



# Introduction to the Green Building Council of Croatia

Prepared by the Initiators Group of the GBC Croatia

## What is a Green Building Council?

A Green Building Council (GBC) is a not-for-profit organization that serves as a country-wide platform for the promotion of sustainable building practices. A country's GBC acts as a network for all parties involved in the development of the built environment—from architects or materials manufacturers, to financial institutions or academics. A GBC is able to campaign with these private and public sectors for the adoption of sustainable building practices, and it often offers services such as building certification and professional training programs.

Below is a map showing countries with existing or emerging GBC's, as well as countries that have declared interest in creating GBC's and joining the internationally recognized alliance of the World Green Building Council.



Source: worldgbc

## Why should Croatia have a Green Building Council?

Croatia is experiencing rapid urban growth, and with this boom comes opportunities for integrating sustainable development principles, technologies, and best-practices into the design and construction of the built environment. The Croatian Green Building Council will be able to initiate and sustain a campaign that promotes high standards for building by connecting relevant stakeholders and professionals.

For example, by promoting energy efficiency and proper insulation in buildings, investors will develop buildings that are closer to current global standards for energy performance, and in addition to a reduction in green house gas emissions and environmental degradation, their assets will better protected as the Croatian market matures.



### Green Building Councils as of June '08

- 13 existing
- 6 emerging
- 50 declaring interest

### The World Green Building Council

The World GBC supports existing and emerging councils by

- Sharing experiences
- Establishing criteria
- Providing resources

### The Croatia GBC will be the platform for:

- Launching green building awareness campaigns
- Promoting cooperation amongst sectors (such as builders, tenants, advisors, and technical experts)
- Setting standards for green buildings in Croatia
- Researching and publishing key information on green building
- Offering training opportunities to professionals from all sectors

## What are the motivators for green building?

Development should be about more than just simply erecting buildings—it should instead favor buildings that will guarantee long-lasting value to the Croatian building stock, benefitting the community, environment and economy. Unfortunately, business-as-usual development practices fail to address the issue that energy- and resources-inefficient buildings that degrade the environment are actually poor long-term investments for Croatia—a country whose greatest assets include the diverse and bountiful nature that deserves to be respectfully and sustainably employed instead of exploited.

### People

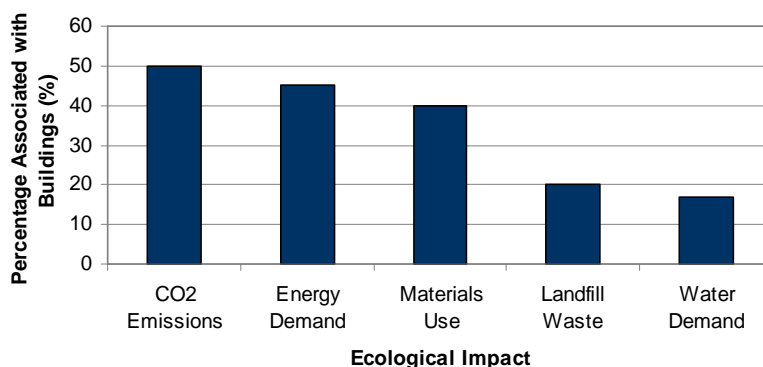
Buildings that optimize indoor environmental qualities (such as natural daylighting and superior ventilation) are proven to increase productivity and reduce absenteeism. Vital urban areas with opportunities for living near offices and basic services reduce the amount of time wasted, money spent, and pollution created as a result of lengthy commutes to and from work.



### Planet

According to the Centre for Renewable Energy Sources (CRES), European buildings account for 50% of carbon dioxide emissions, 35% of material consumption, 45% of energy demand, and 10-35% of waste that goes to a landfill. These figures are due to widespread oversight of the vast opportunities for improved energy efficiency and resource management in building design and operation.

**Ecological Impacts of the Built Environment**



Source: usgbc.org

### Green Building Benefits: The Triple Bottom Line

- People
- Planet
- Profit

### Benefits to People

- Lower utility bills
- Healthier lifestyles
- Reduced risks due to environmental degradation
- Optimized community connectivity
- Superior indoor environmental quality
- More desirable & functional built environment

### Benefits to the Planet

- Sustainable resource management
- Protection & restoration of habitat
- Reductions of localized pollution
- Reduction of climate-altering greenhouse gas emissions
- Improved efficiency of materials & resource use



