



# World Green Building Council

Members' Day

17 October 2016



JPMORGAN CHASE & CO.



PHILIPS

**shaw** contract group  
commercial flooring





WORLD  
GREEN  
BUILDING  
COUNCIL

# Annual General Meeting

8:55 – 10:00



WORLD  
GREEN  
BUILDING  
COUNCIL

# World Green Building Council

Annual General Meeting

17 October 2016

# Winning the final battle against Climate Change

**Tai Lee Siang**

Chair, World Green Building Council



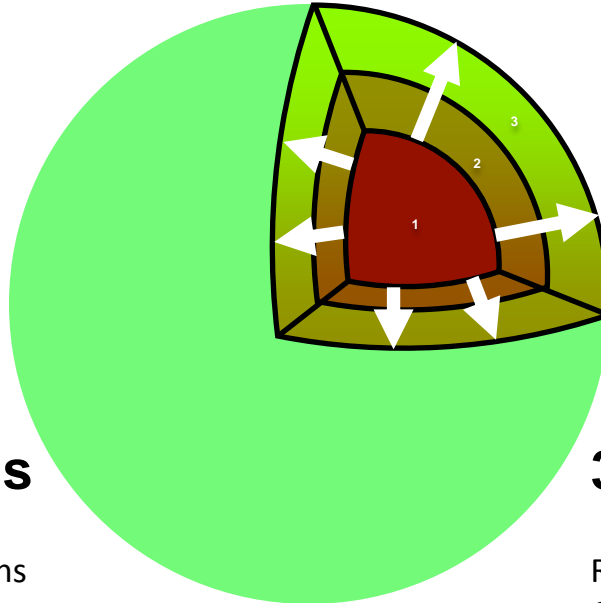


# **The Greatest Green Building Movement**

in the history of mankind

# 1. Core

People are our Core



## 2. Champions

GBCs are our Champions

## 3. Communities

Reaching out to Cities & Communities

# 1. People are our Core



# History

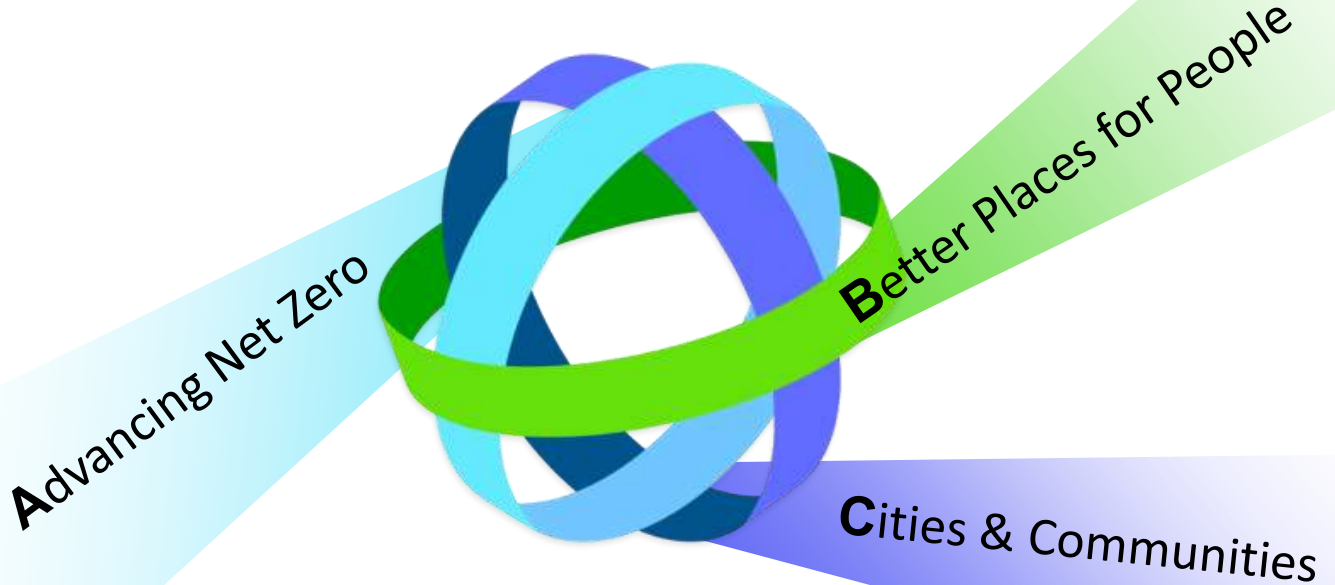




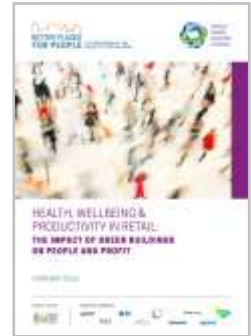
## 2. GBCs are our Champions!



### 3. Reaching out to Cities & Communities



# 2014



Buildings support **healthier** and **happier** lives for those who occupy them.

