision, job creation, strengthening local economies and disaster recovery.

The Minister of Environment, Housing and Urban Planning, Beatriz Uribe, and the Director of the Valle de Aburrá Metropolitan Area, Mauricio Facio Lince, discussed how there is a clear commitment from the public sector to create the conditions that enable private sector efforts towards green building practices. Colin Turnbull from Atkins Global emphasized early involvement of the community in urban projects, from

- **More than 200 participants overall**
- **International speakers**
- **Involvement of senior officials from different levels of government**

small scale street projects to larger projects such as the urban regeneration intervention for the London 2012 Olympics. The project of Hammarby Sjostad in Sweden, presented by Richard Mullane of Living Projects, highlighted the need to implement a holistic approach through an integrative model of waste disposal, energy production and water production.

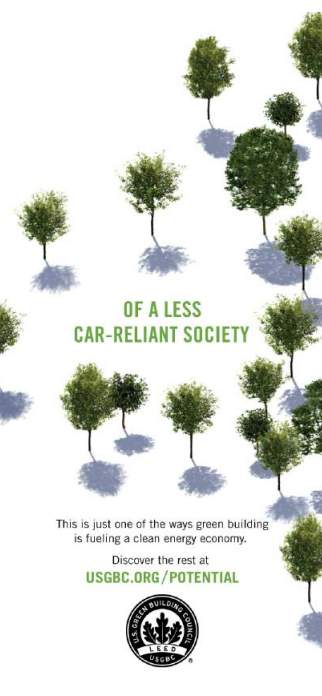
## MEXICO

The Mexico Green Building Council (Mexico GBC) held a series of presentations with business and community leaders in the nation's three largest cities. The goal of the presentations was to raise awareness about the impact of the built environment on climate change, and the potential for emission reductions through green building policies. Both personal and institutional pledges to promote and adopt green building measures were integrated into the sessions.

## UNITED STATES

The US Green Building Council (USGBC) marked World Green Building Week with an advertising campaign that ran on the Washington, D.C. metro system. The campaign was viewed by over 30 million metro riders, including elected officials and decision-makers in the national capital. A set of three ads use the phrase *Realize the Potential* coupled with concrete results from reputable studies that illustrate the promise of green building: [7.9 million green jobs](#); [a less car-reliant society](#); and [\\$140 billion in energy savings](#). The ads conclude by noting that "This is just one of the ways green building is fueling a clean energy economy" and invites viewers to "Discover the rest at [usgbc.org/potential](#)." A complementary set of *Realize Your Potential* ads are currently in development to tie professional development and education to the broader campaign. The USGBC also distributed the WorldGBC Special Report press release to over 5000 media representatives during World Green Building Week.

- **Green building ad campaign aimed at federal policy makers**
- **Massive press release for WorldGBC Special Report**



**A, B:** GBC Brazil International Conference and Expo **C:** The LEED Gold certified RBC Centre in Toronto, Canada where CaGBC members B+H Architects held an event **D:** Sample from the USGBC ad campaign which was displayed on the Washington D. C. metro system during World Green Building Week.

# ASIA PACIFIC

## AUSTRALIA

The Green Building Council of Australia (GBCA) held a Green Tie Gala Dinner, a networking function for the visiting China GBC delegation, and also encouraged member companies to support World Green Building Week by hosting their own event. Over 20 member companies showed their support by hosting site tours, educational workshops, product and website launches, thought-leadership competitions and panel discussions. Some highlights include:

- Investa launched the [Green Buildings Alive!](#) website which shares data from 53 Australian commercial properties over a 7 year period, and invites other building owners to contribute their data.
  - AMP Capital displayed its sustainable evolution in foyers of five offices around Sydney.
  - WSP Lincolne Scott ran an internal thought-leadership competition asking staff to imagine what a green building will, or should, look like by World Green Building Week 2020.
- **Green Tie Gala with 220 attendees**
  - **Networking event with ChinaGBC**
  - **20+ member company events**
- Austrade's ASEAN Infrastructure Team hosted a series of roundtables, workshops and luncheons with representatives from local green building councils, architects, developers and other partners in Indonesia, Malaysia, Singapore, Vietnam and the Philippines. The events showcased Australian capability and attracted considerable interest from across the region with over 90 participants attending.

