

WORLD
GREEN
BUILDING
COUNCIL

**IMPACT REPORT
2013 – 2014**

June 2014

- ARGENTINA
- AUSTRIA
- AUSTRALIA
- BAHRAIN
- BANGLADESH
- BENIN
- BOLIVIA
- BOSNIA
- BOTSWANA
- BRAZIL
- BRUNEI
- BULGARIA
- CANADA
- CHILE
- CHINA
- CHINESE TAIPEI
- CZECH REPUBLIC
- DENMARK
- DOMINICAN REPUBLIC
- ECUADOR
- EGYPT
- EL SALVADOR
- EMIRATES
- ESTONIA
- FINLAND
- FRANCE
- GEORGIA
- GERMANY
- GHANA
- GREECE
- GUATEMALA
- HAITI
- HONDURAS
- HONG KONG
- HUNGARY
- INDIA
- INDONESIA
- IRELAND
- ISRAEL
- ICELAND
- ITALY
- JAPAN
- JAMAICA
- JORDAN
- KAZAKHSTAN
- KENYA
- KOREA
- KURDISTAN
- KUWAIT
- KYRGYZSTAN
- LEBANON
- LATVIA
- LITHUANIA
- LIBYA
- LIUZHONG
- MACAU
- MACAU SAR
- MALAYSIA
- MALTA
- MEXICO
- MONTENEGRO
- MOROCCO
- NAMIBIA
- NEW ZEALAND
- NICARAGUA
- NIGERIA
- NORWAY
- OMAN
- PAKISTAN
- PALESTINE
- PANAMA
- PARAGUAY
- PERU
- PHILIPPINES
- POLAND
- PORTUGAL
- QATAR
- RUSSIA
- SAUDI ARABIA
- SENEGAL
- SERBIA
- SINGAPORE
- SLOVAKIA
- SLOVAK
- SLOVENIA
- SOUTH AFRICA
- SPAIN
- SRI LANKA
- SWEDEN
- SWITZERLAND
- SYRIA
- TANZANIA
- THE NETHERLANDS
- TRINIDAD & TOBAGO
- TUNISIA
- TURKEY
- UKRAINE
- UK
- USA
- URUGUAY
- VENEZUELA
- VIETNAM
- ZIMBABWE



Jane Henley
CEO
WORLD GREEN BUILDING COUNCIL

With a half-smile on his face – from which I took both his cheekiness and his seriousness – a colleague asked me recently, “What *on earth* does the World Green Building Council do?”

Here’s a metaphor for what I believe the WorldGBC does in essence. The indigenous Māori people of my homeland Aotearoa New Zealand traditionally valued their *waka huia* highly; these beautifully carved wooden containers held their most prized possessions, and were gifted through the generations. With 720 staff in our member green building councils (GBCs) performing similar daily functions around the world but with important local variation, I like to think of the WorldGBC as a *waka huia* of sorts: a single place for gathering, storing and sharing our entire network’s treasures.

And what are these treasures? They are our collective wealth of knowledge and experience, our very best ideas and innovations, and our unique and world-leading expertise. These will be built on, and in turn also passed through the generations.

While this *waka huia* is in our care, I want to make the time count. So this inaugural Impact Report is the start of us capturing our impact to understand and convey how we add value to you – our GBC members and industry partners – as well as the global green building movement. And, critically, it provides us with a measure against which we can strive to improve.

To make that improvement, I believe there’s one key solution that’s chief to deepening and accelerating our impact as a global movement: collaboration.

The extraordinary power of groups has been known and harnessed since time began, and working together for the greater good is something I call on you to commit to as a member of ours.

Collaboration is already resulting in some exciting and influential initiatives, as you’ll read about here. Going forward, we’ll be working even more collaboratively in our external projects at WorldGBC, and internally we’ll be driving greater global collaboration between our member GBCs.

I encourage you to contribute to the momentum by examining whether your local successes can be replicated in other locations to create mutual benefits and synergies, by joining in on the opportunities we provide for participation on global issues, and by pitching your innovative ideas to us.

