The Value Chain
Rating tools = Purchasing Tool
Communication Tool
Voluntary vs Regulation

REGULATIONS

- typical building practices: 70%
- Not meeting code: 5%

BENCH MARK

- market leaders: 20%
- innovators & risk takers: 5%

level of sustainability
market transformation.

Not meeting code

REGULATIONS

BENCH MARK

typical building practices

level of sustainability

market leaders

70% 20% 5%

5%

innovators & risk takers
Global Green Building Trends 2013
Green Activity On the Rise

LOW INVOLVEMENT
- 1% to 15% Green Projects
- Exploring (None)

MODERATE TO HIGH INVOLVEMENT
- More than 60% Green Projects
- 31% to 60% Green Projects
- 16% to 30% Green Projects

3 Years Ago (2009)
- 33%
- 13%
- 12%

Current (2012)
- 26%
- 21%
- 6%

In 3 Years (2015)
- 51%
- 21%
- 17%
WORLD GREEN BUILDING COUNCIL