



WORLD  
GREEN  
BUILDING  
COUNCIL

**Building a better future**  
Annual report 2018/19



ECOBUILD



World Green Building Council

The World Green Building Council (WorldGBC) is a global network leading the transformation of the built environment, to make it healthier and sustainable.

Collectively, with our Green Building Councils (GBCs) in around 70 countries, we accelerate action to deliver on the ambition of the Paris Agreement, by eliminating the building and construction sector’s emissions by 2050.

We are committed to green buildings for everyone, everywhere to build a better future.

Green Building Councils

Green Building Councils are independent, non-profit organisations made up of businesses and organisations working in the building and construction industry.

As members of WorldGBC, they drive sustainability strategies for the built environment and unite as a global network with other GBCs to achieve environmental, economic and social goals on a larger, regional and global scale.

**Discover more about the World Green Building Council at [worldgbc.org](https://worldgbc.org)**

Foreword by our CEO

2

Foreword by our Chair

3

Our highlights from 2018/19

4

Our strategy 2020-2022

6

Scaling up climate action

8

Advancing Net Zero

10

BUILD UPON²

11

Bringing embodied carbon upfront – a new report

12

Energy efficient mortgages

14

Cities Climate Action Project

15

Driving a healthier built environment

16

Better Places for People

18

Plant a Sensor campaign

19

MENA Regional Network sustainable reconstruction project

21

Addressing resources and circularity

22

Level(s)

24

Our global network

26

Our Green Building Councils

28

Communications, influence and partnerships

31

Our partners and supporters

34

Our governance and financial results

37

Financial overview

38

Summary statement of financial position

40

Summary statement of activities

41

The diversity, passion and leadership of our amazing global network was my motivation to come on board to represent our collective efforts towards securing a healthier and more sustainable built environment for everyone.

Looking back on my first year as new CEO of the World Green Building Council (WorldGBC), I have been inspired by the power of bringing people together to solve problems and achieve results. Over this period our global and regional projects and campaigns, and our CEO and regional networks have continued to strengthen their efforts to deliver stronger, more targeted and coordinated action to reverse the effects of climate change. In the current state of climate emergency, science and data have unequivocally set out the role and potential of the building and construction sector to support the net zero carbon transition – and we are at the forefront of this movement. I would like to highlight two examples of our recent contributions.

‘I have been inspired by the power of bringing people together to solve problems and achieve results.’

**Cristina Gamboa, CEO**



The 2019 *Bringing embodied carbon upfront* report spells out how our sector can deepen its contribution by slashing carbon emissions through a whole building lifecycle approach. It is especially meaningful that this call to action report was endorsed by 85 organisations – including policymakers, financial institutions, think tanks, developers and manufacturers; who join a group of Green Building Councils (GBCs) demonstrating thought leadership through the Advancing Net Zero global project towards full sector decarbonisation.

And as we increasingly strive to involve communities and people in this sustainability quest, our Better Places for People global project continues to support awareness and GBC actions in response to the health crises associated with the built environment across the globe. We launched a new campaign Plant a Sensor to activate mitigation actions on sources of indoor air pollution and reduce outdoor emissions.

My pledge going forward is to continue championing this global network to scale and implement solutions that will unlock meeting the critical decarbonisation and sustainability milestones of the next decade. The implementation capacity and whole value chain model of our GBC network is unique and through radical collaboration, and in partnership with businesses, governments and other industry partners, I am confident we will deliver on our shared vision and aspirations.

**Cristina Gamboa**  
Chief Executive Officer

During my four years on the board of the World Green Building Council, we have grown in influence, stature, diversity and inclusiveness beyond any expectations I could have imagined.

Today, what I consistently hear around the world is, “No one has the global network you have.” Our incredible movement of almost 70 Green Building Councils, 900 employees and over 36,000 members allows us to connect with and influence countries, regions, cities and key decision makers around the world. Something that positions us as the most important global network to transform the building and construction sector, and one that major organisations want to partner with to get the depth of global-to-local access that’s critical to make real, permanent change.

For me, one of the clearest indications of our growing global status are the invitations we regularly receive to speak at prestigious events that bring exposure to our movement, such as the UN’s World Environment Day this June. Together with the chief medical officer of the American Lung Association and New York City’s chief climate policy advisor, I was very proud to be interviewed by ABC News meteorologist Rob Marciano about air pollution and urban health.

Another personal highlight for me was the final planning session for our 2020–22 strategy at Climate Week in New York. Attended by our Board of Directors, Corporate Advisory Board and Established GBC CEO Network, which now has a key strategic advisory and implementation role to WorldGBC, it set out a clear plan to significantly increase our impact and clearly demonstrated how unified and engaged our stakeholders are.



‘This gives me great belief that we will achieve the rapid transformation needed to eliminate our sector’s carbon emissions by 2050.’

**Lisa Bate, Chair**

As the Chair of WorldGBC, this gives me great belief that we will achieve the rapid transformation needed to eliminate our sector’s carbon emissions by 2050. Because we already have highly talented and motivated people acting for its transformation from a major cause into a major solution to the climate emergency. And now we have the right strategy in place to scale up the solutions and secure a safer future for our generation and generations to come.

**Lisa Bate**  
Chair

Uniting  
our global  
network

Our strategy for 2020-22

WorldGBC recognises our role first and foremost as a membership organisation. We are confident that our new strategy will deliver tangible member benefits, and accelerate the transition that is required across our sector to achieve our global network’s shared goal of securing a sustainable built environment.

Accelerating  
energy  
efficiency  
uptake in  
buildings

Cities Climate Action Project

The inspiring work of the Cities Climate Action Project, supported by P4G and the Building Efficiency Accelerator, has led to 23 cities and states from 10 different countries joining forces with GBCs, industry and NGOs to accelerate energy efficiency and net zero carbon in Latin America.

This involves GBCs providing technical advice and bringing municipal authorities together with the building and construction sector to develop strategies, policies and tools to scale up meaningful actions for a low carbon future.

Acting on air  
pollution  
in the built  
environment

Plant a Sensor campaign

This campaign, in partnership with the Earth Day Network, Wilson Center and RESET, aims to generate open sourced data on real levels of air pollution to trigger policy change and action that will tackle major human health and environmental crises.

Our member GBCs are rolling out at least 1,000 air quality monitoring devices around the world in celebration of the 50th anniversary of Earth Day, which takes place in 2020.

Supporting  
a renovation  
revolution

BUILD UPON<sup>2</sup>

We launched the EU funded BUILD UPON<sup>2</sup> with our partners Climate Alliance and Buildings Performance Institute Europe, to help deliver the massive building renovation needed to make a net zero carbon Europe a reality.