With that challenge to collaborate in mind, enjoy the inspirations in this Impact Report. It explains what – on Earth – we do.

And know that at the WorldGBC we stand in awe of the tremendous work you are doing daily: in each country, in every council. Thank you.

Kia kaha; stay strong.

JANE HENLEY

If you want to go quickly,
go alone. If you want to
go far, go together.

African proverb

100 GREEN BUILDING COUNCILS WORLDWIDE

WITH OVER **27,000** MEMBER COMPANIES AND ORGANISATIONS

MORE THAN **1.2** BILLION SQUARE METRES OF GREEN BUILDING AREA REGISTERED BY OUR RATING SYSTEMS

720 STAFF DRIVING OUR NETWORK

MORE THAN **400,000** PEOPLE EDUCATED BY OUR NETWORK

+ **32,000** VOLUNTEERS POWERING THIS GLOBAL MOVEMENT

FACILITATING GLOBAL LEADERSHIP

An important aspect of our global leadership role is facilitating the upscale of locally led initiatives to globally led ones for wider benefit. They also show how we are providing global guidance on the new, people-focused aspects of green building – expanding the scope of performance indicators beyond energy efficiency and technical aspects.

▶ Proving the economic benefits of greater human health and productivity in green offices

Our pioneering *Health, Wellbeing and Productivity in Office Buildings* project is set to influence the building investment, ownership and tenancy sector around the world.

Meeting the market on its demand for evidence-based credibility of green built office buildings, we convened a team of global experts, interested companies and GBCs to work together on clarifying the positive economic link between green offices and the health, wellbeing and productivity of employees. Such cost benefits have long been the holy grail of the business case for green building: the potential savings associated with increased productivity and reduced absenteeism dwarfs any from operations and construction costs.

Our September report will synthesise the evidence around best practice health and productivity building design, and explain the trade-offs needed to deliver such benefits in

a low carbon, resource-efficient way. Its true innovation is in putting forward common metrics for employers to measure health, wellbeing and productivity in offices, which can ultimately be translated into financial benefits.



ADAM BECK, ECODISTRICTS

4 GBCS INVOLVED, LED BY UKGBC
WITH
37 SUPPORTING ORGANISATIONS
FROM
13 COUNTRIES

3 CORPORATE SPONSORS
JLL, LEND LEASE AND SKANSKA

2 WEBINARS
WITH
120 ATTENDEES

This year we have again taken the lead on green building issues that make the most sense and offer the most value to deliver globally, and taken an active part in others' international initiatives. These outcome-focused collaborations are helping meet emerging market demands.

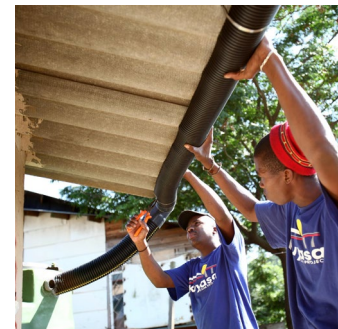
▶ A socio-economic framework for rating tools

Alongside GBC South Africa we powered the development of a new framework that enables complex socio-economic issues to be integrated into any green building rating system in the world.

Many of our GBCs operating in developing countries face challenges like poverty, poor public health, unemployment and lack of skills and education. In order to create market incentives to transform building industry practices, they knew they needed to demonstrate how a more sustainable built environment could help address socio-economic as well as environmental issues.

WorldGBC facilitated an International Advisory Panel with GBC representatives from fifteen developing countries to shape this framework and ensure it had international relevance.

The resulting *Socio-Economic Framework for Rating Tools* pilot identifies key socio-economic priorities that can be addressed through the design and construction of individual buildings in the public or private sector. It also sets out performance indicators and examples of assessment measures and benchmarks.



CATO MANOR, SOUTH AFRICA

“ We have used the knowledge we gained on this International Advisory Panel to guide public authorities in their interest in including such issues, both in regulations and in voluntary certifications. ”

Maria del Pilar Medina S.
Advocacy Director,
Colombia Green Building Council

▶ Establishing international quality assurance

We have answered the call from our GBCs for a level of standard setting for the 23 rating systems in operation.

