For Immediate Release:

Delaware Valley Green Building Council Rebrands to Green Building United

The sustainability leader reveals a new brand that showcases its mission to foster transformative impact through green building education and advocacy

PHILADELPHIA, November 28, 2017 – Delaware Valley Green Building Council (DVGBC), a nonprofit organization working to enhance sustainability and the built environment through education and advocacy, has announced the launch of its new brand and website. Having joined forces with the local Living Building Challenge and Passive House communities earlier this year, the organization’s new name, Green Building United, reflects its community of committed practitioners, passionate advocates and dedicated volunteers united in the mission to foster transformative impact in the region.

“Our new brand echoes our founders’ passion and commitment to making sustainable building accessible for all, from row-house owners to developers of high-profile commercial office spaces,” said Alex Dews, Executive Director of Green Building United. “In light of the lack of federal support and the scale of the challenge we face, our new brand reflects how crucial it is to remain united in our mission to substantially reduce the built environment’s impact on climate change, and in turn, enhance the health and well-being of building occupants.”

The organization initiated its rebranding process by conducting in-depth research with key stakeholders. After assessing feedback and analytics, the name “Green Building United” was selected to represent the organization’s strong history while aligning with its current work and future aspirations.

“DVGBC has been an important partner in advancing green building and climate action goals for Philadelphia,” said Christine Knapp, Director of the Office of Sustainability. “We look forward to continuing close collaboration with the rebranded organization’s growing list of stakeholders committed to a healthy, sustainable and resilient built environment.”

With its new name, Green Building United will still remain an active member of the U.S. Green Building Council chapter community and continue to foster new partnerships to advance green building practices in large commercial buildings, affordable housing, net-zero and regenerative buildings.

To experience the new brand and website, please visit: greenbuildingunited.org.

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About Green Building United

Green Building United is a 501(c)(3) nonprofit organization committed to fostering transformative impact in the Greater Philadelphia, Lehigh Valley, and Delaware regions through green building education and advocacy. The Green Building United community consists of committed practitioners, passionate advocates, and dedicated volunteers unified around the goal of advancing sustainable building solutions. Green Building United offers its members and partners a variety of resources, tools, and programs to keep them informed of the latest green building news and trends. For more information, visit www.greenbuildingunited.org and connect with us on Twitter, Facebook, and LinkedIn.
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