## INDIA

In India, World Green Building Week was celebrated with eight events hosted by the India Green Building Council (IGBC), IGBC Chapters, and their member companies. The events took many different forms and included green building tours, roundtable discussions, seminars, a magazine launch, a tree planting, and a bicycle rally. Forestry Minister, Mr. Benoy Viswom of Kerala, inaugurated the celebrations in the IGBC Cochin Chapter. Elected representatives, government officials and voluntary organizations took part in events hosted by other IGBC Chapters that highlighted the importance of green buildings.

- **More than 1700 participants overall**
- **8 unique events across the country**
- **Events organized by IGBC, IGBC chapters, and member companies**



**A:** Healthy Indoor Environment Quality Conference in Taiwan **B:** Networking Lunch in Indonesia with Austrade **C:** BERDE rating tool plenary session in the Philippines **D:** Christopher dela Cruz, President of the PhilGBC speaking at the World Green Building Week luncheon **E:** *Green Building: Toward Eco-City* workshop in Taiwan **F:** School children at CII-Sohrabji Godrej Green Business Centre, Hyderabad, India **G:** IGBC members hosting events.

# ASIA PACIFIC

## INDONESIA

Together with Austrade, the Green Building Council of Indonesia (GBCI) hosted the Association of Southeast Asian Nations (ASEAN) roundtable in Jakarta for World Green Building Week. The roundtable was an informal luncheon and included GBCI members, media, architects and Austrade delegates. The luncheon focused on the latest developments in green building and opportunities for partnership between Indonesia and Australia in the green building sector.

## NEW ZEALAND

The New Zealand Green Building Council (NZGBC) celebrated World Green Building Week in Wellington and Auckland with the presentation of a [position paper](#) on the value proposition for green building in New Zealand. The presentation included opportunities for networking and was followed by a panel discussion with industry leaders.

## PHILIPPINES

- **International networking event**
- **Plenary to discuss newly developed rating tool**

The Philippine Green Building Council (PhilGBC) marked World Green Building Week with a plenary workshop for government officials, a public consultation event, and an international networking event. Both the plenary and the public consultation focused on BERDE, the new flagship rating tool being developed by PhilGBC. The official launch of BERDE—which stands for *Building for Ecologically Responsive Design Excellence*—took place in November 2010. The BERDE plenary was held in Quezon City which is the first local government to have passed a Green Building Ordinance. The second event, a networking luncheon, was held in cooperation with Austrade in Manila.

## SINGAPORE

The Singapore Green Building Council (Singapore GBC) celebrated World Green Building Week with four landmark events. The annual WorldGBC Congress took place in Singapore with representatives from GBCs around the world. This was immediately followed by the Singapore GBC bi-annual conference. Both events attracted over 600 attendees and also included participation by government officials. An official meeting of the Asia Pacific Regional Network of GBCs also took place that week. The fourth event, a UNEP (United Nations Environment Programme) roundtable was held during World Green Building Week as well. This was the first of two regional workshops which are being conducted to produce a Regional Status Report. The report will provide an overview of the policies and initiatives in various South-East Asian countries that promote the development of sustainable buildings.

- **UN roundtable**
- **WorldGBC regional network meeting**
- **More than 1200 participants overall**

## TAIWAN

- **More than 2600 participants overall**
- **Green building tours in several cities**

The Taiwan Green Building Council (Taiwan GBC) commemorated World Green Building Week by holding two workshops and offering green building tours in numerous cities. The workshops — *Healthy Indoor Environment Quality Conference* and *Green Building: Toward Eco-city* — were presented by prominent academics and public officials. All events were very well attended and also included government involvement.