In 2013 the WorldGBC's Rating Tool Task Force began to define a quality assurance methodology. Now the pilot version of our *Quality Assurance for Green Building Rating Tools* is available to provide an international level of quality in both the process of developing a tool and its operation.

It draws from the experience of the six mature rating tools represented within our task force, as well as international standards ISO 9001:2008, ISO 17020:2012 and ISO 17065:2012.

This quality assurance work will form part of our GBC development roadmap, with which we have been guiding the formation of strong, robust organisations geared for transforming their markets. Today our common brand is recognised around the world and upholding its reputation is a key role of WorldGBC.

We draw on the lessons learned by each GBC to continually strengthen this model and help GBCs be as effective and efficient as possible.

▶ Sustainable Cities Initiative (SCI)

The SCI's *City Market Briefs* publications provide valuable overviews of green building in leading cities globally.

Aimed at local policy makers, the 15 recently released briefs have already found a role as cheat sheets for cities on their green building market bragging rights. A total of 70 briefs will be released by year-end.

Our collaborative SCI began with a core group of 12 GBCs with city-oriented programmes in place, and is currently:

- sharing programmes and resources
- developing partnerships with external organisations like C40 Cities, UN-Habitat and the ITDP
- exploring capacity-building in other GBCs to take a broader city-level focus
- about to promote its initiatives and programmes to all GBCs including a series of free webinars with WorldGBC partners.



Engaging the public

MIT Climate CoLab contest

Our decision to be an official partner in the MIT Climate CoLab contest this year has resulted in an impressive audience of global citizens, and attracted dozens of innovative ideas on green building. This crowdsourcing contest aims to harness the collective intelligence of thousands of people worldwide to create innovative solutions to climate change.

OVER

160,000

ONLINE VISITORS

13,000



PEOPLE REGISTERED

8,000



FOLLOWERS

6,000



LIKES

Global Coalition for Green Schools

This project represents the first time we have worked in a power partnership with a single GBC, helping propel one of their initiatives to the world stage. We partnered with the U.S. Green Building Council to help take this extraordinary project to a global scale. With the goal of putting every student in the world in a safe, healthy and efficient learning environment by 2040, the Global Coalition for Green Schools connects the leaders of this movement, assisting them to spearhead change in their respective countries and thereby creating a worldwide collective.

31

COUNTRIES ESTABLISHING THEIR OWN NATIONAL COALITIONS

3,149



VOLUNTEERS ENGAGED

779



SCHOOLS REACHED

Data as of April 2014

climatecolab.org

centerforgreenschools.org/globalcoalition



FACILITATING REGIONAL LEADERSHIP

Our Regional Networks are at different stages of development, with some still consolidating and others now highly effective collaboration platforms. The impacts illustrated here are a snapshot of activity in each region over the last year.

AMERICAS REGIONAL NETWORK

- Nine countries united to work with UNEP to produce *The State of Play of Sustainable Building in Latin America* report
- All football stadiums LEED® certified for the 2014 FIFA World Cup Brazil™, with significant public profile
- ACCADES Central America and Caribbean Sub-Region exploring the operational efficiencies of working together as a network of small country GBCs.

23 GBCs

MENA REGIONAL NETWORK

- A number of GBCs becoming more sophisticated, and playing important roles with their governments in developing rating tools and policies that are increasing green building practice
- The MENA Network GBCs are playing an important leadership role in mentoring and sharing resources with developing councils.

15 GBCs

AFRICA REGIONAL NETWORK

- Training courses now in operation
- Events for World Green Building Week staged
- The Uaso Nyiro Primary School in Kenya deemed co-winner of "Greenest School on Earth" Award for 2013
- Now 50 Green Star SA certified projects in South Africa.

