



WORLD GREEN BUILDING COUNCIL

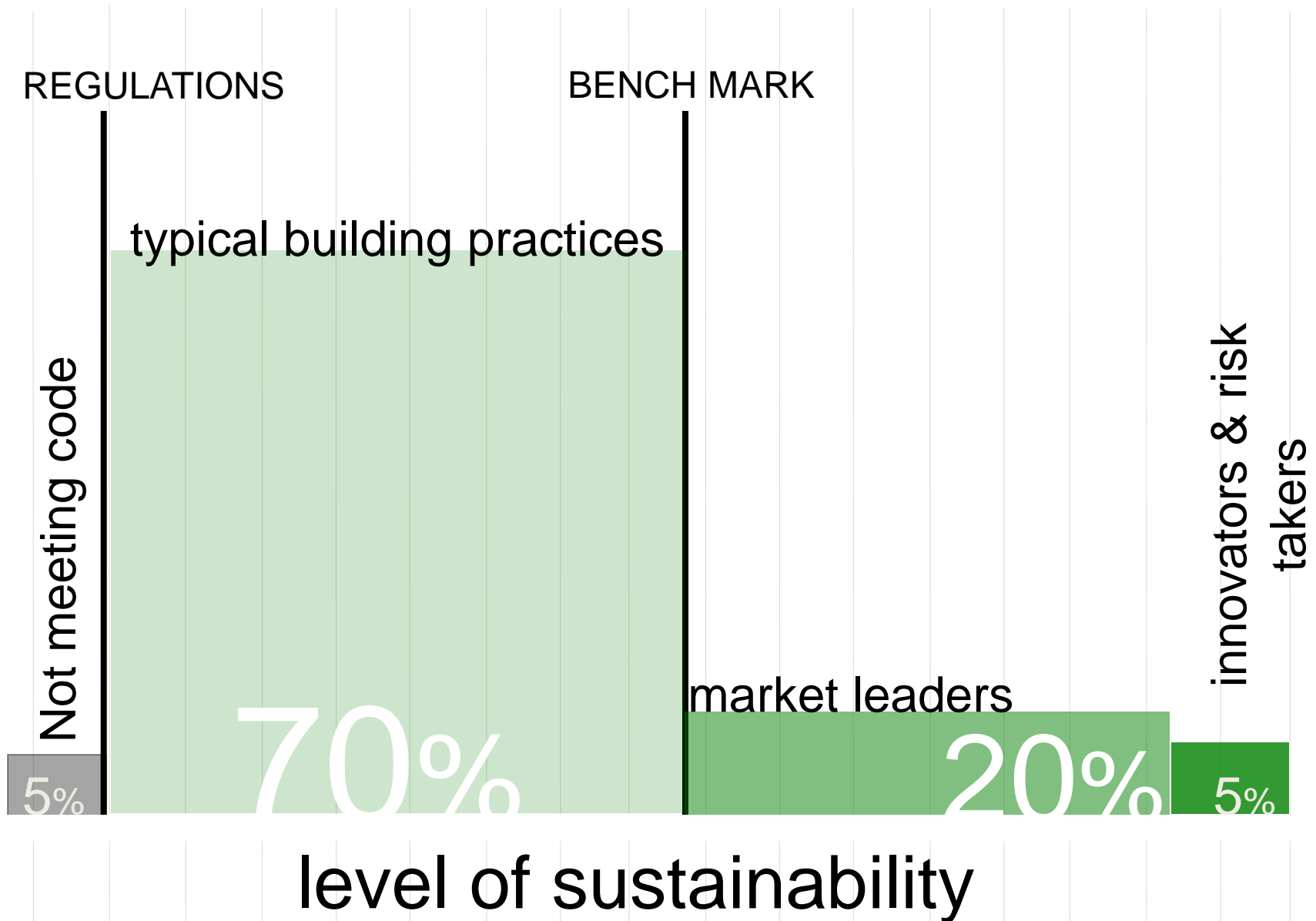
The Value Chain



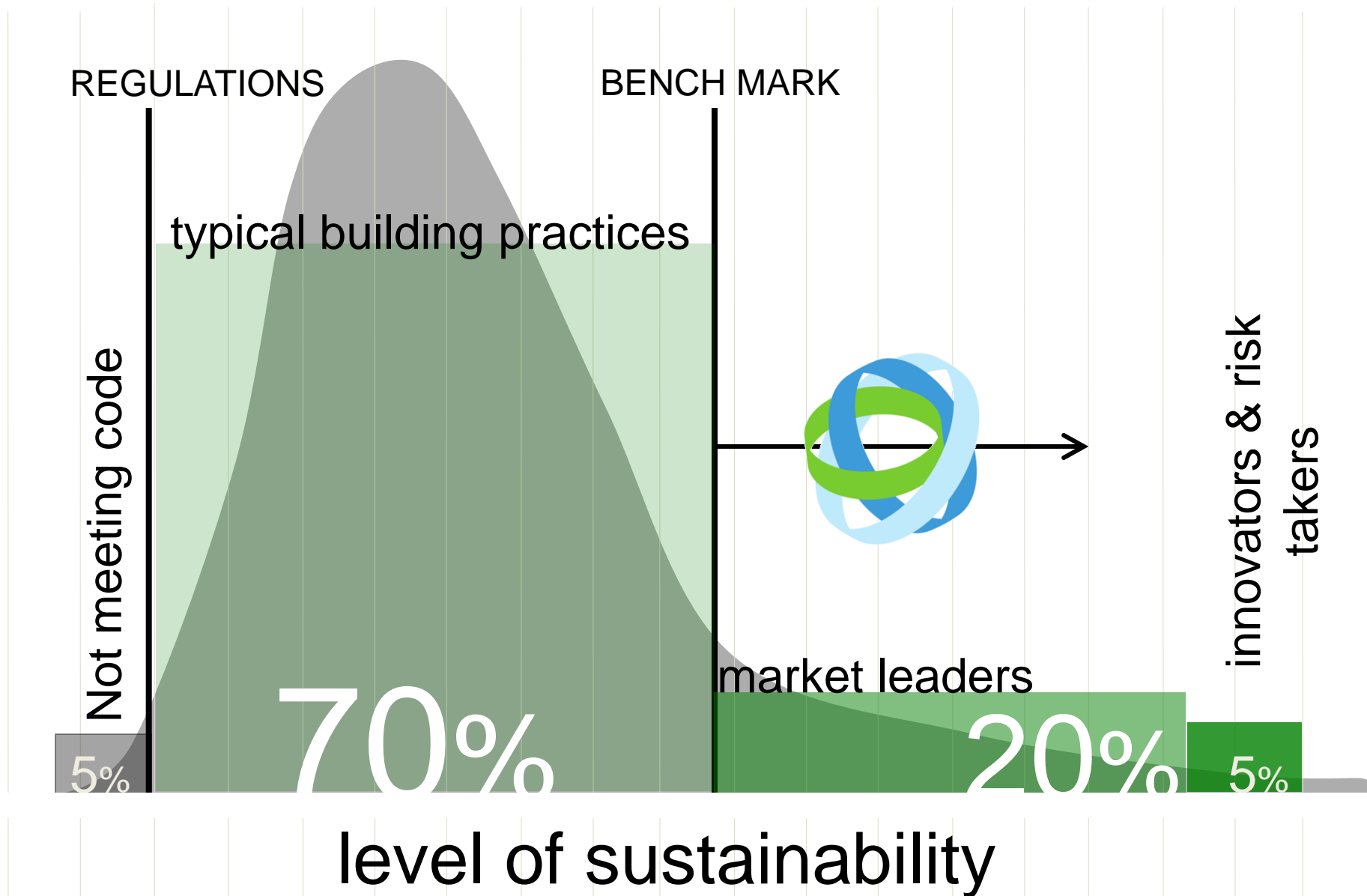
Rating tools = Purchasing Tool Communication Tool



Voluntary vs Regulation



market transformation.