This initiative is driven forward by GBCs working with eight pilot cities, national governments and industry to develop and test metrics that measure the environmental, social and economic impact of deep building renovation.

Calling for  
coordinated  
action to stop  
global warming

Bringing embodied carbon upfront report

We launched our groundbreaking call to action report during the UN Climate Action Summit and Climate Week NYC. It outlines a bold vision that:

By 2030, all new buildings, infrastructure and renovations will have at least 40% less embodied carbon, with significant upfront carbon reduction, and all new buildings are net zero operational carbon.

By 2050, new buildings, infrastructure and renovations will have net zero embodied carbon, and all buildings, including existing buildings, must be net zero operational carbon.

We carried out a comprehensive mapping exercise in consultation with our global network of GBCs and stakeholders to demystify the complex impacts of the buildings and construction industry across all areas of sustainability, as defined by the UN Global Goals.

WorldGBC’s ambition for the built environment aligns with all 17 Global Goals.

WorldGBC recognises the role of the built environment in achieving all areas of sustainability. The Global Goals (also known as the Sustainable Development Goals or SDGs) have been analysed in consultation with our global network to assess materiality and contribution from the built environment.

WorldGBC’s strategy is focused on the Global Goals that our global network is most equipped to enable the transition to a sustainable built environment.

The sustainability areas within these Global Goals have been amalgamated into three interconnected impact areas for our network: climate action, health and wellbeing, and resources and circularity.

The diagram opposite shows the three impact areas that our WorldGBC global network will focus on, accelerating the transition towards a sustainable built environment.

WorldGBC, along with many of our GBCs and industry partners, will align our ambitions against the targets set within the Global Goals and report transparently about our impact and contribution to meeting them.

Advanced goals



Progressive goals



Growth targets



Our pathways to action

With our member GBCs driving forward the implementation of sustainability strategies for the built environment, including our flagship projects on net zero carbon buildings, and health and wellbeing, and with the support of leading philanthropic, corporate and NGO partners, the WorldGBC strategy will:

Focus on membership and delivering value to GBCs, supporting the facilitation of local action, with WorldGBC providing GBCs and their networks with resources to help them scale their work on our global projects. We will work towards north star goals to secure meeting critical decarbonisation and sustainability milestones in the coming years.

Focus on the impact areas identified, which will become the themes for all our activities: climate action, health and wellbeing, and resources and circularity.

Leverage our five regional networks to respond to global issues and coordinate action in relation to the three themes across Africa, the Americas, Asia Pacific, Europe, and the Middle East and North Africa.

Our Global and regional projects

Our global and regional projects have been developed to provide value and engagement opportunities for our member GBCs and amplify thought leadership around these areas of sustainability. They accelerate the impact of our member GBCs and the

speed of market transformation. Global and regional projects are a key tool in the delivery of our strategy for our three impact areas.

Our theory of change is informed by research into existing barriers to market transformation, and our evolving project models are designed to reflect this, whilst retaining a central tenet around facilitating GBC development and impact in their countries and regions. Our projects are designed to deliver systemic change and work to address these market barriers simultaneously. The workstreams through which we shall facilitate this include collaboration, innovation, communication, education, rating tools, advocacy and finance.

Our impact areas





# Scaling up climate action



The business case for green buildings has been proven and a climate emergency declared across the world. Therefore, it's time to accelerate and scale up the solutions that our global network are leading and implementing across the world.

## In brief

- Status report published to showcase net zero best practice and inspire greater climate action.
- 79 new signatories promise to reach net zero operating emissions by signing the Commitment.

Find out more  
[worldgbc.org/advancing-net-zero](http://worldgbc.org/advancing-net-zero)

## ANZ in numbers

**25** Green Building Councils participating in the project, with eight GBCs joining the project in 2018/19 (Finland, Guatemala, Hong Kong, Indonesia, Italy, Norway, Jordan and Singapore).

**11** Green Building Council net zero carbon building certification schemes launched.

**402** buildings certified net zero through Green Building Council schemes

“We are proud to join WorldGBC’s Net Zero Carbon Buildings Commitment. We look forward to sharing experiences of decarbonisation of buildings at scale, including widespread access to energy efficiency measures and renewable energy sources, to lessen our collective footprint and improve long-term quality of life for all residents of California.”

**Andrew McAllister, California Energy Commissioner**

Our Advancing Net Zero (ANZ) global project is at the forefront of promoting and supporting the market transformation to ensure all buildings are net zero carbon by 2050.

Over the past two years, our GBCs have inspired businesses, governments and NGOs to take urgent and coordinated action to achieve a net zero future. In 2019, we were delighted to feature some of these world-leading activities in our inaugural ANZ status report. As we have demonstrated what is possible in different markets, we will inspire more leading best practice and bold action to decarbonise the built environment and secure its sustainability.

At the heart of ANZ is our Net Zero Carbon Buildings Commitment, which challenges companies, cities, states & regions to reach net zero operating emissions in their global portfolios by 2030. During the past year, many major players committed to take on this critical challenge and advocate for all buildings to operate at net zero by 2050, taking the Commitment’s total number of signatories to 79.

Absolutely key for implementation of the ANZ global project are the 25 GBCs that dynamically lead activities in this critical area. As well as recruiting signatories to the Commitment through corporate and government engagement, they are taking action to develop net zero certification schemes, produce events and resources, and secure vital partnerships that advocate for accelerated delivery of net zero carbon buildings at scale.

WorldGBC is grateful for the support received by We Mean Business (and The Climate Group as sub-grant provider), and corporate partners Foster + Partners, Integral Group and Kingspan for this global project.

## How our GBCs are achieving a net zero future

Our GBCs have been heavily engaged in recruiting their members to the Net Zero Carbon Buildings Commitment, with significant contributions from Australia, Finland and the UK. Additionally, the cities of Valladolid, Spain and Helsinki, Finland have joined. These are the first cities to be recruited directly from within our network through as a relationships with local GBCs. As a result, the Commitment now has a total of 79 signatories (45 businesses & organisations, 28 cities, 6 states & regions).

2019 has seen further leadership from several GBCs in establishing frameworks and rating tools to develop a net zero offering for their market. This will encourage businesses to aim for better standards and accelerate the propagation of net zero buildings. Key to these achievements has been the collaboration between GBCs to share existing tools and partnerships to adapt existing market initiatives to local contexts.

GBCs have been engaging in ANZ seminars and workshops across the Asia Pacific and MENA regions. As well as a European Leadership Summit held in Brussels in December. The workshops were tailored to each country, with a focus on a deeper understanding of net zero strategies, application of technologies and the economic case for net zero.

