



World Green Building Council

Our Strategy 2020-22



WORLD
GREEN
BUILDING
COUNCIL

Sustainability in the built environment

The challenge we face and
our goals for buildings and construction

The challenge of the built environment

Source: 2018 Global Status Report, International Energy Agency for the Global Alliance for Building and Construction

104 of 194 countries that signed the Paris Agreement have committed to improve building energy efficiency to meet mitigation targets

Only **68** countries currently have building energy codes

By **2050**, global population will increase 27% to **9.8bn** and global floor area will increase by **100%**

Climate action

- Buildings are responsible for **39%** of global carbon emissions
- Energy demand will increase by **50%** by 2050

Resources and Circularity

- Buildings are responsible for **50%** of global material use
- **42.4bn** tonnes of materials consumed annually

Health and Wellbeing

- **91%** of people live where air pollution levels exceed World Health Organization limits
- People are **40%** more likely to have asthma due to living in a home with damp or mould

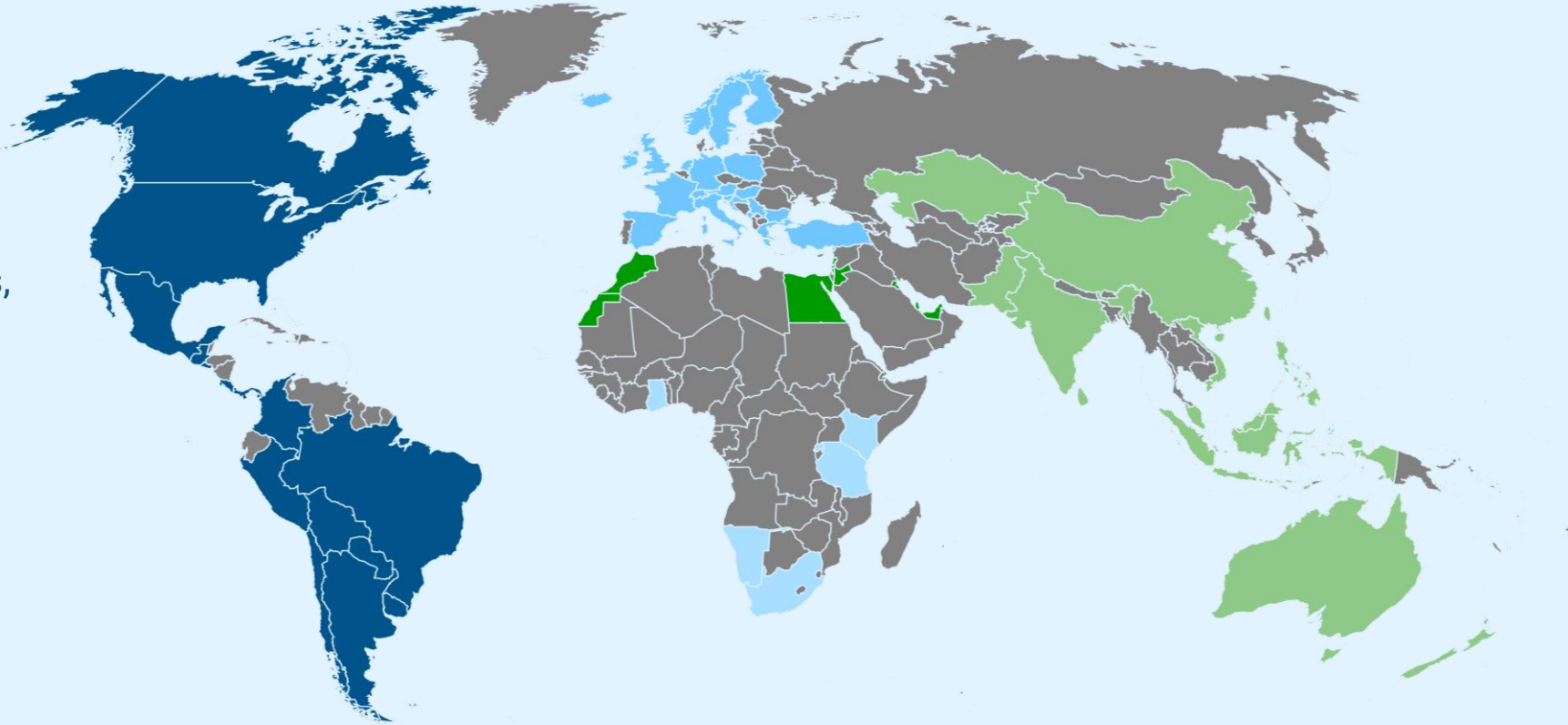
**WorldGBC's member network
has become the world's
strongest local-regional-global
action network for the built
environment**

About WorldGBC

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 and UN Sustainable Development Goals (SDGs). We do this by accelerating critical systems transitions required cross-sector to achieve our goals for a sustainable built environment.