10 GBCs

EUROPE REGIONAL NETWORK

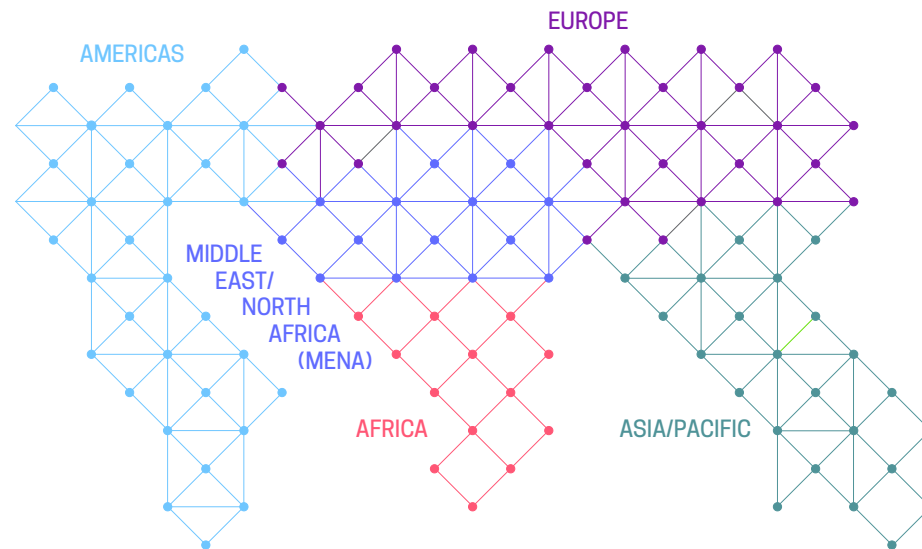
- The inaugural WorldGBC Europe Region Leadership Awards attracted 30 entries from 13 countries
- Important inroads being made in EU policy, spearheaded by a dedicated WorldGBC Policy Advisor in this region
- Development and launch of common education resources
- Led by GBC España, 13 GBCs submitted a first collaborative project proposal for EU innovation funding (BUILD UPON), attracting over 150 signatories of support including governments and cities
- Prominent roles in over 20 events across the region.

34 GBCs

ASIA/PACIFIC REGIONAL NETWORK

- The 2013 APN Annual Forum had the highest participation rate to date
- The inaugural Asia Pacific Regional Network Leadership Awards in Green Building attracted 112 entries from 15 countries
- Credibility of the network increased by staging several government roundtable meetings to unite peers within the region
- The Sing Yin Secondary School in Hong Kong deemed co-winner of "Greenest School on Earth" Award for 2013.

18 GBCs



BUILDING CAPACITY

Resources with a global perspective produced by the WorldGBC and partners include training and quality assurance materials for GBCs, as well as green building market research published for an open audience.

- Six GBCs are already using our Europe Regional Network's one-day training modules to ensure a Europe-wide level of education quality. This *Common Education Platform* project has international application because the modules can be adapted by any GBC for local delivery.



- Our *Smart Market Reports* produced with McGraw-Hill Construction are proving popular with public, industry and GBCs. *World Green Building Trends* alone is tracking at 1,000 downloads a year from our website.

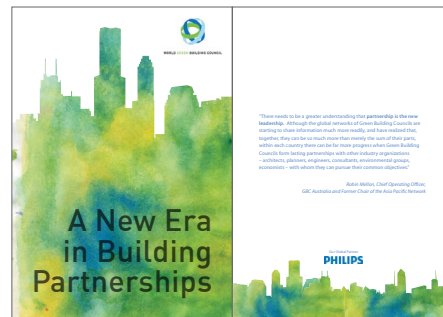
“ Gaining the global and regional insight into green building market trends that the WorldGBC provides is hugely valuable to us, and helps our company make important strategic decisions. ”

Peter Hindle MBE
Senior Vice-President of Sustainable habitat,
Saint-Gobain

- A WorldGBC online library with text and video resources produced by national GBCs for other members' use. This peer-to-peer approach means these common-ground, best practice resources both upskill newer GBCs and offer a degree of global homogeneity within our membership.