# 2016

## Advancing Net Zero

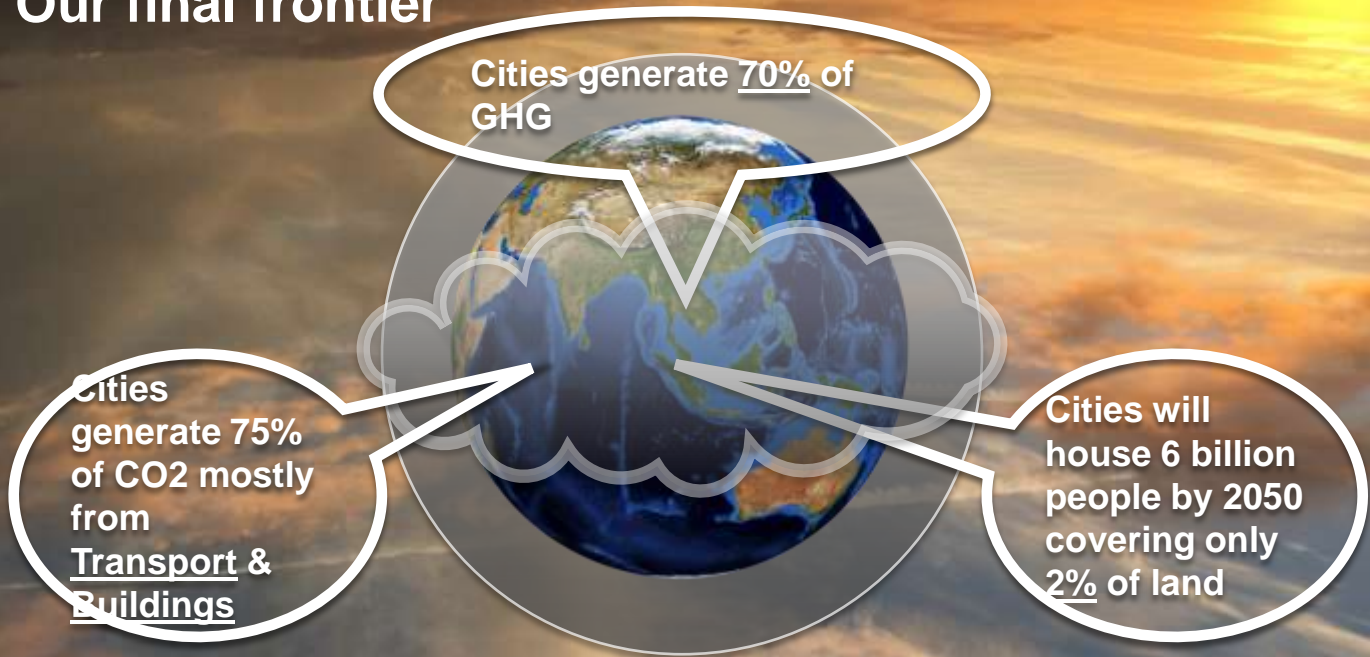
Our revolutionary project to ensure all buildings are net zero by 2050



**100%** of buildings should be net zero by **2050**

**100%** of new buildings by 2030

# Our final frontier



# Why Cities?

What has not changed?



Urban migration

Bigger cities

What has changed?



1.2 billion cars

Less greenery

Our impact

Most cities look like this



Our impact

We green buildings one at a time



Our impact

We impact environment

Our impact

Lets take this to the logical end!

