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# Green Building & Health

**Common Ground: Environmental Public Health in California**  
**Friday, May 2, 2008**



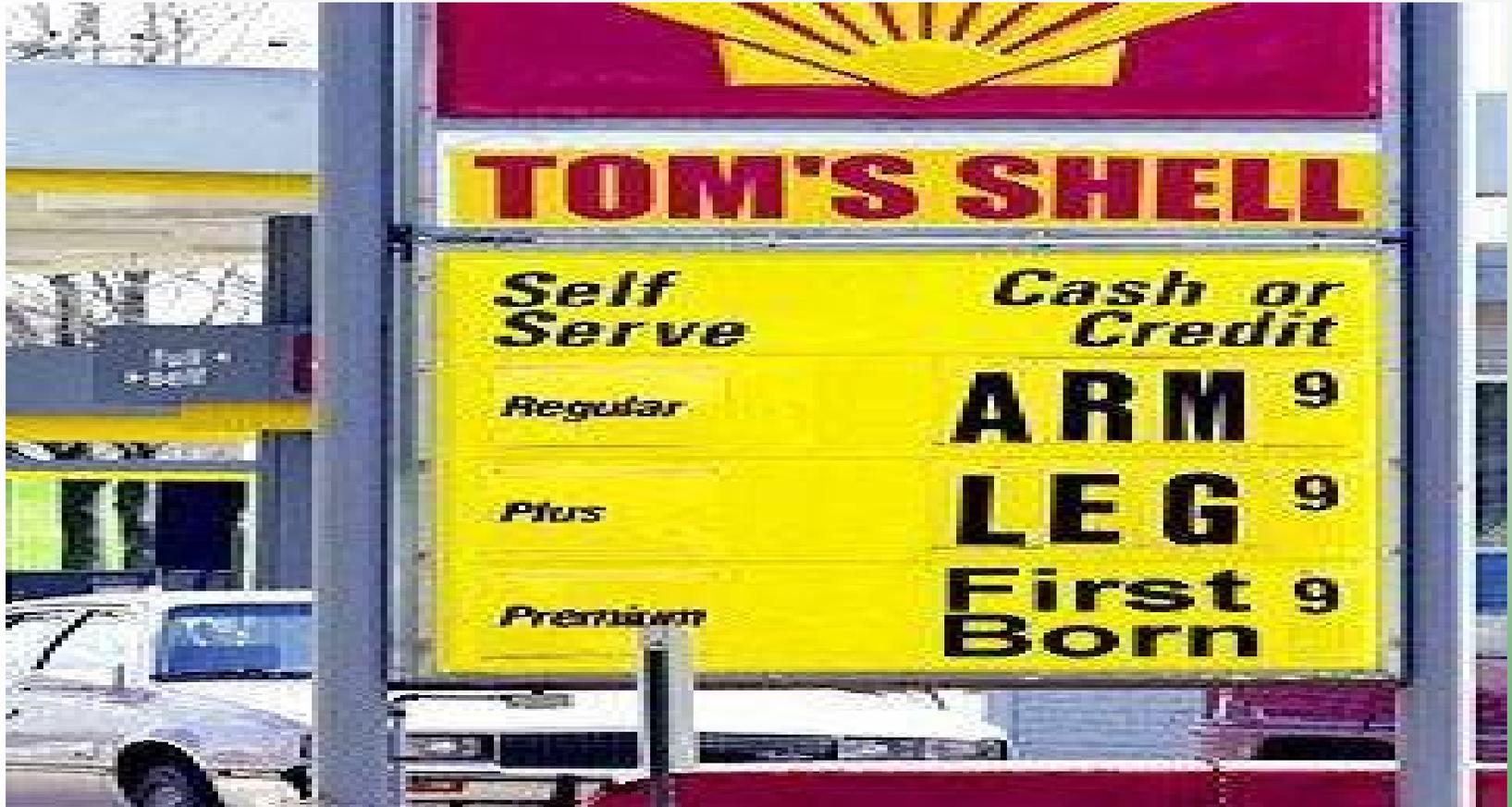
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# Presentation Overview

