



A Better Way to Build



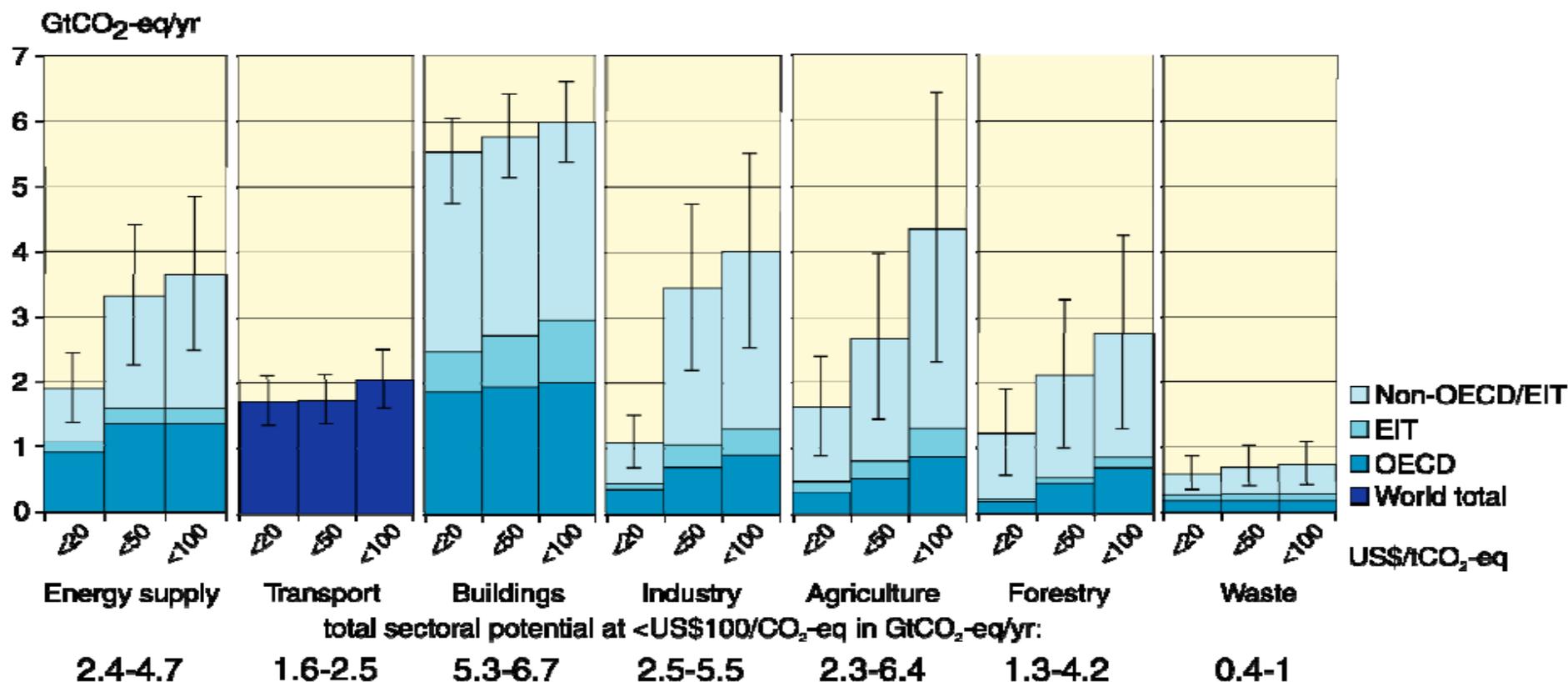
Buildings' Impacts

- Responsible for nearly half of all greenhouse gas emissions produced in the U.S. every year
- Account for 39% of total U.S. energy consumption, more than both the transportation and industry sectors
- By 2035, 75% of our nation's buildings will be new or remodeled

