

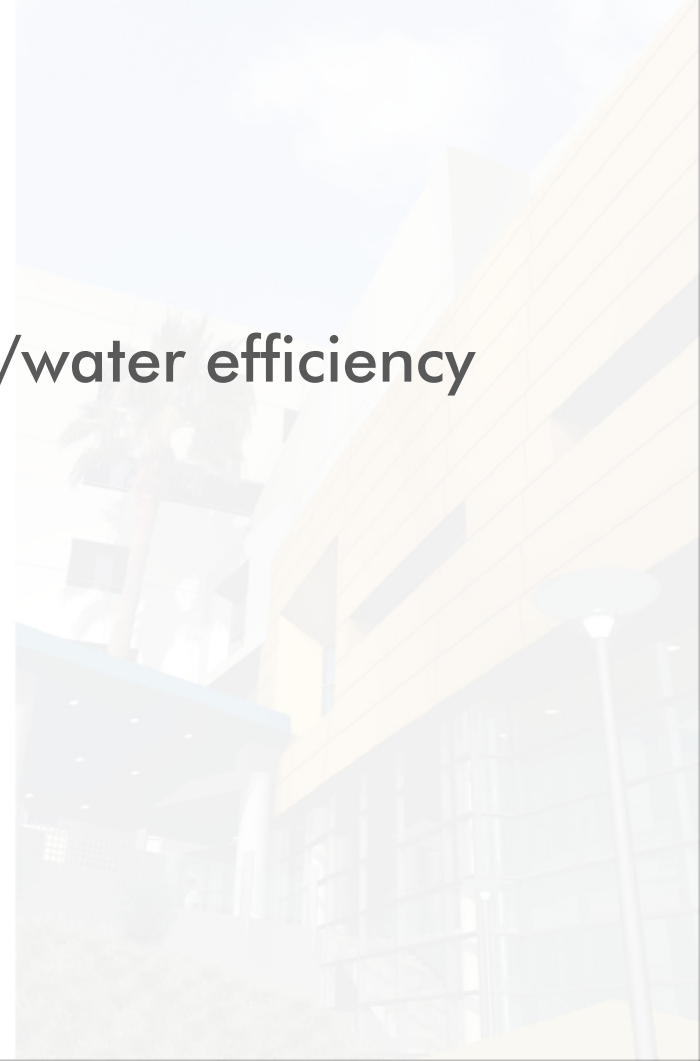
# AGENDA

- Sustainability Overview
- Rating Systems
- Site
- Water
- The Building
- Interior Environments
- Energy
- The Building Aside...

# THE BUILDING ASIDE...

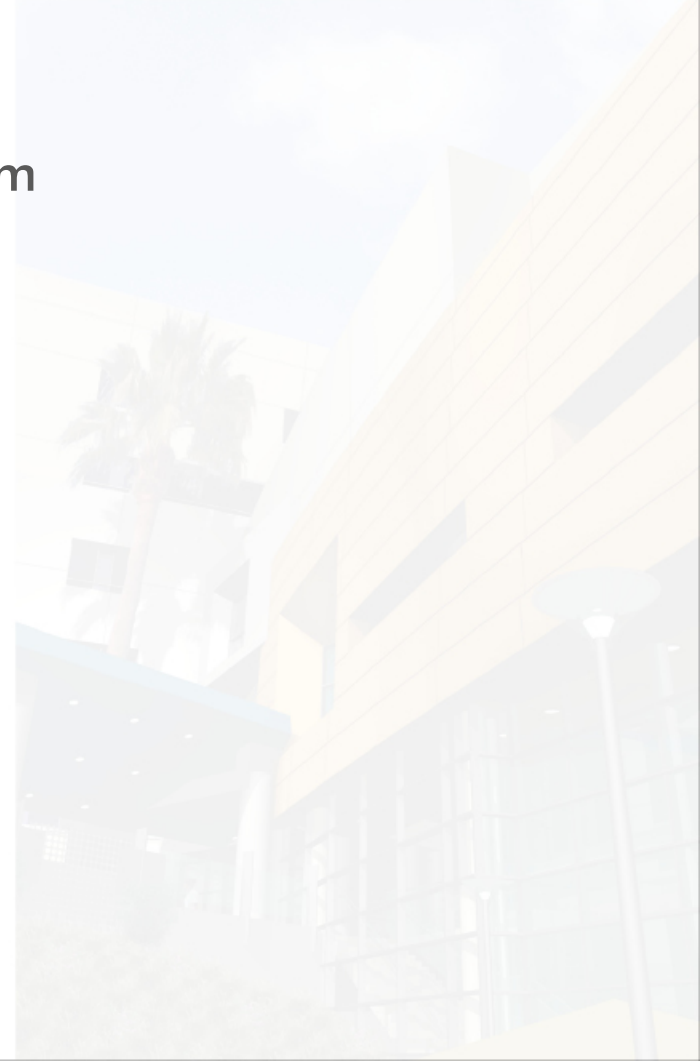
Important things to understand:

- LEED  $\neq$  sustainability
- Solar Panels  $\neq$  sustainability
- Sustainability is not only energy/water efficiency
- Every decision has a trade off



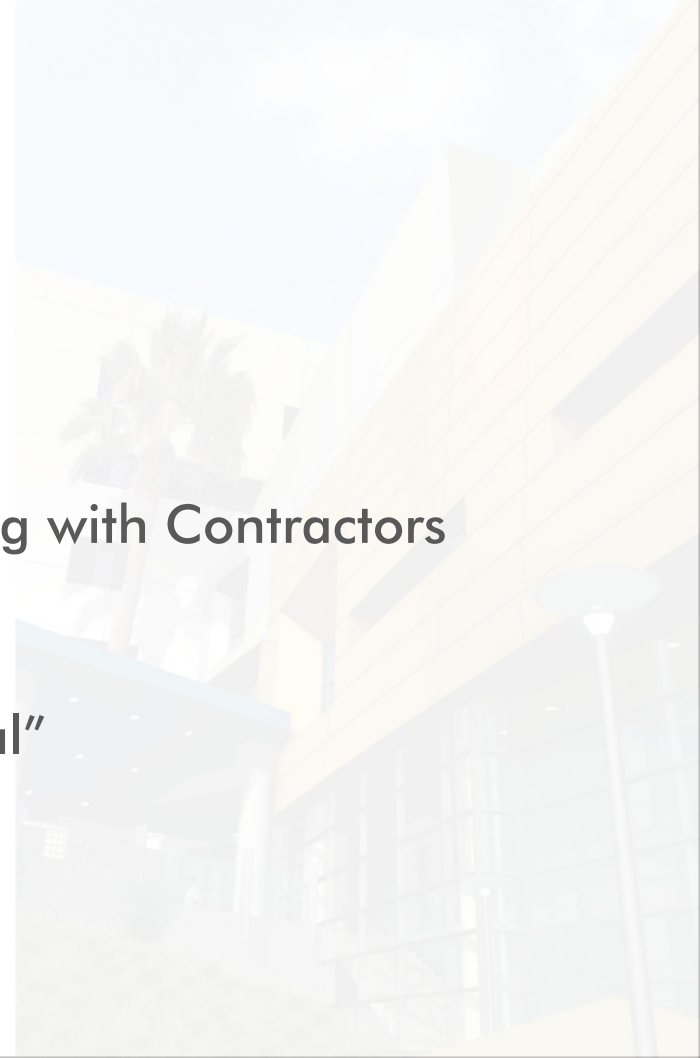
# TOP 10 GREEN BUILDING STRATEGIES

1. Start Planning Early
2. Select an Experienced Project Team
3. Involve All Stakeholders
4. Set Clear Goals
5. Identify Constraints
6. Participate in the Process
7. Demand Data
8. Consider Life Cycle Cost
9. Specify Carefully
10. Evaluate the Process



# TOP 10 GREEN BUILDING PITFALLS

1. Procrastinate
2. Preconceive
3. Withhold Communication
4. Stop at Design
5. Spectate
6. Stop at First Cost
7. Not Educating or Communicating with Contractors
8. Compartmentalize
9. Chase Points
10. Rely on a Single "Green Guy/Gal"



# THE BUILDING ASIDE...

Greenwash is everywhere!

Education is Essential!