Our impact

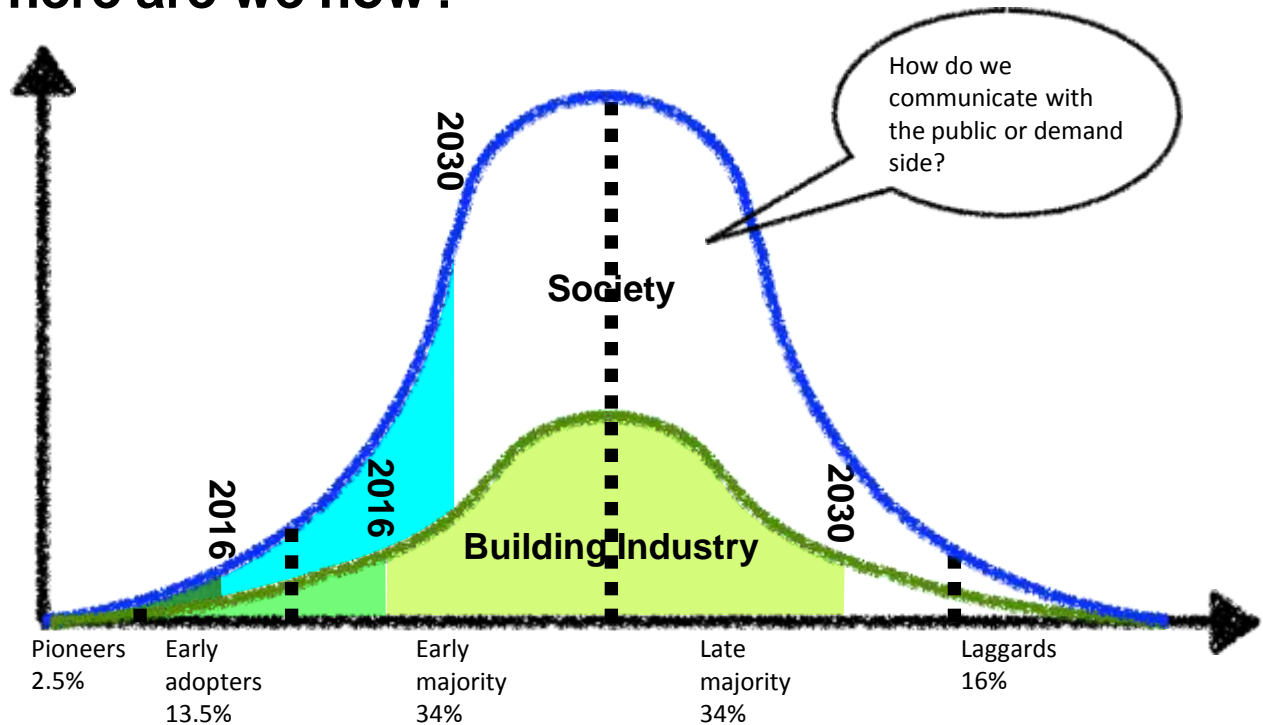
Net Zero  
District

Net Zero  
Building

We help make better cities & communities

Net Zero  
City

# Where are we now?





We make  
better  
hardware

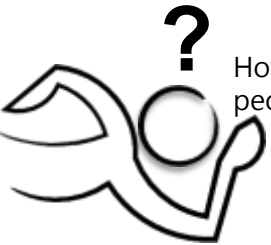
We improve your life



# Communication

**A**dvancing Net Zero  
**B**etter Places for People  
**C**ities & Communities

Advancing **Net Zero**  
**Better Places for People**  
**Cities & Communities**



How do we inspire  
people to act?



Passive role by people?  
"with" not "for"



People don't get it









What you  love you will  nurture

**Cities**

**People**

**Love**

# **The Greatest Green Building Movement**

in the history of mankind





WORLD  
GREEN  
BUILDING  
COUNCIL

**Tai** Lee Siang  
Chair, World Green Building Council





# World Green Building Council

## Performance against Strategic Plan

# STRATEGIC PLAN

Approved by the Board, August 2015

Approved at the AGM, October 2015

# **My favourite moments**

# The first ever Buildings Day COP21





# Progressing 14 GBCs in status



# Welcoming a new team



# From 3 to 11 Net Zero certification GBCs



# Posting for our 2nd Regional Manager

First Europe, now Asia-Pacific!



# The numbers

# STRATEGIC PLAN



**Membership:** offer benefits; increase progression of GBCs



**Regional Networks:** Greater participation, Regional Managers



**Global Projects:** fewer, higher impact, high participation, well-resourced



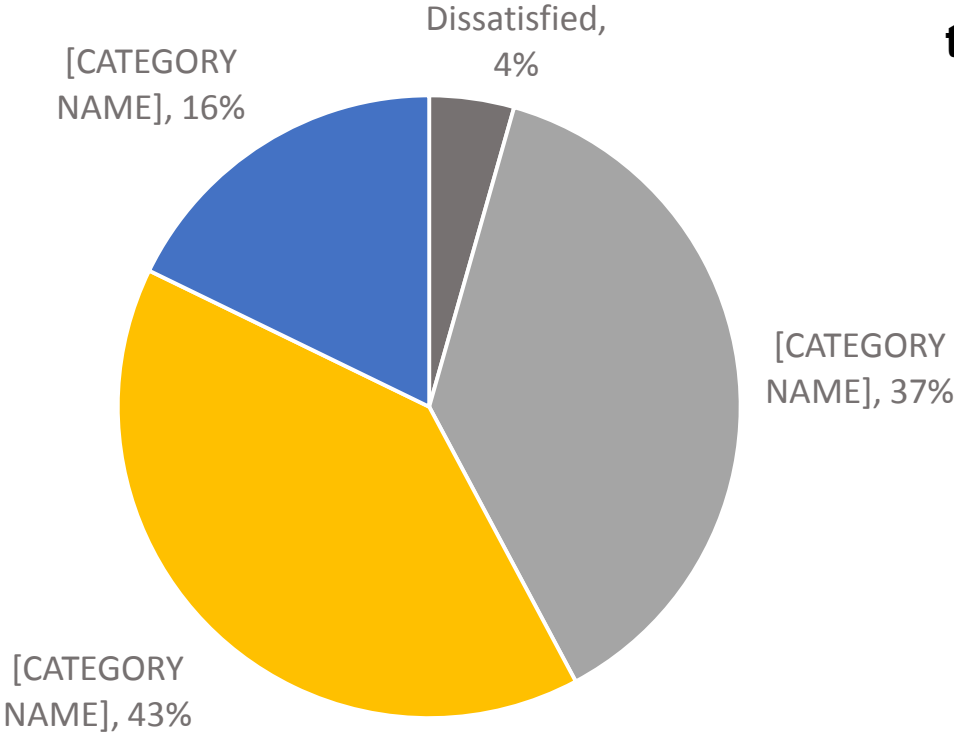
**Marketing, Comms & Influence:** Greater recognition of green building, GBCs, & WorldGBC



