

Developments in Green Building

Perception and insights key to uptake of building green

MANY CLIENTS NOWADAYS SEE 'GREEN' ACCREDITATION AS A KEY SUSTAINABILITY GOAL FOR THEIR INDUSTRIAL AND COMMERCIAL PROPERTY AND ALSO A VALID WAY TO DISPLAY THEIR CORPORATE SOCIAL RESPONSIBILITY CREDENTIALS AND THEIR PREPAREDNESS FOR THE FUTURE. HOWEVER, BARRIERS TO UPTAKE ARE PERCEIVED EXTRA COSTS, LACK OF KNOWLEDGE, AND STILL WEAK ENVIRONMENTAL FOCUS. CERTIFICATION COUNCILS ARE OPTIMISTIC.

'Europe has been a leader of the green building market for a long time and we are continuing to see tremendous interest and support for LEED in the region,' stated Mahesh Ramanujam, president and CEO of LEED's Green Building Council Institute in April 2017. According to their study*, over 60% of respondents anticipate that their projects will be green by 2018, expecting over a five-year period 14% operational savings for new green buildings and 13% for existing buildings. BREEAM has 2.263,357 registered buildings worldwide since their foundation in the '90 and an 80% market share in Europe. They introduced labels like BREEAM-in-use for existing property to drive sustainable improvements through operational efficiency.

How about the 'green' status in our clients' markets? At a recently held round-table Tebodin's international Green Building experts discussed regional trends, challenges and opportunities in the regions where we are active.

Regional developments

In Central Europe we see a steady growth in Green Building. Tomas Kurka sketches that in Czech Republic, office developments standardly apply for green certification, with LEED slightly prevailing. For the industrial/ logistic sector,

demand for sustainability is still behind, however major logistics parks are usually BREEAM certified. In Poland, Stefania Krzyżankowska states that every second building that is being built is certified 'green' to some degree, often instigated by foreign investors. For Russia and Ukraine, green designed or completed projects are still very limited and such certification is considered innovative and expensive benchmark. However, developers of commercial and logistic property are looking for opportunities to incorporate resource efficiency and alternative energy solutions, often with the support of international finance institutions such as EBRD, sees Oksana Cherinko.

Legislation and incentives

Mariska van Dalen points out that in Western Europe, and more specifically in the Netherlands, measures such as government legislation stating that procurement must be sustainable, combined with financial incentives from banks and investors encouraging green buildings, act as strong drivers for the uptake of e.g. BREEAM certification. The U.S. is by far the most extensive user of LEED with 336 million gross m² of certified space. Colleagues notice a focus on healthy materials, for example Cradle to Cradle certified products, and wellbeing.



Stefania Krzyżankowska



Tomas Kurka



Oksana Cherinko



Mariska van Dalen



Neetika Parmar

*2016 Dodge Data & Analytics Smart Market Study on World Green Building Trends.

In the GCC countries in the Middle East, as Srinivasan Nagarajan and Neetika Parmar explain, UAE and Qatar have their own green building regulatory systems like Estidama, with LEED as non-obligatory and supplemental.

All experts see that many developers are still concerned that green features mean higher design and construction costs. Moreover, fear of lost time due to the certification process, consequently delaying occupancy or commissioning, makes sustainability aspects less attractive.

Clearer insights on ROI

Return of investment (ROI) on green measures however, can actually be achieved faster through energy savings, and overall wins help to reduce total cost of ownership (TCO). A point of view the Green Building experts all share, adding that customer perceptions and insights are key to successful uptake. Clearer vision on ROI and TCO will provide necessary insights to clients helping them to make better-informed decisions. Sharing knowledge



Emirates Central Cooling Systems Corporation (EMPOWER) is going for Gold LEED certification.



LEED Silver certification for the Mondelēz biscuit factory in Opava, Czech Republic.

among its expert team to always be up-to-date on developments and opportunities, and regularly

interfacing with clients is what Tebodin contributes to building green. ■



Srinivasan Nagarajan

Globalization, increasing urbanization - 70% of people will be living in urban areas by 2050 - and climate change are driving us to adopt new sustainability values for resilient outcomes. Resource efficiency is a key element here and measurable financial savings can be achieved by constructing to worldwide established standards such as UK originated BREEAM with 80% European market share and the US Green Building Council's LEED.

Some 2.2 million buildings have achieved BREEAM certification since 1990 and more than 2 million m² of office space is LEED certified each day.