- Market & Policy Trends
- Green Building Overview
- Policy Rationale for Green Building
- Build It Green's Tools & Resources
- Process for Quantifying Benefits & Results

# Market Drivers





# Policy Trends

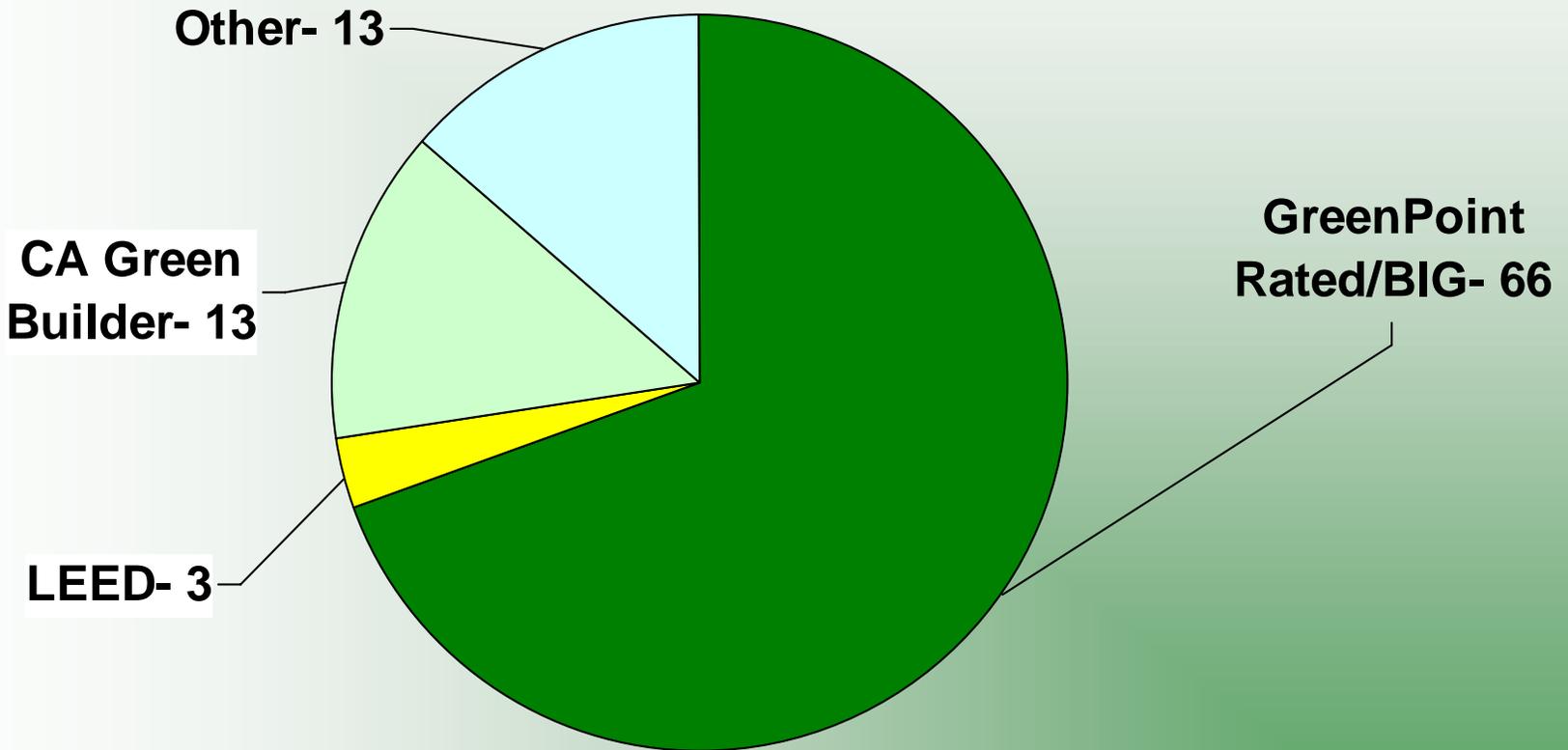
- Over 170 U.S. cities are participating in “Cities for Climate Protection” through ICLEI
- NAHB/ICC/NAHB Research Center development of ANSI standard