## In brief

- Eight GBCs leading on the development of a new renovation impact framework that will influence national renovation strategies, with the support of the European Commission.
- BUILD UPON<sup>2</sup> coordinating collaboration between eight pilot cities in Croatia, Hungary, Ireland, Italy, Poland, Spain, Turkey and the UK, and national governments and industry.
- Supporting cities to commit to deliver building decarbonisation strategies, with Helsinki and Valladolid having committed in 2019 and more to come in 2020.

Find out more  
[worldgbc.org/build-upon](http://worldgbc.org/build-upon)

Phase two of our BUILD UPON project will play a key role in tackling one of Europe’s biggest climate challenges: the carbon emissions of its existing building stock.

BUILD UPON<sup>2</sup>, funded by the EU’s Horizon 2020 programme, involves eight of our GBCs working closely with eight pilot cities (see map below), national governments, the Buildings Performance Institute Europe and Climate Alliance. This project will develop a universal framework that can effectively measure the environmental, social and economic impact of deep building renovation in cities.

Building renovation has a huge role to play in delivering net zero emissions – from improving energy efficiency to enabling sectors to transition. BUILD UPON<sup>2</sup> puts buildings at the centre of the cities’ ambitions to respond to the climate emergency by delivering and promoting building renovation with measurable impact.

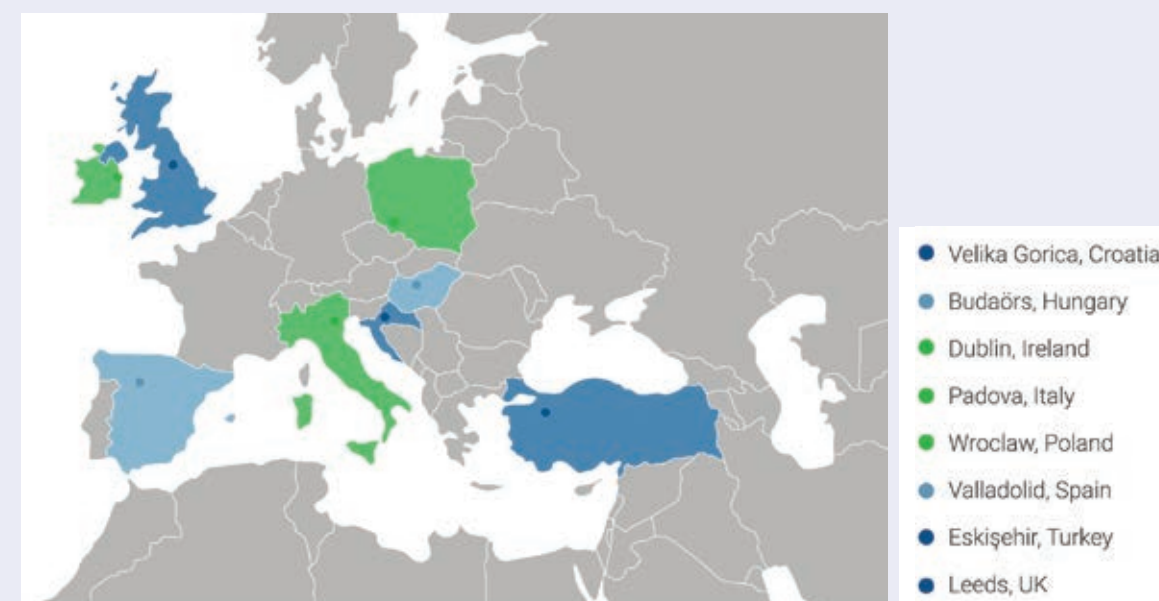
We are also aiming for the renovation impact framework to be the blueprint for new national renovation strategies

required under EU law and integrated into the sustainable energy and climate action plans administered by the European Covenant of Mayors.

## GBC España enabling the development of renovation strategies

The Spanish Ministry of Public Works, which is responsible for preparing Spain’s national renovation strategy, has appointed GBC España (GBCe) to the key role of conducting the stakeholder consultation for the long-term national renovation strategies as required by EU law.

This will involve GBCe hosting five workshops to tackle key barriers to renovation and provide a set of recommendations to the ministry for the final version of the strategy, which is due in March 2020.





# Bringing embodied carbon upfront – a new report

ECOBUILD®

## In brief

- Sets vision for all new buildings, infrastructure and renovations to at least reach 40% less embodied carbon by 2030, with significant upfront carbon reduction and all new buildings are net zero operational carbon.
- Vision also states that by 2050, new buildings, infrastructure and renovations will have net zero embodied carbon, and all buildings, including existing buildings, must be net zero operational carbon.
- Report endorsed by nearly 90 organisations including HeidelbergCement, Skanska, Stora Enso, Google and the Finnish government.
- Steering committee of GBCs for Advancing Net Zero oversaw embodied carbon report with extensive consultation with Europe Regional Network of GBCs.
- The Ramboll Foundation is supporting workshops to socialise the results of the embodied carbon report in the following markets: China, India, Hong Kong and Singapore. These will result in deeper understanding of the local market barriers, engage local companies and begin to develop a rationally specific roadmap for embodied carbon.

Find out more  
[worldgbc.org/embodied-carbon](http://worldgbc.org/embodied-carbon)

In September 2019, we set out a revolutionary vision supported by a roadmap to address embodied carbon emissions that has already been endorsed by nearly 90 organisations, including policymakers, financial institutions, think tanks, developers and manufacturers.

Our *Bringing embodied carbon upfront* report demands radical collaboration and action across the entire building and construction value chain to tackle the emissions associated with materials and construction processes throughout the whole building lifecycle. Until now, these embodied carbon emissions have been largely overlooked, with greater focus placed on reducing the operational carbon emissions of buildings, which account for 28% of global carbon emissions. But if global temperature rise is to be limited to 1.5°C, it's critical that we act now to eliminate the embodied carbon emissions of buildings and construction, which account for a further 11%.

To inspire and drive the urgent systemic change that is needed to reach 40% less embodied carbon emissions by 2030 and net zero by 2050, we clearly outlined in our report the actions that a diverse range of stakeholders must take over the next 30 years. This includes governments and cities developing policy pathways and strategies to achieve net zero embodied carbon; investors only financing projects that are compliant with carbon reduction targets; designers integrating low embodied carbon design at the conceptual design stage; and materials manufacturers and suppliers developing carbon reduction targets to achieve net zero by 2050.



Now, we will work with our GBCs, and all stakeholders embracing our vision, to build on the impact of our report and catalyse the collaboration that is needed to make our call to action a reality. This will include sparking a global conversation around the value and importance of reaching net zero embodied carbon; communicating the urgency of, and setting deadlines for, goals and milestones for achieving net zero embodied carbon globally; stimulating market demand and facilitating radical whole value chain collaboration; and advocating for policy and regulation on net zero embodied carbon.