- Be careful of what you read
- Know your site
- Know your region
- Know your materials
- Read technical data thoroughly
- Read Material Safety Data Sheets (MSDS)





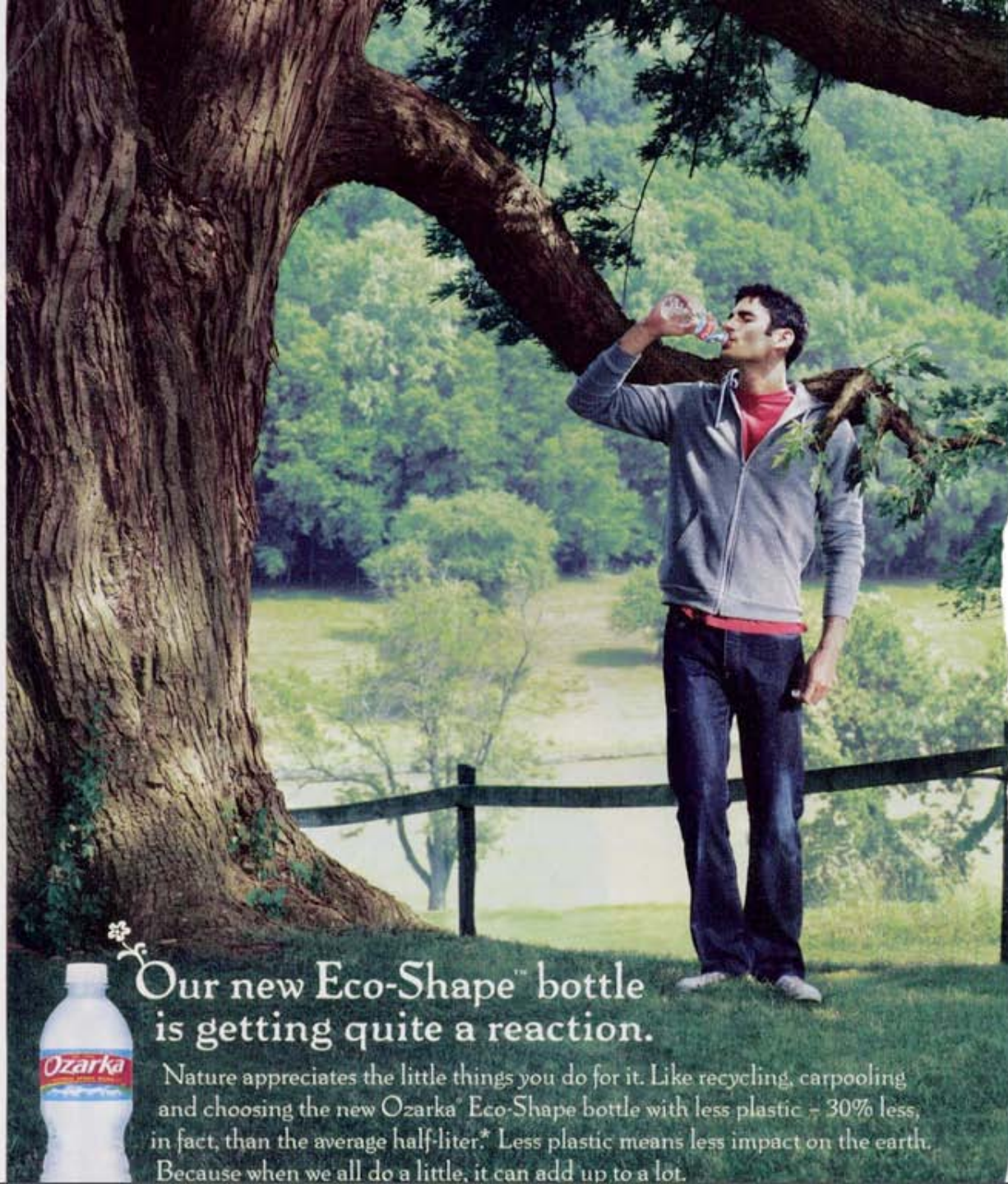
**greenwash** |'grēn,wä sh; -wô sh

*noun*

disinformation disseminated by an organization so as to present an environmentally responsible public image.

*“That oil company is, like, totally greenwashing.”*





 Our new Eco-Shape™ bottle is getting quite a reaction.



Nature appreciates the little things you do for it. Like recycling, carpooling and choosing the new Ozarka® Eco-Shape bottle with less plastic - 30% less, in fact, than the average half-liter.\* Less plastic means less impact on the earth. Because when we all do a little, it can add up to a lot.