**Governance, operations & fundraising :** Strong board; staff not contractors; diverse and increased funding.

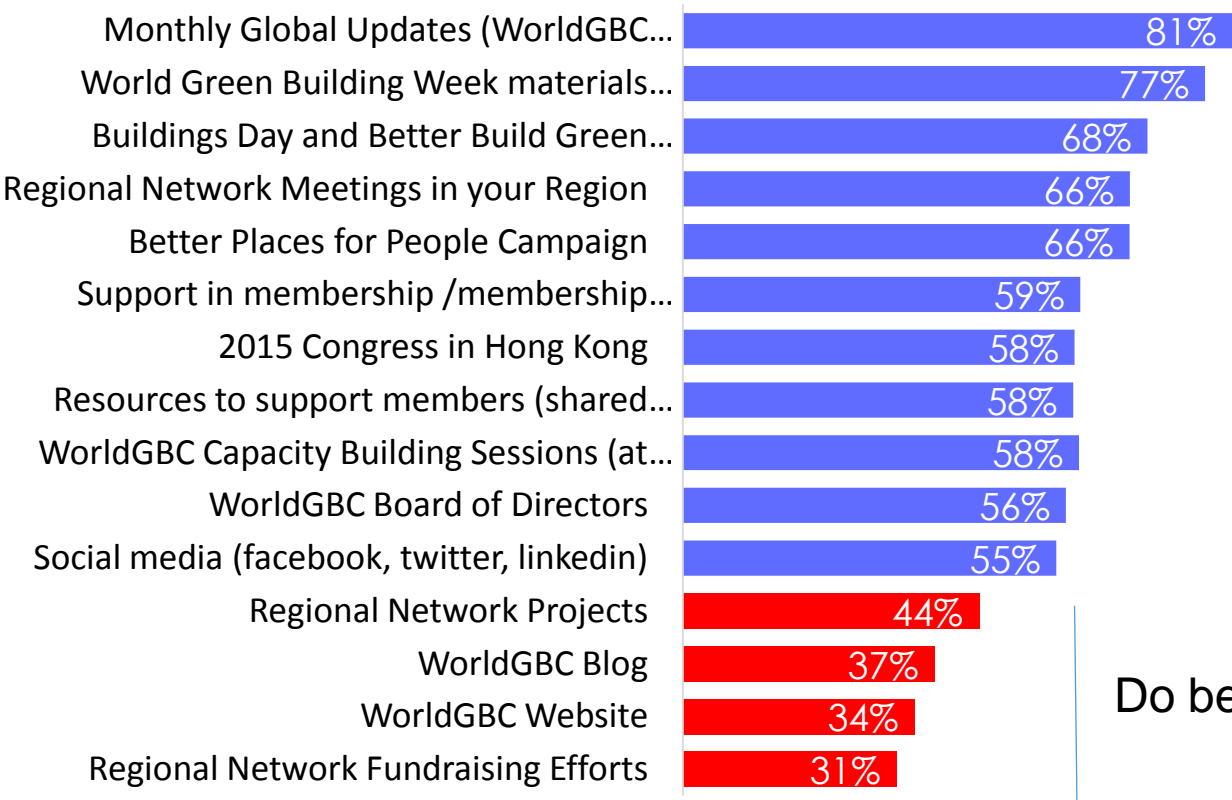
**WORLDGBC MEMBER BENEFITS: VALUE OF MEMBERSHIP**

**Only 2 GBCs out of 57 are dissatisfied with their WorldGBC membership**



# WORLDGBC MEMBER BENEFITS VALUE

## SATISFACTION FOR VALUE



Do better!



# MEMBER PROGRESSION

WorldGBC Bylaws state that GBCs should stay at their level for 2 years and not longer.

	Overdue as of Q4 2016
<b>TOTAL</b>	<b>24</b>
<b>Prospective</b>	<b>17</b>
<b>Emerging</b>	<b>7</b>

**The success of our GBCs =  
the success of our movement**

# REGIONAL NETWORKS

	2 <sup>nd</sup> half of 2015	1st half of 2016	2 <sup>nd</sup> half of 2016
Attendance at Regional Event			
Africa	75%	--	57%
Americas	77%	--	55%
Asia Pacific	73%	60%	53%
Europe	75%	100%	--
Middle East North Africa	44%	30%	--

**We can be greater than the sum of our parts –  
but we must join together!**

# REGIONAL PROJECT – BUILD UPON

	Q3 2016
# Stakeholders Participating	1075
# Public Authorities Citing Project's Value	24
# People Reached (Comms)	+300,000

“WorldGBC’s BUILD UPON is a true community of leaders - we are counting on your leadership to create a renovation revolution across Europe.”

Maroš Šefčovič, Vice President, European Commission



# GLOBAL PROJECTS & PARTNERSHIPS

## Participation and Impact

PROJECT	PARTICIPATION	IMPACT
<b>Better Places for People</b>	56% of GBCs	71% of GBCs engaging say campaign has helped advance green building in their market
<b>Advancing Net Zero</b>	15% of GBCs	11 GBCs committing to implement Net Zero certification by 2017
<b>Building Efficiency Accelerator</b>	5% of GBCs	<i>Impact KPIs to be reported later</i>



# MARKETING AND COMMUNICATIONS

	2015 Q4	2016 Q3
# website visits	21,570	61,940
Twitter followers	5,100	6,813
Twitter impressions		1,735,000
Facebook likes	3,859	5,023
Press Mentions	70 (Q4 only)	288
% High quality # Mainstream mentions	--	20% high quality 6 mainstream
Comms Network participation	--	11 GBCs