# California Leadership

- AB32 California Global Warming Solutions Act of 2006
- CA Air Resources Board passed new regulation to reduce formaldehyde in composite wood products
- CA Building & Standards Commission developing green building codes

# Local Government Residential Green Building Programs



# What is Green Building?

- “Whole-Systems” approach for designing and constructing buildings that:
  - ◆ are integrated into the building site
  - ◆ consume less energy & water
  - ◆ are durable and easier to maintain
  - ◆ use resource efficient techniques & materials
  - ◆ are healthier, safer, & more comfortable



# Principles of Green Building

- Community Design
- Energy Efficiency
- Water Efficiency
- Resource Conservation
- Indoor Environmental Quality



# Why is Green Building Important?

- Indoor air pollutants are 2-5x higher than outside air
  - ◆ On average, we spend over 90% of our time indoors
  - ◆ 6 out of 10 homes are “sick” due to poor indoor air quality
  - ◆ Over 30% of all commercial buildings have poor indoor air quality
  - ◆ Prevalence of asthma has doubled since 1976 (20 million people, including 6.3 million children)  
- *Environmental Protection Agency*



# Why is Green Building Important?

- Formaldehyde: contained in many wood products, including: MDF, particle board, oriented strand board, glues, carpet, insulation, etc:
  - ◆ Flooring, underlayment and glues
  - ◆ Cabinets
  - ◆ Vinyl flooring and glues
  - ◆ Wall fabric coverings and glues
  - ◆ Fiberglass insulation

# Green Building & Health

- Indoor Air Quality
- Landscaping
- Greywater & recycled water
- Toxics in building materials
- Construction & demolition waste
- Extended producer responsibility  
(e.g. mercury in lightbulbs)

# Why Cities Promote Green Building?

- Environmental Compliance
- Economic Development
- Citizen Satisfaction
- Fosters Good Interdepartmental Cooperation
- Positive Relationship with the Building Industry
- Enhances your City's Reputation

# How Homeowners Benefit?

- Reduced maintenance & cost of home ownership
- Increased property value
- Enhanced comfort & durability
- Protection of human health & the environment
- Improved quality of life

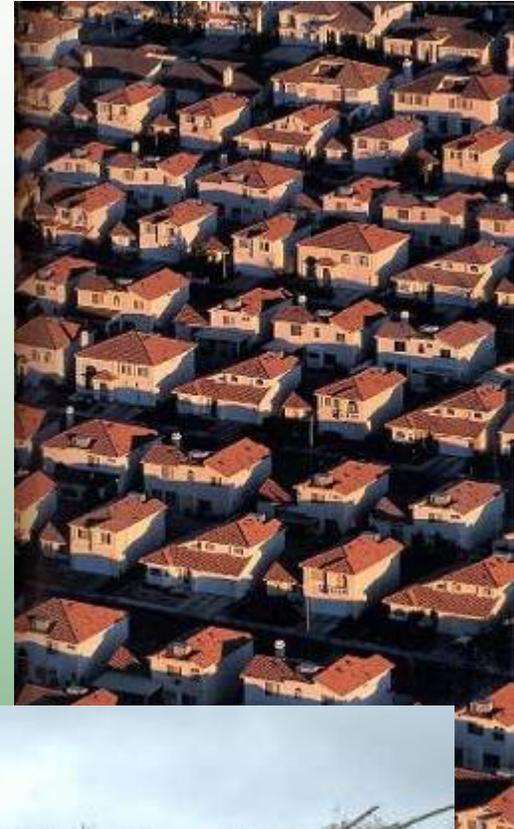


# How Builders Benefit?

- Higher quality product with less callbacks
- Increased customer satisfaction
- Reduced liability
- Move inventory quicker through marketing edge
- Qualify for rebates & incentives

