



GREEN
BUILDING
UNITED

Green Building United

2018 IMPACT REPORT

greenbuildingunited.org

Letter from our Executive Director



Dear Friends,

The past year was a busy one for Green Building United, and I am pleased to share some stories of the successes we achieved together with our members and volunteers in 2018. This report follows the format of our new Strategic Plan, which was completed at the end of 2018, and provides information about the work we do in education, advocacy, and with our strategic initiatives.

Coming off of a rebrand with a new name at the end of 2017, Green Building hit the ground running in 2018 with a very active calendar of educational events and advocacy activities covering our full geography—10 counties stretching from Delaware to the Lehigh Valley—as well as wide range of topics and content. Under our new brand, where three green building organizations now exist as one, we have a broader focus that ranges from improving base building codes to benchmarking existing buildings and certifying them using the many tools and standards that continue to raise the bar for building performance. In short, Green Building United's goal is to improve the sustainability of all building types at all points in the building lifecycle.

As the building industry continues to evolve, Green Building United will lead the way locally on green building education, advocacy, and programs. We are fortunate to have the support of our incredibly active (and growing) membership in helping us to lead this work, as well as a long list of partners. We are eager to build on the successes of the past year, and remain focused on growing the impact we have in service of our mission.

A handwritten signature in black ink, appearing to read "James D.", with a long horizontal flourish extending to the right.

MISSION

Green Building United fosters transformative impact in our communities through green building education and advocacy.

VISION

A sustainable, healthy, and resilient built environment for all.

WHAT WE DO

Green Building United promotes the development of buildings that are sustainable, healthy for inhabitants, resilient, and cost effective. Through education, advocacy, and strategic initiatives Green Building United informs and engages individuals and organizations to transform the way buildings and communities are designed, built, and operated.



IMPACT



3,300+

People engaged



55

Events held



200+

Technical Property
Assistance



2,900

Buildings participating
in programs



46,000+

Metric tons of carbon
emissions equivalent
avoided



Our Community

The Green Building United community comprises an array of green building and sustainability professionals and stakeholders, and we depend on these individuals to help us achieve our mission. By volunteering on committees, donating time and resources, engaging at events, sharing expertise, and serving as ambassadors of our organization, members help us scale our work in the region and beyond.



