Art Rosenfeld Presented with USGBC President's Award

Published on **7 Nov 2012** | Written by **Jennifer Easton** | Posted in **Media**

USGBC's annual Leadership Awards ceremony to be held at Greenbuild International Conference and Expo

Washington, D.C. – (Nov. 7, 2012) – The U.S. Green Building Council (USGBC) today announced that Dr. Arthur H. Rosenfeld, Distinguished Scientist Emeritus at Lawrence Berkeley National Lab and former Commissioner of the California Energy Commission, will receive a USGBC 2012 President's Award.

Dr. Rosenfeld was selected for the award in recognition of his extensive career advocating for energy efficiency and green building solutions – in particular, white and cool roofs as a means of cooling buildings and cities. He will be presented with the President's Award at the inivitation-only Executive Luncheon on Wednesday, Nov. 14, during USGBC's annual Greenbuild International Conference and Expo.

"We are so pleased to honor Dr. Rosenfeld's vision, leadership and commitment to the evolution of green buildings and communities," said Rick Fedrizzi, President, CEO and Founding Chair, USGBC. "This award signifies his selfless and lengthy service to the cause of energy efficiency and green buildings. So much of Dr. Rosenfeld's work has impacted the citizens of California – we celebrate his life-long achievements in San Francisco, this year's location for Greenbuild."
Dr. Rosenfeld weighed in on his current work advocating for cool roofs:

"I am obsessively promoting the idea that building codes, in climates with uncomfortably hot periods, should give urgent priority to white roofs - or at least "cool colored roofs" - to cool buildings, cities and the entire planet," said Rosenfeld.

"If a roof is 'flat,' so it is not visible from the street, it should be white, as is now required in all of California and in two large cities, namely Chicago and New York.

"For air conditioned buildings, white roofs save 10-15% of the air conditioning bill for the space under the roof, but most buildings in the developing world still lack air conditioning. In that case, white roofs lower indoor temperature, and thus reduce severe discomfort and improve worker productivity.

"Then we come to urban heat islands. All big cities are hotter where buildings and asphalt pavements are most dense. White roofs reduce these heat islands. Note that the deadly August 2003 Western European heat storm caused more than 50,000 deaths, mainly of seniors over age 60 and infants under one year. Reduced heat islands would have reduced these excess deaths," Rosenfeld concluded.

Among his many accomplishments and pioneering efforts, Rosenfeld co-founded the American Council for an Energy-Efficient Economy (ACEEE) and the University of California's Institute for Energy and the Environment. Rosenfeld was responsible for the Public Interest Energy Research program, and collaborated with the California Public Utilities Commission (CPUC) to oversee California's Energy Efficiency Program.

About U.S. Green Building Council (USGBC)
The U.S. Green Building Council (USGBC) is committed to a prosperous and sustainable future through cost-efficient and energy-saving green buildings. USGBC works toward its mission of market transformation through its LEED green building certification program, robust educational offerings, a nationwide network of chapters and affiliates, the annual Greenbuild International Conference & Expo, and advocacy in support of public policy that encourages and enables green buildings and communities. For more information, visit usgbc.org and follow us on Twitter @USGBC, and Facebook at facebook.com/USGBC.

About Greenbuild

The U.S. Green Building Council's Greenbuild International Conference & Expo convenes the industry's largest gathering of representatives from all sectors of the green building movement. Three days of extensive educational programming, workshops, a vast exhibition floor and ample networking events provide unrivaled opportunities to learn about the latest technological innovations, explore new products, and exchange ideas with other professionals. Greenbuild is the four-time recipient of IMEX Green Meetings Award and the 2012 show will be held on Nov. 14-16, in San Francisco, Calif. Last year's conference in Toronto, Ontario, drew more than 23,000 attendees and featured a sold out exhibit hall floor with more than 1,700 exhibit booths. For more information, visit greenbuildexpo.org and follow us on Twitter @Greenbuild, and Facebook at facebook.com/Greenbuild.

Jennifer Easton

Marketing & Communications Project Manager

U.S. Green Building Council

Member employees, USGBC staff

0 comments

Leave a comment

Leave a comment

Don't have an account? Create one

You must be signed in to leave a comment.

Email

Password

SIGN IN