## WORLD GREEN BUILDING WEEK - HIGHLIGHTS

## Campaign reached over 1 million people on social media

...with over 2,250 mentions of #WGBW16 & #betterbuildgreen

**Over 100 businesses & organisations  
engaging in the week**



## Over 30 GBCs using visual assets...



## Over 70 global events

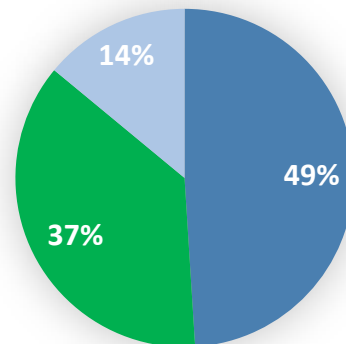


5,700 website visits & 13,250 page views on [worldgreenbuildingweek.org](http://worldgreenbuildingweek.org)

# REVENUE AND FUNDRAISING

	2015	2016 to date
% of GBCs paid dues on time	44%	97%
# of funders	23	36
New funders secured	3	13
Funds raised ( <i>not including GBC dues</i> )	\$680,820	\$885, 258
\$\$ raised for GBCs directly	\$1,175,781 to 14 GBCs	\$1,279,781 to 20 GBCs

## Diversity of Funding



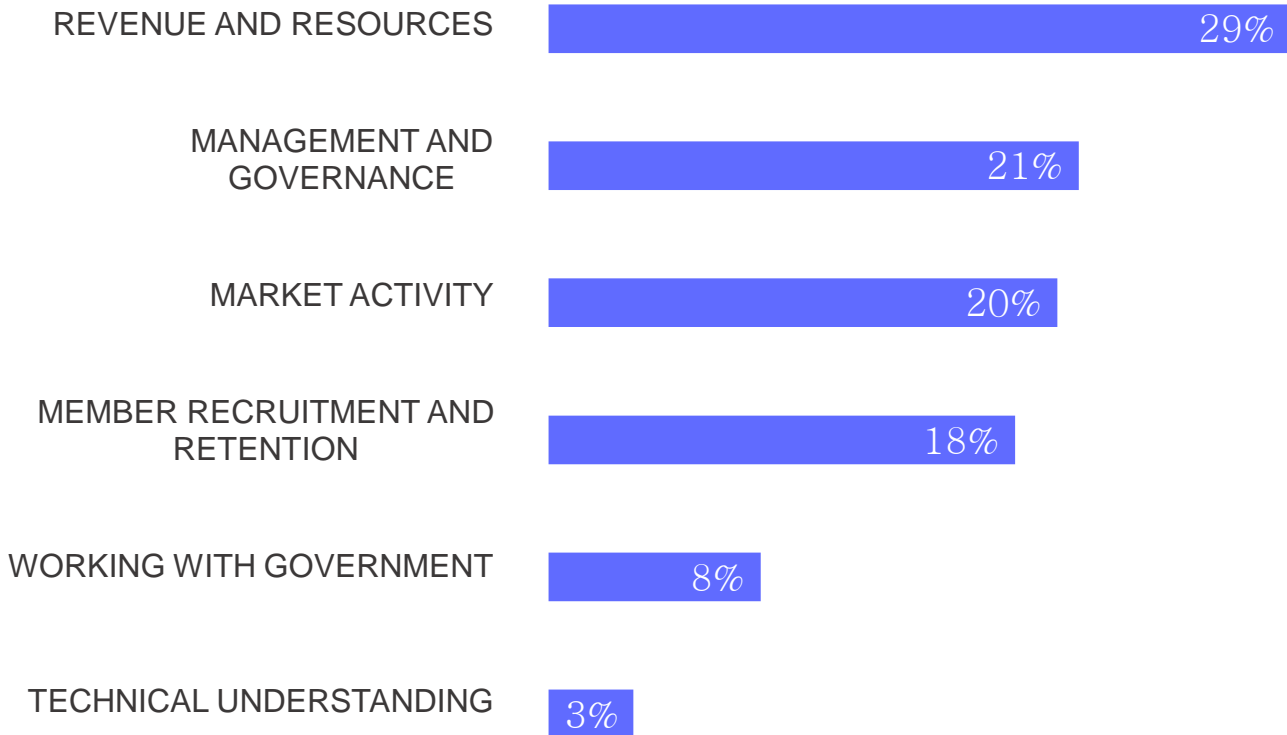
■ Sponsors    ■ Memberships  
■ Grants-Others

