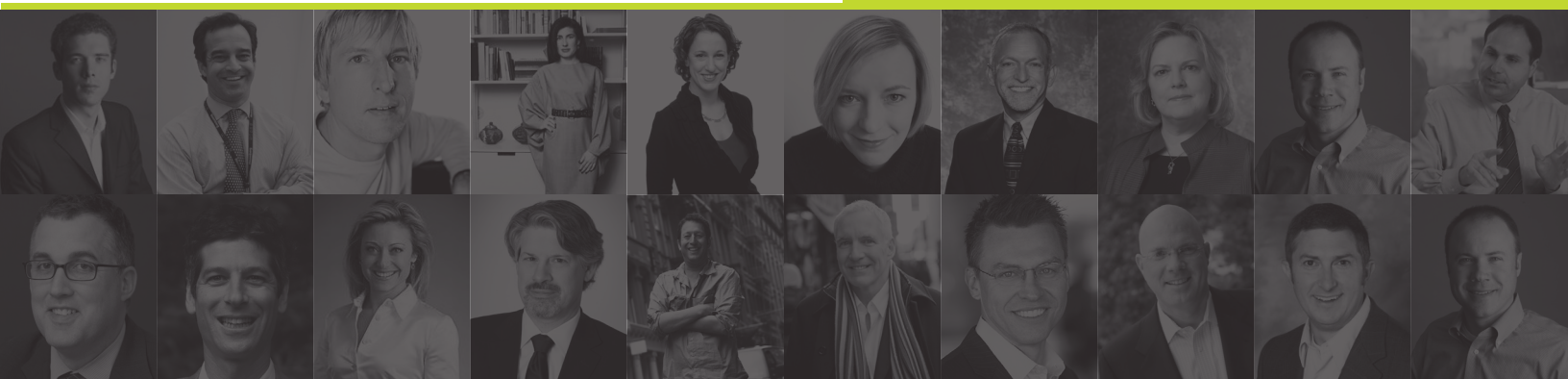


SPEAK GREEN

IN REVIEW

urban
green **JUNE 8**
NYC

The New York Academy of Sciences
June 8, 2011



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NATIONAL GRID

National Grid is an international energy delivery company. In the United States, National Grid delivers electricity to approximately 3.3 million customers in Massachusetts, New Hampshire, New York and Rhode Island, and manages the electricity network on Long Island under an agreement with the Long Island Power Authority (LIPA). It is the largest distributor of natural gas in the northeastern U.S., serving approximately 3.4 million customers in Massachusetts, New Hampshire, New York and Rhode Island. National Grid also owns over 4,000 megawatts of contracted electricity generation that provides power to over one million LIPA customers.

Dear Reader:

With Speak Green, Urban Green Council ventured largely into uncharted territory: how to we best communicate the importance of sustainability beyond our known sphere of early adopters?

Because the topic was new for us, and of great interest to those inside and outside the green building industry, we asked journalist Charles Linn to write a brief synopsis of the conference.

Charles is a writer and architect, as well as former deputy editor of ***Architectural Record*** and consulting editor at ***GreenSource***.

If you were able to attend Speak Green, we hope this review will serve as a refresher of the many great points made that day. If you weren't in attendance, we hope you will pick up a few tips on effective green messaging for a variety of audiences.

Feel free to share ***Speak Green in Review*** with colleagues and friends. We hope to see you at an Urban Green Council event in the near future.

Sincerely,

Russell Unger

EXECUTIVE DIRECTOR
URBAN GREEN COUNCIL

REACHING THE MAINSTREAM WITH THE SUSTAINABILITY MESSAGE

By Charles Linn, FAIA

Sparkling the passions of the design and construction community toward the principles of sustainability in buildings was not as difficult as many imagined it would be when the U.S. Green Building Council was founded 18 years ago. Architects, engineers and consultants were an easy sell. And many bankers, building owners, and real estate brokers have also come around.

What remains the greatest challenge is winning the hearts and minds of those outside the “early adopter” camp—meaning the majority of Americans.

The messaging often favored by the environmental movement, like “how to reduce your carbon footprint,” is often difficult for people to fully grasp, let alone to act upon. In recent years discussions about sustainability have become so confusing, and focus so often on frightening impacts, that many people have simply stopped listening.