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



Goals for the Movement

WorldGBC's ambition for accelerating the transformation towards a sustainable built environment aligns with all 17 Global Goals. Our tiered goals show the areas that our global network will focus on to effectively enable this transition.



Advanced Goals

Sustainability areas with key role for the built environment sector to act upon. Global projects run by WorldGBC, and Established national GBC action.

Progressive Goals

Sustainability areas substantially impacted by the built environment. Prioritised action in some GBC network areas. WorldGBC aims to progress.

Growth Targets

Sustainability areas with contributory role for the built environment. WorldGBC aims to progress work in partnership with key stakeholders.

The *“non-negotiable goals”* required for just, social, sustainable development’ Johan Rockström, Stockholm Resilience Centre ([Source](#)) are outlined



To narrow our focus and drive for implementation, our Goals have been united into three **Impact Areas**



Our Goals for the Movement

North Star Goal for the buildings and construction industry **in consultation**

	CLIMATE ACTION	HEALTH AND WELLBEING	RESOURCES AND CIRCULARITY
Aligned to Global Goal	   	  	   
North Star Goals	Eliminate global building and construction sector emissions by 2050	Reduce health risks and improve equity in health from the building and construction sector by 2030, with focus on environmental pollution	Reduce inefficiencies in the management of natural resources in the built environment to support a net zero whole life target by 2050
2050 Goal	New buildings, infrastructure and renovations will have net zero embodied carbon, and all buildings must be net zero operational carbon	Achieving major impact on reducing health risk from pollutions caused by built environment, aligned with WHO regional and global targets	Achieving major impact on top 3 major resource challenges caused by built environment on all scales, aligned with leading research globally and regionally
2030 Goal	All new buildings, infrastructure and renovations will have 40% less embodied carbon with significant upfront carbon reduction, and all new buildings must be net zero operational carbon	50% GBC member countries signed up to WHO/UN Commitment for to reduce ambient air pollution, and meeting 2030 targets. Regional health focused projects accelerating local impact	Industry stakeholders lead action on embodied carbon; retrofit schemes being run at national and regional scales, established schemes on water efficiency, biodiversity, waste, etc
2020 Baseline	Buildings represent 39% energy-related carbon emissions, insufficient rates of building renovation	Greatest global human health challenges (air and water pollution) heavily impacted by buildings	Identification of sector importance; WorldGBC begin exploration/consultation of target impact

Under consultation

Green buildings for everyone, everywhere

How the World Green Building Council global network is working towards our mission

EUROPE REGIONAL NETWORK



AMERICAS REGIONAL NETWORK



WORLD GREEN BUILDING COUNCIL



MENA REGIONAL NETWORK



AFRICA REGIONAL NETWORK



ASIA PACIFIC REGIONAL NETWORK

Our Theory of Change

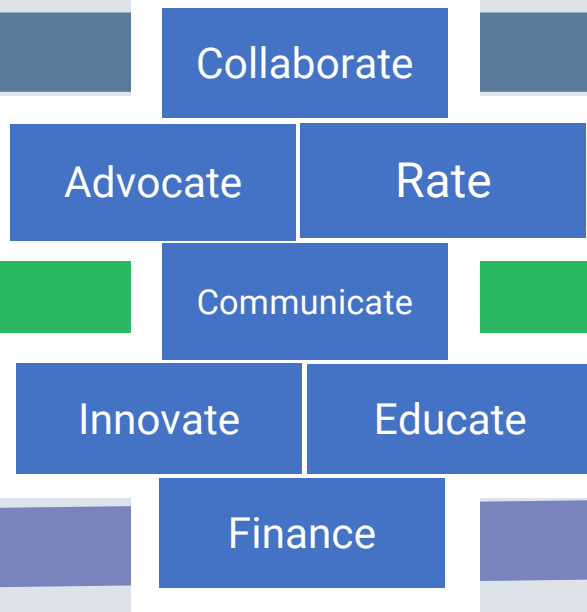
Scales of Impact

- National GBCs, achieving on the ground impact in their markets
- WorldGBC, a global advocacy voice for a sustainable built environment
- WorldGBC Regional Networks, coordinating local action
- WorldGBC partners, supporting and collaborating for enhanced impact