584
MEMBERS



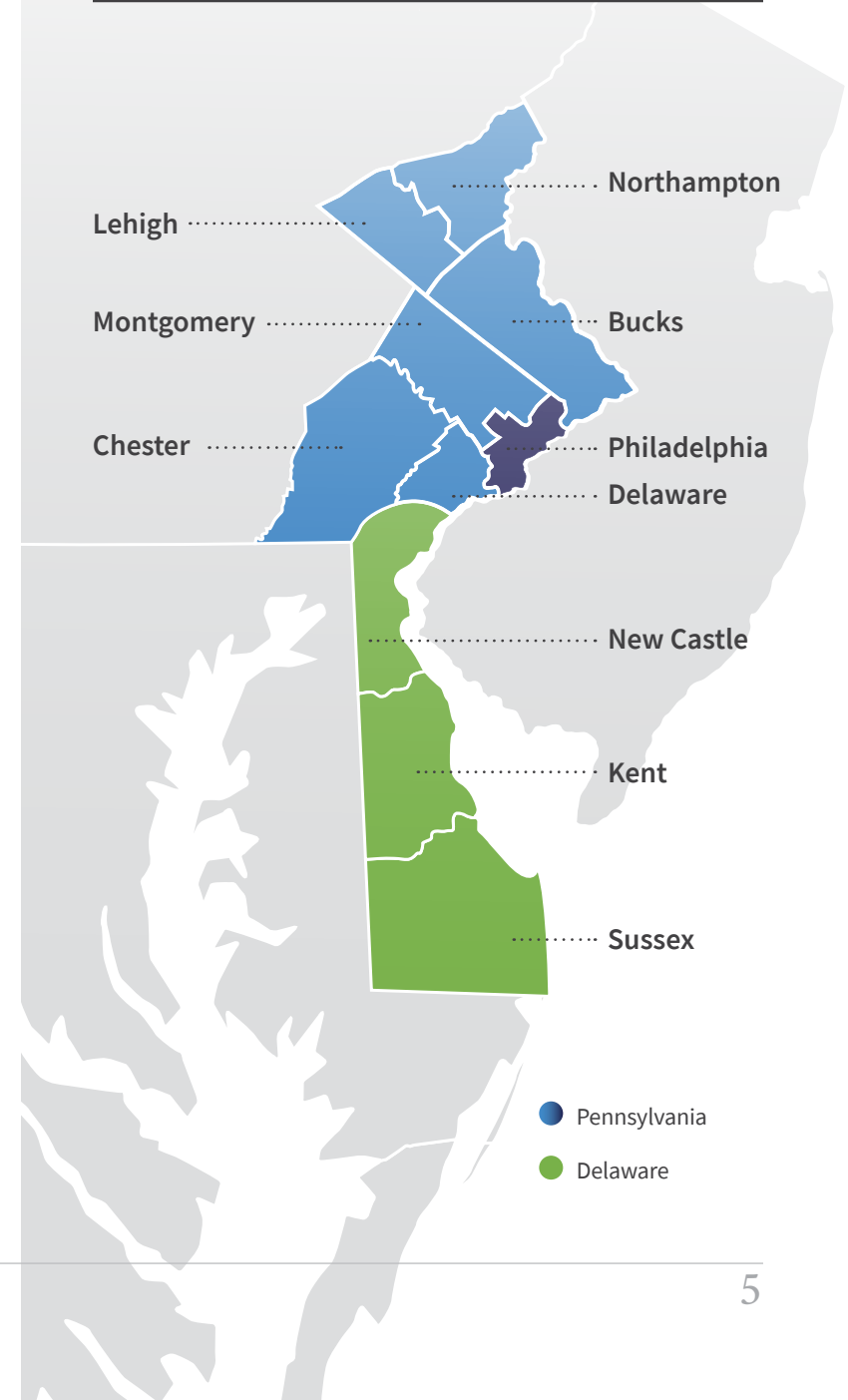
2,947
HOURS
VOLUNTEERED



72%
MEMBER
ENGAGEMENT



Green Building United's Region



Our Members

In 2018, we surveyed our membership to better understand who we are and where we have room to grow. Out of our 584 members, we received over 215 thoughtful responses. We used the survey as an opportunity to hear from the individuals that make up Green Building United’s community. You’ll see their words peppered throughout this report.

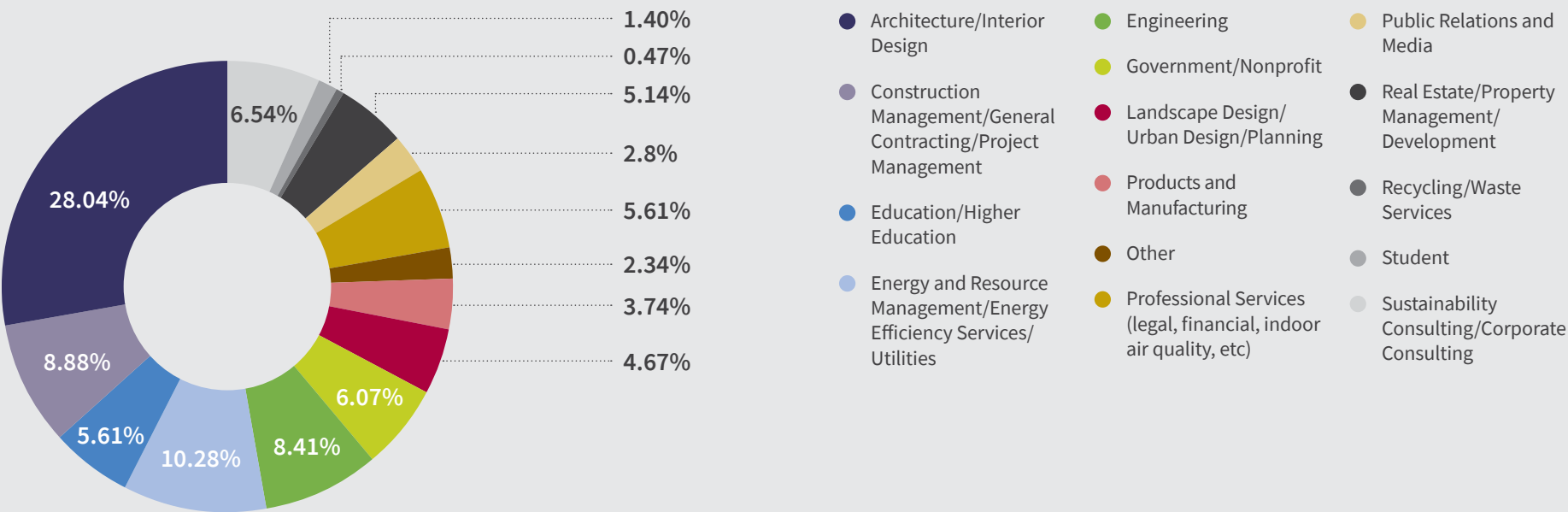
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BRUCE ADELSBERGER, *BartonPartners*