Urban Green Council’s Speak Green conference, held in New York City on June 8, 2011, sought real-world perspectives from 20 communications, marketing, and design professionals who advised an equally diverse audience on how to engage those who are frequently not a part of the sustainability conversation.

The panelists identified a multitude of obstacles to wider adoption of green principles, but also many opportunities. According to the Speak Green experts, there are plenty of reasons to be hopeful, and they laid out concrete strategies for positive messaging and education that members of Urban Green and others can adapt for use in their work, and even when discussing sustainability with their families and neighbors.

“One challenge that has not gotten a lot of attention is communication,” said Russell Unger, Executive Director of Urban Green Council. “Issues like climate change and species loss are compelling only to people who are already committed. We need a new set of stories and messages.”

In her opening presentation, Judith Webb, Senior Vice President of Marketing for the USGBC, noted that design professionals talk to each other in a kind of shorthand that doesn’t always work for the general public. She said, “You can talk about the IEQ credits in a LEED school. Or, you can talk about the drawer full of asthma inhalers that are no longer needed at that elementary school.”

“You have to understand that you when you are trying to persuade people you cannot lead with facts. You have to get their hearts involved in the conversation so the facts have a fighting chance to be heard,” Webb concluded.

First, Put Your Own House in Order

If a key goal of the green building movement is to transform other market segments, those doing the proselytizing must have a well-expressed commitment from their leadership as well as impressive follow-through. Otherwise, mid-level managers and their staffs may not believe that a shift in corporate culture is really taking place.



In his keynote address, Curtis Ravenel, the Global Head of the Sustainability Group at Bloomberg, said that \$9 million invested in green initiatives have saved his company some \$34 million. But he admitted it would not have been possible for his department to accomplish this on its own, “For us to get this done it was very important that my team be in the Chairman’s office. It sent the message.”

To get that bottom-up buy in, Bloomberg’s management demanded accountability from its managers. “Every year each department reports to the President and the Chairman on how much progress they have made,” says Ravenel. “There is a meeting and everyone has to attend. Since then it has gotten very easy to get things done, because department heads want to get the credit.

Gina Edner, Associate Director of Environmental Sustainability for Starwood Hotels said,

“Our leaders were convinced as soon as we showed sustainability made sense from a business perspective. The ones we have to convince are our associates. You have to get the buy-in on why they should have two trash cans in the rooms to empty instead of one.”

Part of the solution for Starwood has simply been to create annual goals and to make sure associates meet them. “We are starting to embed green within our employee bonuses. Starting with the CEO and trickling down to the associates, everyone must have some sort of green goal in order to make full bonus.”


Pat Di Filippo, Executive Vice President for Turner Construction said, “The real change came for Turner in 2004 when our chairman, Tom Leppert, declared that Turner will become the number one builder of green buildings in America. He took a leap of faith and said. ‘That is what we are going to stand for, and people are going to know us for that.’”

What’s the Problem?

One of the most difficult challenges for design and construction professionals is that skepticism regarding the benefits of green occurs at many levels. And most consumers have experienced greenwashing in one form or another, adding to that skepticism.

“One of the things I have seen in the private sector is that nobody knows what sustainability means, said Kim Slicklein, President of Ogilvy Earth. “People are using the word loosely because they are trying to create added value for their products, and are using claims without any substance. That is hurting the companies who are truly committed to it.”

Some consumers end up disappointed because a green product did not work; others perceive green benefits as a promise of something for nothing, a concept that’s hard to accept. Still others believe they are promised little except a higher price tag.



The trouble is, the same consumers who turn away from compact fluorescents and biodegradable cleaners also buy homes. And, they bring their skepticism with them, where their responsibilities might involve commissioning design work, investing in new properties, approving plans, or operating and maintaining their buildings.

Another fundamental misunderstanding is the sense that only expensive solutions can make a difference. “Much of what people see is out there is ‘green bling’, like photovoltaic panels and green roofs,” said Nadav Malin, President of BuildingGreen, “We need for people to understand that those are not the only things that make a green building perform.”

Jason Sheftel, the Real Estate Editor for the New York Daily News, shared a perspective he’s gained by listening to his readers, noting that too much bad news has caused a kind of green fatigue. “The key is to make people feel better,” he said. “They don’t want things too be overcomplicated. They can’t handle it. We need not to liven the conversation up. We need to make it more understandable.”