MORE THAN 10,000 DOWNLOADS PER ANNUM BY GBCs FROM THE WORLDGBC ONLINE LIBRARY

- Aimed at increasing the advocacy capacity of GBCs, *A New Era in Building Partnerships* is our step-by-step guideline for GBCs on best and most effective practice in policy work. We provide other resources on the topic, such as an *Advocacy Guide* in both print and video format. These resources have been well-used by GBC boards and staff.



One of our key roles is to expand our movement's knowledge base to increase impact. We offer a range of resources and reports for use by GBCs, the building and construction industry, governments and the general public. We also strategically supply crucial staffing expertise.

Supporting European policy-making

WorldGBC's Europe Regional Network (ERN) is in a unique situation as governments and stakeholders collaborate through the European Union (EU) framework on policy issues across the region. James Drinkwater, ERN's Senior Policy Advisor, liaises directly with European Commission officials in Brussels. Alongside our active Policy Task Force of GBCs he is helping build GBC capacity to lead public policy work across the region.

Cementing GBCs' central role in the region, GBC CEOs and representatives from 17 countries met with key European Commission officials in May to discuss landmark new European green building policy: the *Communication on Resource Efficiency Opportunities in the Building Sector*. The ERN's input has helped shape this new policy, and the Communication itself references both WorldGBC's *The Business Case for Green Buildings* and *World Green Building Trends* as part of the background rationale for moving forward on this agenda.

“ We greatly appreciate WorldGBC's ability and willingness to support policy design by bringing diverse stakeholders together in different and interesting ways. ”

Josefina Lindblom
DG Environment, European Commission

ENABLING CONNECTIONS

▶ WorldGBC Congress

The annual WorldGBC Congress gathers leaders of the GBC community in an invaluable relationship-building opportunity that simultaneously fosters both individual connections and global cohesion. Attended by 80 GBC staff and board members, the 2013 programme centred on knowledge sharing, exploring new global projects and training – the latter which offered practical skillsets, tools and tactics to assist with the operational and strategic issues that GBCs deal with daily.

Our indepth GBC University sessions, which were captured on video for the benefit of non-attendees later, provided insight from subject matter experts within the GBC network. This peer-to-peer learning model provided mentorship and inspiration from innovative GBCs.

“
The GBC University session on governance has been extremely well-received by many emerging GBC board members and CEOs.”

Dan Sloane
Legal Counsel, WorldGBC and USGBC



▶ Networking

WorldGBC and Lend Lease partner each year to host networking events at the China GBC conference and Greenbuild; this scene is from the 2012 event:



▶ Government Leadership Awards

We continue to grow the biennial Government Leadership Awards that WorldGBC stages with ICLEI and UN-Habitat to champion local government leadership and best practices in public policies supporting green building. The awards were held for the second time in 2013, in Warsaw, alongside COP19.

worldgbc.org/activities/govt-leadership-awards

“
WorldGBC Congress is such an important event in the GBC calendar. It gives us all the opportunity to catch up with other GBCs and learn about new ideas, initiatives and processes.”

Romilly Madew
CEO, GBC Australia

Maximising face time between our members is of paramount importance in successfully delivering on our objective of driving global collaboration, and our in-person events have been well-attended these past twelve months.

▶ World Green Building Week

The growth in the number of events staged in association with our World Green Building Week in 2013 was notable and gratifying. Why? Because this annual profile-building event is the biggest and best opportunity for us to shine the spotlight on the global green building movement.

Each year WorldGBC provides the global platform for this event by setting an international theme, and then sharing resources to help councils make it relevant in their country. Some use it as the springboard for a large-scale events programme, while for others it is a chance to motivate staff, reconnect with governments or showcase members' success stories.

THE MOMENTUM OF WORLD GREEN BUILDING WEEK CONTINUES TO BUILD SIGNIFICANTLY:

2011 ▶ 129 EVENTS ACROSS 27 COUNTRIES
2012 ▶ 130 EVENTS ACROSS 30 COUNTRIES
2013 ▶ 220 EVENTS ACROSS 33 COUNTRIES

worldgreenbuildingweek.org

▶ Communications

WEBSITE

This year our website has achieved an official Google ranking of seven out of 10 possible – a remarkable result for an NGO with a modest marketing budget. This ranking is a statistics-based indicator that reputable organisations consider our site a trustworthy information source.