MEMBER QUOTE

“GBU brings together people in our area from all professions involved with the built environment, who share a common interest, concern, and passion for our environment and health.”

Member Survey Breakdown



VOLUNTEER COMMITTEES



Being a part of our community gives individuals the chance to deeply engage with our work by serving on the board, a community council, or a content specific committee.

- | | | |
|------------------------------|---|---|
| • Board of Directors* | • 2030 Water Working Group | • Delaware Community Council |
| • Executive* | • 2030 Transportation Working Group | • Sustainability Symposium Steering Committee |
| • Finance* | | |
| • Governance* | • Passive House Community Council | • Sustainability Symposium Tour Committee |
| • Development | • Living Building Challenge Community Council | |
| • Education & Events | | |
| • Policy & Advocacy | • Lehigh Valley Community Council | |
| • Member Engagement | | |

*BOARD-ONLY COMMITTEES

COMMUNITY HIGHLIGHT

Demonstration Project

Throughout the year, Green Building United's Passive House and Living Building Challenge Communities have used charrettes and workshops to engage with the design community to rethink how to design and build using above code standards as a guide for future development. The Demonstration Project has explored the feasibility of renovating existing brick masonry rowhouses to the Passive House standard and designing infill affordable housing to meet the requirements of the Living Building Challenge. Both communities will provide two report-outs scheduled to be completed in 2019.



Education

Green Building United provides trainings and educational events ranging from cutting edge green building standards and practices, serving as a go-to source for GBCI and AIA continuing education credits. Our new Webinars on Demand library was launched in 2018, which now houses nearly 20 unique green building and sustainability focused videos.

50

CEUs
OFFERED

55

EDUCATIONAL
EVENTS

1,515

UNIQUE
ATTENDEES

2,871

ATTENDEES

WELL / LEED / Passive House /
Living Building Challenge / Affordable
Housing / Green Stormwater
Infrastructure / Climate Change /
Resilience / Codes / Commissioning /
Equity / Net-zero Energy / Daylighting
/ Indoor Environmental Quality /
Sustainability Marketing and Branding
/ Materials and Waste / Energy
Efficiency / 2030 District / Green
Schools / Policy / Urban Agriculture
/ Biophilia / Renewable Energy /
Transportation / Water Efficiency



“

BARBARA CLARKE, *JL Architects*

MEMBER QUOTE

“I love GBU because it provides a steady stream of current education opportunities to inform all design communities on how to keep our built environment energy efficient and sustainable for the future!”



SIGNATURE EVENTS



Sustainability Symposium

640 Attendees

111 Content Expert Presenters

55 Sponsors

“

NICK SEMON, *Re:Vision Architecture*

MEMBER QUOTE

“A fantastic opportunity to meet and network with a variety of local practitioners.”



New Gravity Housing Conference

227 Attendees

48 Content Expert Presenters

18 Sponsors

“

LAURA BLAU, *Blupath Design*

MEMBER QUOTE

“Unlike many conferences which are more fluff and promotion, New Gravity is a true learning and sharing environment for building towards an equitable and sustainable future.”



