What's Next in Green Building? USGBC Working With Planet Forward to Cultivate Ideas

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Do you have an idea for the next big innovation in green building? If you submit a video that tells your story in one minute or less, you could find it on display at the world's largest green building expo.

In 1891, Clarence Kemp, a Baltimore-based entrepreneur that sold home heating equipment, came up with the idea of attaching a black box with water in it to the roof of people's homes. He had invented the first passive solar water heater, an innovation that continues to play an important role in residential design today.

So what's next? Who will be the next Clarence Kemp?

USGBC is teaming up with Planet Forward to host the "What's Next?" competition. The winning videos will be featured at Greenbuild 2011, the world's largest green building expo, which runs from October 4-7 in Toronto.

To submit a video:

1. Upload your video to YouTube or Vimeo and tag it with the keyword GBNEXT.
2. E-mail us a link to your video at GBNEXT@GreenbuildExpo.org. If you have a Twitter handle, include it in your e-mail so we can give you credit when we tweet your submission!
3. Use hashtag #GBNEXT to share your video on Twitter, and join the conversation on what's NEXT for green building and our planet's success.

Submissions must be received by Sept. 28, 2011.

Need inspiration? Watch videos on Planet Forward to get your creativity flowing. Here's one on Energy Efficient Home Landscapes, and here's one on Greensburg, Kansas, who used green building techniques to rebuild their town after it was devastated by a tornado.

Want some advice from the experts? Planet Forward provides tips on how to make a great video.

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