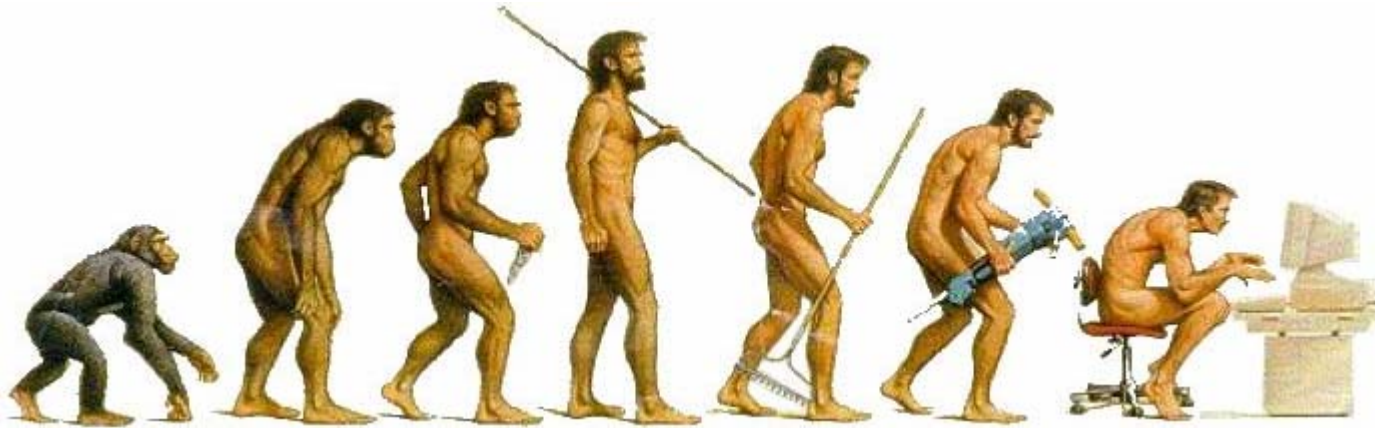




Green Design is Great Design

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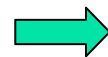
The Evolution of Green Acceptance



Companies don't
recognize the
benefits



Companies
recognize the
benefits, but aren't
willing to develop
expertise



Companies have
expertise, but won't
make the upfront
investment

Awareness of the Benefits

- Reduction in Construction Costs
 - building materials
 - labor costs
 - disposal costs
- Reduction in Operating Costs
 - energy use
 - water use
 - health and productivity
- Marketing/Public Relations
 - sales
 - goodwill
- Environmental Impact



Developing the Expertise

- Energy Sourcing
 - wind and solar plants instead of coal, gas
 - solar panels and turbines on building
 - fuel cells to reduce use at peak demand
- Energy Efficient Design
 - building orientation to reduce lighting and HVAC
 - HVAC design and selection
 - insulation
 - roof design
 - appliances and lighting fixtures
 - smart home programming



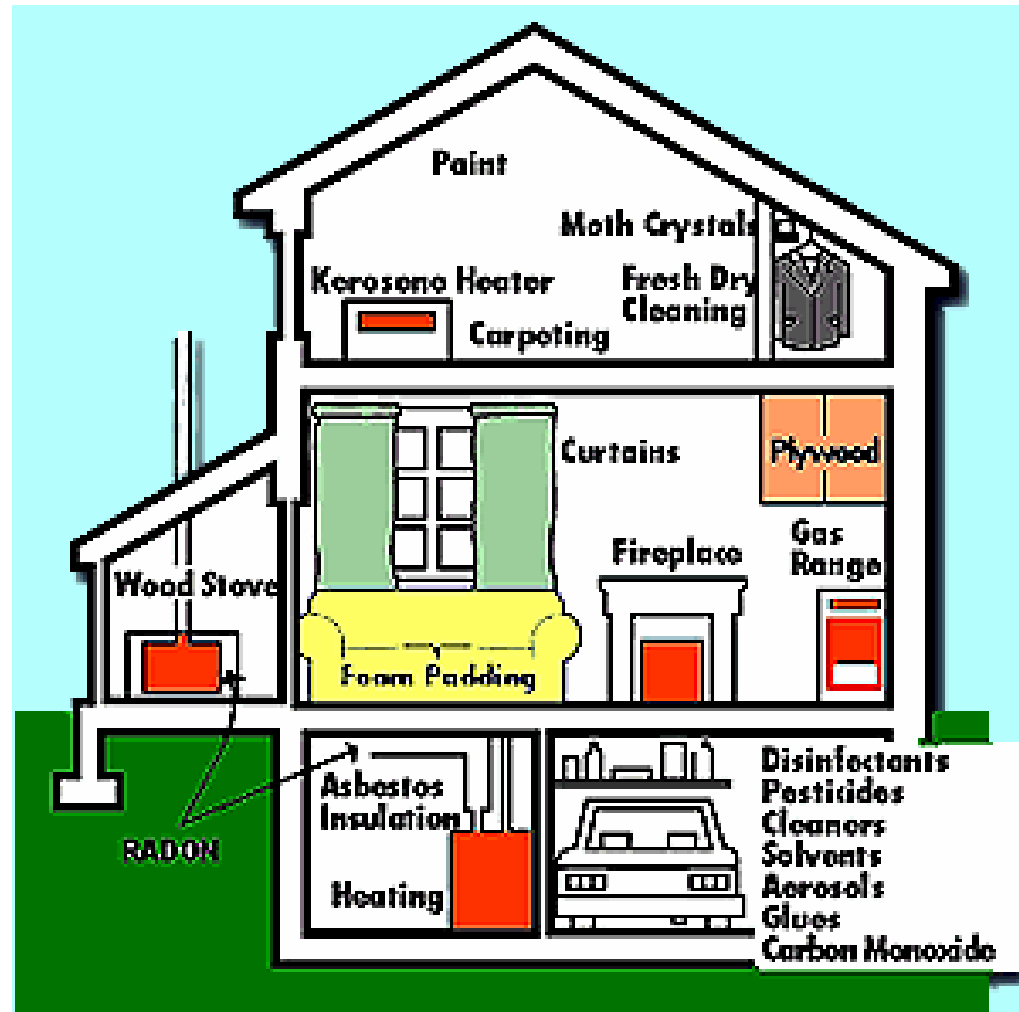
Developing the Expertise

- Water use
 - reuse and recycling
 - treated water
 - irrigation
 - efficient plumbing
 - piping systems
 - fixtures
 - landscaping
 - local flora
 - drip irrigation systems
 - programmable systems



Developing the Expertise

- Indoor air quality
 - carpets
 - paints
 - wall and floor surfaces
 - radon
 - insulation materials
 - ventilation



Upfront Investment

- Government Support
 - International collaborations to promote green values
 - Federal research programs to develop new technology
 - Federal pilot programs to evaluate technologies and implementations
 - Workshops and charrettes to promote practical solutions



Upfront Investment

- Local Government
 - codes and enforcement
 - green public buildings
 - public relations
- Professional Societies
 - intelligent standards
 - clear certification rules and processes
 - networking assistance

CITY HALL



Upfront Investment

- Partners
 - funding sources
 - marketers
 - architects

- Builders
 - Taking the plunge





Conclusion

- The business case for green buildings is becoming clearer because of
 - improvements in technology
 - efficient green building methods
 - historical data on successful projects
- The rest is up to us