Real Strategies for Speaking Green


Speak Green panelists generally agreed that creating the right kind of messaging is key, starting with understanding the audience.

For example, Jeff Risley, Executive Director of the Climate and Energy Project in Lawrence KS said, “Values matter most. I’m a Republican. I’m the father of two children adopted internationally. I grew up on a farm. I own guns. I am fiscally conservative and socially liberal. I am skeptical of organized religion. You now know enough about me, based on my values, to connect with me as a consumer in a way that you couldn’t have before. So, it’s important to know things about individuals, regardless of whether you are there to sell them organic food, notions of sustainable energy efficiency or green building.”

In summing up her experience with residential properties, Elisa Ours, Vice President of Planning and Design for the Corcoran Sunshine Marketing Group said, “In our survey, 61 percent of the people said it was important for an apartment to be LEED certified. Then it asked how many would pay a premium to live in a green house, and 73 percent said no. How can we encourage the market overall to get on the sustainable path?” To her, what professionals must learn is “What compels people?”

Jonathan Lange, Senior Vice President for the advertising agency Deutsch, suggested a strategy that he feels works regardless of who the audience is. “In my business we don’t talk about features much. We talk about benefits. Rather than ask if someone wants to be in a LEED-certified home, I would ask, ‘How many of you want to save 20 percent on your energy bill? How many want cleaner air for your children? Who doesn’t want to change a light bulb for the next 20 years?’ Those are the kind of things I would talk about.”

Panelists felt that designers often baffle those they wish to persuade. Elizabeth Kubany, Principal of the public relations firm EHKPR, warns against speaking in terms of LEED checklists and other kinds of eco-geek-speak. “In the industry we are talking way too much about technology. There are many things that just don’t play to a broader audience,” she said. “Move the discussion toward what the benefits are, tangible and intangible, of being green. That is how we are going to make ourselves more appealing to a wider audience.”



Lange added that the best way to reach those who are not industry professionals is “to be specific. Quality of life, health, and the health of children are tremendously motivating. Being specific and getting data is crucial, but showing them the positive benefit is always going to be best.”

Don't Make the Message Political

Another important piece of advice is to avoid framing sustainability as a political or science-based issue. Risley, who works throughout the Midwest, said, “We have many climate skeptics in the Heartland. The majority does not believe humans are contributing to greenhouse gases and thus climate change. So, we talk about jobs, energy security and independence from foreign oil, and economic prosperity, not climate change.”

Kim Slicklein concurs with Risley. “I learned many years ago to stop talking about climate change, because there are so many people—even some in the movement—who don't believe it exists. I always try and focus on solutions.”

Credibility Without Confusion

Panelists also said new green labels being granted by independent organizations such as GreenSeal, Greenguard, and UL Environment are keys to helping the public avoid greenwashing and make intelligent new product choices.

UL Environment, for example, is already providing several kinds of verification for manufacturers. These include validation of manufacturers' environmental claims, energy efficiency certification of products, and sustainable product certification. Scot Case, Director of Market Development for UL says, “If there's an actual independent third-party verification, and a product, a building component or a building actually meets the standard, it's a huge accomplishment. Teaching consumers to ask for proof is huge step forward to avoiding greenwashing.”

Energy benchmarking for entire buildings may also become an important means of helping both renters and owners become more educated if the information can be presented in an easy-to-understand manner. “When someone is considering leasing, and the choice is between two spaces, they not only look at the rent but they also consider the energy efficiency of the spaces,” says Elisa Ours.

But, Jonathan Lange cautioned the audience to be vigilant in terms of the veracity of all the claims they make. “In terms of truth and vagueness, make sure whatever you say is concrete. It has to be unassailably true. Every company will have a perspective and point of view that everyone else may not share. **But as long as you stay true to what's verifiable and real, you will be fine.**”

Greening Takes Patience and Perseverance

Urban Green Council's Speak Green conference left attendees with many new insights and fresh ideas for communicating with both those we deal with professionally and the person who lives next door. Russell Unger, Urban Green's Executive Director, summed up the conference by saying, “Keep it simple. Be truthful. Don't make the conversation political. And, walk the talk.”

Peter Syrett, Associate Principal of Perkins+Will who has been at the forefront of the firm's sustainability efforts from the beginning, advises patience. “You can't boil the ocean in one shot. You have to have plans that deal with incremental change. Often that takes vision, prompting, counseling and cajoling. It takes a lot of effort.”

