ACCELERATING GREEN BUILDING MARKET TRANSFORMATION WITH INFORMATION

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U.S. Green Vice President Research Building Council
Market Transformation

- Regulations
  - 70% typical building practices
  - 5% lawbreakers

Degree of Green → 20% market leaders

Market Shift

5% innovators & risk takers
Era of “Firsts”

Bren Hall LEED-NC v1.0 Platinum (2002)
Era of Scale
CENTENARY
OF THE
TELEGRAPH
1844
1944
WHAT HATH
GOD WROUGHT
3¢
UNITED STATES POSTAGE
Energy Efficiency
Renewable Energy
Transportation
Water
Materials
Water
Indoor Environment
Human Experience
Physical Activity
Public health
Investment risk
Biodiversity
Many others...
Rating Systems set performance standards

e.g., Energy Star

69  100

86
GBIG
The Green Building Information Gateway

GBIG EXPLORER: Place
Explore Places and Cities Through Green Building Data

GBIG EXCHANGE: Portal
Create & Share Green Building Maps, Applications & Groups

More GBIG Apps

GBIG Explorer
Explore over 250 green buildings in the

GBIG Analyst
Navigate a map displaying nearby LEED

GBIG DC Regional Pilot
Information technology that provides a view
Explore
293 West Merchandise Mart Plaza, Chicago, Illinois
Address is approximate
Merchandise Mart, 222 Merchandise Mart

222 Merchandise Mart Plaza
Chicago IL 60654

Project Details
- **Building Footprint:** 280000
- **Project Type:** Commercial Office, Restaurant, Retail
- **Context:** Urban
- **Owner Type:** Profit Org.
- **Occupant Type:** Mixed Occupancy
- **Percent New:** 0
- **Building Type:** undefined
- **Property Area:** 4200000
- **Undisturbed Site:** 0
- **Surface Parking:** 0
- **Street Parking:** 341
Data Anchor
High Performance Outcome

Low Performance

Frequency

Distribution of performance across the market

How?

Increasing rewards
FBI Regional Office

USAA Real Estate Company
2111 W. Roosevelt Rd.
Chicago, IL 60608
US

LEED Status

LEED EB 2008 Platinum certified.
74 of 92 possible points.
Awarded December 22, 2008

Credit Achievement

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<th>CATEGORY</th>
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<td>Energy and Atmosphere</td>
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<tr>
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<tr>
<td>Innovation in Operations</td>
<td>7/7</td>
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Distribution of performance across the market

Why?

Low Performance  Outcome  High Performance

Frequency

Increasing risks
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GHG Index for LEED-NC v2.x Projects

- 2006-2008 projects (206 total, 36 avg)
- 2009-2011 projects (2421 total, 38 avg)
GHG Index for LEED-NC v2.x Projects
Component 1: Sustainable Sites

% of total projects

SS Points

US Projects (2498 total)
China Projects (37 total)
Int'l Projects (92 total)
GHG Index for LEED-NC v2.x Projects
Component 2: Energy & Atmosphere

- 2006-2008 projects (206 total, 6.3 pts avg)
- 2009-2011 projects (2421 total, 7.0 pts avg)
Explore
Green Building Information Gateway [www.gbig.org]

Contact
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