Groundbreaker Awards

272 Attendees

7 Finalists 4 Winners

35 Sponsors

“

DENA GDALETA, *Penn Lighting Associates*

MEMBER QUOTE

“Recognizing our collective efforts in advancing design & building technologies that improve health, save money, & reduce climate impact.”

Policy & Advocacy

Throughout 2018, Green Building United's members and supporters lent their voices and expertise to state and local legislative efforts to improve our region's built environment. From building codes to renewable energy procurement, each successful effort is a step toward achieving a sustainable, healthy, and resilient built environment for all. Over the course of the year, we celebrated four major victories throughout our region.

City of Philadelphia

✓ Commercial Building Codes Update

✓ Solar Power Purchase Agreement

Commonwealth of Pennsylvania

✓ Commercial PACE

State of Delaware

✓ Commercial PACE

125

LETTERS
SIGNED

66

REPRESENTATIVES
ENGAGED

15

TESTIMONIES
DELIVERED



CREDIT: TOM MACDONALD, WHY

Commercial Building Codes

In 2018, Philadelphia City Council unanimously voted to adopt modern building codes in Philadelphia, and the bill was promptly signed into law by Mayor Kenney. In a matter of months, Philadelphia transformed from lagging nearly a decade behind its peers to a nationwide leader in modern code adoption. The 2018 International Codes represent an increase in energy efficiency of **over 30 percent** as compared to current codes.

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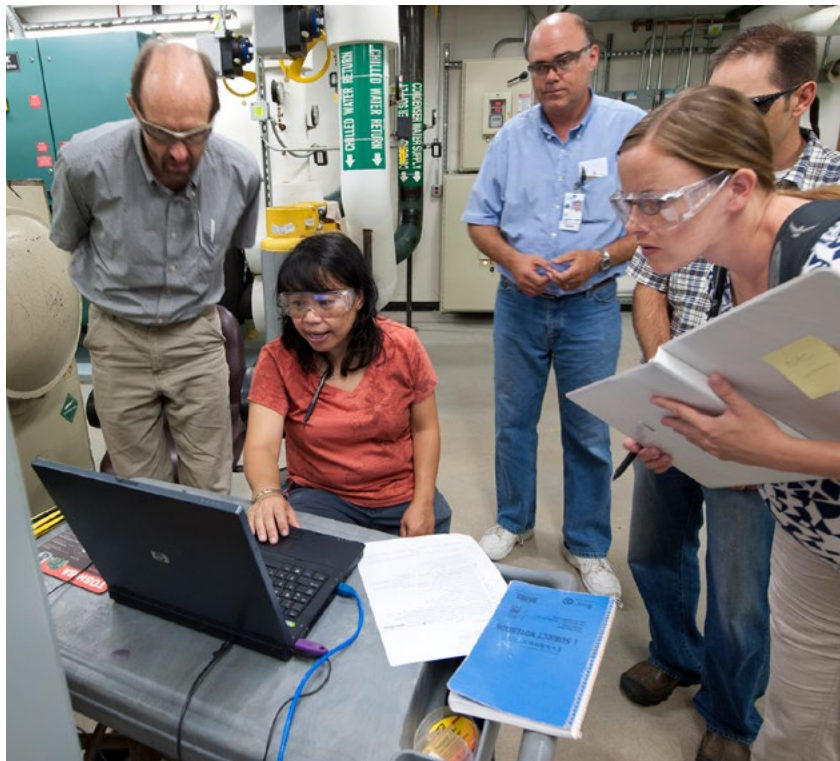
MICHAEL JOUANEH, *Lutron Electronics Co., Inc.*

MEMBER QUOTE

“The policy and advocacy team of Green Building United is extremely helpful to my work. They keep me up to speed on the latest regional legislative efforts regarding building energy efficiency and other green building practices that my company makes solutions for. I am also thrilled with the team’s instrumental and successful efforts to get Pennsylvania to adopt newer building energy codes which will help the state achieve its energy efficiency goals, save Pennsylvanians money on their energy bills, and create new jobs in our state.”

