Creating a triple bottom line: Green development + social purpose + positive returns

Published on **21 Jun 2013** | Written by **Jeffrey S. Lesk** | Posted in **Industry**

While sustainable development is important in its own right, and doubly effective when implemented in ways that improve the financial bottom line for owners, the Greenbuild Affordable Housing Summit will take you even further — showing you how green development can be the driver for "Triple Bottom Line" projects.

USGBC again has joined forces with Enterprise and IPED — two powerhouses in the world of affordable housing and community development. This year, the summit will take place from Nov. 19-20, at the 2013 Greenbuild International Conference and Expo in Philadelphia.

We've pulled together the nation's foremost authorities, practitioners and educators in the field to teach you how to reach a deeper shade of green, find and utilize financial tools, and achieve the best, most progressive green affordable housing and community development projects on a cost-effective basis.

We've also focused on finding presenters who lead by example and teach from experience — those who can encourage developers, owners and others to take the first step and then move to deeper levels of sustainability. At the summit we will also introduce projects that continue to move the needle, sometimes through achieving greater scale, sometimes through creating innovative financing structures and sometimes applying cutting-edge design to some of the most challenging projects.

But our most important focus is the *people* side of sustainability. We're trying to do our part to transform the face of affordable housing and community development, which has become a significant force in the national sustainability movement. We are striving to remind people that sustainability isn't complete unless we address both natural *and human* resources.

At our two-day summit, we welcome newcomers and experienced participants to join together to learn, contribute and share experiences in combining green development, positive economic returns and social purpose. We look forward to seeing you there!

Jeffrey S. Lesk
Nixon Peabody LLP

Member employees

USGBC Articles can be accessed in the USGBC app for iOS or Android on your iPhone, iPad or Android device.