WorldGBC is grateful for the support received by the European Climate Foundation and the Children's Investment Fund Foundation. Our *Bringing embodied carbon upfront* report was delivered in partnership with our technical partner Ramboll and delivery partner C40 Cities.

“Tackling whole life carbon and achieving circularity in the construction sector is the key to a carbon neutral world. The time for action is now! The Finnish Ministry of the Environment already launched its Low Carbon Construction Roadmap in 2017, paving the way for ambitious legislation. Our national goal is to reach carbon neutrality by 2035 and carbon negativity shortly thereafter.”

**Krista Mikkonen, Minister for the Environment and Climate Change, Finland**

“The World Green Building Council's call to action on embodied carbon comes at an incredibly important moment for our planet. Operational efficiencies and clean energy are critical considerations for the building sector, and this document elevates embodied carbon as another important factor to be measured and optimised.”

**Lynn Simon, Head of Real Estate and Workplace Services (REWS) Sustainability, Google**

“The time has come to make informed decisions on sustainable consumption. Choosing a sustainable consumption pattern is akin to buying a health insurance for ourselves and the planet because it leads to a sustainable future for all. I see both purpose and wisdom in manufacturing and buying low carbon footprint products by every single entity/person on this planet to overthrow the business-as-usual and adopt the business-as-unusual.”

**Mahendra Singhi, Managing Director and CEO, Dalmia Cement (Bharat) Limited**



# Energy efficient mortgages

## In brief

- New report provides detailed roadmap on how to promote green mortgages as incentives for green buildings on a national level.
- GBCs are working with banks and financial institutions to establish national 'green mortgage' hubs to create systemic change.
- WorldGBC global network achieving significant impact by influencing EU taxonomy on sustainable finance for construction and renovation.

Find out more  
[worldgbc.org/green-mortgages](http://worldgbc.org/green-mortgages)

With our GBCs, we continue to drive forward the growth of energy efficient mortgages to unlock huge investment that will accelerate the decarbonisation of the built environment.

At the forefront of this work in 2019 was our GBCs' efforts to establish national 'green mortgage' hubs that bring key stakeholders together. This included GBCs in Finland and the Netherlands actively supporting lenders to bring new products to market and DGNB (the German GBC) developing a scheme that allows banks to demonstrate that their mortgage lending activity is aligned with its sustainability certification.

From the outset of this project, we have engaged with our European regional partner E.ON. In 2019, this led

to us jointly publishing a report called *Creating an energy efficient mortgage for Europe: The supporting role of the green building sector*. It provides a detailed explanation of the support non-financial organisations across the green building value chain must provide to lenders and their customers to revolutionise the mortgage market at scale. It also profiles a groundbreaking new UK partnership between E.ON and BNP Paribas Personal Finance to bring a green home improvement loan to market.



# Cities Climate Action Project

## In brief

- 23 cities and states from 10 countries join forces with GBCs, industry and NGOs to accelerate energy efficiency and net zero carbon in Latin America.
- The project continues to support Colombia and Mexico GBCs to upscale building energy efficiency policy actions and collaboration to a national level.
- Nine GBCs collaborating to provide technical advice and bring municipal authorities together with the building and construction sector to develop strategies, policies and tools.

Find out more  
[worldgbc.org/cities-climate-action-project](http://worldgbc.org/cities-climate-action-project)

Through a groundbreaking city engagement initiative, we are building a bridge towards net zero carbon in Latin America and ensuring millions of people benefit from better buildings.

The Cities Climate Action Project (CCAP) is a partnership between WorldGBC and P4G which uses the proven framework of the Building Efficiency Accelerator (BEA) to help city governments, private companies and NGOs work together to deliver energy efficiency in buildings at scale. Over the past year, our GBCs recruited 12 new cities and states to the project taking the total involved to 23 in Latin America, and the number using BEA around the world to over 50.

WorldGBC also hosted two high-level workshops which brought together more than 20 city, state and country representatives with GBCs and partners like World Resources Institute and C40 Cities. This gave CCAP participants valuable access to advanced technical expertise and best practice to help shape their action plans and roadmaps towards energy efficiency and net zero carbon buildings.

## Latest cities and states to join the project

**Colombia:** Bogota, Cali and Monteria

**Costa Rica:** Belen, Curridabat, Moravia and Santa Ana

**El Salvador:** San Salvador

**Guatemala:** Guatemala City

**Mexico:** State of Campeche, State of Nuevo Leon and State of Yucatan.

WorldGBC is grateful for the support received by P4G, WRI and corporate partners Johnson Controls for this regional project.





# Driving a

# healthier

# built

# environment

Green and healthy buildings offer an outstanding opportunity to deliver health, environmental and economic benefits to every citizen of the world. That's why we're determined to increase the demand for, and supply of, net zero and healthy built environments across our planet.



In brief

- Air quality in the built environment campaign launched under the guidance of the GBC steering group of Better Places for People to tackle major global health crises.
- A guide to healthier homes and a healthier planet published to increase public and industry demand for green buildings that have a positive impact on people’s health and the environment.
- Started a key partnership with the Climate and Clean Air Coalition to support our air quality in the built environment campaign.

Find out more  
[worldgbc.org/better-places-people](http://worldgbc.org/better-places-people)

WorldGBC aims to improve billions of lives by transforming the built environment from a major cause to a major solution to global health crises.

The built environment has a direct effect on people’s health and wellbeing around the world, and is a contributing factor to fundamental health issues such as pollution, energy poverty, water quality and availability, poor mental health and inactivity. Out of these growing dangers the World Health Organization (WHO) identifies air pollution as the largest environmental threat to human health, which is why we launched a new air quality campaign as part of Better Places for People in March 2019.

Working with the Climate and Clean Air Coalition (CCAC), we will increase global awareness of how air pollution caused by buildings negatively impacts on human and planetary health and the economy. We will also champion green buildings as an essential solution to these issues, as well as inspire urgent action from policymakers, businesses and the public to radically reduce outdoor and indoor air pollution caused by the built environment.

During the past year, we also continued to develop influential resources that are helping to distinguish green buildings as a key and viable solution to severe health and environmental problems. This included our guide to simultaneously creating healthier homes and a healthier planet through improvements to air quality, thermal and acoustic comfort, and light; and we completed a pioneering library of case studies that equips our GBCs and their members with inspiring best practice to drive forward healthier built environments throughout the world.

How our GBCs are trying to solve health crises through the built environment

Polish GBC undertook a national research study about health and wellbeing in commercial buildings and published five key recommendations on how offices can be optimised for the people who work in them. These were: provide incentives for physical activity; reduce the cognitive load; minimise acoustic disturbance; integrate dining areas; optimise the office microclimate.

