



Letter from  
**ROGER PLATT**



## From Capitol Hill to Copenhagen and Beyond

By 2020, we could reduce global greenhouse gas emissions by 30 percent through energy efficiency in buildings alone. Not only is green building the largest potential solution to climate change; it's also the most cost-effective. As we've known for some time, using a line from our Nobel Laureate, Energy Secretary Steven Chu, this isn't low-hanging fruit; this is fruit that's already hit the ground. But how do we work to unlock it on a global scale?

Action here at home is crucial. Every year, we lose \$130 billion from inefficient, leaky buildings, according to McKinsey & Company. Today, from mayors to members of Congress, policymakers understand that green building is at the nexus of saving energy and money and helping create jobs. More than 200 communities and 36 states have passed policies to require or incentivize green building. The American Recovery and Reinvestment Act provided an unprecedented \$30 billion in direct and indirect investment to spur green building. And proposed national climate change legislation, which would place a price signal on emissions, would accelerate green building even further.

But climate change is a global issue and our solutions must also be global in scope. In fact, energy use in the building sector is responsible for a third of global energy-related CO<sub>2</sub> and two-thirds of halocarbon emissions. In addition, developing countries are projected to contribute 97% of the predicted increase in global CO<sub>2</sub> emissions (11.4 gigatons) by 2030.

And that's why we've taken our message to an international audience. Last December, during the historic United Nations Climate Change Conference in Copenhagen, USGBC worked toward a common vision with dozens of its fellow green building councils around the world and with other international business and non-governmental stakeholders.

By being aggressive on green building financing, technology transfer and education, we have the opportunity to deliver the significant carbon mitigation and adaptation benefits of green building to the world while also improving our quality of life, health and economic vitality. So, while in Copenhagen, we joined with a growing group of leaders to advance a green building Call to Action:

- **Finding a Common Carbon Language for All.** A global language for the credible measurement of the carbon footprint of buildings will pave the way for consistent measurement and reporting of building performance across countries. These common metrics will then enable measures that support investment in carbon reduction efforts from buildings.

- **Building Capacity and Supporting Technology Transfer.** To assist developing nations that are particularly vulnerable to the adverse effects of climate change, we need to take bold steps to support and finance the necessary sustainable building technology, assistance and educational transfer programs.

- **Reforming Funding Vehicles to Encourage Green Building Investment.** Significant investments need to be directed to building energy efficiency efforts around the world. Doing this will require improvements to flexible mechanisms, making it easier for industrialized countries to invest in green building and retrofitting in developing countries.

We often say that success cannot be measured merely by the number of certified green buildings; it will be measured by the number of changed minds. The climate imperative of green building for all is a goal without borders, and we'll continue to strive to change minds from California to Chicago to Connecticut to Copenhagen and beyond.

**Roger Platt**

Senior Vice President, Global Policy & Law  
U.S. Green Building Council



# THINKING GLOBALLY

## USGBC SUPPORTS GREEN BUILDING KNOWLEDGE WORLDWIDE



To learn more about any of these services, please contact [education@usgbc.org](mailto:education@usgbc.org)

Green building is a global movement, and USGBC has a growing commitment to ensuring our message has a global reach. Our community's international activities at Greenbuild and our expertise in policy, in technical green building issues, and in supporting the drive for a common carbon metric all position us well to play a constructive role on the world stage in advancing the contributions of the built environment toward solving climate change.

Essential to supporting the green building movement internationally is building capacity on the ground in local communities worldwide, providing professionals, policy makers and others with the tools and training they need to make green building a reality. Throughout 2009, the model by which USGBC develops, delivers and supports LEED and green building knowledge underwent a major evolution that allows us to serve global as well as domestic audiences more effectively.

**Local leaders** armed with USGBC's rigorous training will be able to **deliver the latest in the world of green building**, but with an understanding of locally, regionally and culturally specific challenges and opportunities.



### Bringing our curriculum to you

For several years, USGBC has been delivering our courses in person in a handful of countries. Today, we are greatly expanding that reach, working with green building councils and partners worldwide to bring our LEED curriculum to their communities. A special emphasis will be placed on our 100- and 200-level training, key to introducing global audiences to the core concepts behind LEED and green building.

### Teaching your teachers

Our new model for training instructors means our capacity to train green building professionals across the globe to serve as LEED instructors continues to increase. Local leaders armed with USGBC's rigorous training will be able to deliver the latest in the world of green building, but with an understanding of locally, regionally and culturally specific challenges and opportunities.