KEYNOTE SPEAKER



CURTIS RAVENEL

GLOBAL HEAD, SUSTAINABILITY GROUP
BLOOMBERG L.P.

Curtis leads Bloomberg's global sustainability initiatives - a Chairman's Office effort and the result of his 2006 Bloomberg Global Leadership Forum proposal. The program aggressively integrates sustainability considerations into all firm operations and evaluates sustainability-related investment risks and opportunities.

PANELISTS



PANEL 2

DUANE BRAY

DIRECTOR & PARTNER
IDEO

Duane heads IDEO's Global Digital Business - developing the discipline of interaction design and integration of emerging technologies into human-centered products and services. He routinely explores the intersection of technology and people, revealing and elevating the emotional connections that we forge with digital media.



PANEL 1

SCOT CASE

DIRECTOR MARKET DEVELOPMENT
UL ENVIRONMENT, INC.

Scot is an internationally recognized expert in sustainable business strategy development, responsible purchasing, green supply chains, and environmental marketing. In addition to having delivered more than 300 speeches, trainings, and presentations, he has served as a consultant to the EPA, White House Office of the Federal Environmental Executive; the World Bank; and dozens of U.S. Federal agencies and state and local governments.



PANEL 2

PAT DIFILIPPO

EXECUTIVE VICE PRESIDENT
TURNER CONSTRUCTION COMPANY

Pat began his career with Turner in 1984 as a field superintendent on the Montefiore Medical Center project in the Bronx. Since then he's progressed through a series of promotions within the company, and his dedication to Turner and its sustainability mission has led him to his role as Executive VP. He is now responsible for Turner's New York, New York Interiors, Albany, New Jersey, Maryland, Pittsburgh and Philadelphia operations.

PANELISTS, CONTINUED



PANEL 2

GINA EDNER

ASSOCIATE DIRECTOR
GLOBAL CITIZENSHIP - ENVIRONMENTAL SUSTAINABILITY
STARWOOD HOTELS & RESORTS

Gina leads the environmental sustainability program for Starwood Hotels & Resorts and focuses on the development and implementation of a comprehensive environmental strategy for Starwood's global hotel portfolio. The program addresses green operations, new built properties, corporate facilities and awareness and culture building of associates and guests.



PANEL 3

ELIZABETH HARRISON KUBANY

PRINCIPAL
EHKPR

Elizabeth is principal of EHKPR, a full-service public relations, marketing, and editorial consulting company that specializes in the fields of architecture and design. She has spoken widely on various topics, including the role of public relations and marketing in the practice of architecture, "green" public relations, ethics in architecture, and the problems with architectural fees.



PANEL 4

JOHN KOULETSIS

EXECUTIVE DIRECTOR
STRATEGY, PLANNING, AND DESIGN
KAISER PERMANENTE

John oversees the planning and design of Kaiser Permanente's medical and administrative buildings. Collaborating with frontline health care professionals, planners, and architects, he developed a comprehensive set of planning and design standards. He is the executive sponsor of the company's High Performance Buildings Committee, through which he benchmarks information with a number of federal agencies.



PANEL 3

JONATHAN LANGE

SENIOR VICE PRESIDENT
DEUTSCH

Over the past 20 years, Jonathan has cultivated a unique track record in integrated marketing across a variety of categories including banking, packaged goods, consumer electronics, and fast food. His teams combine PR, promotions, retail, sponsorships, digital and CRM. Jonathan currently oversees the celebrity Milk Mustache campaign on behalf of America's Milk Processors.

PANELISTS, CONTINUED



PANEL 1

KENNETH A. LEWIS

MANAGING DIRECTOR
SOM

At SOM, Ken has managed and brought to successful completion several projects of enormous scale, complexity and visibility, including the Time Warner Center, 7 World Trade Center, and Brookfield Properties' Hudson Yards. He is currently managing the World Trade Center Tower One, and was closely involved in the development of sustainability design guidelines for the World Trade Center.



PANEL 1

NADAV MALIN

PRESIDENT
BUILDINGGREEN

Nadav oversees BuildingGreen's industry-leading information and community-building resources, including Environmental Building News, its sister publication GreenSpec, and the project certification help tool LEEDuser. He also lends his technical expertise and vision to McGraw-Hill Construction, serving as executive editor of GreenSource magazine. Nadav led the team that created the U.S. Department of Energy's High Performance Buildings Database.