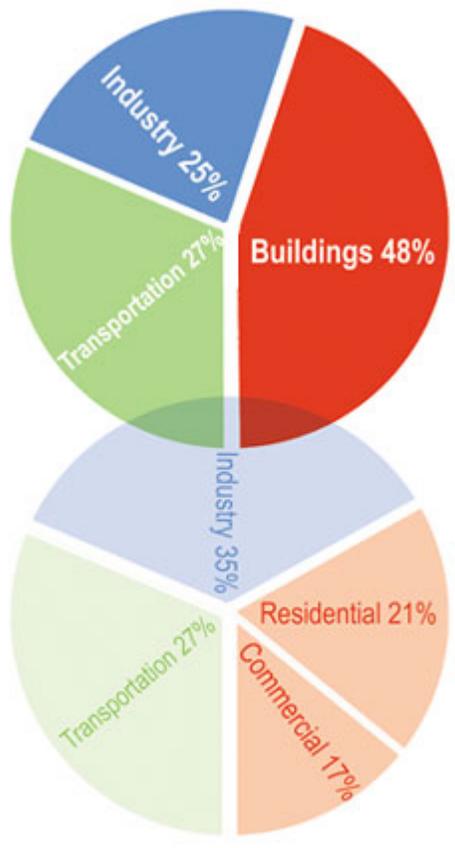
# Why is Green Building Important?

- In the U.S., buildings:
  - ◆ consume 65% of electricity
  - ◆ create 136 million tons of C&D waste/yr
  - ◆ consume 12% of potable water
  - ◆ use 40% of raw materials globally
    - U.S. Green Building Council
  - ◆ require 1.5 acres of forest to build one 2100 sq.ft home
    - NAHB