E-LETTER

Our electronic newsletter *Global Update* keeps 1,000 GBC staff and partners abreast of the latest activities within our network.

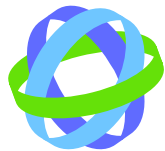
DIGITAL AND SOCIAL MEDIA

Our presence extends to Twitter, Facebook, YouTube and LinkedIn.



worldgbc.org

WORLD GREEN BUILDING COUNCIL



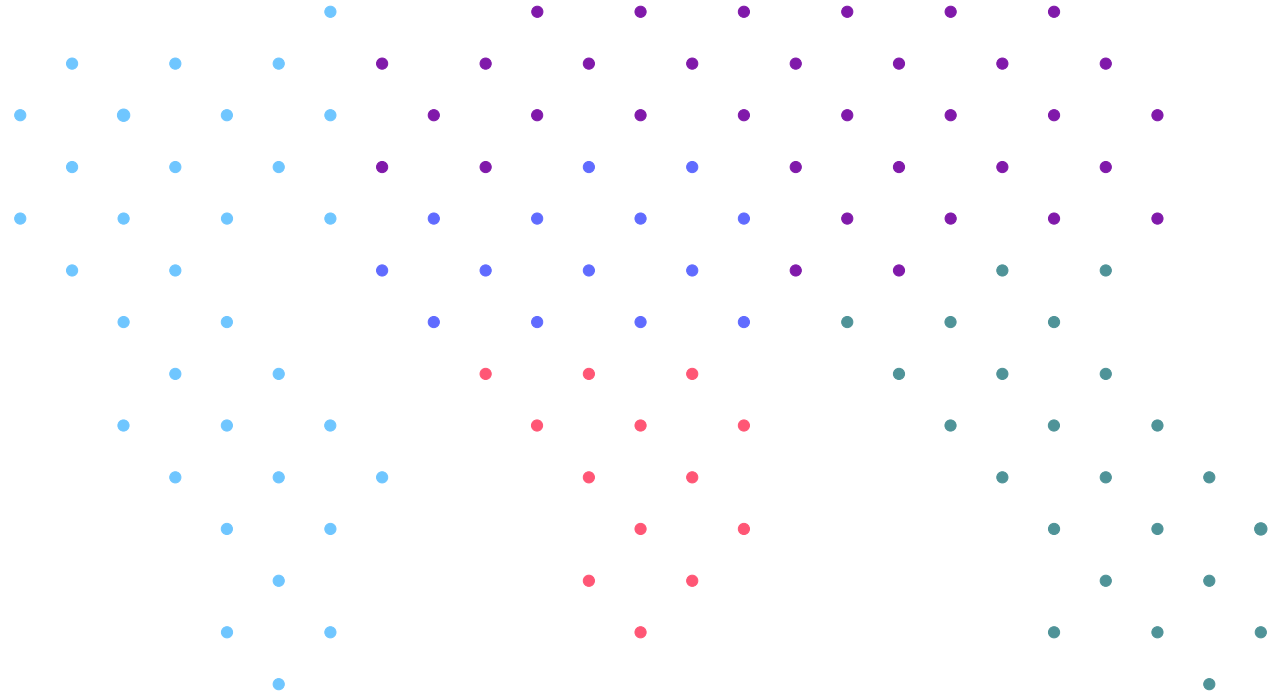
WORLD
GREEN
BUILDING
COUNCIL

The World Green Building Council is the global locus of a worldwide network of national green building councils in 100 countries.

Together we form the largest international organisation influencing the green building marketplace.

The WorldGBC was established in 2002, with a mission to facilitate the global transformation of the building industry towards sustainability through market leadership. We achieve this through strengthening green building councils worldwide by connecting them to a central hub of knowledge, inspiration and practical support as well as by driving global collaboration.

worldgbc.org



POWERED BY OUR CORPORATE ADVISORY BOARD