Following the Coalition for Green Schools’ roundtable series and the State of Our Schools white paper by Emirates Green Building Council, an air quality project to monitor and improve internal air quality in UAE schools is now in its planning stage. This is the first initiative of its kind in the UAE that supports the green vision of the nation.



In brief

- Initiative aims to generate data on real levels of air pollution to trigger policy change and action that will tackle major human health and environmental issues.
- Plant a Sensor is a key element of a new partnership with the Earth Day Network and Wilson Center that is helping to expand our reach and influence.
- GBCs are working closely with WorldGBC to ensure a successful rollout of both indoor and outdoor air quality monitoring devices around the world, with a target of 1,000 monitors by the 50th anniversary celebrations of Earth Day in April 2020

Find out more  
[worldgbc.org/plant-a-sensor](http://worldgbc.org/plant-a-sensor)

As part of our new air quality campaign, we launched a groundbreaking initiative to trigger much-needed policy change and action to fight the world’s air pollution crisis.

Today, outdoor air pollution caused by buildings and construction and internal air pollutants from poor quality building fabric, unhealthy materials and unsuitable ventilation are a significant risk to human health and the environment. But we currently don’t know enough about the size, urgency and threat of these major global issues for the right decisions and actions to be taken to tackle them. That’s why we launched our Plant a Sensor campaign in July 2019 to fill the massive knowledge gap on air quality in the built environment that currently exists.

The aim of Plant a Sensor is to inspire people and organisations around the world to place air quality monitoring devices inside and outside buildings. The high-quality data captured by the

devices will reveal the real levels of air pollution we are exposed to every day, with a unique focus on the building and construction industry.

This new knowledge will serve as a catalyst for policymakers, the private sector, our GBCs and the world’s citizens to mitigate, and gradually eradicate, harmful air pollution for our generation and generations to come.

WorldGBC would like to thank the Wilson Centre and the EDN’s Earth Challenge 2020 partners, as well as technical partner RESET for collaborating on the development of Plant a Sensor.



# MENA Regional Network sustainable reconstruction project

## Supporting Earth Challenge 2020

In 2020, Earth Day Network (EDN), the world's largest environmental movement, will run its Earth Challenge 2020 campaign to celebrate 50 years of Earth Day and engage millions of people to collect data on air quality, water quality, biodiversity, pollution and human health.

As part of our new partnership with EDN and the Wilson Center, we're delighted to support the goals of Earth Challenge 2020 through our global Plant a Sensor initiative.

'Earth Challenge 2020 is about mobilising the public with purpose to collect quality data that will lead to scaled-up action and foster decisive and defining solutions, including on air pollution. We are delighted to have joined forces with WorldGBC to boost our collective success in our 50th anniversary year.'

**Kathleen Rogers, CEO, Earth Day Network**

### In brief

- WorldGBC will help to develop sustainable reconstruction guidelines that have the potential to improve millions of lives in the Arab world.
- GBCs provided the concept note that led to WorldGBC signing an MOU with UN-Habitat and Chatham House.
- This work began with a two-month research mapping of existing guidelines and policies in the region funded by UN-Habitat.

Find out more  
[worldgbc.org/sustainable-reconstruction-mena](http://worldgbc.org/sustainable-reconstruction-mena)

WorldGBC is set to play a pivotal role in the sustainable recovery, regeneration and reconstruction of countries across the Middle East and North Africa (MENA).

Over the past decade, urban areas and essential infrastructure in Syria, Iraq, Yemen, Libya and Gaza have suffered large-scale damage and destruction due to recent and ongoing conflicts. These locations also face severe levels of water stress and environmental degradation overlaid by climate change; and extreme temperatures coupled with lack of access to power are already exacerbating inequalities across the region.

To help tackle this critical issue, we have partnered with UN-Habitat and the policy institute Chatham House to produce guidelines for sustainable reconstruction and city generation for the region. These expert principles and guidance will ensure rebuilt environments contribute to healthier, happier communities that are climate change resilient, resource secure and socially stable; they will also play a key role in increasing investment from reconstruction financiers, improving the human rights of construction workers, and making the procurement process more transparent.





Addressing resources

and circularity

Make, break and discard is no longer an option for the building and construction sector. We must keep resources in use for as long as possible and extract maximum value from them. That's why we're at the forefront of transitioning the sector to a circular economy to save our planet.



## In brief

- Our Europe Regional Network intensifies activity to win greater political and financial support for the Level(s) whole cycle framework for buildings.
- Over 20 GBCs published the advocacy manifesto: *A sustainable built environment at the heart of Europe's future*, which identifies Level(s) as the key tool for maximising the sustainability potential of the built environment.
- New project launched aiming to identify how Level(s) can be mainstreamed at a national level to help Europe reach net zero carbon by 2050.

**Find out more**  
[worldgbc.org/about-levels](https://worldgbc.org/about-levels)

## Our Europe Regional Network is accelerating efforts to position Level(s) as the primary tool that can put a sustainable built environment at the heart of Europe's future.

Over the past six years, our Europe Regional Network (ERN) has worked with the European Commission (EC) to develop Level(s), the world's first regional framework for reporting on the whole lifecycle performance of buildings. But if this innovative tool is to fulfil its potential and transform the building and construction sector, it needs far greater resources and political backing, which is why we embarked on a series of crucial activities to galvanise vital support.

In June 2019, ERN published an advocacy manifesto stating the main policy and regulatory changes European leaders must endorse and champion to unlock the vast sustainability potential of the built environment, with Level(s) at the heart of this revolution. WorldGBC further amplified this message in October 2019 by co-signing an open letter to the EC on the critical role Level(s) can play in delivering sustainable buildings and net zero operational and embodied carbon emissions by 2050. Then, in the same month, we launched a project that aims to identify how Level(s) can be mainstreamed at a national level throughout Europe.

Initially, this project involves eight GBCs working with public and private organisations and certification schemes to explore how key Level(s) indicators on whole life carbon, lifecycle costing and indoor air quality can be implemented at scale. This essential preparatory work will lead to the development of a detailed roadmap which will outline how Level(s) can be incorporated into future EU sustainable building policy.

This work will support scoping and consulting with GBCs to shape the impact area of resources and circularity as a future global project.

## How our GBCs are putting Level(s) at the heart of European sustainability

GBCs are playing a leading role in promoting Level(s) to national governments in countries across Europe that have mature and undeveloped sustainability markets.

For example, in France and Finland, which are countries looking to include whole life carbon in forthcoming regulations, GBCs are working closely with their governments to determine how their national policy frameworks can align with Level(s).

Green Building Council Slovenia is liaising with its national government to explore how Level(s) could be used as a basis to further develop and update their sustainable buildings policy.





