



Become World Green Building Council's Partner in Americas

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 Americas are home to ancient civilizations, entrepreneurs and innovators, and communities of dazzling diversity. Yet North, Central, and South America all share the risks that come with growing cities, climate change and resource scarcity. And all recognise that buildings offer a key opportunity to address problems, mitigate risk and improve communities.

North America has the most advanced green building market, with predictions that by 2018 green building in the US will account for more than one third of the entire construction sector. In Canada, green building already represents almost a quarter of the construction workforce. Commercial, manufacturing, hospitality, retail and government sectors continue to drive market uptake of green building, while leveraging green building for schools and affordable housing remains a social priority.

Central and South America have smaller but active green building markets. This region is one of the most urbanised parts of the world, with 80 per cent of people living in cities or urban areas. By 2025, these cities will see more than 20 per cent growth, and be home to over 315 million people. Implementing green building practices will be crucial to ensuring a high quality of life for those who live, work and play in these cities.



AMERICAS REGIONAL NETWORK



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 Americas 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.



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



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.



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