Strategic Initiatives

2018 was a big year for expanding Green Building United's impact across the region. Our Strategic Initiatives grew to include Energy Code Implementation and Energy Benchmarking. The result? Major reductions in energy consumption across all sectors and building types, reduced costs and carbon emissions, and a healthier and more prosperous Delaware Valley.



PHILADELPHIA 2030 DISTRICT



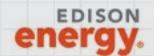
The Philadelphia 2030 District, a voluntary, private sector-led effort by the owners, managers, and developers of the city's largest properties to achieve deep reductions in energy use, water use, and transportation emissions. The initiative seeks to improve efficiency in the building sector in Philadelphia with the goal to lower costs, reduce carbon emissions, improve indoor air quality and tenant comfort, and improve the resiliency of the city's new and existing building stock.

**PROGRAM
SPONSOR**



**MEETING
SPONSOR**

Tozour Energy Systems



19,969,580

SQUARE FEET COMMITTED

24.1%

ENERGY USE
REDUCTION
BELOW BASELINE

39

PROPERTIES



ENERGY BENCHMARKING

In 2018, Green Building United began managing the Philadelphia Building Energy Benchmarking Program on behalf of the City of Philadelphia's Office of Sustainability. The benchmarking program is a tool to measure and track building performance over time. It also allows building owners and operators to understand their building's performance relative to others in the marketplace.



2,797
BUILDINGS
REPORTED



1,400
SUPPORT
TOUCHPOINTS



30%
BETTER THAN
THE MEDIAN ENERGY
STAR SCORE



ENERGY CODE IMPLEMENTATION

Green Building United, with our partners, offers trainings and networking opportunities to support recent, sweeping energy code changes in Philadelphia. City Council unanimously voted to adopt the 2018 International Codes, which represents an increase in energy efficiency of over 30 percent as compared to current code. This move is one important step towards the city meeting its goal to reduce carbon emissions 80 percent by 2050.



151
ATTENDEES



76
COMPANIES



3
TRAININGS





DELAWARE PATHWAYS TO GREEN SCHOOLS

In 2018, the Pathways program continued to grow, recruiting five new schools committed to incorporating sustainability into their curriculum, building management, and school values. A successful kick-off workshop led to a busy year of hands-on energy audits, mini-grant applications, building operator trainings, and resource sharing across the state of Delaware.



21

SCHOOLS
PARTICIPATING



114

INDIVIDUAL
PARTICIPANTS



10,000

DOLLARS IN MINI-
GRANTS AWARDED

CLIMATE RESILIENT COMMUNITIES

Green Building United seeks to address climate injustice by assisting communities at the neighborhood level through climate change knowledge exchange and action. In 2018, in partnership with the Philadelphia Association of Community Development Corporations (PACDC), we hosted the inaugural Community Climate Resilience Workshop. The workshop featured speakers from the City of Philadelphia's Office of Sustainability, Office of Emergency Management, and New Ecology.



49

WORKSHOP
ATTENDEES



9

COMMUNITY BASED
ORGANIZATIONS



Media

In 2018, Green Building United continued to be a valued, go-to source on green building and sustainability news and research. Through interviews with journalists, features in over 20 publications, and original content on Green Building United's blog, our organization and staff have been highlighted as thought leaders in the region and the country.

HIGHLIGHTS



Architect Magazine

Code Override: States and Cities Press Ahead on Efficiency Standards



The Philadelphia Inquirer

Green smackdown: Lincoln Financial Field vs. U.S. Bank Stadium



Plan Philly

A hotter topic: Building heat resilience into multifamily housing



Grid Magazine

Green Building United Hosts 2018 Sustainability Symposium



Keystone Edge

A more sustainable Philadelphia? Green Building United is on the case



Curbed

Bill to adopt 2018 commercial building codes moves forward



1,300,000

VIEWS (SOCIAL, WEBSITE,
BLOG, MEDIA PLACEMENTS)



75,000

UNIQUE READERS



70%

MEDIA PLACEMENTS
FEATURING STAFF



Our Supporters

2018 FUNDERS



Anonymous
Donor



2018 SUSTAINING PARTNERS

LEGACY



“

JOHNNY REZVANI
475 High Performance Building Supply

MEMBER QUOTE

“We work with organizations across the country, they are among the very best at listening to sponsors and showing appreciation for our partnership.”