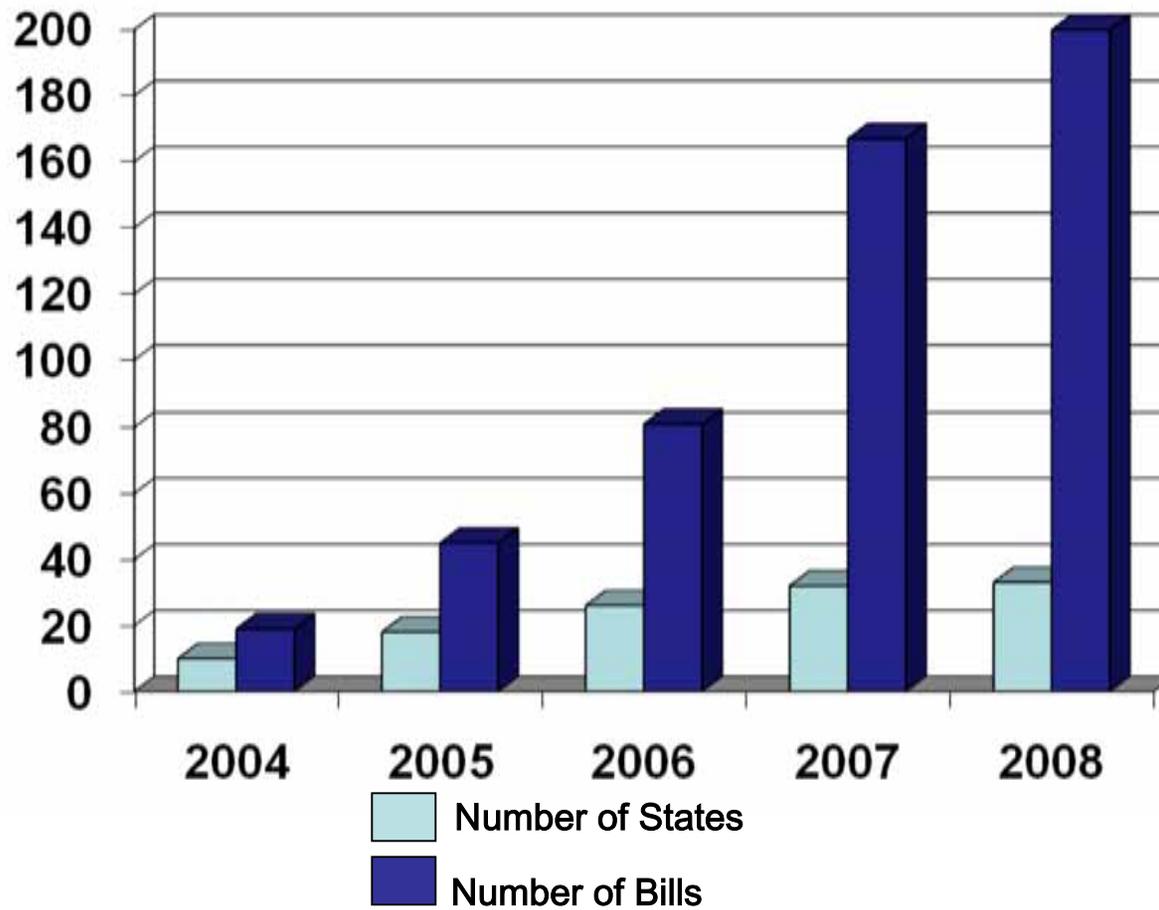


Buildings and climate change

Economic mitigation potential by sector in 2030



Green Building Legislation



Green Building Initiative (GBI)

- Non-profit organization dedicated to advancing green building by offering practical, affordable and consensus-based options for green certification
- Funded and supported by green building stakeholders who believe in the benefits of competition among rating systems



Our Approach



- Alternative to LEED-Commercial
- Developed through consensus process
- Owned and administered by GBI



- Alternative to LEED-Homes
- Developed through consensus process
- Marketing alliance with NAHB



Marketing Support



When you buy your dream home, it's about more than square footage, custom cabinets and granite tops. It's about creating a healthy environment for your family.

That's why you need a green home built by [builder name], and certified by the Central New Mexico Green Building Initiative.