Throughout the world, our GBCs continue to lead, inspire and collaborate to drive forward sustainability strategies for the built environment to achieve environmental, economic and social goals on a larger, regional and global scale.

Key themes for our GBCs

UN Global Goals

Over the past year, our GBCs and their members have increasingly aligned their work with the UN's Global Goals. Eighty per cent have already used them as part of their planning or strategy, and 69% of GBCs reported that their members are doing the same.

In addition, GBCs are taking on leadership roles in relation to the Global Goals. This includes integrating the goals into their ratings tools, developing courses on the Global Goals, promoting the goals to a range of audiences, and participating in national voluntary reporting.

Advocacy

As the urgency for climate action intensifies, the influence of our GBCs continues to grow. During the past year, 81% of our GBCs advocated for or worked with a local, regional or national government on policies or regulation that impact the green building sector.

In addition, 72% of GBCs saw their work with a government result in a policy or regulation being changed or implemented in the past year. Policies that will have a positive impact on the lives of over 350 million people.

Collaboration

Our network of GBCs has been collaborating across regions and the world to deliver value by expanding the reach of green building.

In Latin America, a Triangular Cooperation Project between the German Cooperation Agency, Colombia GBC and Paraguay GBC will enable the latter to certify sustainable construction practices under Paraguayan Standards for Sustainable Construction, as well as the implementation of a free public portal for sustainable products and services. Mexico GBC collaborated with USGBC to deliver Greenbuild Mexico.

In the Middle East, Palestine GBC has signed a Memorandum of Understanding with Qatar GBC which aims to build capacity through the delivery of training. Lebanon GBC has been working with CESVI (an international NGO with headquarters in Italy) to improve the livelihoods of vulnerable populations.

GBCs are increasingly working with corporate entities to achieve shared goals, such as net zero carbon, water and waste, as a sharpened focus on interventions that have a clear and measurable impact has enabled clear goals for collaboration.

Established GBC CEO Network

In 2019, we started to bring together our established GBC CEO Network with our Board of Directors and Corporate Advisory Board (CAB) at least once a year to increase collaboration between the three parties.

This allows our network of 37 chief executives from Established GBCs, the most advanced in our network to have a greater input into the direction of our global projects strategy and gives our Board and CAB the opportunity to benefit further from the network's unrivalled skills, expertise and experiences.

We are confident that this new arrangement will enhance WorldGBC's decision making processes and place us in an even stronger position to build a better future for everyone.

Regional networks

New Chairs and Vice Chairs for regional networks

In July 2019, we announced the new Chairs and Vice Chairs of our regional networks:

Americas

Chair: Alejandra Cabrera, Sustentabilidad para México (SUMe)

Vice Chair: Maria Fernanda Aguirre, Chile Green Building Council

Asia Pacific

Chair: Sundaresan Raghupathy, Indian Green Building Council

Vice Chair: Cary Chan, Hong Kong Green Building Council

Europe

Chair: Alicja Kuczera, Polish Green Building Council

Vice Chair: Marco Caffi, Green Building Council Italia

Middle East and North Africa (MENA)

Chair: Khaled Bushnaq, Emirates Green Building Council

Vice Chair: Meshal Al Shamari, Qatar Green Building Council

Africa

To be annouced in 2020 in alignment with a revised strategy for this region.

Our GBCs in numbers

69 GBCs

36,000 members

US\$88 million in revenue

28,390 people trained

104,290 people attended GBC events

370 million people reached via GBC communications

30 countries have had government policy or regulation changed or implemented as a result of their GBCs involvement

All figures are based on responses from the 2019 member value and impact survey completed by GBCs in October 2019.

Our GBCs to date

2.9 billion m² green building stock certified historically

Established Green Building Councils

Fully developed and operational organisations that run impactful green building programmes of work – delivering change on a national level, and embracing best practice governance, accountability, and transparency.



Emerging Green Building Councils

Organisations open to membership and which have a strong foundation, such as an elected board and staff to manage day-to-day operations.





# Communications, influence and partnerships

## Prospective Green Building Councils

Organisations at the early stages of development but which have put in place a comprehensive strategy on how they will operate and advance green building in their country.



‘We greatly appreciate the opportunities that WorldGBC offers to our members and staff with the different educational and learning resources, and platforms, which allows us to focus on the new trends, knowledge, and strategies to achieve our objectives.’  
**Marta Valderrama, Executive Director**  
**Panama Green Building Council**

During the past year, our WorldGBC global network continued to be the premier source for leadership in the climate action and sustainability agenda for the built environment. As a result, we significantly increased our influence at all levels and secured major partnerships that are vital to making our cities and buildings healthier and more sustainable.

### WGBW 2019 in numbers

**3.8** million people reached on social media via the hashtags #BuildingLife and #WGBW2019

**9** million people reached through 137 mentions by media outlets including Dezeen, BusinessGreen and Construction Week Online.

**45** GBCs participated in World Green Building Week 2019.

**60%** of our corporate partners participated in this year’s campaign.

**1,170** downloads of our *Bringing embodied carbon upfront* report during the campaign week.

**2** oversubscribed launch events held in New York and Brussels for the launch of World Green Building Week and our embodied carbon report.

**240** submissions to World Green Building Week’s global activity map, with 111 official events taking place.

**6** global campaign ambassadors who raised awareness of the issue of whole lifecycle carbon emissions.



### World Green Building Week 2019

Our 10th annual World Green Building Week campaign proved a huge triumph in September and helped us talk to millions of people about the issue of whole lifecycle carbon emissions.

We achieved this success through a strong media campaign; the launch of our *Bringing embodied carbon upfront* report, which received coverage from many influential media outlets; and due to the tremendous backing of our GBCs and partners, who participated in a wide range of associated activities.

Now, we will build on the excellent work of World Green Building Week 2019 to further increase awareness of carbon emissions from all stages of a building’s lifecycle and encourage new practices and ways of thinking to reduce these emissions.

‘I’m honoured to be part of this campaign because buildings are such a critical, and often overlooked part of the climate challenge. We won’t get anywhere in meeting our climate goals without aggressively addressing the lifecycle emissions of our building stock.’

**Jason Hartke, President, Alliance to Save Energy, World Green Building Week 2019 campaign ambassador**

‘One of the greatest benefits of our membership is being part of the global World Green Building Week campaign. Our 2019 campaign on building life was of huge interest to our members and stakeholders. Our New Zealand team were really able to engage our stakeholders in the campaign and we enjoyed our biggest campaign ever. We’re delighted to be working with the global network to reduce pollution from buildings, advance zero carbon and improve wellbeing.’