# EUROPE

## BULGARIA

The Bulgarian Green Building Council (BGBC) hosted a special cocktail and networking evening to celebrate both World Green Building Week and their recently achieved Prospective GBC status. The event took place at the Serdika Center, a pilot project of the new Bulgarian green building rating tool. Representatives from the Ministry of Regional Development delivered the keynote address, and municipal representatives were also in attendance.

## IRELAND

- **Involvement of senior politicians**
- **Collaboration with other organizations to host events**

The Irish Green Building Council (Irish GBC) commemorated World Green Building Week with a public lecture and an exclusive breakfast event. In collaboration with the Institute of Environmental Management and Assessment, the lecture included three speakers and addressed skills and training for an energy efficient economy and an update on the EU Energy Performance of Buildings Directive (EPBD). The breakfast briefing, which was also done in collaboration with other organizations, was focused on integrated design and promoting the idea that good, green design is about working across disciplines, throughout the project from pre-planning to post-occupancy. Ciarán Cuffe, Minister of Planning and Heritage was one of several speakers at the event.

## ISRAEL

The Israel Green Building Council (ILGBC) took to the airwaves for World Green Building Week. On two different radio programs, representatives of the ILGBC discussed the building situation in Israel and made the case for green building. The ILGBC promoted and distributed the WorldGBC Special Report, and several news articles on green building were published in the Israeli press throughout the week.

## ITALY

The Green Building Council of Italy (GBC Italia) marked World Green Building Week with an international conference in Rome, *LEED Italia for Sustainable Territory and Neighborhoods*. The conference, which was open to the public, featured a roundtable, an international keynote address, and debate on the LEED rating system in Italy. The official LEED Italia guidebook was also promoted and available for purchase at the conference.

- **Conference on new rating tool with international speakers**

## POLAND

The Polish Green Building Council (PLGBC) hosted a sustainable buildings press conference in Warsaw. The event included a presentation on the benefits of green building and the role of the WorldGBC and local GBCs in leading the transformation of the market. It was followed by an expert panel and question and answer session. The PLGBC invited over 140 government, media, and NGO representatives. This free event was also open to professionals and students, with a goal of raising awareness of the issue.

## ROMANIA

World Green Building Week in Romania included a celebration of Romania Green Building Council's (RoGBC) 2nd anniversary, a press conference, and the launch of RoGBC Transylvania Chapter. The new chapter was launched after repeated requests from businesses in Transylvania that wanted to have more local green building events and initiatives.

Romania has seen increasing media interest in green building, demonstrating that the general public is more aware of and open to the topic than in previous years. The Money Channel TV, one of Romania's top business news channels, had a special program featuring RoGBC and its members. The program covered World Green Building Week, the [Tackling Global Climate Change – Meeting Local Priorities](#) report and the green building movement in Romania. Finally, the second annual *Greening our Hotels* conference also took place during World Green Building Week.

- **Special events to celebrate 2nd anniversary and launch new chapter**
- **Green building television feature on major business network**
- **Conference on greening hotels**

## RUSSIA

The Russia Green Building Council (RuGBC) celebrated World Green Building Week with a Gala Networking Breakfast and a joint press conference with the Ministry of Natural Resources. The theme for the breakfast was *Past, Present and Future of Green Building*. Zero carbon housing and cutting edge building projects from around the world were among the topics discussed by RuGBC staff and leaders from the design and construction industry. The RuGBC also organized a number of events leading up to World Green Building Week including two other breakfast events, a panel discussion, and participation in a forum with government officials on the construction of Olympic facilities for the 2014 Games in Sochi.



**A:** RuGBC participates in a forum on the construction of Olympic facilities for the 2014 Games in Sochi **B:** RuGBC stand at a green building event **C:** RoGBC on Money ChannelTV during World Green Building Week **D:** Speaker at the greening hotels conference in Romania.