# Member Value Survey

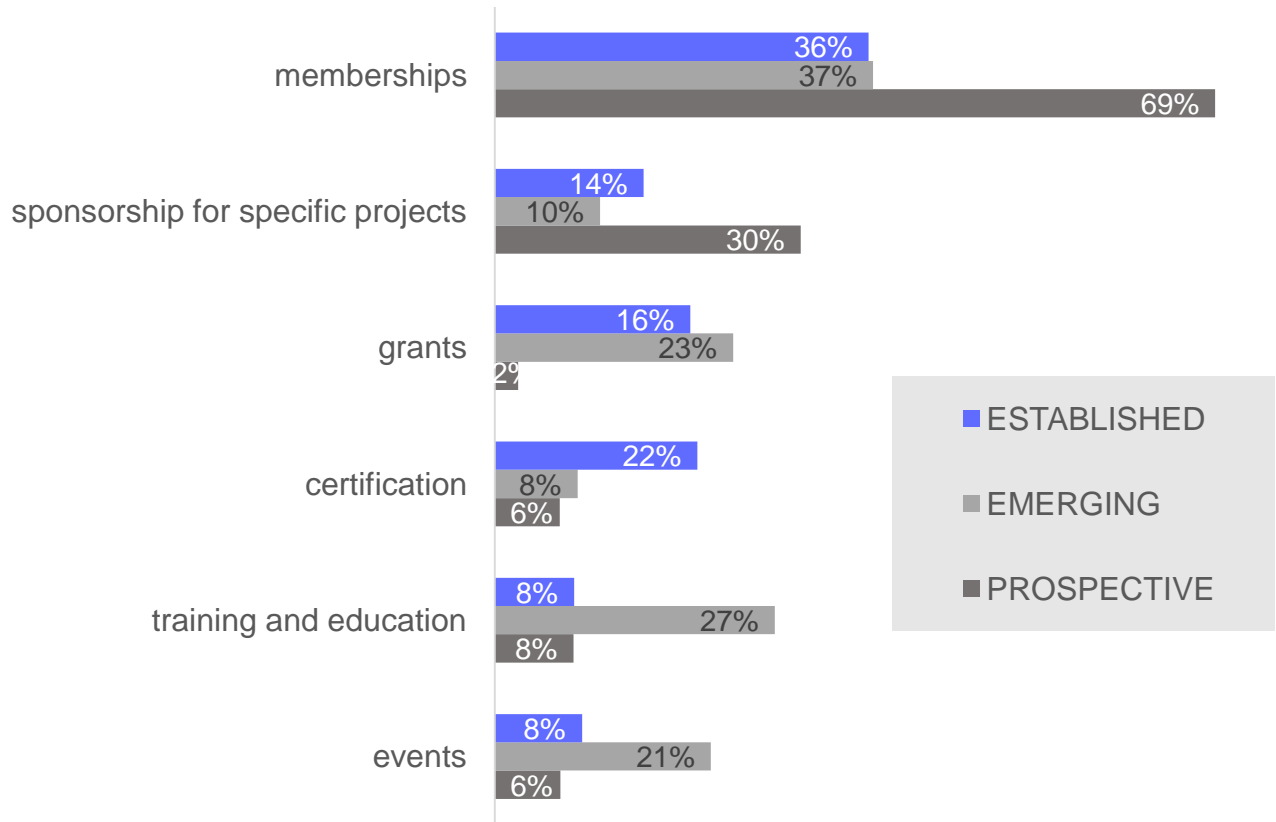
## HEALTH OF GBCs



# GBCs: Organisational Challenges



# GBCs: REVENUE BREAKDOWN

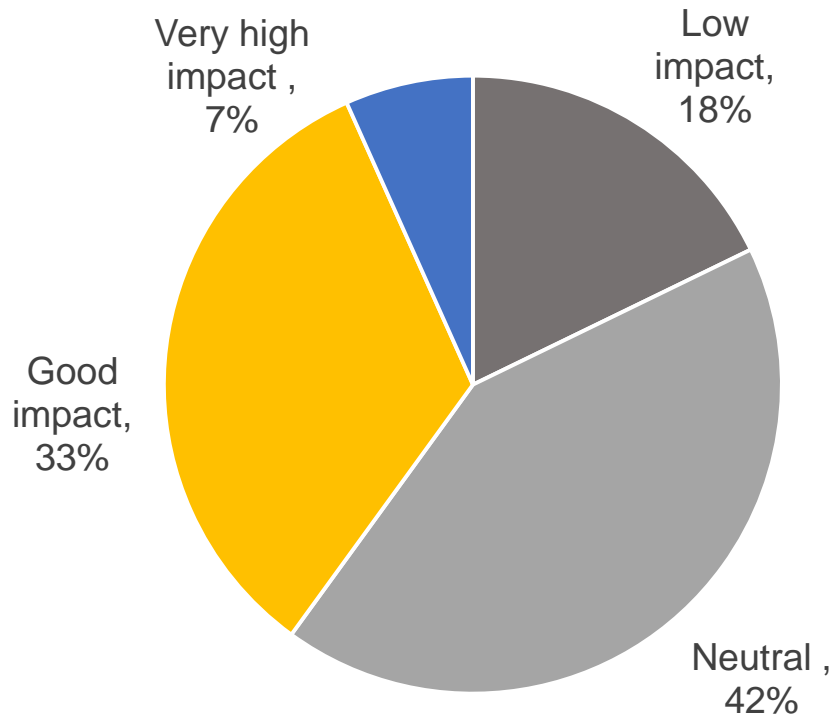


## Member Value Survey

# IMPACT OF GBCs AND WORLDGBC

# WORLDGBC MEMBERSHIP

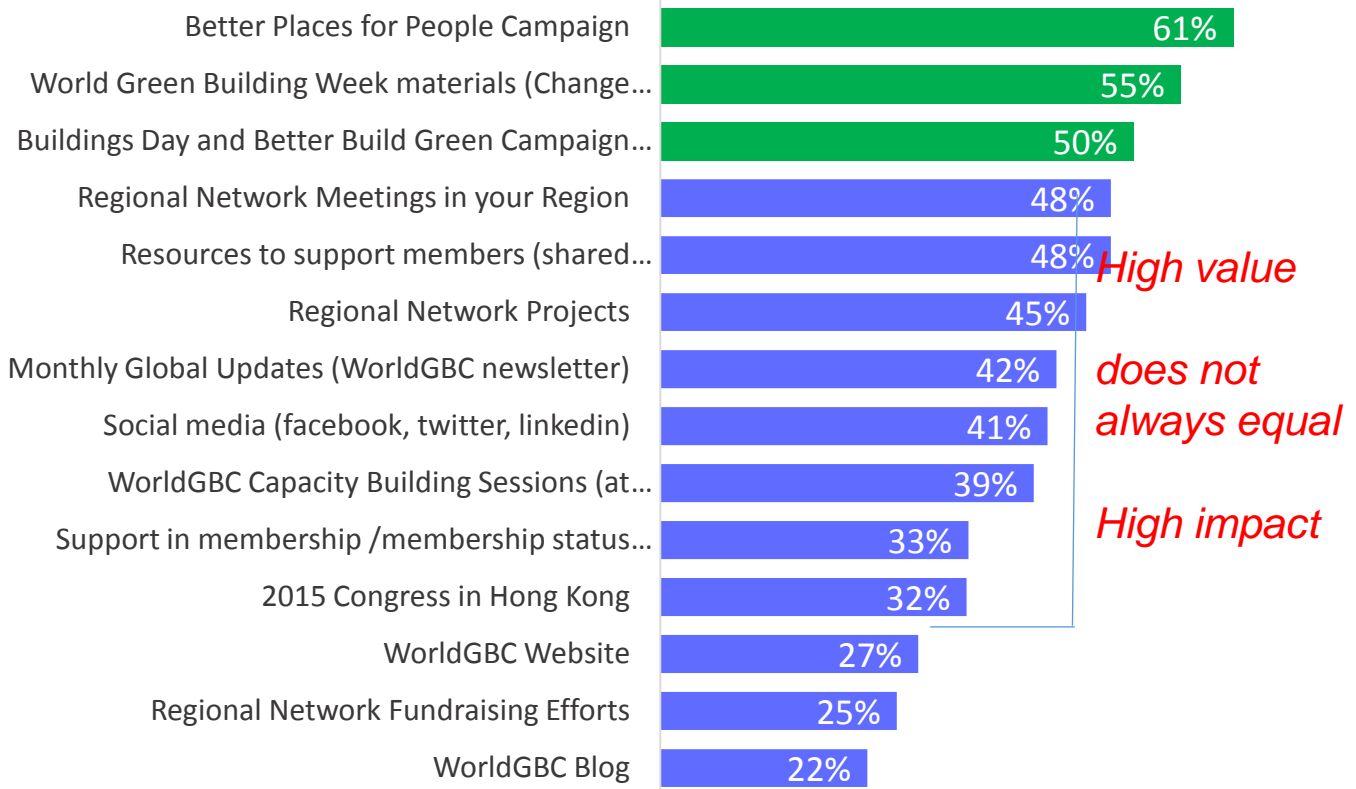
## Impact on your Market



# IMPACT:

## WorldGBC activities

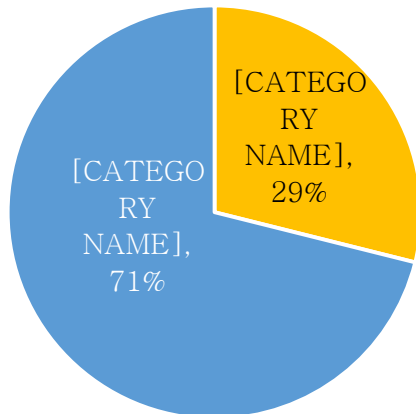
### SATISFACTION FOR IMPACT



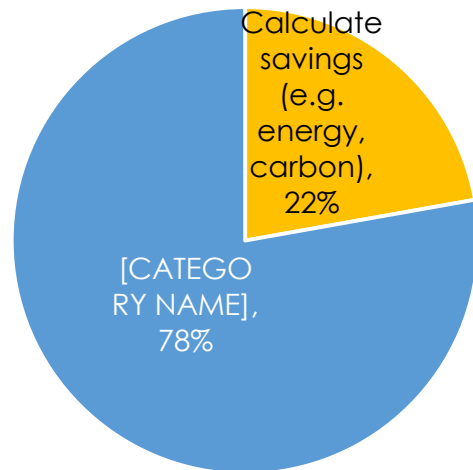
# IMPACT:

## GBC's activities

71% of GBCs do not track impact of their activities on their members

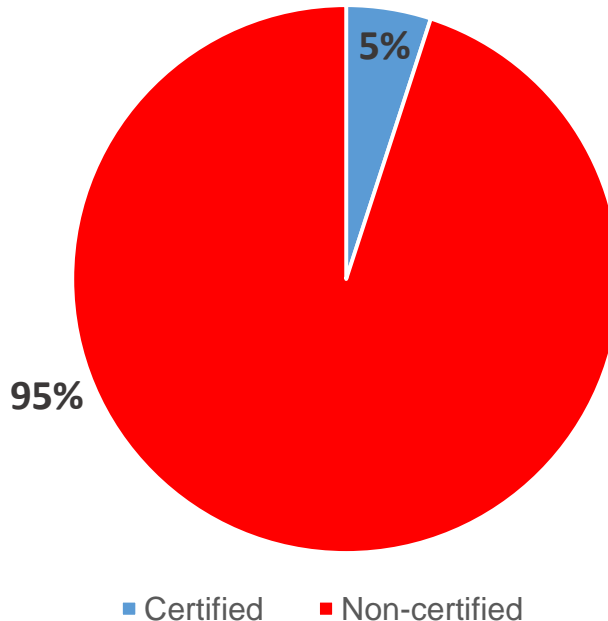


78% of GBCs with a rating tool do not calculate GHG, etc impact



# IMPACT: Certification

Commercial Building Stock  
– % by market



*We have only registered avg 5% of commercial buildings in each market.*

*Is that enough?*

# CONCLUSIONS

- The majority of Green Building Councils are satisfied with their WorldGBC membership & benefits :
  - However, we must do more to increase the impact of WorldGBC membership
- The most valuable & impactful benefits/initiatives we provide are related to influence, Marketing and Communications and data;
- 58% of Prospective GBCs are overdue in progressing, and their biggest challenges relate to raising funds and good management:
- Do we know whether we have a big enough impact in our own markets?



