

**PITCHING GREEN**  
Consulting Architects of Alberta  
Annual General Meeting 2018

- One of our most important initiatives...Pitching Green.
- It's CAA's commitment to the environment...to "green architecture" in Alberta

**Design Impacts the Environment!**

- Building operations consume a third of all the energy we produce
  - Edmonton – building operations create 39% of green house gas emissions
  - Calgary – 54%
- Through design and construction, architects can have an impact on one-third of all carbon emissions
  
- Most of us know that the things we design and build have a significant impact on the environment.
- In Edmonton, 39 per cent of green house gas emissions come from building operations.
- In Calgary, that figure rises to 54 per cent.
- (Source for both stats: *Edmonton's Community Energy Transition Strategy*, 2013)
- It's clear that we in our profession – through building design and operations – can have an influence on a major source of green house gas emissions.

**Pitching Green – Leading Change**

- Opportunity! We're positioned to lead change
- CAA is "Pitching Green"
- Advocacy for green design and building practices
- Started "pitching" in May
- Awareness campaign (postcard, social media)
- Survey
- This capacity for influence gives us an opportunity! We're positioned to lead change. And the CAA is playing a role.
  - We've led a White Paper on Innovation for the Honourable Brian Mason, Minister of Alberta Infrastructure...

- ... (with input from a broad group of organizations involved in the building industry across Alberta).
- Many of our members have played key roles with the annual Alberta Sustainable Building Symposium,
- Also... serving as board members on green initiatives such as the Canadian Green Building Council.
- Now the CAA is “Pitching Green”
  - Our goal is to help you advocate with your clients for green design and building practices.
  - Started in May... basic awareness campaign... talking to members at conferences (AAA Banff)... postcard (that we hope you all saw)... social media
  - Survey on green building values and practices... ran it last month...
  - Final report should be on our website by the end of the month.

## Green Values

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- Values” questions on survey, e.g. ...
  - organizational core values?
  - membership in Canada Green Building Council?
  - certified green projects?
  - training?
- Responses from architects strongly positive!
- Survey offered some baseline information about our members.
- A number of Yes/No questions:
  - organizational core values?
  - membership in Canada Green Building Council?
  - certified green building projects?
  - training in green practices and standards?
- Architects responded very strongly – 80 per cent and upward – on the positive side
- This is a pattern worth noting... **It appears our members are on board when it comes to green values.**

## Green Practices

How often does your team provide clients with estimated energy consumption and operating costs as part of your services?

- We also had several questions about actual green building practices – as opposed to values. They gave us a different picture.
- One was quite stark:
  - “How often does your team provide clients with estimated energy consumption and operating costs as part of your services?”
- The main group of respondents – 43 per cent – said “sometimes”.
  - But roughly 38% “rarely” or “never” provide estimated energy consumption and operating costs to clients.
  - And only 19% said they “always” or “usually” do.

## Factors and Obstacles

- Factors – very or extremely important
  - Engaged and motivated clients – 86%
  - Strong policies and legislation – 64%
- Obstacles – very or extremely important
  - Cost – 57%
- Survey comments
  - Cost is the major obstacle
  - Lack of client understanding
  - “Commonsense green”
- In another question, we asked respondents to rate a variety of factors and obstacles when they’re “pitching green.”
  - 86 per cent of the architects who responded identified “engaged and motivated clients” as very or extremely important.
  - 64 per cent identified “strong policies and legislation” as a very or extremely important factor.
- 57 per cent of the architects who responded rated cost as a negative factor.
- And we asked for comments about major obstacles to adopting green building practices.
  - This drew a big response...an overwhelming consensus...**cost** is the major obstacle.
  - Other comments suggested that many clients don’t understand the long-term value of green building practices.

## An Emerging Picture

- Values, Practices, Factors, Comments...all paint a picture
- Most Alberta architects are trained in green building practices, value green building practices
- But...cost and clients present challenges
  
- We can see a picture emerging from our survey.
- It appears that CAA members are for the most part aware of...trained in... and see the value in green building practices.
- But when we look at project costing and the actual use of green building practices, there seems to be a disconnect. **We're not applying the values in practice that most of us support in theory.**
- Reasons for this appear to centre around cost...and clients who don't understand the longterm value in green building.

## Next Steps...The Challenge

- More Pitching Green
  - continued research
  - improve website
  - build best practices database
  - communicate with members...educate clients
  - lobby with government
- Influence and knowledge can lead change
  
- In the coming months we will push forward with Pitching Green.
- We'll do more comprehensive research on barriers to green building, and look for find strategies to overcome those barriers.
- Other plans include:
  - A detailed Pitching Green section for our website, with a best practices database
  - Strategies and tools to help you educate your clients on the long term value of building green
  - Lobby with government for stronger mandates and policies...and for more financial incentives to build green.

We're in a position to make a difference.

- We understand the value of green architecture....
- We have the knowledge and professional credibility....
- We have an opportunity and a responsibility to lead the change!