



## PRESS RELEASE

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**U.S. Green Building Council Supports White House's Green Button Initiative,  
Providing Customers With the Information Needed to  
Create Green, High-Performance Homes and Commercial Buildings**

*Green Button provides customers secure access to data on building energy use  
that is crucial to helping consumers conserve energy and save money*

(Washington, D.C.) March 22, 2012 – The U.S. Green Building Council announces its support for the White House-inspired, industry-led Green Button initiative, which today gained new momentum with nine utilities committing to empower more than 15 million customers with their own energy data. Green Button represents an important and practical effort to help electricity customers access, understand and best utilize their household and commercial energy usage information.

“USGBC shares the goals of the initiative, which are to promote consumer control over energy use and provide opportunities to cut waste and save money,” said Chris Pyke, Ph.D., vice president of research at USGBC. “By providing easy access to data on building energy usage, the Green Button initiative can support consumer decision making, enable benchmarking and inform energy efficiency investments.”

Green Button promises to create new opportunities to advance green building and provide a valuable new tool for practitioners. Wide-spread access to energy use information will help homeowners and commercial property managers understand their electrical energy consumption and create the starting point for concrete steps to reduce wasted energy, save money, improve performance and ultimately create buildings that are better for people and the environment.

“Green Button, elegant in its simplicity, is all about empowering millions of Americans with easy access to the foundational information they need to take action and reduce their energy consumption,” said Jason Hartke, Ph.D., vice president of national policy at USGBC. “We applaud the Administration’s leadership for making access to energy data a priority and designing a solution that spurs action by critical stakeholders who can make it easier to navigate critical energy information.”

Green Button supports and complements USGBC’s on-going work on energy information and operational performance, including:

- **LEED Minimum Program Requirements:** Green Button may make it easier for LEED project teams to obtain performance data required under LEED Minimum Program Requirement #6. <http://www.usgbc.org/DisplayPage.aspx?CMSPageID=2102>
- **Data Access and Transparency Alliance:** Green Button reflects the goals of the Alliance to promote electronic access to whole-building energy consumption data. The Alliance members believe that this information enables building owners and managers to advance energy-efficiency, economic growth and energy cost savings. <http://www.energydataalliance.org/>

## U.S. GREEN BUILDING COUNCIL

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- **Improve Energy Data Access Advocacy Campaign:** The [Improve Energy Data Access](#) campaigns drives [public policy](#) towards breaking down one of the biggest barriers to investment in building energy efficiency by demanding building energy data access be readily available and easily sharable between utilities and commercial building owners and managers.
- **Building Performance Partnership (BPP):** Green Button supports the goals of USGBC's Building Performance Partnership to collect, interpret and act to understand and improve operational energy efficiency of LEED-certified projects. <http://www.usgbc.org/DisplayPage.aspx?CMSPageID=2201>
- **Green Building Information Gateway:** Green Button provides new tools and interoperability standards that can help provide new opportunities to unpack data underlying LEED certified green building projects. [www.gbig.org](http://www.gbig.org)

**About U.S. Green Building Council**

*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](http://usgbc.org), [Twitter](#), [Facebook](#) and [LinkedIn](#).*

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