Network co-ordinate around **Impact Areas** led by global projects



Fulfilling our **Impact Pathways** at all scales of our network



Through our **Global Network Enablers**

- Membership near 40,000
- 5 unique **Regional Networks**
- CEO Network** 38 countries
- Partnerships** 60+ orgs.
- WorldGBC** network voice

Our **North Star Goals** for a sustainable built environment
Under consultation

- Eliminate global building and construction sector emissions by 2050, achieving net zero whole life performance
- Reduce health risks and improve equity from the building and construction sector by 2030, with focus on environmental pollution
- Reduce inefficiencies in the management of natural resources in the built environment to support a net zero whole life target by 2050

WorldGBC Global Network working together and in partnerships to facilitate fundamental transformation of the built environment around our Impact Areas

Accelerating solutions through Impact Pathways

- **Collaborate:** leading networks and events that attract over 150,000 people annually
- **Advocate:** influencing buildings policy in 35 countries and at EU level last year alone
- **Rate:** certifying over 2.65 billion m² of sustainable building space worldwide, and launching new net zero carbon building market standards in nine countries to date
- **Communicate:** reaching 155 million people through our global World Green Building Week campaign in 2019, and millions more via our GBC influencing and media outreach
- **Educate:** training around 50,000 building sector workers and professionals annually
- **Innovate:** investing US\$7 million in research, innovative tools and programmes in 2018



Unifying our network impact for positive change

The World Green Building Council global project portfolio

Health & Wellbeing

Better Places for People increases the demand and supply of green buildings which support the health, wellbeing and productivity of the people within them. Over 30 GBCs are leading this campaign in their markets. From 2020 we are looking to scale up our *Plant a Sensor* campaign to create over 1,000 air quality data points across the globe, and leverage our ground-breaking framework for health and wellbeing in buildings in local work across the housing sector, industry and government.



Climate Action

Advancing Net Zero promotes and supports the acceleration of net zero carbon buildings to 100% by 2050 - focused on both operational and embodied emissions. Over 25 national GBCs are leading this campaign in their markets, which has seen 26 major global cities, 31 major global corporates and 6 states and regions commit to net zero carbon buildings, as well as over 400 net zero carbon building projects. From 2020 we will ramp up our *Net Zero Carbon Buildings Commitment* recruitment and implementation actions



Resources & Circularity

We are currently shaping a global campaign to bring together powerful GBC-led local programmes in over 10 countries. This is looking to kick off with a global report to set out the political and business case for circular economy in the buildings and construction sector - delivered in collaboration with some of our major partner organisations. Our commitment to resource efficiency is also captured within the embodied carbon work of *Advancing Net Zero*

Expanding our global reach to engage new markets

MEMBERS



AFFILIATES



Affiliate Status

Formal or informal groups, in non member GBC countries, that actively engage with WorldGBC on an annual basis, to leverage knowledge and resources, to advance their green building market locally, and contribute impact to our collective global movement

Hold no governance roles within WorldGBC and engage only until a GBC member forms in that country

Measuring progress through our Impact Framework

Our Vision

Green buildings for everyone, everywhere to build a better future

Working in partnership to progress SDGs



Focused around three Impact Areas

CLIMATE ACTION

HEALTH AND WELLBEING

RESOURCES & CIRCULARITY

North Star Goals for Impact Areas led by projects

Eliminate global building and construction sector emissions by 2050, achieving net zero whole life performance

Reduce health risks and improve equity from the building and construction sector by 2030, with focus on environmental pollutions

Reduce inefficiencies in the management of natural resources in the built environment to support a net zero whole life target by 2050

Our Vision

Impact Pathways

How our network drives progress

Collaborate

Advocate

Rate

Communicate

Educate

Innovate

Finance

Strategies for Implementation fulfilled by our Impact Enablers

E.g. Collaborate for Climate Action

- Advancing Net Zero global project with 20 GBCs supporting 10 NZ certifications
- Partnerships with C40, We Mean Business, Climate Group, CIFF...
- Publish research, e.g. Embodied Carbon Report, and host high-level events...