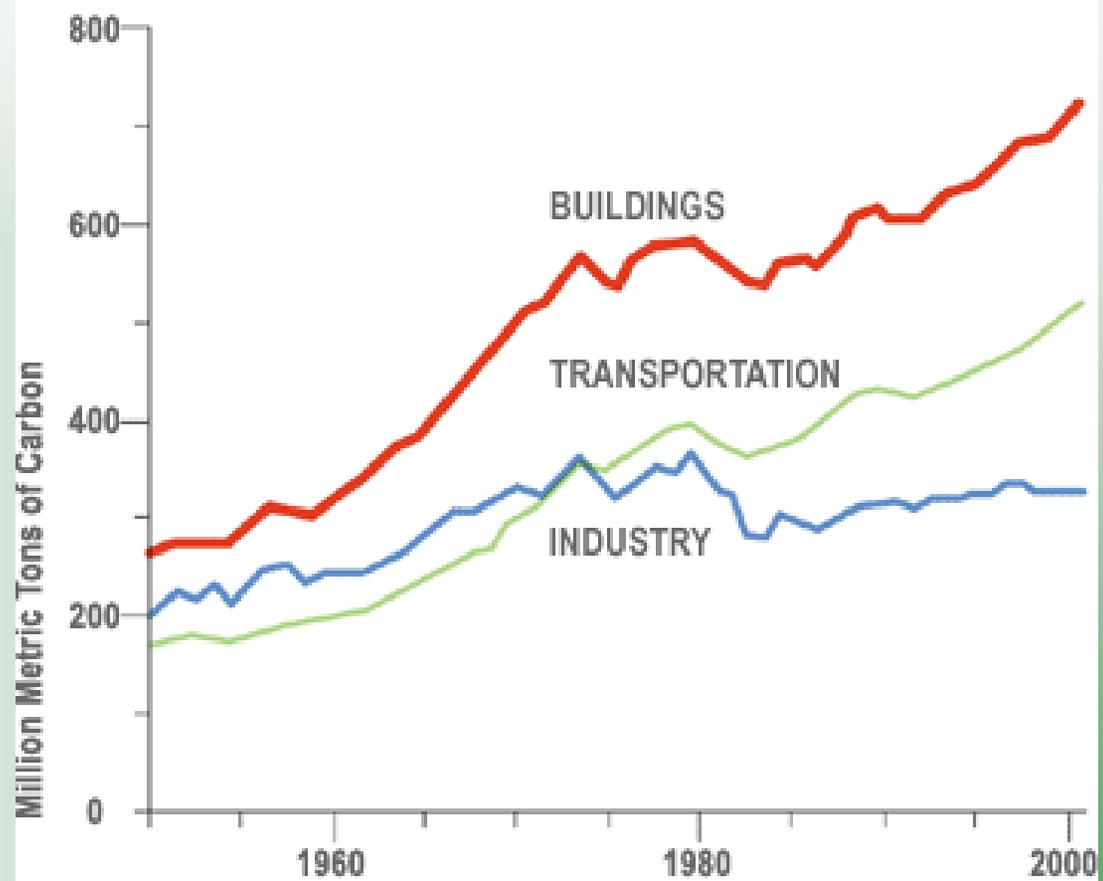


# Climate Change

U.S. Energy Consumption by Sector



U.S. CO2 Emissions by Sector



# Who is Build It Green?

# Who is Build It Green?

- Non-profit organization
- Diverse membership
- California focus
- Advocate for healthy & resource efficient buildings
- Trusted resource for professionals & public



# Strategic Plan

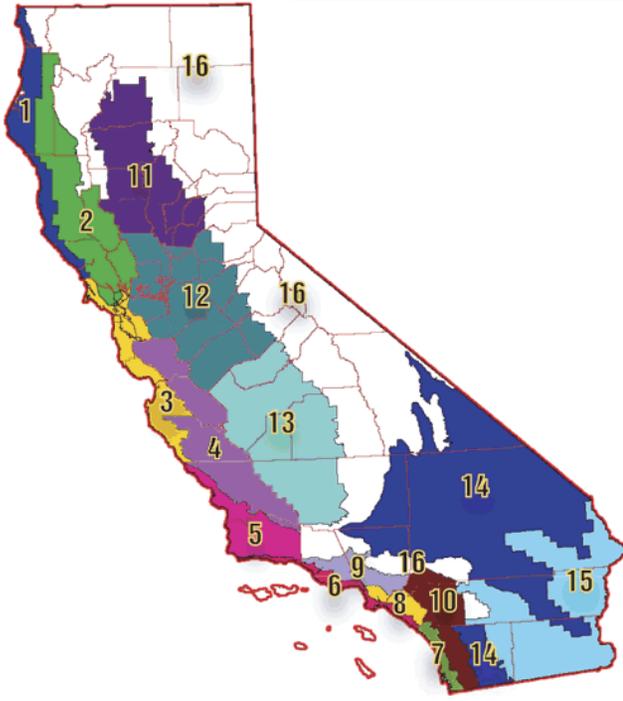
## ■ Goal

10,000 housing units by 12/31/08

## ■ Objectives

1. Support credible policies
2. Expand professional expertise
3. Access to green building products
4. Grow consumer demand

# Our Metric: GreenPoint Rated



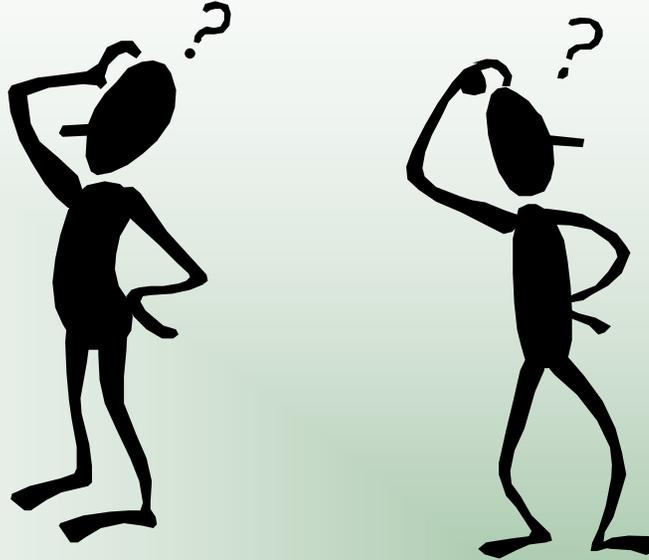
- Consumer label, tied to independent field verification
- California grown & community based
- Competitive advantage for builders
- Green building market value
- Quantifies environmental benefits
- Plug-and-play resources for local govt. policies & incentives
- Complementary to LEED for Homes



# Why Partner with Build It Green

- Plug-and-play resources for local govt. policies & incentives
- Provides policymakers with data on resource savings
- Provide homebuyers with tools to make informed choices
- Influence building practices outside city border
- Reward builders who exceed minimum requirements
- Regional recognition as a green community

# Questions...



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