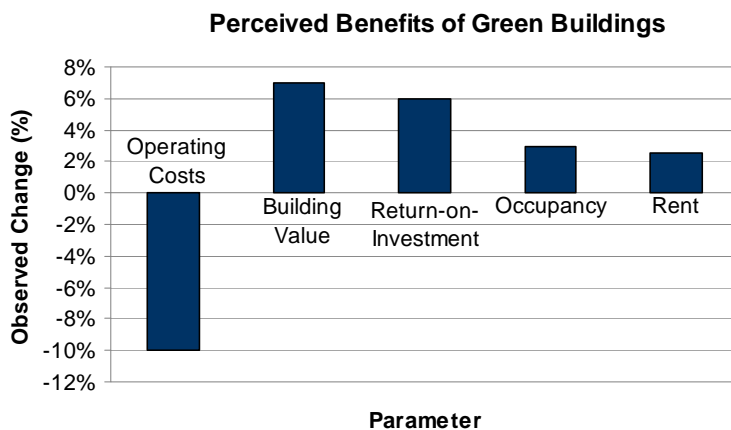
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## Profit

Green building promotion is much more than an environmental campaign, for green buildings around the world are enjoying clear market advantages that conventional projects do not.

Buildings that successfully integrate even some energy or resource efficiency features enjoy benefits that extend beyond a reduction in their environmental footprint. In addition, many of these successful green buildings were developed with minimal or no premium for their ecological features.



Source: usgbc.org

## Benefits to Profit

- Lower building operating costs
- Higher return on investment
- Greater building value
- Protected building assets over lifespan of the building
- Ability to demand higher rent
- Higher occupancy rates
- Increased retail sales

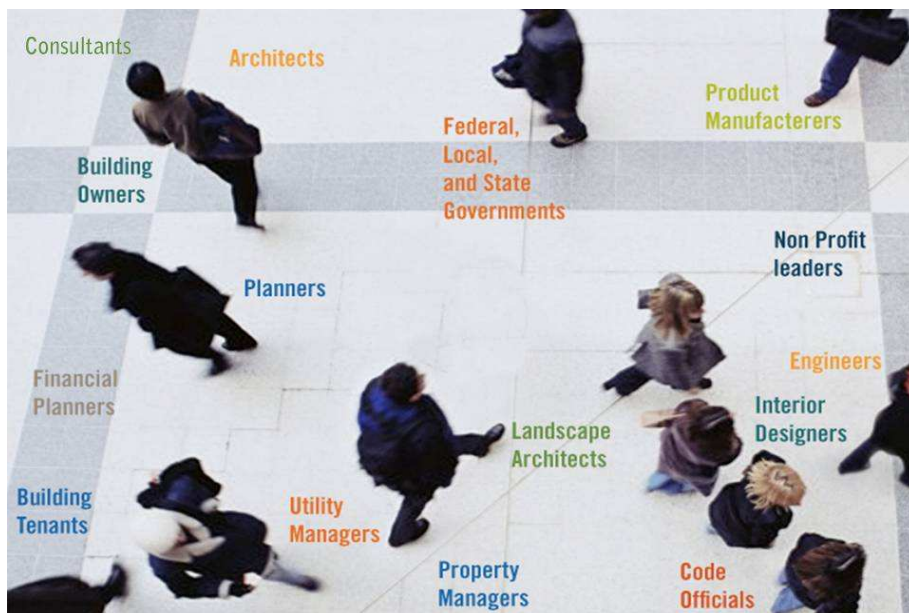
## Who should become involved?

Since GBC formation is internationally recognized as a cooperative effort where no one sector dominates, co-founding partners who share a common goal (but represent diverse sectors) will prove to be critical to its success. A potential co-founder or GBC member will value a collective, non-profit effort to facilitate:

- Fast information flow amongst various sectors and consumers regarding environmental knowledge, green building and ecological development best practices
- Invaluable networking—when a company, investor, or organization is looking for a green contact, the GBC will be the respected source
- Considerable impact on public awareness, professional skill sets, and the greater market through a collective outreach effort

## Balance of Sectors Represented:

- Building product manufacturers
- Electrical/energy utilities
- Building owners & developers
- Real estate companies
- Professional firms (i.e. architects, engineers)
- Contractors, builders
- Financial institutions
- Government
- Environmental orgs.
- Academics
- Societies, unions
- Press & media





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## Why should you become involved?

Each member company or organization involved in the Croatia GBC will have the ability to demonstrate—at local, regional and global levels—a clear commitment to green building market development that separate, internal company initiatives will not be able to do. The end result is that a GBC will enhance the integration of green building principles into members' existing services because each member company will have access to an organized association of engineers, contractors, architects, suppliers, distributors, investors, etc. that are all relevant to the green building market. Not only are GBC's emerging in over 40 countries around the world, but they are quickly proving to be an essential part of the global effort to reduce the negative impacts of development in ways that benefit both people and the economy.



## Because Now is the Time for Change!

Please contact us for more information on how you can join the efforts to create the Croatia GBC:

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