



TRIANGLE USGBC

05.11 green news

McGraw Hill Reports Green Building Market Grew 50% in Last Two Years

Describing green building as a “bright spot” in an otherwise bleak economy, *McGraw Hill Construction Green Outlook 2011: Green Trends Driving Growth*, noted that a quarter of all new construction is now green. Overall, the value of new green building - commercial and residential - grew to \$55 - \$71 billion in 2010. The green share of new nonresidential green building in 2010 is 28%-35% by value - a growth of more than 50% over the same share in 2008. McGraw Hill Construction (MHC) projects this growth to continue, with green buildings in 2015 representing 40% -48% of new nonresidential construction and up to \$145 billion.

The report also noted that the market share of green retrofit and renovation activity is expected to grow even faster - from 7% - 12% in 2010 to 25% to 33% by 2015. When the large number of small renovation projects that tend to fall below reporting levels is factored in, the market share is easily two to three times higher.

Other highlights:

Larger projects: Green building is widely incorporated into the largest (by value) projects. In 2009, the majority of projects of more than \$10 million mentioned LEED in their projects specs, with over 70% percent of projects of \$50 million or more specifying LEED.

The cost myth: MHC notes, “Industry research and reports refute lingering misperceptions that green buildings are much more expensive than non-green ones. ...MHC research has shown a correlation between familiarity and involvement in green building with realistic expectations of its cost. Therefore, we expect as all players get more experienced with green building, expectations of cost will start to align around real figures.”

Shift in corporate commitment to sustainability: Corporate motivation shifted away from fears of government regulation and towards viewing sustainability as a business opportunity that is consistent with their profit mission. Corporate motivators driving the green building market included market differentiation, competitive advantage, energy and operating cost savings, employee retention, and increased productivity.

Green firms increase market share: Most design firms who reported at least half of their revenues from green projects and construction firms that earned 75% or more of their revenues from green projects improved their overall market share and industry ranking. MHC concluded, “As green work becomes more ubiquitous, a contractor’s engagement with green may no longer create sufficient market differentiation to account for strong growth in the Top 400 Contractors list ranking, but instead function as a basic requirement to stay competitive.”

USGBC Vision

Building and communities will regenerate and sustain the health and vitality of all life within a generation.

Chapter Mission

To transform the way buildings and communities are designed, built and utilized, enabling an environmentally and socially responsible, healthy, and prosperous environment for current and future generations in central and eastern North Carolina.

Upcoming Events

CHAPTER EVENTS

3rd Annual Triangle USGBC / EP Golf Tournament

NCSU Lonnie Poole Golf Course
Friday, June 10th, 8:15 am tee time
Raleigh, NC

Educational Mini Series: Sustainable Site

(1.5 hours of GBCI LEED Specific CE each session)
Thursday(s), June 2nd, June 16th
4:30 - 6:00 pm
Clancy & Theys, 516 W. Cabarrus Street, Raleigh

BOARD/COMMITTEE MEETINGS

Residential Committee Meeting

Wednesday, May 25th, 5:00 - 6:30 pm
Cameron Village Library, 1930 Clark Ave., Raleigh

Green Schools Meeting

Wednesday, May 25th, 12:00 - 1:00 pm
Sosta Cafe, 130 East Davie Street, Raleigh

Diversity and Outreach Committee Meeting

Wednesday, May 25th, 2011 4:00 - 6:00 pm
Skanska, 4309 Emperor Blvd., Durham

Monthly Board Meeting

Tuesday, June 14th, 3:30 - 4:30 pm
Skanska, 4309 Emperor Boulevard, Durham

General Circle

Tuesday, June 14th, 4:30 - 6:00 pm
Skanska, 4309 Emperor Boulevard, Durham

Membership Committee Meeting

Thursday, June 16th, 7:30 - 8:30 am
Griffin Engineering, 3000 Bearcat Way, Ste 114, Morrisville

Emerging Professionals Core Committee Meeting

Tuesday, June 21st, 6:00 - 7:30 pm
HagerSmith Design, 305 W Martin Street, Raleigh

Spotlight on...

Annual Silver

Chapter Sponsor: **K&L | GATES**

K&L Gates' sustainable development practice includes lawyers from diverse practice areas and markets who focus on sustainable development issues that arise for our clients in both the real estate and business areas. The issues we address are in the areas of environmental, land use, real estate development, leasing, construction, energy, emerging business, and corporate law. K&L Gates offers one of the largest groups of Leadership in Energy and Environmental Design (LEED)-accredited lawyers in the industry with more than 60 lawyers having earned LEED accreditation from the U.S. Green Building Council (USGBC). We are able to advise and respond to "green" building and LEED issues, as well as advise businesses on incorporating sustainability concepts into their business plans and daily practices.



Win a Harley at the 3rd Annual Triangle USGBC Golf Tournament

NCSU Lonnie Poole Golf Course
Friday, June 10, 2011 - 8:15 am Shotgun Start

Please join Triangle USGBC and co-hosts Emerging Professionals this year for a chance to win a Harley Davidson and four other Hole-in-One prizes as well as compete in the Team Putt for \$5,000 cash. Breakfast and lunch will be served.

\$85 Player / \$170 Two Players / \$340 Team of Four
Register at www.triangleusgbc.org

JOB WELL DONE

Congratulations to the City of Raleigh for being named the nation's most "sustainable" mid-size community by the The U.S. Chamber of Commerce!

Get in the Green!

As a 501c3 mission-driven non-profit organization, we rely on our volunteers to transform our vision into a reality. Here are a few ways to get involved:

Attend an event - Chapter events help educate professionals and the public about sustainability and create connections which advance the green building market. Check the [calendar](#) for upcoming events.

Volunteer with a committee - Put your commitment to Green Building in the Triangle into action by volunteering on one of ten **Triangle USGBC Committees**.

Join Emerging Professionals - Young professionals who are intent on becoming and recruiting future green building leaders.

Make a donation - Our chapter relies on the financial support of individuals like you and sponsorships from companies like yours to achieve our vision. All individual donations are tax deductible.

Promote Sustainable Schools - Join the **Green Schools Advocacy Committee** or attend a committee meeting the 4th Wednesday of each month at noon.

Read about us - Check out our [blog](#) with insights about Green Building and our organization.

Be an advocate - Join the Advocacy Committee or attend a State Advocacy Committee Meeting the 2nd Friday of each month at 9:00 am.

Sign up - Receive Green News, our monthly e-newsletter, to stay informed about upcoming events and Green Building news in the Triangle.

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NC Triangle Chapter of the USGBC

www.triangleusgbc.org