Green homes feature superior indoor air quality. They reduce pollutants such as chemicals, mold, and radon, so your family can breathe easier.

Buy a home that's good for you and the environment. Buy green from [builder name].

Visit www.thegbi.org/centralnewmexico or call (505) 454-3300 for more information.

When you buy your dream home, it's about more than square footage and a three car garage. It's about your future.

That's why you need a green home built by [builder name], and certified by the Central New Mexico Green Building Initiative.

Energy and water efficiency are two of the cornerstones of green building. This keeps monthly heating, electric, and water bills low and saves you thousands of dollars over the life of your home.

Buy a home that's good for you and the environment. Buy green from [builder name].

Visit www.thegbi.org/centralnewmexico or call (505) 454-3300 for more information.

THINK OF US AS A BLUEPRINT FOR SENSIBLE GREEN BUILDING.

INTRODUCING THE KEYSTONE GREEN BUILDING INITIATIVE™

The Keystone Green Building Initiative™ is a new program created by the Home Builders Association of Bucks and Montgomery Counties to promote and facilitate practical approaches to green construction.

The program was established to help you leverage this important trend to make your business stand out in the Bucks and Montgomery Counties marketplace. We'll give you all the tools you need to implement practical green building strategies, and to market green homes to your customers.

The Keystone Green Building Initiative™ helps you stay ahead of the curve by providing:

- Green building education
- Customized marketing materials to help you market your office effectively
- Public education about green building through advertising and public relations

Visit www.thegbi.org/bucksmont or call 215-687-1100 for more information.

ST. LOUIS GREEN BUILDING INITIATIVE
EXECUTIVE DIRECTOR

DATE

This certificate certifies that [Builder] is a proud member of the St. Louis Green Building Initiative. The Board of Directors of the St. Louis Green Building Initiative commends [Builder] efforts to build more energy efficient- and environmentally- friendly homes in St. Louis.

THIS IS A GREEN CERTIFIED HOME

PROUD PARTNER OF THE GREEN BUILDING INITIATIVE

www.thegbi.org/centralnewmexico



Research

- Study commissioned through DePaul University (coming 2010)
 - Document lowered utility consumption
 - Convert to cost savings; estimate value of energy-saving features
 - Assess market value change of houses
 - Examine differences in performance and occupancy by size, location, occupancy characteristics



Green Incentives Database

- Comprehensive, searchable database of all available incentives for residential and commercial construction
- Found on GBI website or <http://www.dsireusa.org/gbi/>



Virtual Green Training

Texas Association of Builders - Windows Internet Explorer

http://www.greenbuildertraining.org/tx/crs.php?S=1&L=2&C=175

Google

Texas Association of Builders

GREEN BUILDING INITIATIVE

GREEN BUILDING TRAINING

»Online Training Program »Green Building Training Module »Green Building Strategies

Green Building Training Module

- Green Building Strategies
 - Why Build Green?
 - Factors Impacting Climate Change
 - Concepts In Green Building
 - What Is Green Building?
 - » TAKE THE TEST
- Moisture Management
- Window Performance
- HVAC System Overview
- IAQ Fundamentals
- Energy-Efficient Homes
- Water Use Efficiency
- Energy Basics

Green Building Strategies

In this class [Steve Easley](#) discusses the why and how to get started in green building. This is an interesting tour of the fundamentals of green building.

The course introduces you to the major tenants of green building such as durability, energy efficiency, indoor quality and water efficiency This class is designed to help you get started in green building.

At the end of the course you will be able to:

- Understand the basics of the National Green Building Standards
- Identify common design mistakes that lead to high-energy use, comfort and durability problems in wood framed buildings.
- Identify common installation errors that defeat the effectiveness of green building strategies
- Utilize building science principles to optimize green building product selection.
- Identify the top 5 cost effective strategies for Green Building, Durability, & Sustainability.
- Identify how building "green" will improve health, durability and sustainability of a home
- Explain how building a tight , energy efficient structure enhances indoor air quality, durability and comfort.