# OUR PLANS FOR 2017

- **Projects and Partnerships:** Increase relevance and participation for more GBcs; research function to be created
- **Regional Networks:** Regional Managers in *all* 5 Regions to support projects & progression of Prospective and Emerging GBcs
- **Membership:** Put *strength* and *impact* at heart of what it means to be a WorldGBC member
- **Marketing and Communications:** Reach beyond the ‘converted’ – new website, bigger WGBW, more campaigns...
- **Governance, Operations, and Fundraising:** More diverse funding; more staff; Governance Review to improve accountability and transparency

# **1. Resolution: Approve 2015 Audited Accounts**

**(now published in Annual Report)**

# **2. Resolution: Approve Minutes**

**(pre-circulated)**

# AGM

# Concludes

## Coffee Break

10:00 - 10:15

## Membership Commitment

10:15 – 11:15

# Who are we and how do we achieve our goals?

- If you were asked right now “what is a GBC?”, how would you answer?
- Would we all answer the same way? Should there be some consistency in the way we answer?
- WorldGBC has detailed requirements covered in our membership checklist and in our bylaws but how many people read these documents?
  - Do your board members know them?
  - Do your members know them?
  - Is it easy for you to summarise when talking to someone?
  - Is it something you remember a few months after you’ve progressed?
- What about the global commitment we made in Paris last year (for all new buildings to be net zero and existing buildings being retrofitted to green standards by 2050 and to significantly advance both those goals by 2030)?
  - Is there individual ownership of this commitment across our members?
  - Do we have a clear idea of what each of us has to work towards in order to achieve this common goal?

## Why a member commitment?

- The membership committee has proposed we address these questions by creating a member commitment that:
  - Is overarching, inspiring and easy to communicate.
  - Strengthens the unity of our movement by identifying the essence of who we are and what we're after.
  - Summarises the member requirements;
  - Applies to all members regardless what level of membership they are – so that Prospective through to Established are united by common principles

## Do GBCs have member commitments of their own?

e.g. UK-GBC's member commitment looks like this:

- We commit to championing UK-GBC's vision by integrating sustainability into our business operations.
- We will demonstrate our commitment by leading and advocating practices that are environmentally responsible, ethical and fair.
- We will be open and transparent about our progress and share best practice with others.



## What do commitments of other entities look like?



Our planet deserves  
our best thinking.

We take the same innovative approach to the environment that we do with our products. We're creating new solar energy projects to reduce our carbon footprint. We're switching to greener materials to create safer products and manufacturing processes. We're protecting working forests and making sure they are managed sustainably. We're even creating a more mindful way to recycle devices using robots.

## What do commitments of other entities look like?



### SUSTAINABILITY

ABOUT ▼ OUR COMMITMENTS ▼ DOWNLOADS AND RESOURCES ▼

## SUSTAINABILITY COMMITMENT

/ [SUSTAINABILITY](#) / [OUR COMMITMENTS](#) / [CHOOSE AND REWARD RESPONSIBLE PARTNERS](#)  
/ SUSTAINABILITY COMMITMENT

# Sustainability Commitment

We are convinced sustainability is a natural part of being a successful business and we always strive to act in an ethical, transparent and responsible way and expect our business partners to do the same.

# What would our member commitment look like?

- You tell us!
- As a starting point we have suggested 3 areas that might be seen as key to be included in a member commitment which apply to all our members:
  - Impact
  - Leadership
  - Transparency & Accountability
- But we are also open to discussing if these are the right areas for the commitment to focus on and if any key area is missing.

## Three areas to discuss

- We are here to transform our markets so that growth does not come at the cost of our planet and our future. We therefore have to be committed to tracking the impact of our efforts to make sure they are getting us closer to our ultimate goal.
- We have to step up and actively lead the transformation. There is no other buildings movement as large, dedicated or experienced as us. But to be a leader we also have to display the qualities of a good leader such as bringing people together, collaborating instead of competing, respect for one another, etc.
- Our movement must be respected the world over. All GBCs should be accountable to their members and be considered as independent organisations driven by their mission and never select interests of individuals or individual companies.

IMPACT

LEADERSHIP  
(qualities)

TRANSPARENCY &  
ACCOUNTABILITY

## Membership Commitment

10:35 – 11:10

**Breakout Group 1:** IMPACT moderated by Terri Wills

**Breakout Group 2:** TRANSPARENCY and  
ACCOUNTABILITY moderated by Lee Siang

**Breakout Group 3:** LEADERSHIP moderated by Christine  
Lemaitre / Jonathan Laski

## WITH THANKS TO OUR CORPORATE ADVISORY BOARD



**CITY DEVELOPMENTS LIMITED**



JPMORGAN CHASE & CO.