PLATINUM



GOLD



SILVER



SMALL BUSINESS PARTNERS

Architectural Glass Institute

Calfayan Construction Associates

Integrated Energy & Microgrid Solutions LLC

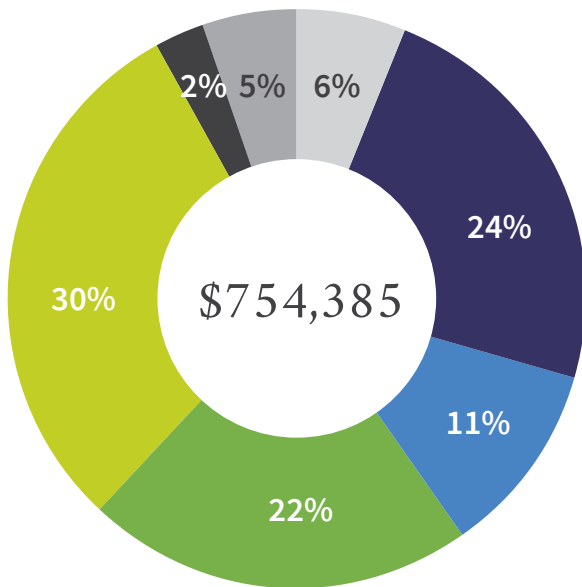
University Place Associates

WFGD Studio



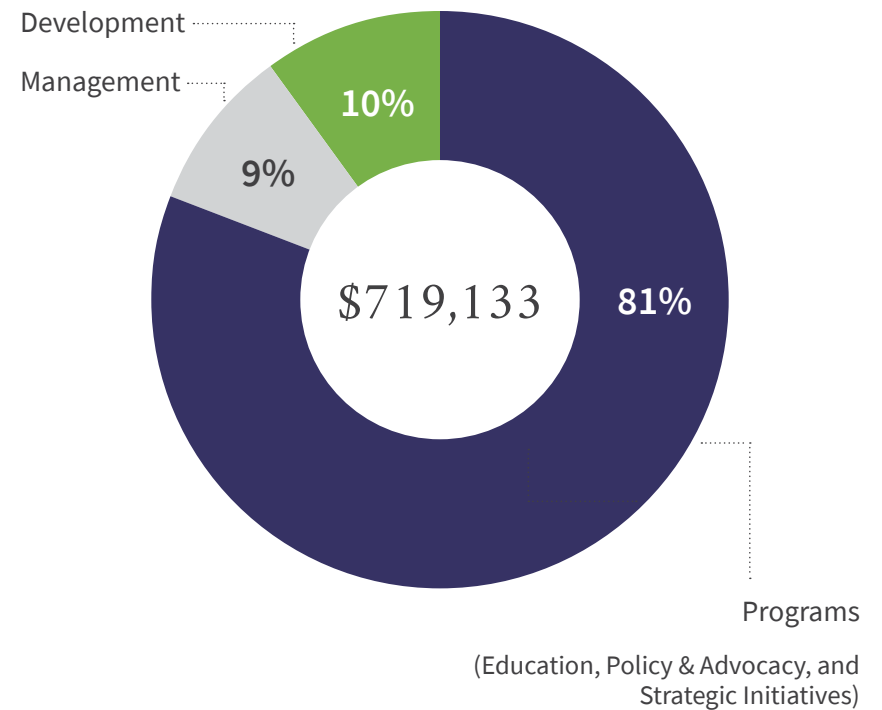
2018 Financial Summary

REVENUE REPORT*



- Membership
- Event Sponsorships
- Individual Giving
- Sustaining Partners
- Grants & Contracts
- In-Kind & Misc
- Event Attendance Fees

EXPENSE REPORT*



*Unaudited financial reports



Our Team

2018 BOARD OF DIRECTORS

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Ameresco

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UNITED

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