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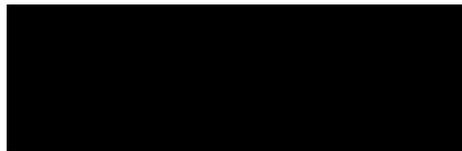
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60 HBA's in 26 states



"Greening The American Dream"



Bob Weiss, EVP of HBA of Kentucky



"If an HBA was going to start a green building program in their area, GBI, the Green Building Initiative, is the first call they ought to make."

April 2008

**Green Build
Kentucky** 





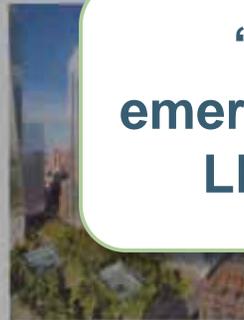
Green Globes Projects



Media Highlights: 44 Million Impressions to Date

The New York Times Magazine

THE
GREEN
ISSUE



“...with other standards emerging, like the Green Globes, LEED may be left behind.”

HOW GREEN IS MY BUILDING? Building green is all the rage. And these days, building green means building LEED. An acronym for Leadership in Energy and Environmental Design, LEED is a set of guidelines issued in 2000 by the nonprofit United States Green Building Council. Developers get points in a variety of categories, like energy efficiency and water usage. Twenty-nine points out of 69 gets them certified; more points earn silver, gold or platinum plaques. There are other green standards out there, but LEED is the leader: the federal government now requires that new official buildings above 2

LEED may be more trouble than it's worth. In the Midwest, declined certification LEED is an easy system to game. LEED system both get one point. Nor does water conservation is more of a water conservation in Seattle as in an energy-efficient heater may environmental negative over LEED encourages developers to sustainability — making the sum of LEED requirements and let the professional community solve the problem,” the architect Thom Mayne told the journal *Architectural Record*. “If you give prescriptive requirements, it stagnates new development and research.” To its credit, the U.S.G.B.C. is working hard on a next-generation set of guidelines. But with other standards emerging, like the Green Globes, LEED may be left behind. *By Amy*

Obama Platform



BARACK OBAMA AND JOE BIDEN: PROMOTING A HEALTHY ENVIRONMENT

"We cannot afford more of the same timid politics when the future of our planet is at stake. Global warming is not a someday problem, it is now. We are already breaking records with the intensity of our storms, the number of forest fires, the periods of drought. By 2050 famine could force more than 250 million from their homes The polar ice caps are now melting faster than science had ever predicted. . . . This is not the future I want for my daughters. It's not the future any of us want for our children. And if we act now and we act boldly, it doesn't have to be."

[Barack Obama, Portsmouth, NH, 10/8/07]

Use Innovative Measures to Dramatically Improve Efficiency of Buildings:

- Set National Building Efficiency Goals: Barack Obama and Joe Biden will establish a goal of making all new buildings carbon neutral, or produce zero emissions, by 2030. They will also establish a national goal of improving new building efficiency by 50 percent and existing buildings by 20 percent.
- Expand Federal Efficiency Grants: Barack Obama and Joe Biden will expand federal grant programs to help states and localities build more efficient public buildings that adopt aggressive green building provisions like those provided by **Green Globes** and the Leadership in Energy and Environmental Design program of the U.S. Green Buildings Council.