Global Green Building Trends 2013



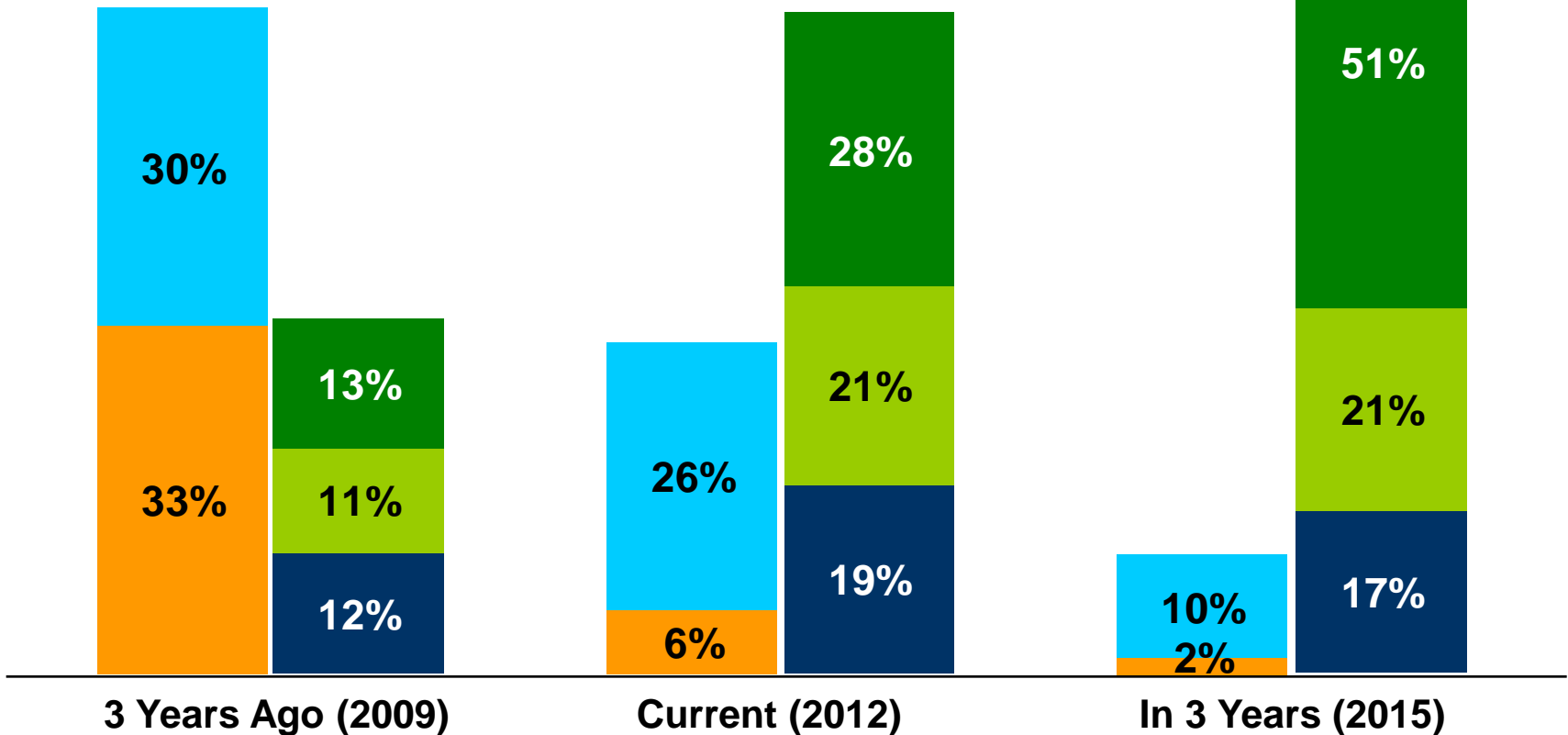
Green Activity On the Rise

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





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