# THE BUILDING ASIDE...

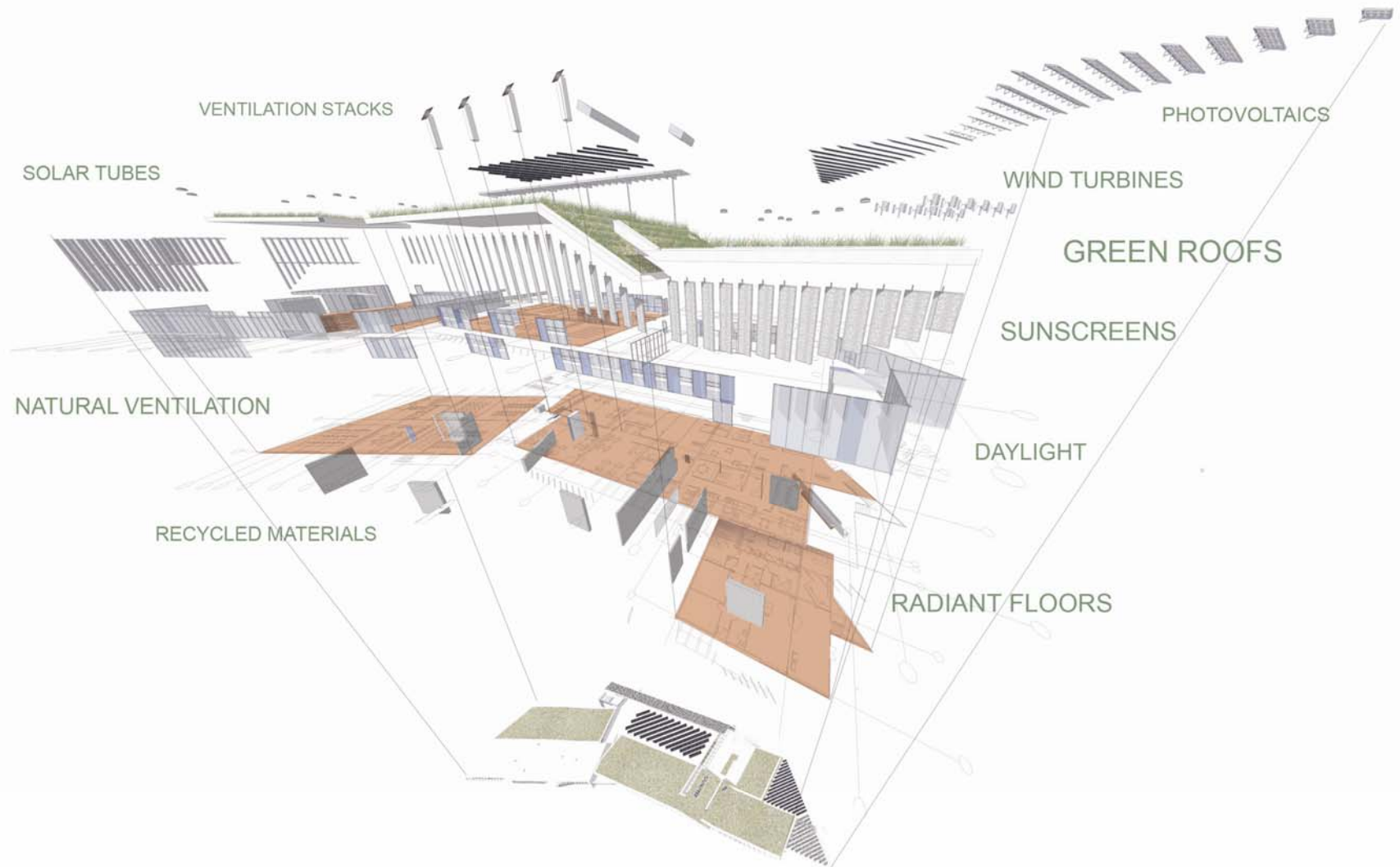
## Truths of Green Building:

- Healthier, happier occupants
- Productivity gains through better lighting, fewer sick days
- Better work force retention
- 8-9% lower operational costs\*
- 60% lower vacancy rates in San Francisco \*\*

\*McGraw Hill Construction, Key Trends in European and U. S. Construction Marketplace SmartMarket Report, 2008

\*\*NAI BST

# THE BUILDING ASIDE...





55

million students

and

5

million faculty

20%

of America's population

Sustainability

# THE BUILDING ASIDE...



[DID YOU KNOW VIDEO](#)