**Andrew Eagles, CEO, New Zealand Green Building Council**

## Our 2018/19 media highlights

As part of its International Women's Day coverage, Thomson Reuters Foundation profiled a few of our GBC CEOs who are leading the green building movement. These included Maria Fernanda Aguirre Busto, CEO, Chile GBC; Ala'a Abdulla, Executive Director, Jordan GBC, and Dorah Modise, CEO, GBC South Africa.

Influential architecture, interiors and design magazine Dezeen reporting that Foster + Partners had signed up to our Net Zero Carbon Buildings Commitment, which helped raise awareness of our work among a younger, 'creative' professional audience.

Major sector media players such as Architects' Journal, BusinessGreen and Construction Week Online covered the launch of our *Bringing embodied carbon upfront* report.

## Media coverage seen by millions

Thanks to our hugely impactful communications and media work, our profile and brand have been elevated to new heights around the world.

Globally, we are the 'go to' expert on the sustainable built environment, which is demonstrated by the increasing enquiries and mentions we receive from top tier media outlets. Over past the year, these outlets included The Guardian, Financial Times, Le Monde, Forbes, Harvard Business Review and The Times' Raconteur supplement.



At Climate Week NYC 2019 from left to right: Robert Ward – Skanska USA, Justin Johnson – Children's Investment Fund Foundation, Lars Ostenfeld Riemann – Ramboll, Lena Hök – Skanska, Cristina Gamboa – WorldGBC, Ashwani Pahuja – Dalmia Cement, Scot Horst – USGBC

## Influencing key players around the world

Our growing status and influence around the world was highlighted over the past year with our presence at many high-profile global events.

This included:

- Our Chair, Lisa Bate, speaking at UN Environment's World Environment Day about innovative solutions to reduce air pollution in the building and construction sector.
- WorldGBC partnering for the launch of the Zero Carbon Buildings for All initiative at the UN Climate Action Summit in New York.
- Our CEO, Cristina Gamboa, speaking at Climate Week NYC and WorldGBC launching its *Bringing embodied carbon upfront* report at an event co-hosted at the Empire State Building with Skanska and USGBC.

- WorldGBC representing our network of GBCs at COP24 in Katowice, Poland, and COP25 in Madrid, Spain.
- WorldGBC spoke at Greenbuild, Chicago, the world's largest annual event for green building professional organised by USGBC; and the Climate Innovation Forum, London, among others.

In addition, we were also invited to comment on and endorse influential reports that could play an important role in advancing the decarbonisation of the built environment. These included the World Resources Institute's *Tracking progress of the 2020 climate turning point, Accelerating building decarbonization: Eight attainable policy pathways to net zero carbon buildings for all, Energy efficiency as a catalyst to zero carbon buildings: Raising city ambition through the Building Efficiency Accelerator; UN Sustainable Development Solutions Network's Roadmap to 2050: Power, industry, transport and buildings; and REN21's Renewables in cities 2019 global status report*, among others.



Dr Erfan Ali, UN-Habitat Regional Office for the Arab States, Mohammad Asfour, Head MENA & Africa Regional Networks

## Impactful and diverse partnerships

WorldGBC continues to forge partnerships with a diverse range of major organisations to ensure green building is at the forefront of climate action and the creation of a healthier and more sustainable planet.

Our partnerships aim to open up impact, influence and leadership opportunities, or lead to funding or revenue generation opportunities for our movement. Our partnerships portfolio includes the following new additions for 2018/19:

### Related to the Better Places for People global project:

**Earth Day Network** – we entered into a partnership with Earth Day Network, the largest environmental alliance in the world, to support some of its flagship 50th anniversary campaigns.

This includes a key citizen science initiative that will produce vital data on air quality around the world. See page 18.

**Climate and Clean Air Coalition** – we announced a new partnership with CCAC which involves us offering expertise around buildings and construction to support the global health programme. Led by UN Environment, CCAC aims to reduce the impact of short-lived climate pollutants on human health and climate change.

### Regional Network partnerships:

**UN-Habitat** – we signed an MOU with UN-Habitat and Chatham House to produce guidelines for sustainable reconstruction and city regeneration for conflict areas such as Syria, Iraq, Yemen, Libya and Gaza. See page 21.

**Urban Green Council** – we joined forces with Urban Green Council to share best practices and new solutions to lower global carbon emissions through city-level green building initiatives in the Americas.



# Our partners and supporters

WorldGBC would like to say a huge thank you to all our partners from around the world for their ongoing commitment to our work, generous financial support and shared expertise.

With your support, you ensure that we deliver impactful actions that combat climate change and position green and sustainable building as a solution to urgent environmental, social and economic issues.

## Grant providers



## Corporate Advisory Board

Our Corporate Advisory Board is made up of global leaders on sustainability who guide WorldGBC on its strategy and activities.



## Pro Bono supporters



## Advancing Net Zero



## Better Places for People



## Regional partners

### Americas



### Asia Pacific



### Europe



### Middle East and North Africa



## Board members

### Green building leaders join our Board

On 1 July 2019, four new global green building leaders joined our Board: Dario Ibargüengoitia, Nkosinathi Manzana, Kevin Mo and Cherie Nursalim.

We would like to welcome them to WorldGBC and say thank you to our Board members, past and present, for the exceptional guidance and support they have provided.

### Our Board members

- Lisa Bate**  
Chair of the Board  
B+H Architects
- Tanya Cox**  
Vice Chair of the Board  
Green Building Council of Australia
- Ilari Aho**  
Vice Chair of the Board  
Uponor
- Saeed Al Abbar**  
Treasurer of the Board  
Director, AESG, Chair, Emirates Green Building Council
- Ada Fung**  
Secretary of the Board  
Director, Hong Kong Green Building Council
- Felipe Faria**  
CEO, Green Building Council Brasil
- Dario Ibargüengoitia**  
President, IBALCA SA de CV
- Christine Lemaitre**  
CEO, German Sustainable Building Council (DGNB)
- Nkosinathi Manzana**  
Executive Head of Group Real Estate Services: Commercial Buildings, Standard Bank Group



WorldGBC Board of Directors meeting in New York in September 2019.

- Kevin Mo**  
Managing Director, Paulson Institute  
Beijing Representative Office
- Cherie Nursalim**  
Vice Chairman, GITI Group
- Sundaresan Raghupathy**  
Deputy Director General,  
Confederation of Indian Industry (IGBC), Regional Chair, Asia Pacific Regional Network
- Bruno Sauer**  
CEO, Green Building Council España
- Peter Templeton**  
US Green Building Council  
President & CEO, Cradle to Cradle Products Innovation Institute
- Tan Swee Yiow**  
President, Singapore Green Building Council

WorldGBC’s revenue grew to US\$2.26 million in 2018, a 12% increase on the previous year. This growth was predominantly due to an increase in grants that totalled US\$432,627 in the past year. By continuing to increase our revenue, we can offer our members even greater benefits via our regional networks, global projects and campaigns like World Green Building Week.