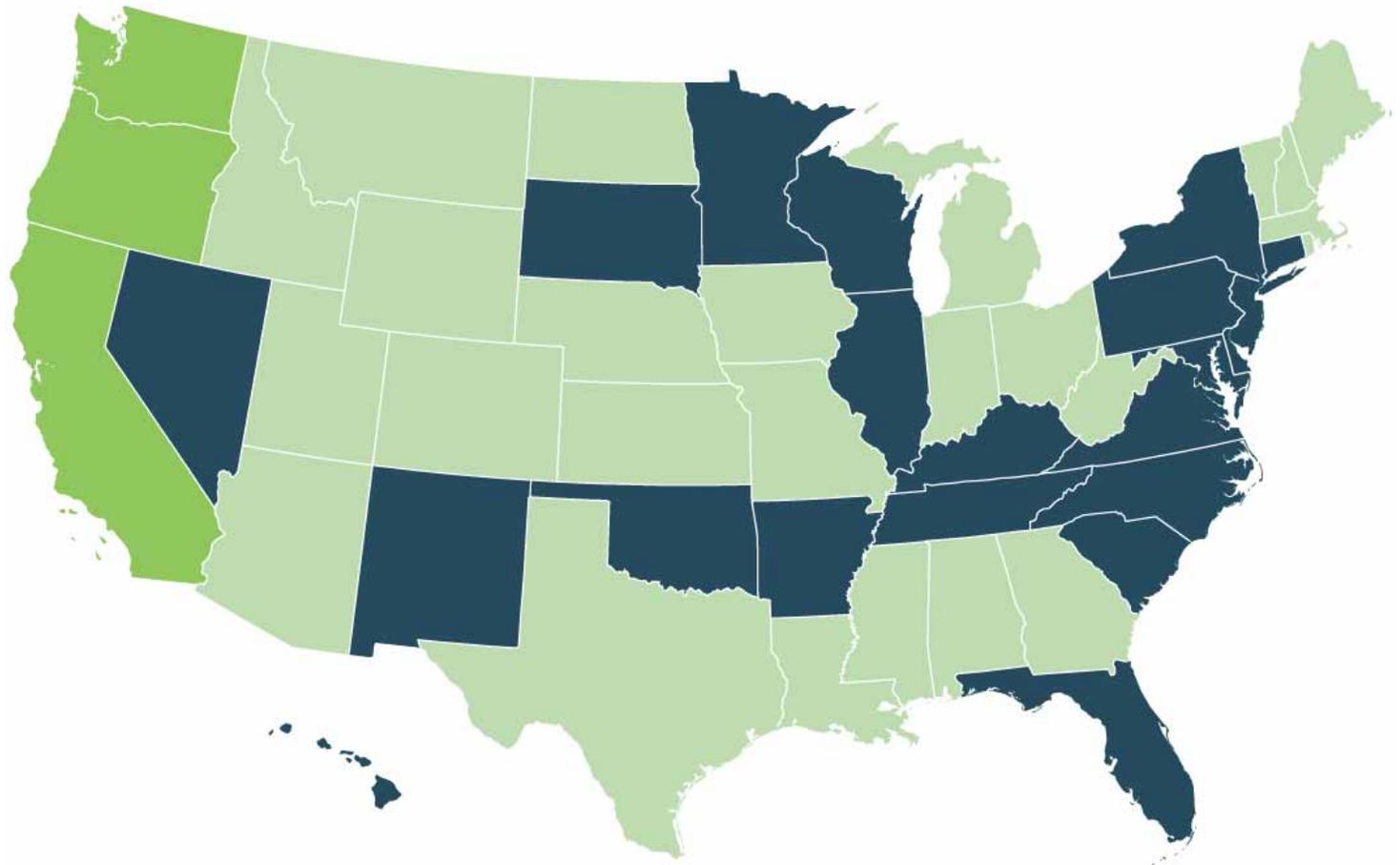
billions for families and businesses. Barack Obama and Joe Biden will provide early adopter grants and other financial assistance from the federal government to states that implement this energy efficient policy.

- Expand Federal Efficiency Grants: Barack Obama and Joe Biden will expand federal grant programs to help states and localities build more efficient public buildings that adopt aggressive green building provisions like those provided by **Green Globes** and the Leadership in Energy and Environmental Design program of the U.S. Green Buildings Council.

