

## LEEDS FACTS

### What is the “Green Development” Movement?

- Recognizes the impact building projects have on the environment
- Encourages the use of resources more efficiently through
  - Design
  - Material selection
  - Waste reduction
  - Water conservation and reuse
  - Energy efficiency
- Promoted as a way to enhance a building’s comfort, performance, profitability, and the productivity of its occupant’s

### “Why Have I Never Heard of It?”

- Often the term “green development” may seem confusing and evokes myriad definitions and characteristics
- Prior to 2001 there were no accepted standards defining what constitutes a “green development” (i.e. “green building”)
- Without objective, quantifiable standards the term “green development” has been subject to misinterpretation, criticism, and manipulation
- The non-profit corporation, the United States Green Building Council (“USGBC”) filled the void in green development standards by creating in 2000 the Leadership in Energy and Environmental Design (“LEED”) Green Building Rating System

### What is the LEED Program?

- LEED establishes standards for green and sustainable buildings in commercial and residential building industries
- LEED helps to establish
  - Clear, specific environmental goals
  - Set definable metrics
  - Attain measurable degrees of sustainability
  - Enhance PR and education
  - Prevent “greenwashing” – (False or exaggerated claims of being a green building/development)
- Provides accreditation to building industry professionals (architects, engineers, designers, etc.) who attain appropriate levels of experience in the areas of “green development”
- The program is voluntary and presently does not represent industry standards, however the movement is gaining momentum

### “Gaining Momentum You Say?”

- Since 2000, a total of 2,164 projects representing over 300,000,000 square feet of building space, have registered under the LEED system for certification
- 285 projects have achieved some level of LEED Certification under the LEED Program
- 6 of these projects are located in Atlanta, GA
- 20,900 building industry professionals have achieved LEED accreditation from the USGBC

### How LEED Works

- LEED standards and programs from individual market segments are developed by consensus through USGBC committees
- LEED Steering Committee oversees research and innovation to develop new or update “segment-specific” (i.e. target market) LEED standards

- To obtain LEED certification, the USGBC takes the following into account:
  - Sustainable sites
  - Water efficiency
  - Energy and atmosphere
  - Materials and resources
  - Indoor environmental quality
- LEED has several different standards programs including
  - “LEED-NC” – LEED for Commercial Building Construction
  - “LEED-EB” - LEED for Existing Buildings
  - “LEED-CI” – LEED for Commercial Interiors
- The USGBC recognizes the need for LEED standards in the areas listed above
- The USGBC is undertaking several initiatives to address those needs:
  - “LEED-H” – LEED for Homes
  - “LEED-CS” – LEED for Core & Shell
  - “LEED-ND” – LEED for Neighborhood Developments

#### Why LEED is Important?

- LEED is fast becoming a market advantage and in some cases a market requirement
- Benefits Include:
  - Life-cycle building and energy cost savings
  - Reduced operating costs of buildings and landscapes
  - Higher property values
  - Healthier, more productive occupants
- Public relations and marketing advantages for green developers and owners
  - Extensive free press coverage
  - Media generates positive public image of environmental responsibility

#### What Are the Economical Benefits?

- Due to LEED being a relatively new concept and each project has unique circumstances, it can be hard get a clear-cut dollar figure of costs and savings
- A LEED-Certified building will cost more than a similar non-LEED Certified building, but the exact cost is unique to each project
- Some buildings will achieve LEED Certification with little or no cost, while others will require more cost
- The goal is to get building industry professionals and others to consider the feasibility of LEED and green building features, as during such process they may find that based on incentive programs and other benefits, such efforts are worth the extra cost
- LEED’s importance in the marketplace can be put into one simple economic term, demand – all segments of the real estate market (commercial and residential) are jumping on the LEED bandwagon

#### LEED in Atlanta, GA

- The City of Atlanta has decided to champion the LEED cause
- The City of Atlanta is working to adopt sustainable development and design standards for use in all new city facilities
- The City will require all new municipal buildings over 5,000 SF to achieve LEED Certification
- Emory University has a goal to become a sustainable campus and has vowed to pursue LEED Certification in its future projects
- 1180 Peachtree by Hines is set to become the first LEED Silver-certified office building in the world

## LEED is Here to Stay

- Green building principles and the LEED system is here to stay
- Green standards may eventually become a prerequisite for winning certain contracts
- Professionals should educate themselves on and become familiar with LEED and green ideals
- The green market is expanding into the mainstream and may well surpass traditional construction within the next 10 years