# EUROPE

## TURKEY

- **VIP reception and press release**
- **Rating tool training sessions**
- **3 day seminar series**
- **More than 450 participants overall**

The Turkish Green Building Council (CEDBIK) organized a series of events to raise awareness about World Green Building Week. A VIP reception held at the Istanbul Congress Center and was attended by CEDBIK members, government officials, and representatives from media and the private sector. The reception was preceded by a press conference, where numerous interviews were conducted with CEDBIK staff and board members.

CEDBIK also organized LEED and BREEAM training sessions as part of *Build1st*, a construction materials conference. Lastly, CEDBIK held a 3 day seminar series called CEDBIK-Arena, which consisted of panels addressing sustainable buildings and technology, innovative systems and materials, media, sustainable architecture and ethics, and ecology and wellbeing.

## UNITED KINGDOM

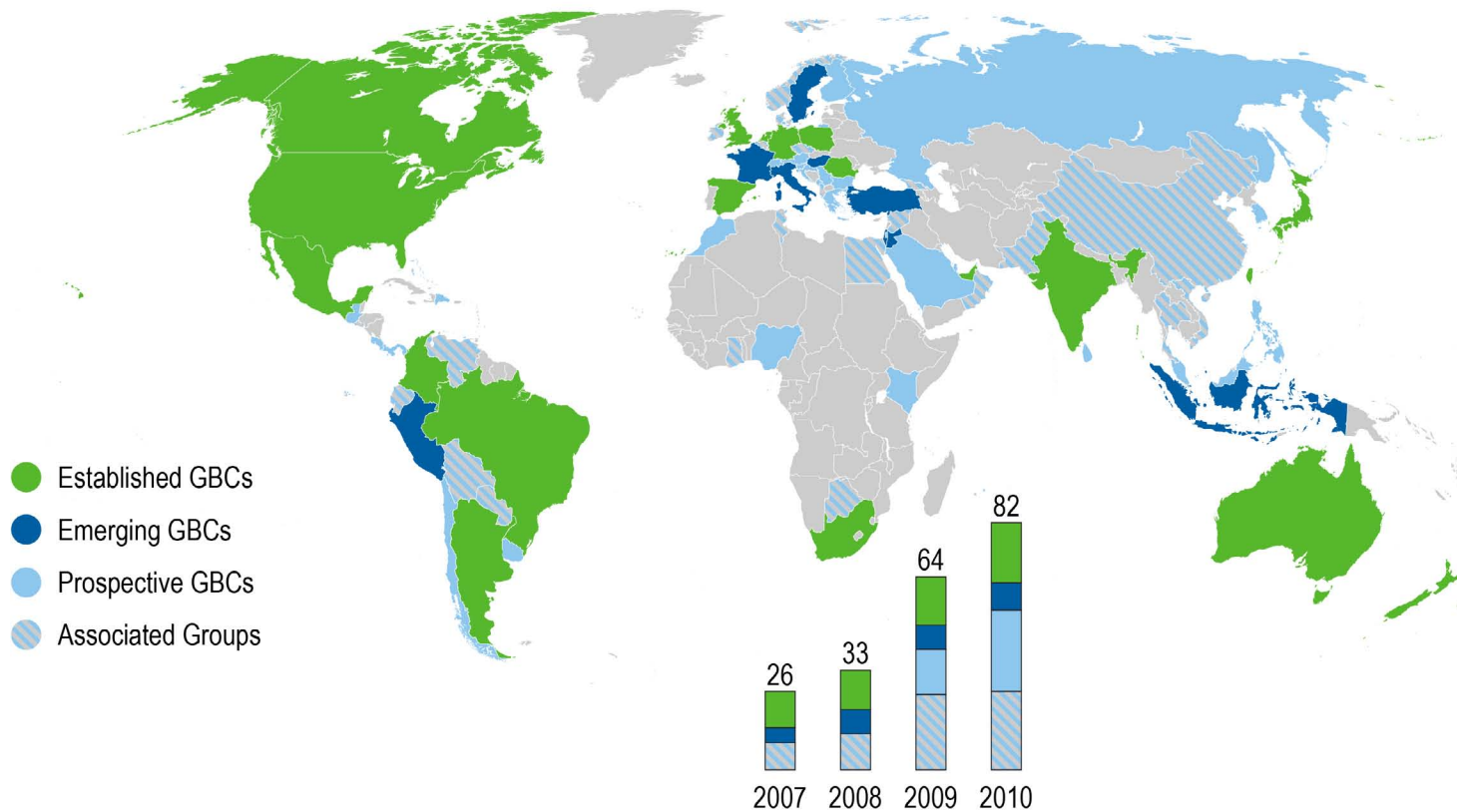
The UK Green Building Council (UK-GBC) kicked off celebrations for World Green Building Week with an event at London City Hall, featuring a panel of speakers including Boris Johnson, the Mayor of London, John Ashton, Special Representative for Climate Change at the Foreign and Commonwealth Office, and Professor Diana Urge-Vorsatz, Climate Scientist with the Intergovernmental Panel on Climate Change (IPCC). After the panelists presented, there was a question and answer period for the audience. The UK-GBC also produced a short [video](#) of the event, Green Building Week 2010, which includes excerpts from some of the speakers.