INTRODUCTION TO
KEYNOTE ADDRESS

JOHN MANDYCK

VICE PRESIDENT
SUSTAINABILITY & ENVIRONMENTAL STRATEGIES
CARRIER CORPORATION

John assesses global environmental trends to guide Carrier's product development, brand positioning and market opportunities. He interfaces with global environmental stakeholders and leading organizations such as the USGBC, which Carrier helped found in 1993, the India Green Building Council and others. John serves on the Board of Directors of Urban Green Council, and in 2008 he was appointed as an official advisor to China's Green Building Council.



PANEL 3

ELISA OURS

VP OF PLANNING & DESIGN
CORCORAN SUNSHINE MARKETING GROUP

Elisa directs the architectural marketing and design process throughout all phases of residential, hotel and amenity space planning. She guides design efforts that shape all aspects of a property's pre-development and post-development process, beginning with site feasibility and progressing through the creation of a sales center and terminating with the residential closing of a building.

PANELISTS, CONTINUED

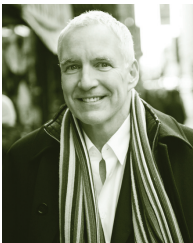


PANEL 4

JEFF RISLEY

EXECUTIVE DIRECTOR
CLIMATE AND ENERGY PROJECT

Jeff Risley has 20 years of experience helping for-profit and not-for-profit organizations successfully plan and implement their missions. Jeff is currently Executive Director of the Climate and Energy Project, a not-for-profit organization supporting energy efficiency and renewable energy projects in the Heartland.



PANEL 4

JAMES S. RUSSELL, FAIA

ARCHITECTURE CRITIC
BLOOMBERG NEWS

James is the architecture critic for Bloomberg News and has been a regular guest on Bloomberg radio and TV. For 18 years James was an editor at Architectural Record magazine, and is an adjunct professor at the Spitzer School of Architecture of the City College of New York. His book, *The Agile City: Building Well Being and Wealth in an Era of Climate Change*, was published by Island Press in Spring 2011.



PANEL 1

JASON SHEFTELL

REAL ESTATE EDITOR
NY DAILY NEWS

Jason is the real estate columnist for the New York Daily News where he launched the paper's "Your Home" section four years ago. Jason writes about neighborhoods, world-renowned developers, green building, and the ins and outs of the New York real estate.



PANEL 4

KIM SLICKLEIN

PRESIDENT
OGILVYEARTH WORLDWIDE

Kim leads the integrated global sustainability practice of OgilvyEarth. Prior to that she led the sustainability and CSR initiatives at Droga5, including the launch of 'WindMade' at the Davos World Economic. Prior to that she spent 6-years building Enclave Rising, an international portfolio of companies rooted in environmental and social consciousness, each dedicated to developing and pioneering best practices in sustainability.



PANELISTS, CONTINUED



PANEL 2

PETER SYRETT

ASSOCIATE PRINCIPAL
PERKINS + WILL

Peter leads the firm's sustainability efforts in the New York office. He led the effort in 2009 to develop the Precautionary List, the architectural industry's first major list of substances to avoid using in building design. Peter also heads Perkins+Will's Sustainable Advisory Services in the northeast region, helping clients to strategize investments and returns to achieve a more sustainable future.



PANEL 3

BRYAN WALSH

SENIOR WRITER
TIME MAGAZINE

Bryan Walsh, senior writer for TIME and TIME.com, focuses on environmental issues, general interest and national stories. He writes the Going Green column for TIME and TIME.com and contributes to TIME.com's environmental issues blog, Ecocentric. Before his stint in Tokyo, Bryan worked as a Hong Kong-based reporter as well as staff writer for TIME Asia.



OPENING
PRESENTATION

JUDITH WEBB

SENIOR VICE PRESIDENT
MARKETING & COMMUNICATIONS
U.S. GREEN BUILDING COUNCIL

Throughout her 30-year career, Judith Webb has been a sought-after senior counselor on messaging, marketing and managing brand development strategies that deliver awareness, acceptance and results for organizations and the executive teams that drive them. She amassed a portfolio of experience through corporate, non-profit and four agency engagements that allows her to apply her strategic-thinking skills for a variety of clients across multiple sectors.



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