



Game Changer: Greenbuild in Canada

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As October draws near and final preparations are underway, I wish to speak on behalf of the CaGBC to express our pride in hosting [Greenbuild 2011](#). It's actually quite fitting that the first Greenbuild outside of the United States be held in Canada because it demonstrates the close partnership between the USGBC and CaGBC that has been built over many years of advancing LEED and green building in North America. The success of our cooperative relationship is evidenced by the approximately 500 million square feet of LEED projects that are registered or have been certified in Canada since 2004.

Greenbuild will be a wonderful opportunity for delegates from all over the globe to see why Canada is a green building world leader. Some of the greenest projects in the world are in Canada including Docksider Green in Victoria and the 2010 Winter Olympic venues and villages in Vancouver. Toronto is the [leader in green office construction](#) and renovation. The Royal Trust Tower, the RBC Centre and the Telus House Toronto are among the greenest office buildings in North America. These LEED projects are leading the market transformation and tenant demand for green office space in Toronto and elsewhere in Canada.

As well as being a [world-class centre](#) for entertainment, business and culture, Toronto has shown strong leadership and private and public sector commitment to green building. Policies such as the Toronto Green Roof Policy, Toronto Waterfront Revitalization Corporation, Infrastructure Ontario's LEED policies and TRCA's Living City Campus are leading pieces of green building regulation and demonstration projects in North America. Large developers such as Tridel and Minto and landlords including Cadillac Fairview, Oxford Properties, and Brookfield all have significant green building portfolios in the city.

But there is no doubt that Greenbuild will be a game changer for Toronto and for Canada by taking green building to the next level in terms of industry and government recognition and international trade. The conference demonstrates that green building is an industry sector of the future, bridging the gap between business and the environment, providing significant opportunities to reduce environmental impacts, improving the health of Canadians, furthering economic growth and increasingly providing international trade opportunities between Canada and the US.


While at Greenbuild, make sure you visit us at Canada House to better understand the growing and increasingly sophisticated green building industry in Canada; a rich market for new services, products and technologies that continue to evolve and shape the new green economy.

See you there.


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