Membership

CEO Network

Regional Networks

WorldGBC Global Advocacy

WorldGBC Partners

Our Enablers

Creating impact on range of scales

Our KPIs

Tracking and reporting progress

KPIs underpinning each **Impact Pathway**, quantifying progress towards North Star Goal of each **Impact Area**
 Progress activated by global and regional projects implemented on five scales through **Enablers**
 Progress towards SDGs and Impact Areas reported through **United Nations Global Compact**

Our Action

WorldGBC Action 2020-2022: Developing our Impact Pathways

	2020 Goal	2021 Goal	2022 Goal
Collaboration	Scale current global & regional projects in local markets with partners and members	Set up third global project on resources & circularity alongside leading NGOs	Have secured and established partnerships with major actors
Advocacy	<p>Continue to be recognised as an influential and effective international advocate for climate and sustainability action from the buildings and construction sector</p> <p>Launch and champion WorldGBC global network advocacy manifesto through our network. Support further advocacy in ERN</p>	Support all regions developing action pathways for advocacy by building on existing models of established Region(s)	Undertake advocacy work in three Regional Networks globally, with plans to advance to all five by 2025
Rating & Certification	Support GBCs to incorporate and align key targets (including net zero) from WorldGBC's Advanced Goals into rating tools		
MarComms (Marketing & Communications)	Raise awareness of the impact of our network at all scales, with focus on successes of national GBCs	Facilitate GBC interaction to implement regional communications plans amplified by WorldGBC (following MENA model)	Each region to have a specific communications strategy co-owned by WorldGBC and member GBCs
Education	Membership Model evolved to facilitate wider GBC membership and education.	WorldGBC fundraise and develop resource for GBC training scheme	WorldGBC roll out centralised Peer to Peer training programme to GBCs
Innovation	Support and celebrate innovation in local markets, and prepare structure for formalised sharing	Facilitate knowledge sharing of innovative amongst network through provision of GBC training	WorldGBC global network closely sharing success and innovations to inspire accelerated action locally
Finance	Develop industry action plan on sustainable investment with GBCs and partners	Target partnerships with key financial institutions, roll out mortgages work	Launch WorldGBC Roadmap to Sustainable Investment



Main expected outcomes of WorldGBC's 2020-22 strategy

1. **Scaling flagship global projects across three themes** driving impact through coordinated local GBC action across workstreams.
2. **Leverage our five regional networks** to respond to global issues and coordinate implementation of local actions - across Africa, Americas, Asia-Pacific, Europe, Middle East and North Africa.
3. **Focus on local action** - through both financial and non-financial resources directed to our national GBCs and their networks - to scale their work on WorldGBC global/regional projects.

This impact will be achieved with the support of our Members, leading philanthropic, corporate and NGO partners



ADVANCING NET ZERO

A global campaign to accelerate uptake of Net Zero Carbon Buildings to 100% by 2050

Project targets

- Increase awareness and education of the urgency and achievability
- Achieve alignment and commonality between GBC approaches and certification schemes
- To expedite uptake in global markets by sharing market leadership examples



Advancing Net Zero

A World Green Building Council global project



WorldGBC definition:
A net zero carbon building is highly energy efficient with all remaining energy from on-site and/or off-site renewable sources

100% of buildings must operate at net zero carbon

2050

2030

All new buildings must operate at net zero carbon

GOVERNMENT ENGAGEMENT

TRAINING & EDUCATION

CORPORATE ENGAGEMENT

CERTIFICATION

Key Principles

1. Measure and disclose carbon

Carbon is the ultimate metric to track, and buildings must achieve an annual operational net zero carbon emissions balance based on metered data



2. Reduce energy demand

Prioritise energy efficiency to ensure that buildings are performing as efficiently as possible, and not wasting energy



3. Generate balance from renewables

Supply remaining demand from renewable energy sources, preferably on-site followed by off-site, or from offsets



4. Improve verification and rigour

Over time, progress to include embodied carbon and other impact areas such as zero water and zero waste



The Net Zero Carbon Buildings Commitment



ADVANCING
NET ZERO



WORLD
GREEN
BUILDING
COUNCIL

LEADERSHIP

**LARGE
SCALE
RESPONSE**

**OUTCOME
FOCUSED**

**ROADMAP
TO NET
ZERO**

**INFLUENCE
OTHERS**

Project Impact Pathways: Advancing Net Zero Action Plan



Collaborate: Establish mutually beneficial sector partnerships that unlock impact or leadership opportunities, support key functions such as research, and/or leads to revenue generation.