Recognition of Alternatives

● Alternatives Recognized

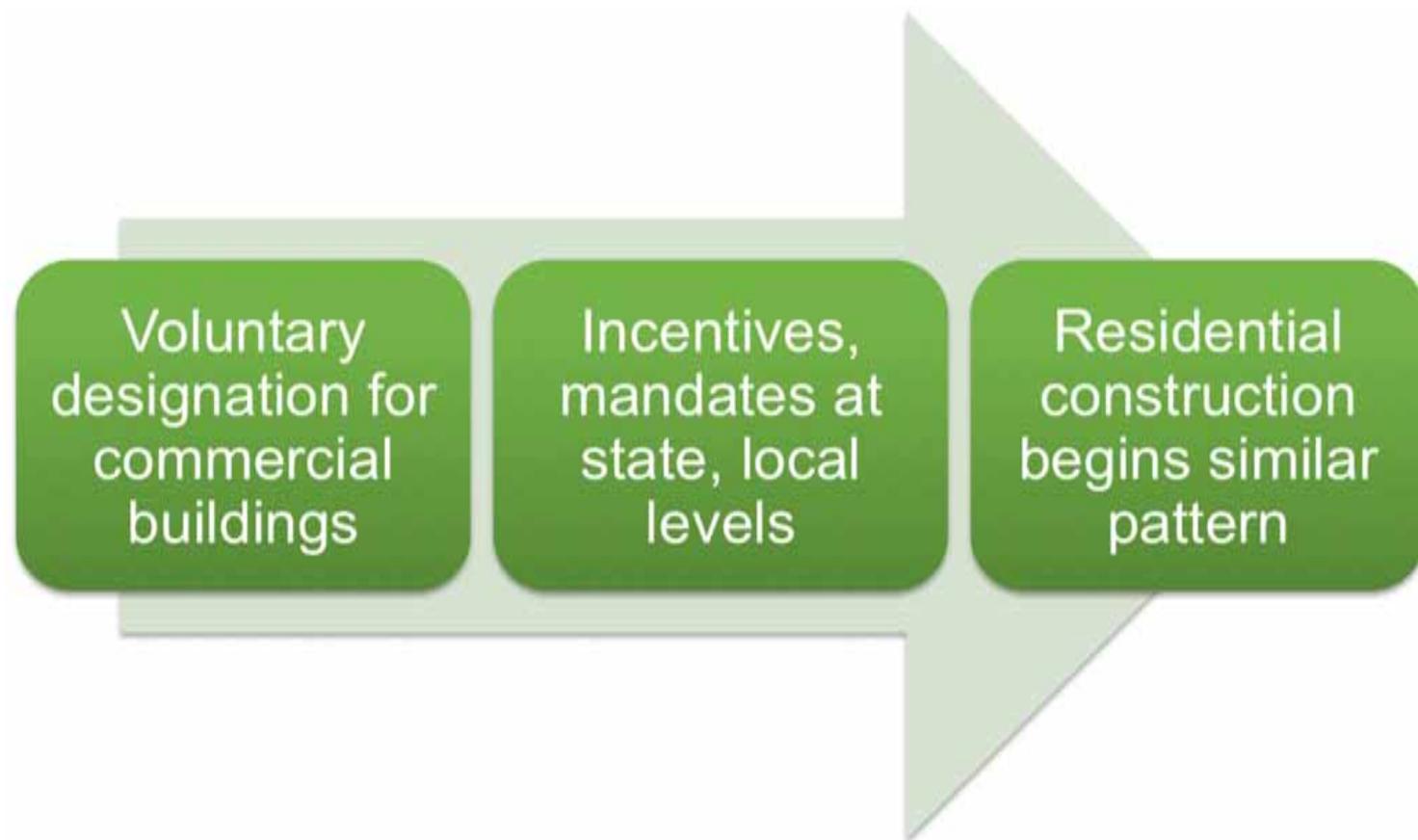
● Trending positive



Players

- Rating organizations
 - USGBC
 - GBI
 - NAHB/local HBA's *
- Ideologues
 - Climate/energy/environmental NGO's
 - Architects
- Other vested interests
 - Industry
 - Labor

Where have we been?



Where is it going?

Competition to
set develop
standards
intensifies

Base level
practices
incorporated
into code

Minimums
reset

What can you do?

- Become a supporter/member of the GBI
- Earn a GBI personnel certification/refer a building (office, schools, universities)
- Support local homebuilder (HBA) green building efforts

Contact

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