- **Panel discussion featuring Mayor of London, IPCC scientist and other high level officials**
- **Youtube video**



**A:** UK-GBC celebrates World Green Building Week at London City Hall **B:** CEDBIK event in Turkey **C:** Boris Johnson, Mayor of London, addresses the audience during the UK-GBC event

# WORLDGBC MEMBERSHIP 2010



ESTABLISHED GBCs	EMERGING GBCs	PROSPECTIVE GBCs	ASSOCIATED GROUPS
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- Argentina (2009)
- Australia (2002)
- Brazil (2007)
- Canada (2002)
- Colombia (2009)
- Dutch (2010)
- Emirates (2006)
- Germany (2007)
- India (2001)
- Japan (2001)
- Mexico (2005)
- New Zealand (2006)
- Poland (2010)
- Romania (2009)
- Singapore (2010)
- South Africa (2008)
- Spain (2010)
- Taiwan (2004)
- United Kingdom (2007)
- USA (1993)

- France
- Hungary
- Indonesia
- Israel
- Italy
- Jordan
- Peru
- Sweden
- Turkey

- Austria
- Bulgaria
- Chile
- Costa Rica
- Croatia
- Dominican Rep
- Finland
- Greece
- Guatemala
- Hong Kong
- Kenya
- Malaysia
- Mauritius
- Morocco
- Nigeria
- Palestine
- Panama
- Philippines
- Qatar
- Russia
- Saudi Arabia
- Serbia
- Slovenia
- South Korea
- Sri Lanka
- Switzerland
- Uruguay

- Albania
- Bahamas
- Belgium
- Bolivia
- Botswana
- Cayman Islands
- China
- Czech Republic
- Denmark
- Ecuador
- Egypt
- El Salvador
- Georgia
- Ghana
- Ireland
- Kuwait
- Montenegro
- Norway
- Oman
- Pakistan
- Paraguay
- Syria
- Thailand
- Tunisia
- Venezuela
- Vietnam

## WORLD GREEN BUILDING COUNCIL

WorldGBC is a network of national Green Building Councils from around the world, making it the largest international organization influencing the green building marketplace.

Our mission is to be the global voice for Green Building Councils and to facilitate the global transformation of the building industry towards sustainability.

We foster and support new and emerging Green Building Councils by providing them with the tools and strategies to establish strong organizations and leadership positions in their markets.

Once established, we work closely with councils to advance their common interests by promoting local green building actions as solutions to address global issues such as climate change.

By driving collaboration between international bodies and increasing the profile of the green building market, we work to ensure that green buildings are a part of any comprehensive strategy to deliver carbon emission reductions.

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WORLD GREEN BUILDING COUNCIL

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