In 2018 our total expenditure increased by 11.5% compared to the previous year. This was mainly due to us dedicating more resources to support our GBCs through our regional heads. As a result, our GBCs are in a much stronger position to advance the green building movement in their local markets and across the world.

### Unrestricted and restricted assets

At the end of 2018, WorldGBC had US\$920,547 in unrestricted net assets, which is equivalent to 41% of our budgeted expenses. Our cash management policy requires us to retain a minimum of 30% of our annual budgeted expenditure in unrestricted net assets. As we finished the year exceeding this requirement, WorldGBC has enough resources serving as insurance going forward.

### Auditor’s opinion and further information

On 12 June 2019, KPMG, our auditor, has issued an unqualified opinion on our 2018 audited financial statements.

The following financial information has been summarised from the World Green Building Council’s audited financial statements. To obtain copies of the complete audited financial statements, please contact the WorldGBC team.



# Summary statement of financial position

(In United States dollars)

31 December 2018



## 2018 revenue

Membership	\$706,625
Resources contributed by Green Building Councils as members of WorldGBC.	
Sponsorship	\$1,072,601
Resources from corporate partnerships, including the Corporate Advisory Board, project partners and regional network partners	
Other	\$47,753
Income from reimbursements, interest and speaker fees	
Grants	\$432,627
Grant income for Advancing Net Zero, BEA, Europe Regional Network, and Asia Pacific Network.	

**Total revenue \$2,259,606**



## 2017 revenue

Membership	\$717,268
Sponsorship	\$1,036,732
Other	\$20,412
Grants	\$205,886

**Total revenue \$1,980,298**

## 2018 expenses

Programme services	\$1,382,920
Focused on serving our GBCs.	
Fundraising	\$42,248
Investments to continue diversifying our revenue stream and that of our GBCs.	
Supporting services	\$819,756
Administration and operations, communications and marketing expenses.	

**Total expenses \$2,244,924**



Unaudited

## Assets

### Current assets:

	December 2018 (in US\$)	December 2017 (in US\$)
Cash and cash equivalents	964,130	1,103,410
Receivables, net	8,225	9,632
Deposits and prepaid expenses	170,841	128,469
<b>Total current assets</b>	<b>1,143,196</b>	<b>1,241,511</b>
Property and equipment, net	73,484	69,577
	<b>1,216,680</b>	<b>1,311,088</b>

## Liabilities and unrestricted net assets

### Current liabilities

Accounts payable and accrued liabilities	146,110	214,379
Due to TRCA	571	39,892
Deferred revenue	6,000	7,500
	<b>152,681</b>	<b>261,771</b>

### Temporary restricted and unrestricted net assets

#### Net assets

Without donor restriction	920,547	996,556
With donor restrictions	143,452	52,761
<b>Total net assets</b>	<b>1,063,999</b>	<b>1,049,317</b>
	<b>1,216,680</b>	<b>1,311,088</b>

# Summary statement of activities

(In United States dollars)

For the 12 months ended 31 December 2018

Unaudited	Unrestricted	Temporarily restricted	December 2018 (in US\$)	December 2017 (in US\$)
<b>Revenue and support</b>				
Grants	219,203	213,424	\$ 432,627	\$ 205,886
Sponsorships	1,072,601	-	1,072,601	1,036,732
Membership dues	706,625	-	706,625	717,268
Other	47,753	-	47,753	20,412
Net assets released from restrictions	122,733	(122,733)	-	-
<b>Total unrestricted revenues and support</b>	<b>2,168,915</b>	<b>90,691</b>	<b>2,259,606</b>	<b>1,980,298</b>
<b>Expenses</b>				
<b>Programme services</b>				
Membership and regional management	899,226	-	899,226	760,861
Global projects and partnerships	483,694	-	483,694	315,338
	<b>1,382,920</b>	<b>-</b>	<b>1,382,920</b>	<b>1,076,199</b>
<b>Fundraising</b>	<b>42,248</b>	<b>-</b>	<b>42,248</b>	<b>44,973</b>
<b>Supporting services:</b>				
Administration and marketing	753,031	-	753,031	799,601
Board expenses	33,314	-	33,314	22,102
Depreciation and amorisation	23,220	-	23,220	20,871
Foreign exchange loss (gain)	10,191	-	10,191	(1,470)
	<b>819,756</b>	<b>-</b>	<b>819,756</b>	<b>841,104</b>
	<b>2,244,924</b>	<b>-</b>	<b>2,244,924</b>	<b>1,962,276</b>
Increase in net assets (decrease)	(76,009)	90,691	14,682	18,022
Net assets, beginning of period	996,556	52,761	1,049,317	1,031,295
<b>Net assets, end of period</b>	<b>920,547</b>	<b>143,452</b>	<b>1,063,999</b>	<b>1,049,317</b>

“WorldGBC’s Net Zero Carbon Buildings Commitment is a clear signal from business, organisations, cities, states and regions that they are willing and ready to harness the opportunity to transition the built environment to zero carbon.”

**Nigel Topping, CEO, We Mean Business**

“Working with the World Green Building Council we have engaged many city decision makers who are committed to improving the built environment for citizens and we’re starting to see real traction in achieving net zero carbon emissions. We are proud and delighted to work with such a wide global network on responding to the climate crisis and look forward to increased impact at scale and speed in the coming decade of action and delivery.”

**Ian de Cruz, Global Director, P4G**

“The green building movement is very important to us in moving forward with the climate change action that’s required. Been part of the network is something that can play a big role to help the future of the world.”

**Adam Stephenson, AkzoNobel, Corporate Advisory Board**

“It’s important to work with our global industry partners within the green building network because we are not able to achieve the objectives of the Paris Agreement on our own.”

**Stephen Smith, Multiplex, Corporate Advisory Board**

“It’s not just about being part of the green building movement. It’s about talking with industry peers and taking new topics and knowledge from these interactions back to my company.”

**Tobias Huber, Siemens, Corporate Advisory Board**

“By partnering with the World Green Building Council, we have access to a number of different stakeholders and partners within our industry. Together we enable the road for developing the future, really addressing the climate challenge and combatting carbon.”

**Niklas Nillroth, Volvo Construction Equipment, Corporate Advisory Board**





WORLD  
GREEN  
BUILDING  
COUNCIL

**Interested in growing the green building movement in your country?**

Please visit [worldgbc.org/becoming-green-building-council](http://worldgbc.org/becoming-green-building-council) to learn more about how you can join WorldGBC and enjoy our excellent membership benefits.

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