Eg: WRI, WMB, GABC etc.



Advocate: Support policy development requiring net zero carbon buildings. Develop roadmaps for decarbonisation at local/regional/ national level. Address broader impact areas: net zero water, waste etc.

Eg: Commitment, GBC programs, Regional projects



Rate: Support performance tracking and disclosure through voluntary rating tools that recognise net zero buildings, using the ANZ principles to provide commonality and alignment with local application.

Eg: GBC net zero standards



Communicate: Knowledge sharing through white papers etc. Promote work of GBCs and partners that are supporting achievement of the vision, the urgency and achievability of net zero carbon buildings.

Eg: status report, case study library



Educate: Develop resources, educational tools, events and training programmes to develop market capacity to deliver solutions to achieve net zero carbon buildings at mass scale.

Eg: Net Zero AP, ANZ Academy



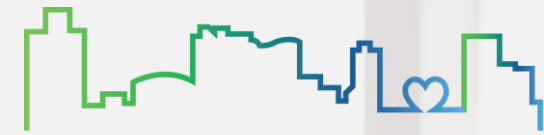
Innovate: Develop workstreams that generate market leading ideas, establish GBCs as thought leaders, set industry vision, foster development and deployment of innovative solutions.

Eg: embodied carbon report, roadmaps



Finance: Support development of financial products to enable rapid deployment of energy efficiency and renewable energy projects at scale. Common standards to support performance-based lending and build capital market assurance in industry direction.

Eg: Green finance hubs



BETTER PLACES FOR PEOPLE

A global campaign to accelerate a sustainable built environment by proving and supporting benefits for people, particularly related to health and wellbeing

Project targets

- Reduce contribution from built environment to global health crises, such as air pollution
- Increase awareness and education on sustainable, healthy buildings
- Empower advocacy around sustainability with health co-benefits
- Prove business case for green buildings

Demonstrating the business case for healthy, sustainable buildings

DOING RIGHT BY PLANET AND PEOPLE

The Business Case for Health and Wellbeing in Green Building

April 2018



Health, Wellbeing & Productivity in Offices
The next chapter for green building
September 2014

PROJECT LED BY: **JLL** **Lend Lease** **SKANSKA**

CAMPAIGN SPONSORS: **WORLD GREEN BUILDING COUNCIL**

HEALTH AND WELLBEING IN HOMES
JULY 2016

PROJECT SPONSORED BY: **UK GREEN BUILDING COUNCIL**, **ARUP**, **B-H**, **SKANSKA**, **UPONOR**

GLOBAL CAMPAIGN SPONSORS: **WORLD GREEN BUILDING COUNCIL**

BUILDING THE BUSINESS CASE:
Health, Wellbeing and Productivity in Green Offices
EXECUTIVE SUMMARY

PROJECT LED BY: **WORLD GREEN BUILDING COUNCIL**

CAMPAIGN SPONSORS: **ARUP**, **B-H**, **SKANSKA**, **UPONOR**

HEALTH, WELLBEING & PRODUCTIVITY IN RETAIL:
THE IMPACT OF GREEN BUILDINGS ON PEOPLE AND PROFIT
FEBRUARY 2016

PROJECT LED BY: **WORLD GREEN BUILDING COUNCIL**

CAMPAIGN SPONSORS: **ARUP**, **B-H**, **SKANSKA**, **UPONOR**

Project Impact Pathways: Better Places for People Action Plan



Collaborate: Establish mutually beneficial sector partnerships that unlock impact or leadership opportunities, support key functions such as research, and/or leads to revenue generation.

Eg: Climate and Clean Air Coalition, Earth Day Network, Wilson Center, GlobalABC, UN Global Compact



Advocate: Support policy development requiring health, wellbeing and social considerations to be recognised in building policy. Address broader impact areas as outlined in BFPF principles, eg. water, social, etc.

Eg: Regional projects



Rate: Support the development of rating tools to recognize healthy, sustainable buildings, using the BFPF principles to provide commonality and alignment with local application.

Eg: BFPF Project Principles and Framework



Communicate: Knowledge sharing through reports and case studies . Promote work of GBCs and partners that are supporting achievement of the vision and achievability of healthy, sustainable buildings.