### Ensuring quality, promoting variety

Beyond core LEED and green building curriculum, third-party providers of education offer unique perspectives on diverse and varied topics in green building science, technology, practices and theory. Our course review process allows us to identify and support quality green building education developed by third-party providers, including green building councils, international and multinational companies offering training for their employees, universities and formal education institutions, and others.

### Fostering educational innovation

In addition to reviewing third-party education to make sure it meets the highest standards, we can also help providers attain that high level of quality. We will offer education development services to help third-party providers create and improve their own green building curriculum.

### Speaking your language

We are committed to providing translations of select USGBC publications and courses, beginning with Spanish rolling out in 2010.

Global interest in green building is soaring, making now the perfect time for the USGBC community to share our experience, expertise and leadership worldwide. Some signs that the world is ready to build green:

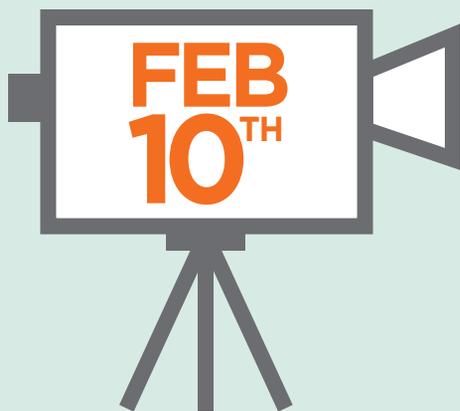
**GREENBUILD  
2009,**  
with its  
**27,373  
ATTENDEES**  
from  
**78  
COUNTRIES,**  
hundreds of participants  
in the  
**WORLD GBC'S  
INTERNATIONAL  
CONGRESS,**  
and a dozen leaders of  
green building councils  
from every region of the  
world participating in  
the Opening Keynote &  
Celebration

**4,599  
LEED APS**  
outside of the  
United States  
**(SEPTEMBER  
30,  
2009)**

**46**  
MEMBER GREEN BUILDING  
**COUNCILS**  
in the  
**WORLD GREEN  
BUILDING COUNCIL**

**2,688** INTERNATIONAL  
**GREEN  
BUILDING  
PROJECTS**  
registered or certified under LEED in  
**117 COUNTRIES  
(9-30-2009)**

**AT  
LEAST  
14**  
active,  
regionally  
or  
nationally  
specific  
**RATING  
SYSTEMS**  
around the  
**WORLD**



Join us Feb. 10 for a webcast exploring the ways USGBC can help you be part of our international education efforts. This presentation will be especially useful for:

- Individuals worldwide considering seeking LEED Professional Credentials
- LEED Professionals living outside the United States looking for ways to satisfy credential maintenance
- Multinational or international companies seeking ways to train their employees in LEED and green building
- Universities and formal education institutions, green building councils, and other organizations that may want to play a role in delivering or providing green building education outside the United States



Learn more and register for the webcast at [www.usgbc.org/education](http://www.usgbc.org/education)



# NEW FROM USGBC: GREENHOMEGUIDE.COM

With green building expected to represent up to 20% of all residential construction by 2013\*, the U.S. Green Building Council has launched **GreenHomeGuide.com**. Featuring exclusive content written by experienced working professionals and staff editors, the new site is committed to advancing residential housing in an exciting new direction that benefits everyone.

For homeowners who are making the move to green, GreenHomeGuide.com offers highly actionable how-to information with regional relevance. There's also a smart, geographically searchable **professional services directory** (details below) that homeowners can use to connect with experienced green home professionals working nearby.



**Green home pros:**  
Apply for a free pro directory listing at **GreenHomeGuide.com/apply**

The screenshot shows the GreenHomeGuide.com website. Key features are highlighted with callouts:

- Company Ranking:** A callout points to the 'FREE Directory Listing' section, which states: 'Connect with new clients and colleagues by listing your company, for free, in our professional services directory. LEARN MORE'.
- Make Important Connections:** A callout points to the 'Find a Pro Near You' section, which shows a location dropdown set to 'Alameda, CA' and a category dropdown set to 'Architects'. Below this, it says 'Welcome! The newest members of our Pro Directory' and lists several professionals like John A. Rider, Adam Prince, and William Seeger.
- Increase Your Visibility:** A callout points to the 'ASK A PRO' section, which features a question: 'How can you tell if it is truly a "green paint" from start to finish?' and an answer by Victoria Schomer, Green Built Environments, Asheville, NC.

\*Source: SmartMarket Report, McGraw Hill Construction, 2008