Eg: Business case research reports, Case study library



Educate: Develop resources, educational tools, events and training programmes to develop market capacity to deliver solutions to achieve healthy, sustainable buildings at mass scale.

Eg: Training webinar series for GBCs and members



Innovate: Develop workstreams that generate market leading ideas, establish GBCs as thought leaders, set industry vision, foster development and deployment of innovative solutions.

Eg: Better Places for People project principles, Plant a Sensor campaign

Resources and Circularity Action Plan to be developed through consultation with advisory stakeholders

Regional Projects

Projects designed to implement solutions around specific topics in particular markets

Europe: BUILD UPON2

The second phase of the world's largest collaborative project on national deep renovation strategies - focusing on cities and regeneration in 2019-2021



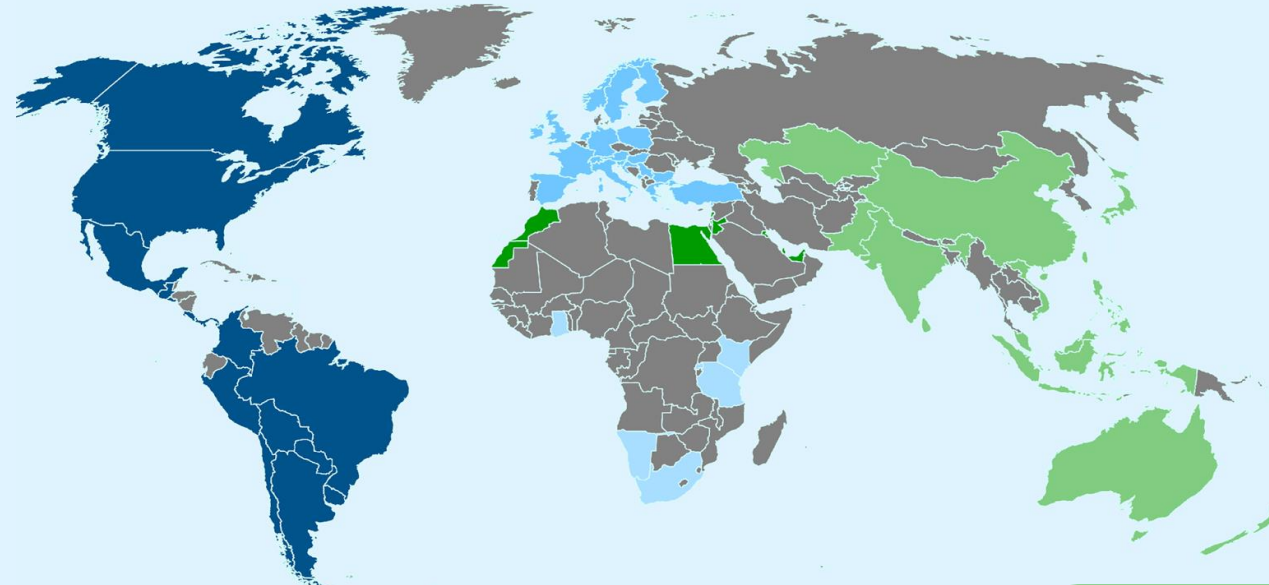
Europe: Energy efficient Mortgages Action Plan (EeMAP)

A market-led Initiative focused on the design and delivery of an "energy efficient mortgage", intended to incentivise and channel private capital into energy efficiency investments



Americas: Cities Climate Action

Helping city governments, private companies and NGOs collaborate to deliver better building efficiency policies and solutions in buildings at scale, with deep dive engagements led by GBCs in Colombia and Mexico



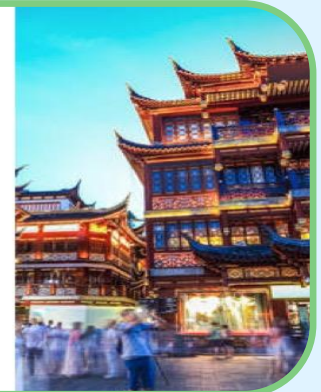
MENA: Sustainable reconstruction

Green and affordable reconstruction and regeneration guidelines for urban areas that have suffered damage and destruction due to conflicts, water stress and environmental degradation



Asia Pacific: ANZ in Asia

Deep dive into Advancing Net Zero concepts and commitments, with a specific focus on markets of China, Japan, India and Hong Kong



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...in creating green buildings for everyone, everywhere



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